

# Master of **BUSINESS ADMINISTRATION**

## Structure C

### Course Overview

The MBA program is a prestigious graduate-level program that provides comprehensive education and training in various aspects of business and management. It offers a holistic understanding of business operations, encompassing various disciplines such as finance, marketing, operations, human resources, strategy, entrepreneurship, and leadership. Our MBA program emphasises practical application through case studies practices as well as individual and group projects. This enables students to apply the theoretical knowledge gained in the classroom into the actual business context.

#### Duration

- **1 - 3 Years** (Full time)
- **2 - 4 Years** (Part time)

#### Course Credit Details

- **Courses 33 credit hours** (30 Core + 3 Elective)
- **Research Project** 7 credit hours  
Business Project 1 (3) & Business Project 2 (4)
- **Total 40** credit hours

#### Fees

- **RM 34,000.00** (Malaysian)
- **RM 37,000.00** (International)

#### Research Projects (7 Credit Hours)

- **Business Project 1**
- **Business Project 2**

### Entry Requirements

- A bachelor's degree in related fields with a minimum CGPA of 2.50 as accepted by the HEP Senate; or
- A bachelor's degree 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 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 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 recognized by the Malaysian Government.
- Relevant APEL-A certification from MQA.
- For international students: Test of English as a Foreign Language (TOEFL) score of 550 or International English Language Testing System (IELTS) score of 6.0 or its equivalent.

### Program Structure

#### Core Courses (30 Credit Hours)

- Organizational Analysis and Behaviour
- Contemporary Issues in Managerial Economics
- Accounting and Finance for Business Decision
- Marketing Management: The Digital Era
- Managing Information Systems
- Human Capital Management
- Business Research Method
- Operations Management in Competitive Age
- Strategic Management for Future Leaders
- Business Analytics

#### Any 1 Elective Course (3 Credit Hours)

- Valuation and Investment Analysis
- Corporate Mergers and Acquisitions Strategy
- Strategic Marketing and Futuristic Thinking
- Business Ethics and Corporate Governance
- International Business in Digital Age
- Energy Supply Chain Management
- Knowledge Management
- Technological Innovation Management



#### CONTACT US

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