POSTGRADUATE GUIDES

UKM-Graduate School of Business
Academic Session

Graduate School of Business
Universiti Kebangsaan Malaysia
http://www.ukm.my/gsbukm/
# TABLE OF CONTENT

- UKM Motto, Vision, Mission & Philosophy
- Overview - UKM at Glance
- Faculty Administrative
- Faculty Members
- Organizational Chart
- Overview - UKM - Graduate School of Business
- UKM-GSB Vision, Mission, Objectives, Ultimate Goal & Major Outcomes
- Objectives of Graduate Studies
- Testimonials – Alumni & Students
- Graduate Studies Programmes
- Programme of Study
- Degrees Offered
  - MBA
  - Doctor of Business Administration (DBA)
  - Doctor of Philosophy (PhD)
UKM MOTTO, VISION, MISSION & PHILOSOPHY

Motto
Inspiring futures, nurturing possibilities

Philosophy
UKM affirms the integration of faith in Allah and constructive knowledge; along with the amalgamation of theory and practice as the core fundamentals in the advancement of knowledge, the building of an educated society and the development of the university

Vision
UKM is committed to be ahead of society and time in leading the development of a learned, dynamic and moral society.

Mission
To be the learning centre of choice that promotes the sovereignty of Bahasa Melayu and internationalises knowledge rooted in the national culture
UKM-GRADUATE SCHOOL OF BUSINESS VISION, MISSION & OBJECTIVE

**Vision**
To be a globally accredited Graduate School of Business that promotes ideas of change and produces agents of change

**Mission**
“We strive to advocate pragmatic management ideas and solutions through our research and consulting; and to groom responsible, adept and assertive leaders through our academic programs and executive trainings”

**Objectives**
To be recognized as the best source of dynamic leaders for business and society to be a place of prominent scholars and professionals
To be a reputable advocator of national aspiration
OVERVIEW – UNIVERSITI KEBANGSAAN MALAYSIA AT GLANCE

The idea for an institution of higher learning for the Malays was first mooted at the 1903 Rulers’ Conference, or Durbar. The Malay intellectual Za‘ba, wrote about such a need in the newsletter Lembaga Melayu in 1917. A movement, and subsequent debates, among Malay intellectuals, for the setting up a university using the Malay language as the medium of instruction in the institution of higher learning was formed in 1923 when another Malay thinker Abdul Kadir Adabi, submitted a memorandum on the matter to the HRH the Sultan of Kelantan. However, the effort came to nothing due to many obstacles and resistance from the colonial authorities.

Nevertheless, from 1957 until 1967, a resurgence of nationalism revived the idea, and in 1968, Malay scholars formed a steering committee to bring the vision of a national university to reality. A slew of meetings on cultural and political exchanges eventually secured an agreement from the government of the day. The efforts to realise a Malay language-based institution in all subjects bore fruit and resulted in The National University Of Malaysia (UKM), in May 18 1970, which opened its doors in Lembah Pantai Kuala Lumpur. The first batch of 190 undergraduates and 1 post-graduates registered at 3 faculties; Science, Arts and Islamic Studies.

In 1974, UKM set up a campus in Kebun Kawang, Papar. Later the place was renamed Limauan by the then Sabah Chief Minister Tun Datu Mustapha Datu Harun. The campus housed the Science and Natural Resources faculty, which was moved to Bukit Padang, Kota Kinabalu in 1980. It later relocated to Menggatal, Tuaran in 1990 along with the faculty of Developmental Science which originally was based in the main campus of Bangi. With the formation of University Malaysia Sabah in 1994, UKM’s Sabah campus was officially closed in 1996 and the faculties permanently located back to the main campus in Bangi, Selangor.

UKM has since seen tremendous growth in being able to provide an increasing number of places of learning for the people as well undertaking research in various disciplines and fields of study. It now has 13 faculties, a Graduate School of Business (GSB-UKM), as well as 16 research institutes of excellence in education.

UKM has also set up UKM Holdings Sdn. Bhd, operating as a commercial entity to benefit from all the expertise it has while also generating income for the University.
The university's main campus in Bangi, Selangor Darul Ehsan spans an area of 1,096.29 hectares approximately 35 kilometres from Kuala Lumpur. The campus is situated in a valley surrounded by hills and greenery, providing a serene and conducive environment for learning and knowledge exploration. The faculties and institutes housed in the main campus are the Faculty of Economics and Management, Faculty of Engineering and Built Environment, Faculty of Islamic Studies, Faculty of Science and Technology, Faculty of Social Sciences and Humanities, Faculty of Law, Faculty of Education, Faculty of Information Science and Technology, Graduate School of Business (GSB-UKM), Institute of Malay World and Civilisation (ATMA), Institute of Environment and Development (LESTARI), Institute of Malaysian and International Studies (IKMAS), Institute of Occidental Studies (IKON), Institute of Space Science (ANGKASA), Institute of Microengineering and Nanoelectronics (IMEN), Institute of System Biology (INBIOSIS), Institute of Solar Energy Research (SERI), Fuel Cell Institute (SEL FUEL), Institute of Islam Hadhari (HADHARI), Institute of West Asian Studies (IKRAB), Institute of Ethnic Studies (KITA), Institute of Southeast Asia Disaster Prevention Research (SEADPRI), UKM Medical Molecular Biology (UMBI), Institute of Climate Change Studies (IKP), Institute of Visual Informatics (IVI), Centre of Graduate Management (PPS), Centre of General Studies (PPU), Students Development Centre and other centres of service.

42 years since its inception, UKM has produced 146,362 graduates. The university has since attracted global attention, as seen in the 2,937 students from 42 nations.

UKM was appointed as one of the four research universities of Malaysia in 2006 based on its excellent record in research for 40 years. That recognition has gained further ground when the Malaysia Genome Institute (MGI) and the International Institute of Global Health, United Nations University were set up at the university. Its areas of research were further consolidated and enhanced with the identification of eight niche areas; Challenges to Nation Building, Sustainable Territorial Development, Renewable Energy, Health and Medical Technology, Climate Change, Nanotechnology and Advanced Materials, Biological Diversity in Biotechnology Development and ICT: Content Informatics.

UKM is also the recipient of the Prime Minister’s Quality Award 2006, a recognition of its excellent achievements in the academic and management fields. It has also been conferred the status of an Autonomous University in January 2012, while it looks ahead to a Transformation Plan by 2018 With these strong foundations, UKM aims at not just sustaining but also enhancing its level of excellence via its 2000-2020 (PS2020) Strategic Plan in line with its slogan, ‘Inspiring Futures, Nurturing Possibilities’. All these developments has brought about greater confidence among its staff to continue upgrading their capabilities while enhancing their talents in a conducive, healthy and supportive environment as provided by the university.
OVERVIEW – UKM-GRADUATE SCHOOL OF BUSINESS

History of UKM-Graduate School of Business

UKM-Graduate School of Business upholds its tradition of prioritizing quality and excellence in Business education and research, a legacy it inherited from the Business fraternity in Universiti Kebangsaan Malaysia, Malaysia's national university.

Chronology of Developments Leading to UKM-GSB’s Establishment:

- Universiti Kebangsaan Malaysia (UKM) formed the Faculty of Economics and Administration in 1972. At this time, ‘Business Management’ existed as a unit besides ‘Economics’. Courses for the Bachelor of Business (BBA) programme began to be offered.

- The Business Management Unit then transformed into a faculty under the dynamic leadership of its first Dean, Professor Dato’ Dr. Nik Rashid Nik Ismail (May 1979-Sept. 1980, July 1981-May 1982).

- The maiden batch of 105 graduates received their degrees in 1978/79, becoming Malaysia’s pioneer BBA graduates from a local public university.

- Thereafter, this faculty under the name of Faculty of Business Management, made remarkable progress in successive stages of development, under the able leaderships of Professor Dr. Hamzah Ismail (June 1982 - May 1984), Professor Dr. Ismail Rejab (June 1984 - May 1986), Professor Dr. Hamzah Ismail (June 1986 - June 1987), Professor Dr. Barjoyai Bardai (July 1987 - Sept. 1988), Assoc. Prof. Datuk Dr. Kamaruddin Shariff (Sept. 1988- August 1993), Professor Dr. Aziz Abdul Hamid (Sept. 1993 - August 1995), Assoc. Prof. Dr. Muhammad Muda (Sept. 1995 - June 1998), Professor Dr. Zakaria Ismail (June 1998 - April 1999) and Professor Dr. Takiah Hj. Iskandar (April 1999 - Feb. 2005).

