

# Unlock Your Career Advancement



**MBA**



**EMBA**



**DBA**



## PROGRAMME : MASTER OF BUSINESS ADMINISTRATION

( STRUCTURE C : COURSEWORK )

(R/345/7/0668) 03/20 (A11391) Cyberjaya

(R2/345/7/0461) 05/22 (A8069) Melaka

### COURSE STRUCTURE

FULL TIME		Min. 1 year, Max. 3 years					
		TRIMESTER 1		TRIMESTER 2		TRIMESTER 3	
			CH		CH		CH
Subjects	Accounting for Managers	3	Elective 1	3	Specialised subject 2	3	
	Marketing Management	3	Elective 2	3	Specialised subject 3	3	
	Research Methods and Data Analysis	3	Specialised subject 1	3	Specialised subject 4	3	
	Organizational Behavior	3					
	Strategic Management	3					
Project	The Final Project is a compulsory subject and will commence after the candidate has passed for 4 subjects (12 credits) including Research Methods and Data Analysis. The project is conducted with a 6-month period (Trimester 2 & 3)						
Total credits	41						

Note: Each trimester has 14 weeks including exam weeks. Classes are conducted within 12 weeks; 3-hour lecture during office hours. The final examinations are scheduled during the 2-week period. The trimester commences every February, June and October.

PART TIME		Min. 2 years, Max. 5 years					
		YEAR 1					
7 weeks per sem	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	
Subjects	Core subject 1	Core subject 2	Core subject 3	Elective 1	Elective 2	Specialised subject 1	
		YEAR 2					
7 weeks per sem	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	
Subjects	Core subject 4	Core subject 5	Specialised subject 2	Specialised subject 3	Specialised subject 4	Final project submission	
Total	41						

Note: The actual course structure for part-time mode will be provided once the candidate has enrolled in the programme. Classes are usually held on Sundays; 6 hours per session; 6 sessions per short semester. The final examination is conducted in the 7th week. There is 1-week break in between short semesters and a longer break after the 6th short semester. The course structure is slightly different for Melaka campus.

#### Core Subjects (Cyberjaya)

Accounting for Managers  
Marketing Management\*  
Strategic Management\*  
Research Methods & Data Analysis\*  
Organisational Behaviour\*

\*Note: 100% CW

#### Elective subjects (Cyberjaya)

Change Management  
Cyberlaw  
Entrepreneurship\*  
Financial Technology (FinTech)  
Managing Knowledge Personnel

#### Specialisation subjects (Cyberjaya)

##### General Management

1. Take any 2 subjects from other specializations
2. Operations Management
3. Sustainability & Innovation Management

##### Knowledge Management

1. Fundamentals of Knowledge Management
2. Knowledge Enterprise
3. Database Management
4. Strategic Knowledge Management

##### Managerial Analytics

1. Business Data Analytics for Managers
2. Data Visualisation for Managers
3. Database Management
4. Programming for Managers

##### Multimedia Finance

1. Corporate Finance
2. Financial Markets
3. Investment Analysis
4. International Finance

##### Human Resource Management

1. Human Resource Management
2. Industrial Relations
3. Recruitment & Selection
4. Human Capital Analytics

##### Multimedia Marketing

1. Consumer Behavior
2. Marketing & Multimedia
3. Global Marketing
4. Services Marketing

#### Core Subjects (Melaka):

- Business Accounting and Finance
- Sustainable Marketing Management
- Research Methods and Data Analysis
- Organisational Behaviour, Leadership and Change
- Managing Strategies

#### Specialisation Subjects (Melaka):

##### Innovation Management (Melaka)

1. Business Intelligence and Data Analytics
2. Technology and Innovation
3. Operations and Supply Chain Management
4. Entrepreneurship and New Ventures

##### Marketing and Tourism (Melaka)

1. Contemporary and Digital Tourism Marketing
2. Cultural and Heritage Tourism
3. Cross Border Marketing
4. Entrepreneurship and New Ventures

##### Elective Subjects (Melaka)

1. Human Capital Analytics
2. Financial Technologies
3. Digital and Social Media Marketing

\* Or any two subjects from either one of the specialisation



FEES	Local	International
	Total (RM)	Total (RM)
Admission Fee	570	750
International Processing Fee	N/A	2,450
Advance Tuition Fee*	N/A	3,000
Deposit	500	1,500
<b>Total (1st Payment)</b>	<b>1,070</b>	<b>7,700</b>
Tuition Fee	27,000	33,750
University Resource Fee (per year)	1,500	1,500
Student Activity Fee (per year)	300	300

