

Doctor of Business Administration (DBA)

No.	Subject Name	Subject Code
1	Ethics and Governance	BEG8014
2	Accounting Decisions	BAC8054
3	Strategic Marketing	BMK8024
4	Organisational Management	BMG8064
5	Leadership	BEL8024
6	Strategic Management and Practice	BSM8014
7	Management Consultancy	BMG8054

Master of Business Administration (MBA)

No.	Subject Name	Subject Code
1	Accounting for Managers	BAM7014
2	Entrepreneurship	BEN7154
3	Human Resource Management	BHR7094
4	Organisational Behaviour	BOB7034
5	Strategic Management	BSM7054
6	Marketing Management	BMM7034
7	Operation Management	BOM7094

Executive Master of Business Administration (EMBA)

No.	Subject Name	Subject Code
1	Accounting and Finance for Managers	BAF9704
2	Managing Human Capital	BHC9704
3	Management of Strategy	BMS9704
4	Project Management	BPM9704
5	Service Marketing	BSM9704

Undergraduate Online Distance Learning (ODL)

No.	Subject Name	Subject Code
1	Principles of Management/Management	BMG9014/BMG9104
2	Principles of Marketing	BMK9014
3	ICT for Managers/ICT Management	BIT 9114 / BIT 9124
4	Marketing Strategy	BMK9344
5	Sales Management	BMK9324
6	Marketing Communication (Formerly known as Integrated Marketing Communication)	BMK9314
7	Service marketing	BMK9334
8	Training and Development	BMG9334
9	Production and Operations Management	BMG9064 / BMG9154
10	Performance Management	BMG9164