On 1st April 2004, Pusat Pengajian Siswazah Perniagaan (PSP) (The Graduate School of Business) was created as a School under FEB's management. PSP at this time acted as the graduate arm of this bigger faculty, with the appointment of Professor Datuk Dr. Noor Azlan Ghazali as its Chair from 1st April 2004, succeeded by Professor Dr. Rahmah Ismail from 15th March 2005. This chair position changed to Professor Dr. Noor Ghani Md. Nor (when Professor Rahmah was appointed Deputy Dean of the new faculty), and later to Professor Dr. Fauzias Mat Nor, from 16th April 2007.

On 1st October 2007, Lembaga Pengurusan (the Board of Management of) UKM approved the establishment of UKM-Graduate School of Business as a separate entity from the Faculty of Economics and Business, with Professor Dr. Fauzias Mat Nor, appointed on 1st January 2008, as its first Dean. This new entity conferred with autonomy status, is officially named UKM-Graduate School of Business (UKM-GSB).

It is entrusted to manage the D.B.A., M.B.A., and M.Acc. programmes, leaving the Master of Economics and Ph.D. (Economics) programmes to be run under the Faculty of Economics and Business’s School of Economics. UKM-GSB reports to Tabung Amanah (Trustee Committee) that reports directly to the Honourable Vice-Chancellor.

First semester intake (July 2008) of new students managed directly by UKM-GSB. The new Ph.D. (by thesis) programme with specialisations in Accounting, Marketing, Management (Organizational Behaviour/ Human Resource Management, Strategy, Operations) and Finance, began to be offered, along with the new improved DBA (with coursework and dissertation).
FACULTY ADMINISTRATIVE

Dean
Associate Professor Dr. Puan Yatim
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Deputy Dean (Academic)
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FACULTY MEMBERS

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Professor
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POSTGRADUATE PROGRAMMES

OBJECTIVES

1. To develop graduates of high calibre who will champion the nation’s vision through provision of high quality business graduate programmes.

2. To generate knowledge and act as a catalyst towards reputable scholarly work that is relevant to the nation and to the global community.

3. To manage development and extension programmes of high quality for executives, that is relevant for industrial and universal development.

4. To forge collaborative networks with the industry and other local and foreign institutions with a world-class graduate business school as a centre of excellence.

DEGREES OFFERED

The Master and Doctoral degrees offered by UKM-GSB are as follows:

MASTER PROGRAMMES

Master of Business Administration (MBA)
- Full Time
- Part Time

DOCTORAL PROGRAMMES

Doctor of Business Administration (DBA)
Doctor of Philosophy (PhD)
PROGRAMME OF STUDY

• **Master of Business Administration (MBA)**
  
  **Coursework**
  Students have to register and pass 48 units/credit hours of coursework including Research Projects and CELP (for full time students only). All courses must be completed with a minimum C grade and CGPA at least 3.0 (out of 4.0) for every semester. CELP is a form of business attachment for MBA full-time students for 14 weeks executive level business attachment is a valuable opportunity for students to explore potential career interests and obtain experience which may open doors for future employment.

• **Doctor of Business Administration (DBA)**
  
  **Coursework and Dissertation (Mix Mode)**
  Students need to achieve a minimum grade of B for every course taken (all coursework 32 units) and a cumulative grade point average (CGPA) of at least 3.0 (out of 4.0) to remain in the program. Students have to register for thesis for every semester after completing all the coursework.

• **Doctor of Philosophy (PhD)**
  
  **Thesis (by research)**
  Students need to pass all required courses to be eligible to advance to the thesis research stage. Since courses are pre-requisites to support thesis research, PhD (thesis) students will get a 'Pass'/Fail grade for each course taken. Students have to register for thesis for every semester.
MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration (MBA) programme aims at providing an integrated and relevant knowledge of business and management. This programme is designed for those seeking to advance their careers in business and management. For those who have already embarked on their careers, this programme offers the opportunity to reflect on their managerial experiences and extend their knowledge into new areas. Thus, the programme is expected to increase students’ abilities to think critically about management theory and practice, and to be able to solve a wide range of managerial problems.

PROGRAMME LEARNING OUTCOMES

- PLO1: Demonstrate leadership and teamwork qualities.
- PLO2: Demonstrate effective communication skills.
- PLO3: Ability to master contemporary knowledge of business and management.
- PLO4: Ability to make effective, creative and innovative business decisions.
- PLO5: Ability to conduct business research independently.
- PLO6: Be aware of both local and global business environment.
- PLO7: Ability to behave ethically with high sense of responsibility to society.
- PLO8: Have lifelong learning skills and be able to manage relevant information.

WHO SHOULD ATTEND?
Professionals, managers and executives who wish to enhance their managerial skills that are relevant for career advancements in the public and corporate sectors.

PROGRAMME STRUCTURE

MASTER OF BUSINESS ADMINISTRATION (MBA)

<table>
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<th>Course Type</th>
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<td>Core courses (W)</td>
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<td>Action Learning (L)</td>
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Core Courses – Managerial Competency
*8 compulsory courses

ZCMA6012  Ekonomi Perniagaan (Business Economics)
ZCMA6022  Perakaunan Untuk Pengurus (Managerial Accounting)
ZCMA6032  Kewangan Untuk Pengurus (Managerial Finance)
ZCMA6042  Pemasaran Strategik (Strategic Marketing)
ZCMA6052  Pengurusan Organisasi dan Sumber Manusia
  (Organisation and Human Resource Management)
ZCMA6062  Pengurusan Operasi Dan Analisa Keputusan
  (Operations Management and Decision Analysis)
ZCMA6072  Etika dan Tadbir Urus Perniagaan (Business Ethics and Governance)
ZCMA6082  Strategi Korporat (Corporate Strategy)

Specialisation Courses – Industrial Competency
*4 courses for each specialisation

Management Specialisation
ZCMB6112  Sistem Pengurusan Maklumat (Management Information System)
ZCMB6122  Teori dan Praktik Organisasi (Organisational Theory and Practice)
ZCMB6132  Kelakuan Korporat (Corporate Behaviour)
ZCMB6142  Pembangunan Organisasi dan Pengurusan Perubahan
  (Organisation Development and Change Management)

Finance Specialisation
ZCMC6112  Analisa Penyata Kewangan Untuk Pembuatan Keputusan
  (Financial Statement Analysis for Decision Making)
ZCMC6122  Kewangan Korporat Gunaan (Applied Corporate Finance)
ZCMC6132  Pengurusan Pelaburan (Investment Management)
ZCMC6142  Pasaran dan Institusi Kewangan (Financial Markets and Institutions)
Marketing Specialisation
ZCMD6112 Kelakuan Pengguna (Consumer Behaviour)
ZCMD6122 Pengurusan Produk (Product Management)
ZCMD6132 Pemasaran Perkhidmatan (Services Marketing)
ZCMD6142 Analisis dan Strategi Jualan (Sales Analysis and Strategy)

Islamic Finance Specialisation
ZCME6112 Ekonomi dan Kewangan Islam (Islamic Economics & Finance)
ZCME6122 Fiqh Muamalah dalam Perbankan dan Kewangan Islam
(Fiqh Muamalah in Islamic Banking and Finance)
ZCME6132 Produk dan Operasi Perbankan Islam (Islamic Banking Products and Operations)
ZCME6142 Sistem dan Pasaran Kewangan Islam (Islamic Financial Systems and Markets)

Public Management Specialisation
ZCMG6112 Pembangunan Dasar Awam (Public Policy Development)
ZCMG6122 Pelaksanaan Polisi dan Program Awam
(Public Policy and Programme Implementations)
ZCMG6132 Kewangan dan Akauntabiliti Sektor Awam
(Public Sector Finance and Accountability)
ZCMG6142 Pengurusan dan Penilaian Prestasi Sektor Awam
(Public Sector Performance Management and Evaluation)

Action Learning Courses
*4 compulsory courses
ZCMF6512 Metodologi Penyelidikan (Research Methodology)
ZCMF6522 Pengurusan Projek (Project Management)
ZCMF6514 Projek MBA (MBA Project)
ZCMF6518 Perkembangan Kepimpinan (Leadership Development)
### Elective Courses – Industrial Competency

*Choose 8 courses*

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<td>ZCMB6261</td>
<td>Daya Saing Dari Sudut Mikro Ekonomi (Micro-Economics of Competitiveness)</td>
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<td>ZCMB6271</td>
<td>Daya Saing Dari Sudut Mikro Ekonomi Lanjutan (Advanced Micro-Economics of Competitiveness)</td>
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<td>ZCMB6281</td>
<td>Daya Saing Dari Sudut Mikro Ekonomi - Penganalisaan Kluster (Micro-Economics of Competitiveness - Analysing Clusters)</td>
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<td>Pasaran Modal Malaysia: Gambaran Keseluruhan dan Analisis Kewangan * (Malaysian Capital Market: Overview and Financial Analysis)</td>
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<td>ZCMC6221</td>
<td>Panduan Praktikal Untuk Pasaran Ekuiti Malaysia * (A Practical Guide to the Malaysian Equity Market)</td>
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<td>ZCMC6231</td>
<td>Dinamik Pasaran Sekuriti Hutang Swasta Malaysia * (Dynamics of the Malaysian Debt Market)</td>
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*If the students manage to complete all the three courses successfully, they will be awarded Professional Certificate: Malaysian Equity Market per MoU between UKM and RAM Holdings Berhad.*

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<td>ZCMD6231</td>
<td>Pemasaran Hospitaliti dan Pelancongan (Hospitality and Tourism Marketing)</td>
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<td>ZCMD6241</td>
<td>Pemasaran Digital dan Media Sosial (Digital and Social Media Marketing)</td>
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<td>ZCME6211</td>
<td>Meneroka Pasaran Modal Islam (Exploring Islamic Capital Market)</td>
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<td>ZCME6221</td>
<td>Produk Takaful (Takaful Products)</td>
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<tr>
<td>ZCME6241</td>
<td>Pengenalan Kepada Sukuk (Introduction to Sukuk)</td>
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<td>ZCMG6211</td>
<td>Analisis Dasar Awam (Analysing Public Policy)</td>
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<td>ZCMG6221</td>
<td>Pembaharuan Pengurusan Awam (Public Management Reform)</td>
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<tr>
<td>ZCMG6231</td>
<td>DasarEkonomi dan Pembangunan (Economic Policy and Development)</td>
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STUDY PLAN
MASTER OF BUSINESS ADMINISTRATION (MBA – FULL TIME)
UKM-GRADUATE SCHOOL OF BUSINESS

Total credits = 48 credits for two semesters

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<td>ZCMA6022 Managerial Accounting</td>
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<td>Elective 7</td>
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<tr>
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<td>Elective 8</td>
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<tr>
<td>TOTAL CREDIT HOURS</td>
<td></td>
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</tr>
</tbody>
</table>
List of MBA Courses (Full Time)

Core Courses – Managerial Competency
*8 compulsory courses

ZCMA6012 Ekonomi Perniagaan (Business Economics)
ZCMA6022 Perakaunan Untuk Pengurus (Managerial Accounting)
ZCMA6032 Kewangan Untuk Pengurus (Managerial Finance)
ZCMA6042 Pemasaran Strategik (Strategic Marketing)
ZCMA6052 Pengurusan Organisasi dan Sumber Manusia
(Organisation and Human Resource Management)
ZCMA6062 Pengurusan Operasi Dan Analisa Keputusan
(Operations Management and Decision Analysis)
ZCMA6072 Etika dan Tadbir Urus Perniagaan (Business Ethics and Governance)
ZCMA6082 Strategi Korporat (Corporate Strategy)

Specialisation Courses– Industrial Competency
*4 courses for each specialisation

Management Specialisation

ZCBM6112 Sistem Pengurusan Maklumat (Management Information System)
ZCBM6122 Teori dan Praktik Organisasi (Organisational Theory and Practice)
ZCBM6132 Kelakuan Korporat (Corporate Behaviour)
ZCBM6142 Pembangunan Organisasi dan Pengurusan Perubahan
(organisation Development and Change Management)

Finance Specialisation

ZCMC6112 Analisa Penyata Kewangan Untuk Pembuatan Keputusan
(Financial Statement Analysis for Decision Making)
ZCMC6122 Kewangan Korporat Gunaan (Applied Corporate Finance)
ZCMC6132 Pengurusan Pelaburan (Investment Management)
ZCMC6142 Pasaran dan Institusi Kewangan (Financial Markets and Institutions)
### Marketing Specialisation

