

# MASTER IN BUSINESS MANAGEMENT (MBM)

This program prepares leaders to transform their organisations, stay competitive in a data-driven world, and lead with cutting-edge AI capabilities.

**INTAKE** Monthly intake throughout the year

**DURATION** 1 year

**LEARNING MODE** Mixed Mode

**JOB OPPORTUNITY** Marketing Manager, Financial Manager, Business Operations Manager, C-level Executive in Management & Business Development, Researchers in public or private institutions on various fields of Business, Academicians at institutions of higher learning

**ENTRY REQUIREMENT** **Degree Holders:**

- A Bachelor's Degree [related field] with minimum CGPA of 2.50 or equivalent, as accepted by the University's Senate.

**Non-Degree Holders:**

- Minimum age of 35 years, having a good Diploma or equivalent and more than 10 years working experience; OR
- Apply through Accredited Prior Experiential Learning (APEL).

## COURSE STRUCTURE

### SEMESTER 1

- Total Quality Management
- Leadership
- Organisational Theory and Design
- Strategic Marketing

### SEMESTER 2

- Project Management
- Organisational Management
- Research Methodology

### SEMESTER 3

- Dissertation

### INNOVATIVE UNIVERSITY COLLEGE

Unit GL35, Main Lobby, Block C,  
Kelana Square, Jalan ss7/26,  
47301 Petaling Jaya, Selangor