

## Get In Touch


For further information about the programme, please contact:

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# EXECUTIVE MASTER IN **BUSINESS ADMINISTRATION**

STRATEGIC PARTNERSHIP

**NON-MQA**

# 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

<b>Module 1</b>	Corporate Strategies
<b>Module 2</b>	Organizational Behaviour
<b>Module 3</b>	Business Ethics and Governance
<b>Module 4</b>	Operation Management
<b>Module 5</b>	Entrepreneurship and Innovation
<b>Module 6</b>	Research Method
<b>Module 7</b>	Corporate Finance
<b>Module 8</b>	Strategic Marketing
<b>Module 9</b>	Project Management
<b>Module 10</b>	Business Economics
<b>Module 11</b>	Human Resource Management
<b>Module 12</b>	Project Paper

## ASSESSMENT METHODS

**70%** Assignment

**30%**  
Project Assessment

## DURATION OF STUDY

**12** months  
**12** modules

## MODE OF STUDY

Coursework

## WHO SHOULD APPLY?

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

## 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)

## PROGRAMME FEE

**RM12,000**

(inclusive 6% SST)

## REGISTRATION FEE

**RM500**