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
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<tbody>
<tr>
<td>ZCMD6112</td>
<td>Kelakuan Pengguna (<em>Consumer Behaviour</em>)</td>
</tr>
<tr>
<td>ZCMD6122</td>
<td>Pengurusan Produk (<em>Product Management</em>)</td>
</tr>
<tr>
<td>ZCMD6132</td>
<td>Pemasaran Perkhidmatan (<em>Services Marketing</em>)</td>
</tr>
<tr>
<td>ZCMD6142</td>
<td>Analisis dan Strategi Jualan (<em>Sales Analysis and Strategy</em>)</td>
</tr>
</tbody>
</table>

### Islamic Finance Specialisation

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
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</thead>
<tbody>
<tr>
<td>ZCME6112</td>
<td>Ekonomi dan Kewangan Islam (<em>Islamic Economics &amp; Finance</em>)</td>
</tr>
<tr>
<td>ZCME6122</td>
<td>Fiqh Muamalah dalam Perbankan dan Kewangan Islam (<em>Fiqh Muamalah in Islamic Banking and Finance</em>)</td>
</tr>
<tr>
<td>ZCME6132</td>
<td>Produk dan Operasi Perbankan Islam (<em>Islamic Banking Products and Operations</em>)</td>
</tr>
<tr>
<td>ZCME6142</td>
<td>Sistem dan Pasaran Kewangan Islam (<em>Islamic Financial Systems and Markets</em>)</td>
</tr>
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### Public Management Specialisation

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
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<tbody>
<tr>
<td>ZCMG6112</td>
<td>Pembangunan Dasar Awam (<em>Public Policy Development</em>)</td>
</tr>
<tr>
<td>ZCMG6122</td>
<td>Pelaksanaan Polisi dan Program Awam (<em>Public Policy and Programme Implementations</em>)</td>
</tr>
<tr>
<td>ZCMG6132</td>
<td>Kewangan dan Akauntabiliti Sektor Awam (<em>Public Sector Finance and Accountability</em>)</td>
</tr>
<tr>
<td>ZCMG6142</td>
<td>Pengurusan dan Penilaian Prestasi Sektor Awam (<em>Public Sector Performance Management and Evaluation</em>)</td>
</tr>
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</table>

### Action Learning Courses

*4 compulsory courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZCMF6512</td>
<td>Metodologi Penyelidikan (<em>Research Methodology</em>)</td>
</tr>
<tr>
<td>ZCMF6522</td>
<td>Pengurusan Projek (<em>Project Management</em>)</td>
</tr>
<tr>
<td>ZCMF6514</td>
<td>Projek MBA (<em>MBA Project</em>)</td>
</tr>
<tr>
<td>ZCMF6518</td>
<td>Perkembangan Kepimpinan (<em>Leadership Development</em>)</td>
</tr>
</tbody>
</table>
Elective Courses – Industrial Competency

*Choose 8 courses

- ZCMB6261 Daya Saing Dari Sudut Mikro Ekonomi (Micro-Economics of Competitiveness)
- ZCMB6271 Daya Saing Dari Sudut Mikro Ekonomi Lanjutan (Advanced Micro-Economics of Competitiveness)
- ZCMB6281 Daya Saing Dari Sudut Mikro Ekonomi - Penganalisaan Kluster (Micro-Economics of Competitiveness - Analysing Clusters)
- ZCMC6221 Panduan Praktikal Untuk Pasaran Ekuiti Malaysia * (A Practical Guide to the Malaysian Equity Market)
- ZCMC6231 Dinamik Pasaran Sekuriti Hutang Swasta Malaysia * (Dynamics of the Malaysian Debt Market)

*If the students manage to complete all the three courses successfully, they will be awarded Professional Certificate: Malaysian Equity Market per MoU between UKM and RAM Holdings Berhad.

