

MBA

MASTER OF BUSINESS ADMINISTRATION

- GENERAL MANAGEMENT
- GLOBAL BUSINESS

Flexible & Personalised Learning

- Online/blended learning approach: Independent + Supported Learning
- Independent Learning – Access online materials anytime anywhere
- Supported Learning – monthly scheduled workshops and web conferences
- Learn at your own pace

Flexible Payment

- EPF withdrawal/claim
- Individual income tax relief for education
- CIMB Bank 0% interest installment plan
- Pay based on courses enrolled

CORE MODULES

Marketing Management

- Focuses on the establishment of competitive advantage
- Marketing methods on formulating short and medium term plans will be applied, using a range of analytical models and techniques.

Accounting For Managers

- Provides sufficient knowledge on the importance of contribution that financial accounts play in the effective running of an organisation.

Finance For Managers

- Focuses on capital budgeting, investment appraisal, financial decisions, portfolio approach, business valuation techniques and foreign exchange management.

Economics For Managers

- Provides an understanding of economics and its role in managerial decision-making.
- Focuses on modern economic thinking and its relevance to business and management.
- Covers Macroeconomic and microeconomic topics with attention to some international economic perspectives.

Organisational Behavior

- Develops an understanding of organisational behavior.
- Understanding how people behave in the context of an organisational structure.
- Provides a theoretical foundation that students may use to evaluate organisational phenomena and managerial practices.

Operations & Quality Management

- Enables students to understand the concepts underlying in an operation and quality management system function.
- Understanding the different nature of the tasks and issues involved in managing the operation and quality management functions.

Strategic Management

- Identifying and articulating the strategic issues that organisations are faced with.
- Provides a framework for analysis and integration by focusing attention on the development of an organisation's strategic directions, strategic capabilities, plus internal and external dynamics.

PROJECT MODULES

Research Methodology

- Provides leaders the opportunity to gain new knowledge that can subsequently change the understanding of themselves, the business and the business environment.
- Expose yourself to enhance management decisions and improve leadership effectiveness in the production, finance, marketing and management area of business.

Master's Project

- The dissertation comprises the research and writing of a thesis (maximum of 30,000 words).
- Candidates are required to submit a research proposal to the head of department and faculty research or higher degrees committee for approval and endorsement by the dean prior to the commencement of research.
- The dissertation will be a significant piece of independently conducted and written research.

SPECIALISED MODULES

Managing in the International Economy (GM, GB)

- Exploring a variety of topics utilising discussion, researched reports and case analysis.
- This includes the nature of international business, the external environment of international business, trade practices, financial management and operations management in an international environment.

Entrepreneurship (GM)

- Covers both internal organisational and external entrepreneurship in the technical, economic and social aspects of an organisation.

Project Management – Framework and Sustainability (GM)

- A specialised field of management that provides the primary emphasis on managerial aspects and issues in the evaluation of a typical project on a timeframe, from emerging as a requirement until it's approved by the organisation.

International Marketing (GB)

- Introduces students to marketing concepts used by domestic and foreign companies seeking to market products globally.
- Understanding the opportunities and challenges are important in modern marketing strategies and planning.
- Developing a designated marketing plan/national audit of a specific product for the specific foreign market.

International Entrepreneurship Development (GB)

- Designed to prepare our MBA students to have a better understanding of the major paths and mechanism of international entrepreneurship growth and development.
- Students will be guided on the range of strategies and models that can assist in the successful launching of international ventures within the globally hypercompetitive business world that many aspiring entrepreneurs will encounter.
- Provides a comprehensive understanding of the concepts, themes and contemporary issues of international entrepreneurship and the impact of cultural diversity within the field of international entrepreneurship

MBA Global Business (GB) & MBA General Management (GM)

MBA

(GENERAL MANAGEMENT)

R/340/7/0270

The MBA in General Management programme seeks to promote an understanding of core business and management disciplines while emphasising and enhancing the management skills and knowledge of students. Students will enhance their existing management skills as well as develop new ideas and concepts in the areas of analysis, problem-solving, decision-making, effective communication and leadership, which are critical components in any organisation.

MBA

(GLOBAL BUSINESS)

R/340/7/0383

The MBA in Global Business is designed to develop a theoretical understanding and critical awareness of the major strategic challenges facing today's global business. This programme has an international focus, along with its multidisciplinary and integrative curriculum, reinforcing the strategic, international and ethical dimensions of business.

Adult learners study mostly online and attend intensive revisions at their nearest authorised SEGi location once a month via our Blended Learning Approach that is customised to your needs. Study at your own pace and from anywhere, anytime, maintaining your work-life balance. Obtain a full SEGi University qualification similar to those who study full time. You will also get to meet and network with your peers to share experience and establish contacts.

Entry requirements

- Applicants must have completed a relevant Bachelor's degree with a minimum CGPA of 2.5 and above.
- A Bachelor's degree or its equivalent, not meeting CGPA of 2.50 with 5 years of working experience or more may also apply.
- Applicants who do not meet these entry requirements but have a significant amount of related work experience may also apply.
- IELTS score of 5.0 for MBA General Management and 6.0 for MBA Global Business (for international students only).

Assessment

Assessment methods vary from module to module, however, assessment generally comprises a combination of written assignments and final examinations, and may also include online tests and class presentations. Students enrolled in the MBA programmes will also be required to complete a Master's project.

Awarding Body
SEGi University

DURATION
2 - 5 years