



\* 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  
**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](mailto:enquiries@dhu.edu.my)  
**Website** : [www.dhuautomotive.edu.my](http://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
<b>Duration of Study (years)</b> :	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