


# Masters of Business Administration

## 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 (3 Semesters) | Full Time
-  Method of Delivery:
-  2 Years (6 Semesters) | Part Time
- Blended Learning

## COURSE INTAKE

JANUARY | MAY | SEPTEMBER

## COURSE STRUCTURE

### CORE MODULES

- ▶ Managing Organisation
- ▶ Economic for Managers
- ▶ Marketing Management
- ▶ Accounting and Finance for Decision Making
- ▶ Strategic Human Resource Management
- ▶ Competitive Intelligence and Asian Business Strategy
- ▶ Research Methodology
- ▶ Project Paper
- ▶ Business Analytics
- ▶ Choose elective between Management or Marketing

#### Elective: Management

- Organisational Development and Change Management

#### Elective: Marketing

- Marketing Communication and Branding 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 formative assessments and summative assessment, 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