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• 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


Reference Number : MQA/FA8574
Certificate Number : 19625
Name of Qualification : Bachelor of Business Administration (Honours) Marketing Management
Date of Accreditation (dd/mm/yyyy) : 08/07/2019 to 25/02/2023
Date of Cessation : 26/02/2023
Compliance Audit : Agensi Kelayakan Malaysia
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 : 122
Mode of Study : Full Time and Part Time

Full Time	Weeks/Semester	Semesters	Duration
Long	14	8	3 year/s
Short	-	-	
Industrial Training	12	1	

Duration of Study (years) :

Part Time	Weeks/Semester	Semesters	Duration
Long	14	13	5 year/s
Short	-	-	
Industrial Training	12	1	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
26/2/2017	15	9 (FT); 14 (PT)	available	3 (FT) / 5 (PT)	122
24/9/2020	14+12	8+1 (FT); 13+1 (PT)	available	3 (FT) / 5 (PT)	122

Mode of Delivery : Conventional
Remark(s) : Program Cessation Date: 26/02/2023

NA : Not Available

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