

MBA

Master of Business Administration

The Master of Business Administration programme is designed to prepare students for managerial positions in business, professional and public sectors. City UC MBA serves as a model for other institutions in developing global business programmes. It provides a broad education and general exposure to the complex relationships between government, business and consumers. This programme is designed to impart essential managerial knowledge, research skills, and professional attitudes that will be resourceful and effective in the workplace. The fundamental theme of the course is managerial decision-making within the context of the managers' interpersonal and information roles. Graduates can expect to develop an understanding of the conceptual foundation of business management; develop an appreciation of ethical issues in today's business environment; produce and develop sound research and analytical skills and cultivate professional contacts. This programme also provides an excellent balance between intellectual stimulation and practical application-theoretical studies, blended with practical exercises in a programme of lectures, tutorials, case studies, group projects, independent research and business simulation sessions. This programme offers a comprehensive education in management with the opportunity to develop in your specialized areas of interest. Our vision is to be one of the top providers of the MBA through dynamic excellence. While the mission is to provide students with quality dynamism through a qualification that makes them more marketable in a competitive market.

ENTRY REQUIREMENTS

- BBA from City University College of Science and Technology (CUST) or other Bachelor Degrees recognized by the Ministry of Higher Education, Malaysia with at least CGPA 2.00
- An appropriate professional qualification and a minimum of 1 year working experience
- Any other qualifications approved by the CUST Senate as equivalent to the level of Bachelor Degree with CGPA 2.00
- A good command in English Language, both written and spoken

DURATION

- 1 ½ years

INTAKE

- March • July • November

AWARDING BODY

- City University College of Science and Technology

METHOD OF ASSESSMENTS

- By Research
- Assignments
- Project Paper
- Final Examination
- Online Interaction

LECTURES DELIVERY MODE

- Conventional: fully taught in Petaling Jaya, Selangor, Malaysia
- Evening and weekend classes; suitable for working managers / executives
- 42 credits : 12-modules (36 credits) and one project paper (6 credits)
- Project Paper component of 15,000 words

PROGRAMME CONTENT

- International Business
- Managerial Economics
- Strategic Management
- Research Methodology
- Marketing Management
- Management Accounting
- Human Resources Management
- Organisations: Behaviour, Structure, Processes
- Project Paper (pre-requisite Research Methodology)

ELECTIVE SUBJECTS

- Innovation
- Business Law
- Competitive Analysis
- Project Management
- Managing Information
- Operations Management
- Managerial Problem Solving
- Supply Chain Management
- Small Business Management
- Islamic Banking Management
- Information System for Managers
- Quality Management and Control
- Financial Management for Managers
- Corporate Governance & Social Responsibility

