



**PERDANA
UNIVERSITY**

DU026(B)

LEADING THE WAY IN HEALTHCARE

**Master of Business Administration
(Public Health Management)**

JPT/BPP (N/345/7/1093) (MQA/PA11174) 02/26



THE BRANDLAUREATE
CSR BRANDLEADERSHIP
AWARDS 2018



Tel.: +603 8941 8646 Email: enquiry@perdanauniversity.edu.my

PERDANA UNIVERSITY, BLOCK B & D LEVEL 1, MAEPS BUILDING, MARDI COMPLEX, JALAN MAEPS PERDANA
43400 SERDANG, SELANGOR



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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 Public Health Management programmes at the highest quality, wrapped around core and specific applied business management knowledge and is in line with the pursue of excellence in public health business management education, research and service. The programme equips the candidates with general business management knowledge and specific skill-sets which are crucial in public health that are needed to effectively and efficiently address emerging local, regional and global public health related challenges.

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?

- *Family and Public Health*
- ***Health Promotion and Behaviour Change***
- *Epidemiology and Biostatistics*
- *Environmental and Occupational Health*
- ***Health Policy and Management***

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

1 year (*Full Time*) **OR** 2 years (*Part Time*) March, July **AND** November

Accredited by:

