Universiti Tun Abdul Razak

OVER THE YEARS, Universiti Tun Abdul Razak (UNIRAZAK) has demonstrated a keen ability to produce competitive graduates fit for the cut and thrust of the business world. Its undergraduate programme in entrepreneurship is further testament to this flair.

The programme takes advantage of a unique partnership with Babson College, the top ranked school for undergraduate entrepreneurship studies for 15 consecutive years in US News & World Report's annual ranking of American universities and colleges. Babson trains UNIRAZAK's academicians and the programme includes an optional three weeks of study at the Boston institution.

The course takes undergraduates on a three-year journey through classroom work and actual business settings, designed to shape creativity, practical skills and leadership potential. “Students gain exposure to all facets of business and entrepreneurship,” says a university spokesperson, noting that classes cover a full range of disciplines including accounting and finance, economics, management, marketing and sales, operations, business law and information systems. In the final semester, students can specialise in marketing, retailing, franchise or sales management.

“Upon graduation, students will command all the skills required to launch and sustain their own business or to get ahead in the corporate arena,” he says, adding that graduates typically start up ventures such as financial or real estate agencies, take on franchise opportunities, or pursue corporate careers as managers, analysts or consultants.

“Becoming a success as an entrepreneur requires the right state of mind as well as academic prowess,” says the spokesperson. “Our students acquire a well-balanced attitude embracing business savvy and ethical values as a way of life.”

The programme has three intakes a year, in January, June, and August.

Fields of study
- Accounting
- Business Administration
- Economics
- Entrepreneurship
- Government & Public Policy
- Insurance
- Islamic Banking & Finance
- Islamic Financial Planning
- Leadership
- Taxation

For more information, contact:
Universiti Tun Abdul Razak
Capital Square, 8 Jalan Munshi Abdullah
50100 Kuala Lumpur
Tel.: 03-7627 7000 Fax: 03-7627 7060
Email: marketing@unirazak.edu.my
Facebook: Unirazak@CapSquare
Web: www.unirazak.edu.my