- ZCMD6221 Strategi Pemasaran Global (Global Marketing Strategy)
- ZCMD6231 Pemasaran Hospitaliti dan Pelancongan (Hospitality and Tourism Marketing)
- ZCMD6241 Pemasaran Digital dan Media Sosial (Digital and Social Media Marketing)
- ZCME6211 Meneroka Pasaran Modal Islam (Exploring Islamic Capital Market)
- ZCME6221 Produk Takaful (Takaful Products)
- ZCME6241 Pengenalan Kepada Sukuk (Introduction to Sukuk)
- ZCMG6211 Analisis Dasar Awam (Analysing Public Policy)
- ZCMG6221 Pembaharuan Pengurusan Awam (Public Management Reform)
- ZCMG6231 Dasar Ekonomi dan Pembangunan (Economic Policy and Development)
# Study Plan
**Master of Business Administration (MBA – Part Time)**

**UKM-Graduate School of Business**

Total credits = 48 credits for 4 semesters

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>SEMESTER 1</th>
<th>CREDIT HOURS</th>
<th>SEMESTER 2</th>
<th>CREDIT HOURS</th>
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<td>Core Courses</td>
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<td>ZCMA6052 Organization and Human Resource Management</td>
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<td>ZCMA6032 Managerial Finance</td>
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<td>ZCMA6062 Operations Management and Decision Analysis</td>
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<td>ZCMA6042 Strategic Marketing</td>
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<td>ZCMA6082 Corporate Strategy</td>
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<td>Research component</td>
<td>ZCMF6512 Research Methodology</td>
<td>2</td>
<td>ZCMF6522 Project Management</td>
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<tr>
<td>Elective Courses</td>
<td>ZCMF6518 Leadership Development</td>
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| TOTAL CREDIT HOURS | 12                                               |              | 12                                               |              |

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<th>COMPONENT</th>
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<th>CREDIT HOURS</th>
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<th>CREDIT HOURS</th>
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<td>Elective 1</td>
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<td></td>
<td>Specialisation 2</td>
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<tr>
<td></td>
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<td>Elective 3</td>
<td>2</td>
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<tr>
<td></td>
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<td>Elective Courses</td>
<td>ZCMF6518 Leadership Development</td>
<td>2</td>
<td>ZCMF6518 Leadership Development</td>
<td>2</td>
</tr>
</tbody>
</table>

| TOTAL CREDIT HOURS | 12                                               |              | 12                                               |              |
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Specialisation Courses – Industrial Competency
*4 courses for each specialisation

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- ZCMB6132 Kelakuan Korporat (Corporate Behaviour)
- ZCMB6142 Pembangunan Organisasi dan Pengurusan Perubahan (Organisation Development and Change Management)

Finance Specialisation

- ZCMC6112 Analisa Penyata Kewangan Untuk Pembuatan Keputusan (Financial Statement Analysis for Decision Making)
- ZCMC6122 Kewangan Korporat Gunaan (Applied Corporate Finance)
- ZCMC6132 Pengurusan Pelaburan (Investment Management)
- ZCMC6142 Pasaran dan Institusi Kewangan (Financial Markets and Institutions)
Marketing Specialisation

ZCMD6112 Kelakuan Pengguna (Consumer Behaviour)
ZCMD6122 Pengurusan Produk (Product Management)
ZCMD6132 Pemasaran Perkhidmatan (Services Marketing)
ZCMD6142 Analisis dan Strategi Jualan (Sales Analysis and Strategy)

Islamic Finance Specialisation

ZCME6112 Ekonomi dan Kewangan Islam (Islamic Economics & Finance)
ZCME6122 Fiqh Muamalah dalam Perbankan dan Kewangan Islam
(Fiqh Muamalah in Islamic Banking and Finance)
ZCME6132 Produk dan Operasi Perbankan Islam (Islamic Banking Products and Operations)
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ZCMF6514 Projek MBA (MBA Project)
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(Micro-Economics of Competitiveness)

ZCMB6271  Daya Saing Dari Sudut Mikro Ekonomi Lanjutan
(Advanced Micro-Economics of Competitiveness)

ZCMB6281  Daya Saing Dari Sudut Mikro Ekonomi - Penganalisaan Kluster
(Micro-Economics of Competitiveness - Analysing Clusters)

ZCMC6211  Pasaran Modal Malaysia: Gambaran Keseluruhan dan Analisis Kewangan *
(Malaysian Capital Market: Overview and Financial Analysis)

ZCMC6221  Panduan Praktikal Untuk Pasaran Ekuiti Malaysia *
(A Practical Guide to the Malaysian Equity Market)

ZCMC6231  Dinamik Pasaran Sekuriti Hutang Swasta Malaysia *
(Dynamics of the Malaysian Debt Market)

*If the students manage to complete all the three courses successfully, they will be awarded Professional Certificate: Malaysian Equity Market per MoU between UKM and RAM Holdings Berhad.

