In 1995, the then Prime Minister, Tun Daim Zainuddin, and a delegation from Malaysia made a working visit to Massachusetts Institute of Technology (MIT) and endorsed the establishment of university modelled after MIT. An agreement was signed in January 1997 to establish the Malaysia University of Science and Technology (MUST).

In its formative years, MUST was fully assisted and supported by MIT, a world-renowned university noted for its education and research in advanced science and technology. MUST emulated MIT’s method of teaching and learning which encourages creativity, analytical thinking, problem-solving, innovation and team-building. These are qualities that have been proven to be successful in producing entrepreneurial leadership in science, technology, business and management.

MUST also nurtures a research-driven culture in all fields of expertise to ensure depth of understanding and confidence in facing practical problems. The MIT model has been the impetus of the MUST culture that is vibrant, innovative and purposeful to our local environment.
The Bachelor in Business Administration (BBA) programme equips students with a sound foundation in business theories, concepts and principles, while at the same time giving our students practical training in management, marketing and entrepreneurship. The “Student-as-Practitioner” concept is central to all business courses, where students are exposed to real business experiences through case studies, seminars, workshops, company visits and a required industry internship during the final four months of the programme. The carefully orchestrated internship clearly gives MUST graduates a competitive edge in securing a place as well as advancing themselves in workplace.

Our university delivers a competitive business education programme through its highly qualified academic team, who bring years of industry and corporate experience into the classroom. Our aim is not to merely teach business basics, but to motivate students to achieve their full potential. Many of our BBA graduates today work for leading companies while others have pursued advanced studies in Malaysia and abroad. They also have the opportunity to pursue a Master in Business Administration (MBA) either at MUST or at University of Tasmania (UTAS), our partner institution in Australia.

Programme Duration
3 years (6 semesters)

Entry Requirements
A. Local Students
   • Sijil Tinggi Pelajaran Malaysia (STPM) or its equivalent with minimum 2 principles or CGPA at least 2.00 Local University Matriculation, Pre-University, Foundation or its equivalent with minimum CGPA of 2.00 Diploma or certificate in relevant fields from recognized institutions or its equivalent

B. International Students
   • GCE A level or its equivalent with minimum CGPA of 2.00 Matriculation or Pre-University or Foundation studies or its equivalent with minimum CGPA of 2.00 Diploma or certificate in relevant fields from recognized institutions or its equivalent

Programme Structure
Year 1
- Business Statistics
- Business Information System
- Principles of Management
- Management of Technology
- Principles of Accounting
- Fundamentals of Entrepreneurship
- Business activity and innovations
- Principle of economic
- Pre-Intermediate English
- Intermediate English

Year 2
- English For Academic Writing
- Management Accounting and Finance
- Operations Management
- Organizational Behaviour
- Marketing Management
- Financial Management
- Business Ethics and Corporate Responsibility
- Business Law
- Human Resource Management

Year 3
- Quantitative Methods for Business
- Strategic Management
- Internship
- Project Paper

Careers, Industry & Pathway
- Career Opportunities
  Business Executive, Marketing Executive, Bank Executive, Account Executive Product Development Executive, Customer Service Executive, and many others.

- Internship
  Students are exposed to real-life working environment through a 3 – 6 months internship with a private sector firm in the final semester.

- Graduate Options and International Pathways
  Graduates have the opportunity to pursue a Master in Business Administration (MBA) either at MUST or at University of Tasmania (UTAS), our partner institution in Australia.

Elective Courses
- Fundamentals of Public Policy
- Data Management
- Corporate Regulation and Accountability
- Supply Chain Management
- International Business
- Retail Management
- Corporate Entrepreneurship
- Training and Development
- Labour Law and Industrial Relations
- Compensation Management
- Financial Market and Institutions
- Entrepreneurial Marketing
- Consumer Behaviour
- Risk Management

MQA Courses
- Malaysian Studies 3
- Ethnic Relations
- Malay Language Communication 2
- TITAS
- Thinking Skills
- National Language A
- Comparative Religions
- Co-Curriculum