



**PERDANA  
UNIVERSITY**

DU026(B)

# UNLEASH YOUR **ENTREPRENEURIAL SKILLS**

## **Master of Business Administration (General Management)**

JPT/BPP (N/345/7/1092) (MQA/PA11173) 02/26



THE BRANDLAUREATE  
CSR BRANDLEADERSHIP  
AWARDS 2018



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PerdanaUniversity



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Perdana University

Perdana University School of Business (PUSCOB) aims to become Premier Business School in Malaysia that provide MBA General Management programmes at the highest quality, wrapped around core and specific applied business management knowledge to equip professional business executive with essential business administration and management skills which complement their current subjectmatter of expertise and develop them to be a future leaders who create and deliver value in effective management of high performing business organizations.

## WHAT ARE MY CORE MODULES?

- *Managing People and Organisations*
- *Accounting and Finance for Managers*
- *Operations Strategy*
- *Technology and Information Systems Management*
- *Strategic Marketing*
- *Quantitative and Decision Analysis*
- *Managerial Economics*
- *Corporate Strategy and Leadership*
- *Business Law, Ethics and Governance*
- *Research Methodology*

## WHAT ARE MY ELECTIVE MODULES?

- *Entrepreneurship and Innovation*
- *Productivity and Quality Management*
- *Business Intelligence for Service Excellence*
- *Global Business Management*
- *Strategic Corporate Social Responsibility*

Disclaimer:

Candidate must complete all the 9 core modules, 5 elective modules and Management Project

## WHICH MODE OF STUDY SUITS ME?

Weekdays **OR** Weekends

Blended learning is conducted via e-learning platform

## WHAT ARE THE ENTRY REQUIREMENTS?

Bachelors Degree with a CGPA of 2.50 and above;

Bachelors Degree with CGPA 2.50 and below and 5 years working experience

in related field / industry; For International Students TOEFL score must be at least 550 and IELTS score must be at least 6.0

## DURATION AND INTAKES

Minimum 1 year (*Accelerated*) **OR**  
2 to 4 years (*Flexible*)

March, July **AND**  
November

Accredited by:

