

# Master of Business Administration

R2/340/7/0129(MQA/FA 1712)02/27  
R2-DL/340/7/0128(MQA/FA 1756)02/27



## Delivery Mode:

Conventional, Open and Distance Learning (ODL)

## Duration of Study:

1 Year (Full-Time)  
2 Years (Part-Time)

## Intakes

- January, May and September

## Academic Schedule

- January : 14 weeks\*
- May : 14 weeks\*
- September : 14 weeks\*

\*Inclusive of exam period.



## Interested in this course?

We are more than happy to share.  
Email us or give us a call.

Tel : +603 7627 7200  
WhatsApp : +011 1051 2825  
Email : enquiries@unitar.my



## Develop Strategic Thinking Skills for Career Progression and Upward Mobility

The Master of Business Administration programme is tailored for students who would like to improve their ability in managing business and capabilities in delivering good results to their organisations. It is also a platform for the students to gain new knowledge and skills to cope with the fast-paced changing economy. As the demand in the business industry is rapidly increasing, our courses will prepare the learners with competitive intelligence and business strategies and develop them with the right skills in marketing management to meet requirements and needs for the competitive business environment.

## Career Prospects

- Marketing Manager
- Financial Manager
- Database Administrator
- Business Operations Manager
- C-level Executive in Management and Business Development
- Researchers in public or private institutions on various fields of business
- Academicians at institutions of higher learning

## Areas of Knowledge

### Strategic Management

Analyses on the strategic roles in business success and the different practices in business settings.

### Human Capital Management

Managing organisational resources at various levels.

### Marketing

Application of strategic and tactical communications to approach the market challenges.

### Business Analytics

Application of using computerised support to obtain statistical methods and technologies for analysing historical data in order to gain new insight.

### Fintech

An Introduction to Artificial Intelligence (AI) and Blockchain, underlying technologies for the fourth industrial revolution.

### Did You Know?

#### MODULAR DELIVERY

Modules delivered one at a time to ensure effective time management on busy working schedules.

#### WORK-BASED MBA

Strong emphasis on work-based projects to drive practical learning experience and problem-solving skills.

#### IMMERSION SESSIONS

Industry speakers in the classroom to help learners relate academia into industry's perspectives.

#### Why UNITAR?

##### 5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

##### AFFORDABILITY

HRDF, EPF and various financial aid available.

##### UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial (C.A.R.E.).

### Entry Requirements

i. A Bachelor's Degree (Level 6, MQF) in the field or related field with a minimum CGPA of 2.50 or its equivalent as accepted by University's Senate;

OR

ii. A Bachelor's Degree in the field or related fields or equivalent with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50, can be accepted subject to rigorous internal assessment;

OR

Candidates without a qualification in the related fields or working experience (minimum 5 years) in the relevant fields must undergo appropriate prerequisite courses determined by the HEP and meet the minimum CGPA based on (i) to (ii).

iii. Entry requirements for admission into the Master's programme (Level 7, MQF) through APEL A as approved by the Ministry of Education (MOHE).

Applicants must be/have:

1. A Malaysian citizen; AND
2. The candidate should be more than 30 years of age in the year of application;
3. Possess at least STPM / Diploma / A-Levels / equivalent qualifications;
4. Relevant work experience / prior experiential learning; AND
5. Pass the APEL Assessment

#### ENGLISH REQUIREMENT

##### International Students

1. Minimum score of 6.0 for IELTS OR
2. Minimum score of 60 for TOEFL OR its equivalent



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UNITAR International University (DU004-B)  
Tierra Crest, Jalan SS6/3, Kelana Jaya,  
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

\*For candidates with non-business related backgrounds, pre-requisites will be provided

### Programme Core Modules

- Managing Organisation
- Economics for Managers
- Marketing Management
- Strategic Human Resource Management
- Accounting and Finance for Decision Making
- Research Methodology
- Competitive Intelligence and Asian Business Strategy
- Business Analytics
- Project Paper

### Electives\*

#### Management

- Organisational Development and Change Management
- Project Management

#### Marketing

- Consumer Behaviour and Market Intelligence
- Marketing Communication and Branding Strategy

#### Supply Chain

- Supply Chain Management
- Transportation and Logistics

#### Fintech

- Managerial Fintech
- Fintech for Financial Services Industry

\*Based on availability of offering

### Assessment

- 100% Coursework (70% Continuous Assessment and 30% Final Assessment)
- "Learners are required to pass at least 50% or minimum C for the continuous assessment, as well as final assessment." (Based on the New Programme Standards: Business Studies, Version 2, 2021).
- The assessment passing rate (%) breakdown is as follows:

CONTINUOUS ASSESSMENT (70%)	FINAL ASSESSMENT (30%)	TOTAL (100%)
Passing Marks (35)	Passing Marks (15)	Passing Marks (50%)

## Go beyond the skills you need to elevate your career.

Leadership Series – Opportunities for learners' engagement with industry leaders on leadership views and the business landscape.

Expert Series – Thematic industry talks delivered by leaders of the industry on emerging trends.