




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. As the demand in the business industry is rapidly increasing, our courses will prepare the learners with business analytics and strategies and develop them with right skills in marketing management to meet requirements and needs for the competitive business environment.

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

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
- ▶ Strategic Decision making with AI
- ▶ Research Methodology
- ▶ Project Paper
- ▶ Business Analytics
- ▶ Choose one elective from below

Elective: Business Intelligence and Analytics

- Business Intelligence Systems

Elective: Integrated Digital Marketing

- Content and Social Media Marketing

Elective: Strategic Supply Chain Management

- Logistics and Distribution Management

Elective: Service Management

- Strategic Service Operations



ENTRY REQUIREMENTS

- Bachelor's Degree (Hons) **OR**
 - BDTVEC/BTEC HND **OR**
 - HND or equivalent diploma + minimum 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