

## **SUMMARY OF MARKET SURVEY – MICP BACHELOR OF BUSINESS ADMINISTRATION**

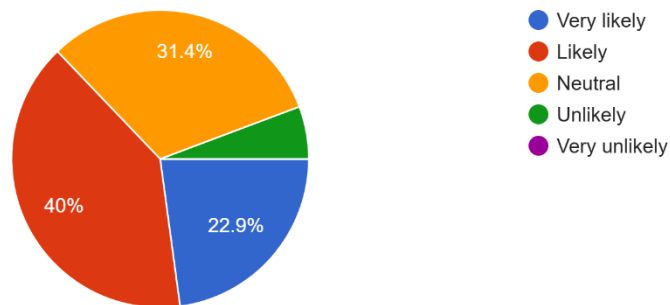
MAHSA International College, Penang (formerly known as Penang International Dental College) established in 2006 in Butterworth, Penang, is planning to introduce a Bachelor in Business Administration program as part of its academic expansion. This 3 years program is designed to build a strong foundation in business concepts and hands-on skills, enabling students to confidently progress into a postgraduate programme. The programme focuses on developing core management understanding, analytical thinking, digital capabilities and responsible business conduct, supporting students' growth in both academic pursuits and future career pathways. A survey was carried out to collect input on the programme's relevance, proposed courses and overall duration to ensure it meets current industry expectations. Additionally, the survey also gauges students' willingness to enroll, especially if the programme is offered in Butterworth at an affordable fee. This effort underscores MIC's continued dedication to delivering accessible, high-quality education for Malaysian learners.

The market analysis survey for the proposed Bachelor of Business Administration at MIC collected 35 responses, the majority of which were from individuals working in private sector organisations (94.3%). This indicates a high level of interest from the private sector in the Bachelor of Business Administration, suggesting that the curriculum could be tailored to emphasise practical, industry-relevant skills that align with private-sector requirements.

## PART I: PROGRAMME RELEVANCE, CURRICULUM & CONTENT EXPECTATIONS

1. To what extent would you consider enrolling in a Bachelor in Business Administration (BBA) programme if it is offered?

35 responses



Overall, respondents generally agree and would consider enrolling in the BBA program if offered the opportunity to pursue it.

2. Which of the following component(s) do you think can increase the attractiveness of a Bachelor in Business Administration (BBA) programme?

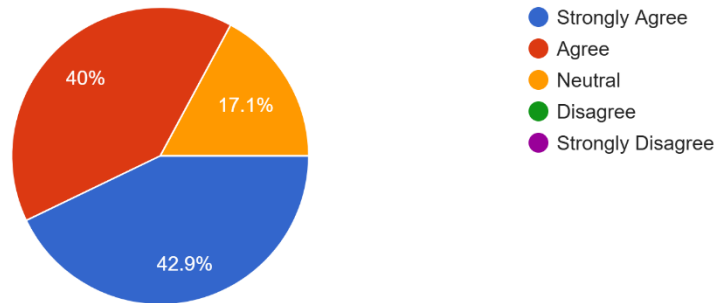
35 responses



There are various responses in determining the components that can increase the attractiveness of the BBA programme. 34.3% of respondents consider that internship or industrial training opportunities can enhance the attractiveness of the BBA programme.

3. To what extent do you agree that a Bachelor in Business Administration (BBA) programme should equip graduates with relevant knowledge and practical skills required by the industry?

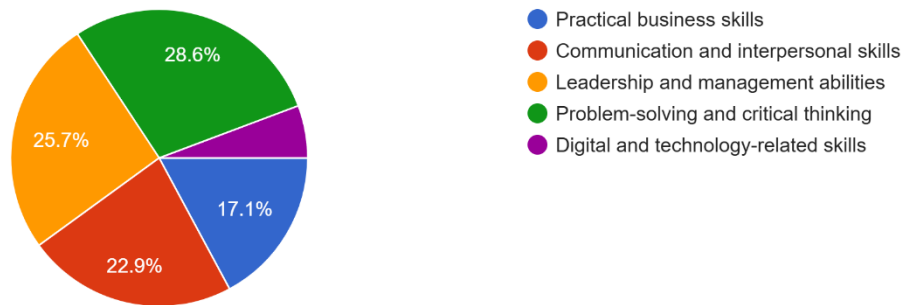
35 responses



42.9% of respondents strongly agree that the BBA program should prepare students for industry requirements through relevant knowledge and practical skills.

