

PROGRAM OUTLINE

PROGRAMME : EXECUTIVE MASTER IN BUSINESS ADMINISTRATION

AWARDING BODY : UNIVERSITY COLLEGE OF YAYASAN PAHANG

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| Programme Structure | <ol style="list-style-type: none"> 1. Communications for Managers 2. Human Capital Management 3. Strategic Management 4. Marketing Management 5. Management Information System 6. Corporate Finance 7. Leadership in Business 8. Global Issues in Business 9. Seminar in Business <p style="text-align: right;">TOTAL CREDITS</p> | <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>4 credits</p> <p>8 credits</p> <p>40credits</p> |
| Programme Duration | <p>Minimum : 9 months</p> <p>Maximum : 18 months</p> | |
| Contact Hours per Module | 14 hours | |
| Class Arrangement/ Method | <p>2 days per month (weekend class - online or face to face)</p> <p>14 hours per month</p> | |
| Assessment | Coursework/ Assignment 100% | |
| Entry Requirements | <ol style="list-style-type: none"> 1. Pass Bachelor/ Executive Bachelor/equivalent ; OR 2. Pass Diploma/Professional Diploma/ equivalent with minimum 4 years working experience; OR 3. Working adults of 28 years old and above with minimum of SPM/STPM/equivalent; OR 4. Any other qualifications with working experience approved by the University Senate | |
| Programme Objectives | <ol style="list-style-type: none"> 1. Knowledgeable and make judgement by applying the knowledge and understanding to related industries locally and globally. 2. Effective communication and demonstrate good leadership quality in an organization. 3. Able to demonstrate entrepreneurship skills and recognize the need of lifelong learning for successful career advancement. 4. Capable to solve problems innovatively, creatively and ethically through sustainable approach | |

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| Programme Learning Outcomes | Upon completion of the programme, graduates will be able to: <ol style="list-style-type: none"><li data-bbox="570 235 1421 304">1. Apply theories and concepts in the decision making process in the business environment<li data-bbox="570 310 1365 380">2. Demonstrate managerial and leadership qualities through communicating and working effectively<li data-bbox="570 386 1338 455">3. Formulate and oversee the implementation of effective business strategies |
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