



# UNLEASH YOUR ENTREPRENEURIAL SKILLS

## Master of Business Administration

JPT/BPP (N/345/7/1092) (MQA/FA11173) 02/26

Accredited by



**PERDANA UNIVERSITY**



THE BRANDLAUREATE  
CSR BRANDLEADERSHIP  
AWARDS 2018





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## CORE MODULES

1. Corporate Strategy and Leadership
2. Accounting and Finance for Managers
3. Managerial Economics
4. Business Law, Ethics and Governance
5. Strategic Marketing
6. Research Methodology and Management Project
7. Managing People and Organisations
8. Technology and Information Systems Management
9. Strategic Management
10. Entrepreneurship Innovation (General Management)

## ELECTIVE MODULES

- Quantitative and Decision Analysis
- Productivity and Quality Management
- Business Intelligence for Service Excellence
- Global Business Management
- Strategic Corporate Social Responsibility
- Human Resource Management

Candidate must complete all the 10 core modules including Research Methodology, 2 elective modules and a Management Project.

## MODE OF STUDY

Weekdays **OR** Weekends

Blended learning is conducted via an e-learning platform

## ENTRY REQUIREMENTS

Bachelor's Degree with a CGPA of 2.50 and above;

Bachelor's Degree with a CGPA below 2.50 and 5 years working experience in a related field / industry.

### For International Students:

TOEFL score of at least 550 **OR**

IELTS score of at least 6.0

## DURATION AND INTAKE

Min 1 year (Full Time) **OR**  
Min 2 years (Part Time)

March, July **AND**  
November

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The Perdana University School of Business (PUScB) aims to become a premier business school in Malaysia that provides the MBA in General Management programme of the highest quality, wrapped around core and specific applied business management knowledge. It equips professional business executives with essential business administration and management skills to complement their current subject matter of expertise and develops them to be future leaders who create and deliver value in effective management of high performing business organizations.