4. What type of knowledge and skills do you think graduates of a Bachelor in Business Administration (BBA) programme should have?

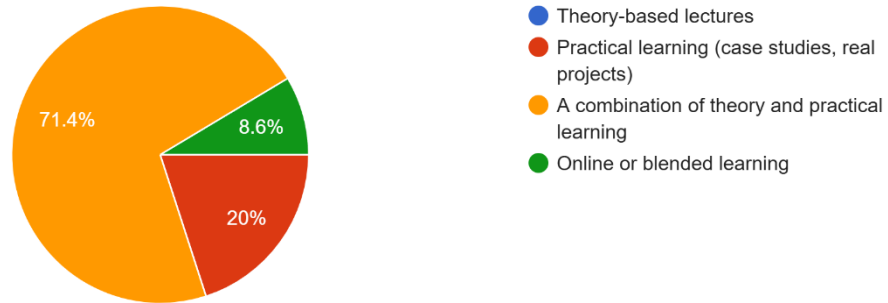
35 responses



There are various responses from respondents regarding the skills that students should possess after completing the BBA program. 25.7% selected leadership and management skills, while another 22.9% chose communication and interpersonal skills and follows by 17.1% felt that practical business skills are least essential. The majority, at 28.6%, selected problem-solving and critical thinking.

5. What type of learning approach do you think is most suitable for a BBA programme?

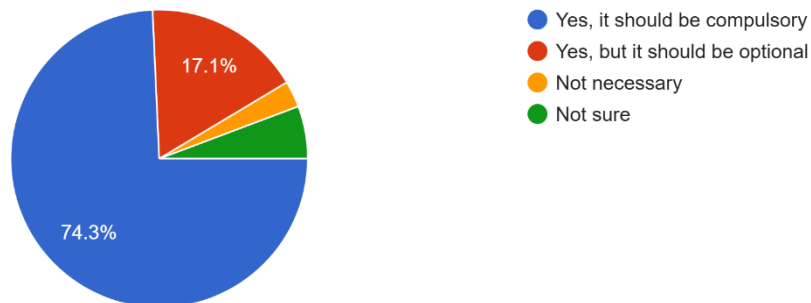
35 responses



There are various perspectives on determining the most appropriate approach in the BBA program. The majority (71.4%) prefer a combination of theory and practical learning as the most suitable approach for this program.

6. Do you think a BBA programme should include internship or industrial training?

35 responses

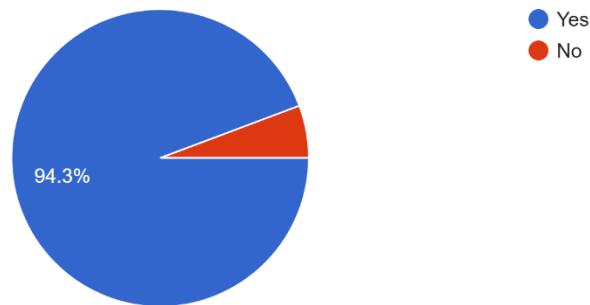


There is broad agreement that the programme's should have the internship or industrial training. The majority of respondents (74.3%) agree that the BBA program should provide industrial training to students.

## PART II: ACADEMIC/CAREER PATHWAY

1. Do you think that students who have completed the Bachelor of Business Administration are suitable to further their studies in business-related programmes?

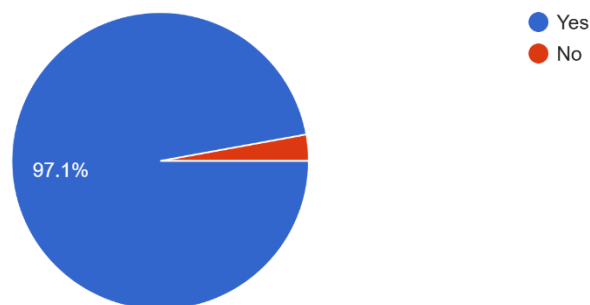
35 responses



94.3% of the respondents agreed that completing this study effectively prepares students for business-related postgraduate programs, affirming the programme's academic robustness.