\* Advance Tuition Fee will be set-off with tuition fee for 1<sup>st</sup> Trimester

## PROGRAMME : EXECUTIVE MASTER OF BUSINESS ADMINISTRATION – ONLINE AND DISTANCE LEARNING ( STRUCTURE C : COURSEWORK )

(N-DL/345/7/1099) 07/24 (MQA/PSA12023) Cyberjaya

### COURSE STRUCTURE

FULL TIME		Min. 1 year, Max. 3 years																			
SEMESTER 1										Sem Break		SEMESTER 2								Sem Break	
	Nov	CH	Dec	CH	Jan	CH	Feb	CH	Mac	Apr	May	CH	Jun	CH	Jul	CH	Aug	CH	Sept	Oct	
Subjects	Marketing Innovation	4	Managing Human Capital	4	Management of Strategy	4	Business Economics	4			Management Information Systems & IT Governance	4	Accounting and Finance for Managers	4	Elective 1	4	Elective 2	4			
							Business Research Methods	4			Final Project	6									
Total		4		4		4		8				10		4		4		4			
42																					

*\*Subject to change without prior notice*

#### ELECTIVE SUBJECTS (2 Only):

• Legal Informatics for Managers • Service Marketing • Contemporary Corporate Finance • Management Decision Analysis • Project Management

PART TIME		Min. 2 years, Max. 5 years																			
SEMESTER 1										Sem Break		SEMESTER 2								Sem Break	
	Nov	CH	Dec	CH	Jan	CH	Feb	CH	Mac	Apr	May	CH	Jun	CH	Jul	CH	Aug	CH	Sept	Oct	
Subjects	Marketing Innovation	4	Managing Human Capital	4	Management of Strategy	4					Business Research Methods	4	Business Economics	4	Management Information Systems & IT Governance	4					
Total		4		4		4						4		4		4					
24																					

SEMESTER 3										Sem Break		SEMESTER 4								Sem Break	
	Nov	CH	Dec	CH	Jan	CH	Feb	CH	Mac	Apr	May	CH	Jun	CH	Jul	CH	Aug	CH	Sept	Oct	
Subjects	Accounting and Finance for Managers	4	Elective 1	4	Elective 2	4					Final Project	6									
Total		4		4		4						6									
18																					

*\*Subject to change without prior notice*

#### ELECTIVE SUBJECTS (2 Only):

• Legal Informatics for Managers • Service Marketing • Contemporary Corporate Finance • Management Decision Analysis • Project Management



FEES	Local	International
	Total (RM)	Total (RM)
Type of Fees		
Admission Fee	570	750
International Processing Fee	N/A	2,450
Advance Tuition Fee*	N/A	3,000
Deposit	500	1,500
<b>Total (1st Payment)</b>	<b>1,070</b>	<b>7,700</b>
Tuition Fee	19,000	21,000
University Resource Fee (per year)	1,500	1,500
Student Activity Fee (per year)	300	300

*\* Advance Tuition Fee will be set-off with tuition fee for 1<sup>st</sup> Trimester*

## PROGRAMME : DOCTOR OF BUSINESS ADMINISTRATION

( STRUCTURE B : MIXED MODE )

(R2/345/8/1065) 02/23 (A3712) Cyberjaya

### COURSE STRUCTURE

#### FULL TIME

Min. 3 years, Max. 5 years

7 weeks per sem	YEAR 1												YEAR 2		YEAR 3				
	SEM 1		SEM 2		SEM 3		SEM 4		SEM 5		SEM 6		CH	CH	CH	CH			
		CH		CH		CH		CH		CH		CH							
Subjects	Accounting Decision	3	Global Financial Economics	3	Strategy Management Theory and Practice	3	Management Consultancy	3	Research Methodology	3	Data Analysis Techniques	3	Dissertation						
	Organisational Management	3	Strategic Marketing	3	Leadership	3	Ethics and Governance	3	Case Methodology	3									
Total		6		6		6		6		6		3			50				
																33			50

The actual course structure will be provided once the candidate has enrolled in the programme. There are 6 semesters per year. Each semester has 7 weeks, where classes are conducted for 6 weeks and final examinations are conducted in the 7th week. Classes and final examinations are conducted during the weekend. There will be a 1 week break at the end of Sem 1 to Sem 5 and there will be 4 weeks break at the end of Sem 6.



