



• Starting from 2007, MQA's accreditation is perpetual unless stated otherwise. All accredited qualifications are subject to periodic maintenance audit to ensure continuous improvement. If the accreditation of a qualification is revoked, the cessation date will be displayed in the Malaysian Qualifications Register. Qualifications previously accredited under National Accreditation Board of (Lembaga Akreditasi Negara, LAN) have a validity period of 5 years and this information is stated in the MQR for reference purposes.

• The verification of accreditation status of a programme will not be performed by MQA. This printed statement is sufficient for any related business.

Bachelor of Business Administration (Honours) Marketing Management in collaboration with Universiti Multimedia Kampus Melaka


Reference Number : MQA/FA4356
Certificate Number : 16900
Name of Qualification : Bachelor of Business Administration (Honours) Marketing Management in collaboration with Universiti Multimedia Kampus Melaka
Date of Accreditation (dd/mm/yyyy) : 30/05/2017 to 29/06/2020
Date of Revocation : 30/06/2020
Compliance Audit : NA
Name of Institution : DRB-HICOM University of Automotive Malaysia
Address : Kompleks Automotif DRB-HICOM, Lot 1449, PT 2204
 Kawasan Perindustrian Peramu Jaya
 26607 Pekan
 Pahang
Telephone Number : 09-424 2400
Fax Number : 09-424 2500
E-mail : enquiries@dhu.edu.my
Website : www.dhuautomotive.edu.my
Type : Bachelors Degree
MQF Level : 6
NEC Field (National Education Code) : 0414 (Management and administration)
Equivalency For Public Services : Honours Degree
Number of Credits : 126
Mode of Study : Full Time

| | Full Time | Weeks/Semester | Semesters | Duration |
|--|-----------|----------------|-----------|----------|
| Duration of Study (years) : Long | | 16 | 6 | 3 year/s |
| Short | | 8 | 3 | |

Mode of Delivery : Conventional
Remark(s) : Programme will be terminated on 30/6/2020.

NA : Not Available