



MASTER IN BUSINESS ADMINISTRATION (MBA) (GENERAL)

(R/340/7/0230) | (MQA/FA2819)

The MBA programme provide learners with a balanced insight into the challenges of managing businesses. The modern day manager needs to have a broad understanding of the various functions within an organization in order to effectively meet the organizational goals and objectives. In addition to this, the rapid expansion of international trade is leading suppliers; customers and work colleagues to work within a multicultural working environment. This in turn, requires a different set of skills to be able to manage both effectively and efficiently.

PROGRAMME STRUCTURE

CORE

- Marketing Management
- Human Resource Management
- Accounting for Managers
- Managerial Economics
- Strategic Management
- Research Methodology

MAJOR

- Organisational Behaviour
- Business Informatics
- Business Statistics
- Corporate Finance

ELECTIVE CHOOSE 2

- Operations Management
- Total Quality Management
- International Business

PROJECT

- Project Paper

WHY YOU SHOULD PURSUE THE AMU MBA PROGRAMME

- Gain the tools necessary to succeed in the new market landscape
- Leverage on the benefits of the accelerated technological innovation
- Meet experienced lecturers, and adjunct professors with industry experience.
- Improve your profile, achievements and compensation

ADVANTAGES OF THE AMU MBA

- Designed for working adults with intensive classes during non-working hours.
- Learn at your own space by customising your semesters
- Leverage on the Learning Management System for a more efficient learning environment.
- Affordable and flexible tuition fees.

THE AMU MBA PROJECT

The MBA Project module provides you with an opportunity to apply the skills and knowledge that you have acquired to the resolution of a business problem, or to research an area of interest. Our work-based project it is a great opportunity to work on a live management issue and to forge and develop links with employers and industry including that of your own. If you aspire to be an entrepreneur, the MBA Project can be an excellent opportunity to compile a comprehensive business plan.

DURATION OF STUDY

Full Time : 1.5 Year
Part Time : 2 Years

MODE OF STUDY

Coursework

CAREER PROSPECT

- Entrepreneur
- General Manager
- Product Manager
- Marketing Manager
- Director Sales
- Senior Manager
- Project Manager or Senior Consultant
- Operations Research Analyst
- Corporate Planner

EXAMINATION & ASSESSMENT

- Individual Assignment (30%)
- Individual Case Study (30%)
- Final Exam (40%)

ENTRY REQUIREMENTS

- A Bachelor's degree (Level 6, MOF) in related fields with a minimum CGPA of 2.50 as accepted by the HEP Senate; **OR**
- A Bachelor's degree (Level 6, MQF) in related fields with a minimum CGPA of 2.00 and not meeting CGPA of 2.50 can be accepted, subject to a rigorous internal assessment; **OR**
- A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience, subject to a rigorous internal assessment; **OR**
- A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing pre-requisite courses; **OR**
- Other equivalent/related qualifications to a Bachelor's degree (Level 6, MQF) recognised by the Malaysian Government.

English Requirement for International Students

Achieve a minimum Band 4 in MUET OR equivalent to CEFR (Mid B2) / IELTS 6.0/Equivalent.

ENTRY REQUIREMENTS USING APEL ASSESSMENT

- The candidate should be a Malaysian more than 30 years of age in the year of application, possess at least STPM/ diploma/equivalent (e.g., foundation), with relevant work experience and passed APEL assessment.
- All applicants are subjected to APEL assessment conducted by MQA.