Get In Touch

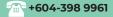
For further information about the programme, please contact:

Irene Khor

Phone: +6 012 431 3043 +604 398 9961

Email: infoeraprai@gmail.com

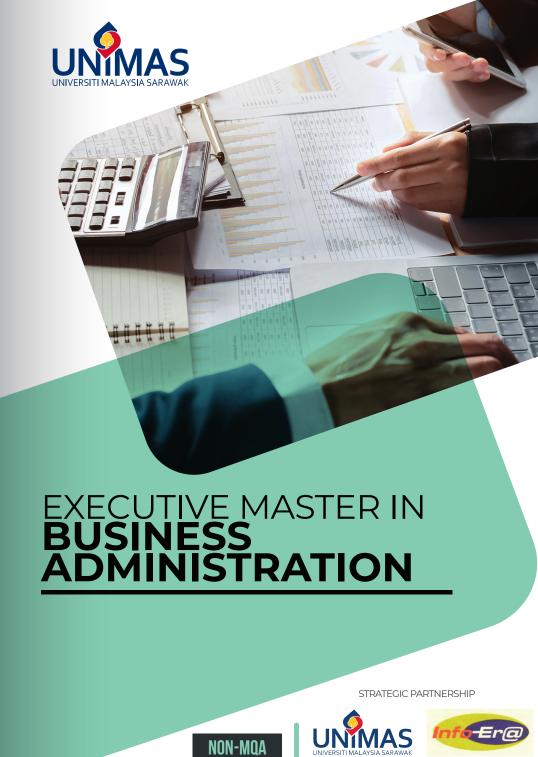
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Infoera Academy Sdn Bhd, 24A, Jalan Prai Jaya, Bandar Prai Jaya, 13600 Prai, Penang.

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INTRODUCTION

This programme is designed for ambitious managers, looking for greater responsibility and seniority. The Executive Master in Business Administration programme is the perfect platform to enhance the executive capabilities. The curriculum focuses on current business challenges and globally oriented. Learning methods include interactive technologies, class discussions, syndicate projects, case studies, group problem-solving activities, simulations, and international projects.

LEARNING OUTCOME

PL01

Synthesize the broad knowledge of business to strategically lead sustainable businesses and organizations

PL02

Develop critical reasoning processes for the use of collecting data, analysing, and arranging information to arrive at professional conclusions

PL03

Develop effective communication of ideas, problems, and proposals through written, verbal and data analysis presentations

PL04

Recommend effective information technology that facilitates and supports business decision making

PL05

Analyse ethical implications of business practices and prescribe ethical direction

PROGRAMME MODULES

Module 1Corporate StrategiesModule 2Organizational BehaviourModule 3Business Ethics and Governance

Module 4 Operation Management

Module 5 Entrepreneurship and Innovation

Module 6Research MethodModule 7Corporate FinanceModule 8Strategic MarketingModule 9Project ManagementModule 10Business Economics

Module 11 Human Resource Management

Module 12 Project Paper

ASSESSMENT METHODS

70% Assignment

30% Project Assessment 12 months
1 modules

MODE OF STUDY

Coursework

WHO SHOULD APPLY?

• Senior Product Manager, Director, Manager, R & D Manager

PROGRAMME FEE RM12,000 (inclusive 6% SST)

REGISTRATION FEE

ENTRY REQUIREMENTS

Passed Bachelor / Executive Bachelor / Professional Bachelor in related fields

OR

Other academic qualifications with at least 4 years working experience depending on UNIMAS Senate approval

OR

Passed Accreditation of Prior Experiential Learning, APEL (A)