

# FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTANCY

## FOR FURTHER INQUIRIES, PLEASE CONTACT:

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## INTRODUCTION

The Faculty of Business, Economics and Accountancy (FBEA) was established in 1995 under the name of School of Business and Economics. The aspiration of its establishment was the needs for professionals in the area of management, business and economics. Realizing the importance of human capital as a basis to create a developed nation, as outlined in Vision 2020, the academic program in FPEP is formulated to produce quality graduates to fulfill the needs for capable managers, entrepreneurs, accountants, economists and industrial players. Apart from fulfilling the needs of the nation and optimizing the existing competitive advantage, the graduates of FPEP is prepared to compete in the global market with international standard, technical ability and soft skill. In line with the economic and business development, the dynamic academic programmes in FBEA have progressively developed to become ten undergraduate programmes that encapsulate the discipline of business, economics and accountancy. After 20 years of its establishment, FBEA has successfully produced more than 10,000 graduates (undergraduate and postgraduate) who came from various countries and now becoming important assets to various sectors and industries internationally. Beside a continuous quality assurance and benchmark internationally, research activities and community engagement are also empowered via global networking with various institution and organizations. With the visionary education philosophy, that crystallised in the form of a long range plan called Malaysian Education Development Plan (PPPM, 2015-2015), FBEA is progressing with academic, scholarly and research activities based on the University niche area, in particular entrepreneurship and hospitality industry.

## VISION

The Faculty of Business, Economics and Accountancy (FBEA) strives to be an innovative world-class faculty, in line with the Universiti Malaysia Sabah (UMS) vision.

## MISSION

The Faculty of Business, Economics and Accountancy (FBEA) strives to achieve excellence in the dissemination of knowledge in the fields of business, economics and accountancy towards the attainment of international recognition, for its teaching and learning, research, publication, community engagements and the balanced specialization of knowledge. The strive for excellence is vested through the personality development of students complimented with soft skills as well as entrepreneurial skills in support to the society and the Nation's aspiration towards attaining high productivity and quality.

## OBJECTIVES

- To achieve an academic scholarly world class excellence in the field of business, economics and accountancy.
- To explore, uphold and optimize business, economic and accounting knowledge effectively for the University, community and nation development.
- To conserve academic freedom, to appreciate knowledge tradition and to maintain intellectual robustness among the community of FPEP and University.
- To produce proactive, creative, competent, competitive, ethical and dynamic graduates.
- To provide undergraduate and postgraduate study programmes in the area of business, economic and accountancy that covering various specialization with the quality as expected by the market.
- To carry out research activities, consultancy, community engagement, and academic publication in the area of business, economics and accountancy, relevant to the niche of the University, with commercial values and in line with the needs of the nation, community and industry.
- To establish networking with academic institutions, government, private and the third sectors, and professional bodies locally and internationally to enhance value, professionalism and excellence of the faculty and University.
- To educate and enhance holistic values and enterprising mind with responsibility among scholars, officers, support staff and members of the faculty to achieve optimum, high quality, innovative and high impact productivity.

## FBEA AIMS

FBEA aims to provide its students with fundamental as well as application-based knowledge in the fields of business, economics and accountancy and highly support the promotion of life-long learning at undergraduate as well as postgraduate level, providing a strong pathway towards promoting life-long professionalism in the area of study.

## FBEA LEARNING OUTCOMES

At the end of studies, Faculty of Business, Economics and Accountancy graduates should be able to:

- Demonstrate knowledge and understanding in the respective area of studies.
- Demonstrate problem-solving and critical thinking skills in the area of business, accounting and economics.
- Work independently, lead and be a team player.
- Demonstrate effective communication and have good command of written and spoken English language.
- Demonstrate professionalism, ethical behaviours and practices as well as social responsibilities.
- Demonstrate a commitment to life-long learning and professional development.
- Display effective managerial skills.
- Use effectively computer and other technologies appropriate to the discipline.
- Integrate all knowledge, either theoretically or practically that they have obtained in order to prepare them for any professional qualification.
- Identify, explore and evaluate any work or business opportunity in any field

## PROGRAMMES

### HE02 ACCOUNTING

The programme aims is to nurture universally responsible accountants with international standards qualification and global skills in fulfilling the needs of the profession, nation, and global market. Within few years upon successfully completing this programme, our graduates are:

- Accounting practitioners who optimize their knowledge and practical skills in the accounting discipline consistent with the requirements of the global accounting profession;
- Accounting practitioners who uplift and promote values, attitudes and professionalism through social skills and responsibilities;
- Accounting practitioners who lead and engage innovatively in problem solving tasks across disciplines through effective collaboration and effective communication;
- Accounting practitioners who dynamically respond to contemporary challenges with managerial and entrepreneurial skills through technological advancement and continuous professional development.

The program will equip students with skills and knowledge required as an accountant, in which students will be exposed to both technical aspects of accounting and related issues in global business, particularly in the accounting profession.

Course concentrations cover financial accounting, management accounting, audit, taxation, accounting information systems, corporate governance and accounting ethics, finance and other related courses. This Bachelor of Accounting with Honours degree is a recognized accountancy degree under Part I of the First Schedule of the Accountants Act, 1967.

#### **Career Prospects**

Graduates with a wide spectrum of knowledge and skills in accounting will be able to meet the demands of extensive job prospects both in the public and private sectors. Graduates can venture into accounting related careers such as financial accounting, management accounting, corporate reporting, treasury, taxation, financial analysis, business analysis, business consultancy, risk management, financial management and others. Employment prospects not only limited to accountancy related jobs, but also in finance as well as another related field.

### HE04 ENTREPRENEURSHIP

This program aims to nurture innovative and universally responsible business executives (who with focused knowledge in entrepreneurship and business) to support the nation's aspiration in positioning Malaysia as a global business hub. Students will be exposed to both theory and hand-on learning that extend beyond the classroom environment with a barring to produce a holistic business graduate that possess high entrepreneurial skills.

#### **Career Prospect**

Graduates may be interested in starting up their own businesses or advising those who do. Graduates may find employment opportunities in

innovative or entrepreneurial positions in a wide range of leadership and support roles within existing enterprises, either large or small, or managing new ventures within large organizations.

## HE05 PLANNING AND DEVELOPMENT ECONOMICS

Planning and development economics programme (HE05) aims to nurture innovative, resilient and universally responsible economists (planning & development economists) to support national aspiration of becoming a developed and high income nation.

### **Career Prospect**

With extensive knowledge and skills in economics, graduates of the planning and development economics programme would have greater opportunities to pursue careers in both public and private sectors. In that, employment prospects are not limited to economics related jobs, but also available in business and accountancy as well as other related fields. Graduates from this programme can also utilise and combine their expertise with graduates from other fields of study to establish various types of businesses in contributing to the development of an economy.

## HE06 FINANCIAL MANAGEMENT AND BANKING

This program aims to nurture innovative and universally responsible business executives (who with focused knowledge in financial management and banking) to support the nation's aspiration in positioning Malaysia as a global business hub. Students will be exposed to both theory and hand-on learning that extend beyond the classroom environment with aim to produce a holistic business graduate that possess a high entrepreneurial skill. This programme aims to produce business graduates specializing in financial management and banking.

### **Career Prospect**

Graduates will earn balance knowledge in the field of finance and banking. Graduates is expected to be employed either in public or private sector, i.e.: central bank, securities commission, finance department of local and federal government, banks, brokerage firms, insurance companies, consultant as well as become an entrepreneur.

## HE07 FINANCIAL ECONOMICS

Financial economics programme (HE07) aims to nurture innovative, resilient and universally responsible economists to support national aspiration of becoming a developed and high income nation.

### **Career Prospect**

Graduates has the opportunity for an employment in financial institution such as insurance companies, and mutual funds, corporate finance, brokerage firms, and public sector.

## HE08 HOTEL MANAGEMENT

This program aims to nurture innovative and universally responsible business executives (who with focused knowledge in hotel management) to support the nation's aspiration in positioning Malaysia as a global business hub. Students will be exposed to both theory and hand-on learning that extend beyond the classroom environment with a barring to produce a holistic business graduate that possess a high entrepreneurial skills. Coverage of this specialization include courses such as introduction to hospitality industry, front office management, food preparation, food and beverage services, food and beverage management, accommodation management, hospitality marketing, special events operation, service management for hotel and hotel operation system.

### Career Prospect

The opportunities in the hospitality industry career are nearly limitless. The outstanding economic growth of the global and (particularly) Malaysia tourism hospitality industry fuels an exceedingly quick rate of career evolution. A business degree specializing in hotel management graduate have the opportunity to a wide range of career paths that are not limited to accommodation/lodging operation, instead it extend to the food service entertainment, event/ exhibition, leisure/attraction and others. Alternatively, complimented with their business component courses knowledge, starting up their own hospitality business is not impossible.

## HE09 INTERNATIONAL BUSINESS

The graduates of Business Degree (International Business) within few years upon successfully completing the program will be:

- Business executives who apply their knowledge and skills of business management in addressing contemporary business issues.
- Business executives who provide good responsible ethical business practices in engaging the society and business communities.
- Business executives who cogently communicate ideas and lead teams in innovating solutions to business-related problems.
- Business executives who manage and integrate information from diverse sources in seeking new knowledge, managing resources and enhancing their entrepreneurial skills

### Career Prospect

Graduates from this programme qualify for an array of leadership positions and other advanced roles in private, public and non-profit organizations. Graduates will be ready to work across industries in different countries as a business analyst, human resources generalist, operations manager or marketing specialist and in various fields of work.

## HE10 MARKETING

The program aims to foster innovative and responsible business executives globally (focused on marketing) in an effort to support the country's aspirations in positioning Malaysia as a global business hub. Students will be exposed to theoretical and practical learning, beyond the lecture room environment in producing a holistic business graduates with high marketing skills. The program

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develops the basic knowledge of students through exposing to various business disciplines. This goal is achieved through the offering of various aspects of knowledge in the field of business according to specialization areas that are considered crucial in the marketing world. The areas of expertise include management and marketing which cover the knowledge of financial, accounting, market, sales, promotion, product, human resources, cross-culture and international business policy. Students will be exposed to various teaching methods such as case study analysis, industries and/ or departments visits and practicum training. The offering of the program is also aimed at producing a competitive and innovative workforce as well as realizing the desire to produce excellent graduates at both domestic and global levels.

## **Career Prospect**

Graduates has the opportunity to involve in global, multi-national and local organization as well non-governmental and non-profitable organisation to contribute in the marketing field. Graduate can venture into marketing related areas such as marketing planning, sales management, brand management, product and advertising management, retail management, public relations and publicity, services management and marketing research and analytics.

## **HE11 HUMAN RESOURCE ECONOMICS**

Human resource economics programme (HE11) aims to nurture innovative, resilient and universally responsible economists to support national aspiration of becoming a developed and high income nation.

## **Career Prospect**

Graduates from human resource economics will be able to work in a variety of fields at the federal, state and local government level. Many economists work for corporations and help them understand how the economy will affect their business. Economists also work for research firms and think tanks, where they study and analyze a variety of economic issues.

## **HP08 TOURISM MANAGEMENT**

The program aims to nurture innovative and responsible business executives globally (focused on tourism management) in an effort to support the country's aspirations in laying Malaysia as a global business hub. Students will be exposed to theoretical and practical learning beyond the lecture room environment in the hope of producing a holistic business graduates with high entrepreneurial skills. Thus, students are able to apply the knowledge and skills that needed by the tourism industry in the private or public sector. In addition, this program objective is to recruit and produce individuals equipped with personal, technical and conceptual skills; which those elements are very significant for tourism that practices service oriented and globally trait.

## **Career Prospect**

Studying Tourism at UMS can lead to a rewarding career in a number of tourism industry sectors (national and international). Opportunities will exist in the fields of travel consultancy, tour operations, destination marketing, attractions and destination management, events programming, government and public service and small business development (possibly leading to self-employment).

**ACADEMIC STAFF**

**<http://www.ums.edu.my/fpep/en/about-us/administration/staff/academic-staff/professor>**

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