




Masters in Business Administration (MBA)

COURSE OVERVIEW

Masters in Business Administration equips today's degree holders with the knowledge and leadership skills necessary in higher management roles. Subjects covering topics such as competitive intelligence are balanced with corporate ethics, providing graduates the ability to engage in challenging corporate environments with principle and integrity.

 1 year (2 semesters)

 Mode of Study: Full Time
Part Time

Method of Delivery: Fully Online
Blended
Face to face

COURSE INTAKE

JANUARY | MAY | SEPTEMBER

COURSE STRUCTURE

CORE MODULES

- ▶ Managing Organisation
- ▶ Economic for Managers
- ▶ Marketing management
- ▶ Strategic Human Resource Management
- ▶ Accounting and Finance for Decision Making
- ▶ Competitive Intelligence and Asian Business Strategy
- ▶ Research Methodology
- ▶ Project Paper
- ▶ Elective 1
- ▶ Elective 2

Elective: Management

- Organisational Development and Change Management
- Visionary Leadership
- Strategic Communications
- Project Management

Elective: Marketing

- Consumer Behavior and Market Intelligence
- Marketing Communication and Branding Strategy
- International Business and Marketing Strategy

Elective: Finance

- Cases of Asian Financial Strategy
- Portfolio Management
- Corporate Finance Strategy

Elective: Supply Chain

- Supply Chain Management
- Transportation and Logistics
- Supply Chain Strategy



ENTRY REQUIREMENTS

- Bachelor's Degree (Hons) or
 - BDTVEC/BTEC Higher National Diploma (HND) + 5 years working experience
- or any other equivalent qualifications recognised by the authorities concerned



ASSESSMENT

Through examinations, coursework, assignments, practical projects and presentations



AWARDS OF CERTIFICATE

The student will be awarded by the UNITAR International University of Malaysia



CAREER PROSPECTS

Project manager, marketing executive, business consultant, event planner, accountant, logistics officer, administrative executive, human resource manager.