

MASTER IN BUSINESS ADMINISTRATION (MBA) OPEN AND DISTANCE LEARNING (ODL)

(NDL/340/7/0781) MQA/PA 14586



PROGRAMME INTRODUCTION

The MBA ODL programme at AMU with advanced knowledge and skills in analytical, critical thinking, leadership, entrepreneurial, professionalism and creativity within their specific areas of Business Studies. This programme would also enable them to lead effectively, innovatively and ethically, leveraging on lifelong learning and contributing to industry 4.0 development.

CAREER PROSPECT

- General Manager
- HR Manager
- Project Manager or Senior Consultant
- Operations Research Analyst (Business Intelligence)
- Corporate Planner (Projects & Business Improvement)
- Entrepreneur
- Director Sales
- Marketing Manager
- Director – Technology Account Management (FinTech)
- Product Manager
- Senior Manager Sales Manager

DURATION OF STUDY

- Full-time: 1 year
- Part-time: 1.5 year

MODE OF STUDY

- Full Time & Part Time

INTAKE

- January, June & September

ENTRY REQUIREMENTS

- i) A Bachelor's degree with minimum CGPA of 2.50 out of 4.00 or it's equivalent as accepted by the HEP Senate.
- ii) A Bachelor's degree with CGPA below 2.50 out of 4.00 or its equivalent qualifications can be accepted, subject to a minimum of 5 years of working experience in relevant field.
OR
- iii) APEL Assessment: Malaysians with no bachelor possess STPM/diploma/equivalent with relevant work experience.

PROGRAMME STRUCTURE / MODULES

1. Strategic Human Resource Management (**MBAO6673**)
2. Marketing Management in the Digital Age (**MBAO6033**)
3. Organizational Behavior and Leadership (**MBAO6013**)
4. Managerial Economics (**MBAO6063**)
5. Accounting and Financial Management for Decision Making (**MBAO6053**)
6. Business Intelligence & Analytics (**MBAO6605**)
7. Business Research Method (**MBAO6683**)
8. Entrepreneurship and Innovation (**MBAO6615**)
9. Strategic Management and Ethics (**MBAO6083**)
10. Masters project (**MBAO6663**)
11. Supply Chain and Operations Management (**MBAO6635**)
12. Global Business Strategy (**MBAO6645**)
13. Project Management (**MBAO6625**)