#### PART TIME

Min. 4 years, Max. 7 years

7 weeks per sem	YEAR 1												YEAR 2						YEAR 3		YEAR 4							
	SEM 1		SEM 2		SEM 3		SEM 4		SEM 5		SEM 6		SEM 1		SEM 2		SEM 3		SEM 4		SEM 5		SEM 6		CH	CH	CH	CH
		CH		CH		CH		CH		CH		CH		CH		CH		CH		CH		CH						
Subjects	Accounting Decision	3	Global Financial Economics	3	Strategy Management Theory and Practice	3	Management Consultancy	3	Research Methodology	3	Data Analysis Techniques	3	Organization Management	3	Strategic Marketing	3	Leadership	3	Ethics and Governance	3	Case Methodology	3	Dissertation					
Total																							33			50		




The actual course structure will be provided once the candidate has enrolled in the programme. There are 6 semesters per year. Each semester has 7 weeks, where classes are conducted for 6 weeks and final examinations are conducted in the 7th week. Classes and final examinations are conducted during the weekend. There will be a 1 week break at the end of Sem 1 to Sem 5 and there will be 4 weeks break at the end of Sem 6.

#### FEES

Type of Fees	Local	International
	Total (RM)	Total (RM)
Admission Fee	570	750
International Processing Fee	N/A	2,450
Advance Tuition Fee*	N/A	3,000
Deposit	500	1,500
<b>Total (1st Payment)</b>	<b>1,070</b>	<b>7,700</b>
Tuition Fee	49,300	52,200
University Resource Fee (per year)	1,500	1,500
Student Activity Fee (per year)	300	300

\* Advance Tuition Fee will be set-off with tuition fee for 1st Trimester

## ENTRY REQUIREMENT

Programme	Academic Qualification	English Competency
 <b>MBA</b>	<ol style="list-style-type: none"> <li>1) A Bachelor's degree with minimum CGPA of 2.50 or equivalent from MMU or institutions recognised by Senate; or</li> <li>2) A Bachelor's degree or equivalent not meeting CGPA of 2.50, in a related field from MMU or institutions recognised by Senate, can be accepted subject to a minimum of five (5) years working experience in relevant field.</li> </ol>	<p>An applicant is required to possess a sufficient level of English language proficiency by obtaining one of the followings:</p> <ol style="list-style-type: none"> <li>1) a minimum IELTS overall band score of 6.0 ; or</li> <li>2) a minimum overall TOEFL iBT score of 60 ; or</li> <li>3) a minimum MUET overall band score of 4 ; or</li> <li>4) a minimum Pearson Test of English score of 59 ; or</li> <li>5) a minimum Cambridge Qualifications and Test score of 169.</li> </ol> <p>In addition to the above, any other qualification which is of equivalent level as determined by the Senate of the University.</p>
 <b>EMBA</b>	<ol style="list-style-type: none"> <li>1) A Bachelor's degree with minimum CGPA of 2.50 or equivalent from MMU or institutions recognised by Senate; or</li> <li>2) A Bachelor's degree or equivalent not meeting CGPA of 2.50, from MMU or institutions recognised by Senate, can be accepted subject to a minimum of five (5) years working experience in relevant field.</li> </ol>	
 <b>DBA</b>	<ol style="list-style-type: none"> <li>1) A Master's degree from MMU or institutions recognised by Senate; or</li> <li>2) Other academic qualifications equivalent to (1) that are accepted by Senate;</li> </ol>	



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MDEC's Malaysian Digital Talent Study 2017 by Frost & Sullivan Asia Pacific



Awarded Self- Accreditation Status from Malaysian Qualifications Agency (MQA), 2017

## MULTIMEDIA UNIVERSITY [DU001(B)]

**Cyberjaya Campus**  
Jalan Multimedia  
63100 Cyberjaya  
Selangor

**Melaka Campus**  
Jalan Ayer Keroh Lama  
75450 Melaka

More information, please email :  [pginfo@mmu.edu.my](mailto:pginfo@mmu.edu.my)

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