2. Do you think this programme expands opportunities for eligible students to pursue entry-level careers?

35 responses

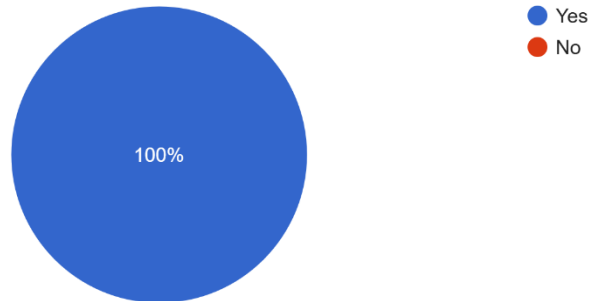


Likewise, 97.1% of respondents feel that the programme will enhance access to entry-level job opportunities, highlighting its practical relevance and alignment with industry needs.

### **PART III: OTHERS**

1. In your opinion will this programme able to produce students relevant for careers in business?

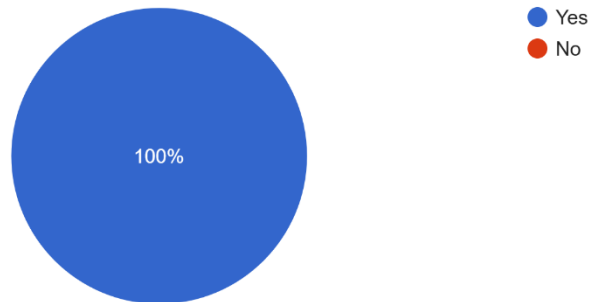
35 responses



All the participants believe the programme will improve graduates' prospects for entry-level employment, demonstrating its practicality and strong alignment with workforce demands.

2. Will the students be interested to join the programme, if the programme is offered at an affordable fee?

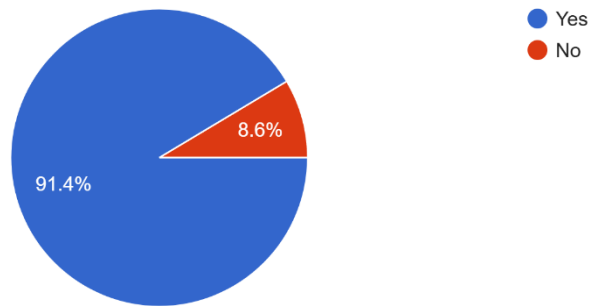
35 responses



All respondents (100%) stated that offering the programme at an affordable fee would significantly increase its appeal, underscoring the role of cost-effectiveness in attracting students.

3. Will students be interested to join the programme, if it is offered in Butterworth, Penang?

35 responses



91.4% of respondents expressed interest in the programme being offered in Butterworth, Penang, underscoring the location's strategic advantage. However, the remaining 8.6% noted that geography remains a key concern for students facing transportation challenges.

## COMPETITORS IN THE MARKET

The Bachelor in Business Administration programme at MIC competes with a number of well-established institutions in Penang and nearby areas that offer comparable qualifications. Differences in course design, fee structures and target audiences provide a clearer picture of the competitive environment.

An overview of the main competitors is outlined below:

INSTITUTION	COURSES	LOCATION	REMARKS (FEES/DURATION)
Segi College	Bachelor of Business Management (Hons)	Penang Island	RM61,295 3 years
INTI	BBA / Bachelor of Business	Penang Island	RM62,000-70,000 3 Years
MSU College	BBA / Bachelor of Business	Shah Alam	RM45,000-70,000 3 Years
Sentral College Penang	BSc (Hons) Business & Management	Penang Island	RM60,000-90,000 3 Years
Peninsula College	Bachelor in Business / Business Management	Batu Kawan	RM40,000-65,000 4 years
UOW	Bachelor of Business / Business Management  Bachelor of Arts (Hons) Business Management	Batu Kawan	RM68,000-82,000 3 Years
IPK College	BBA / Bachelor of Business	Bukit Mertajam	RM60,000-85,000 3 years

**Table 1: Private colleges with business related Bachelor programs**

Based on the market findings, MIC is confident that its Bachelor of Business Administration programme is in strong demand and appeals greatly to students aspiring to build careers in business and related humanities disciplines.