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ZCMD6231  Pemasaran Hospitaliti dan Pelancongan (Hospitality and Tourism Marketing)

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ZCME6241  Pengenalan Kepada Sukuk (Introduction to Sukuk)

ZCMG6211  Analisis Dasar Awam (Analysing Public Policy)

ZCMG6221  Pembaharuan Pengurusan Awam (Public Management Reform)

ZCMG6231  Dasar Ekonomi dan Pembangunan (Economic Policy and Development)
DOCTORAL PROGRAMMES

GSB offers two academic programmes at the doctoral level: the Doctor of Business Administration (DBA) with options to major and minor within the three (3) traditional Business functional areas, and the Doctor of Philosophy (Ph.D.) with options for specializations in Finance/Marketing/Management.

NATURE OF THE DOCTORAL PROGRAMMES IN UKM-GSB

Our doctoral programmes are specially designed for the academic, research and consultancy professions. They are intensively research-driven, and aimed to generate scholarly research that will significantly contribute to the theory and methodology of the Business discipline. Hence, they are rigorous and demanding, assuring mastery of the discipline at an advance level.

The breadth and depth of the knowledge expected for DBA graduates, for example, are reflective of our commitment to excellence and quality, as well as for relevance and rigor, with a flexible curriculum offering options to pursue special interest areas within business, management and finance fields.

For our PhD. programme too, the mandatory coursework assures that vital relevant theories, conceptual frameworks, and research skills be equipped to groom our doctoral students for innovative research at the frontiers of knowledge, within Business specialized discipline(s) of their choice.

DOCTORAL RESEARCH FIELDS

GSB will draw expertise for research supervision focusing on, but will not be limited to, the following fields:-

- Finance (includes Money and Capital Markets, Banking, Corporate/International Finance and Investment)
- Marketing (includes Services Marketing, Customer Behavior, International Marketing, Product Innovation and Hospitality Marketing)
<table>
<thead>
<tr>
<th>DOCTOR OF BUSINESS ADMINISTRATION</th>
<th>DOCTOR OF PHILOSOPHY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of programme</strong></td>
<td><strong>Type of programme</strong></td>
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<tr>
<td><strong>By Coursework + Thesis</strong></td>
<td><strong>Thesis</strong></td>
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<tr>
<td><strong>Competency level assessments</strong></td>
<td><strong>Competency level assessments</strong></td>
</tr>
<tr>
<td>• Pass all coursework with minimum ‘B’ grade for every course &amp; minimum of 3.0 CGPA every semester</td>
<td>• Pass Research Methodology Course</td>
</tr>
<tr>
<td>• Pass Thesis Proposal Examination</td>
<td>• Pass Thesis Proposal Examination</td>
</tr>
<tr>
<td>• Present Research-in-Progress at Doctoral Colloquium</td>
<td>• Present Research-in-Progress at Doctoral Colloquium</td>
</tr>
<tr>
<td>• Pass Thesis Examination</td>
<td>• Pass Thesis Examination</td>
</tr>
<tr>
<td>• Produce one index journal or two proceedings to complete graduation requirement.</td>
<td>• ONE article accepted for publication in SCOPUS/IS/Era indexed journal AND one in refereed, well-known journal in the subject matter</td>
</tr>
<tr>
<td><strong>Component structure</strong></td>
<td><strong>Component structure</strong></td>
</tr>
<tr>
<td><strong>Admission requirements</strong></td>
<td><strong>Admission requirements</strong></td>
</tr>
<tr>
<td>• Excellent academic records with good Master’s and Bachelor’s Degree related to Economics / Business / Commerce discipline / other related discipline</td>
<td>• Excellent academic records with good Master’s and Bachelor’s Degree related to Economics / Business / Commerce discipline / other related discipline</td>
</tr>
<tr>
<td>• Thesis research proposal in a specialized area within Business</td>
<td>• Thesis research proposal in a specialized area within Business</td>
</tr>
<tr>
<td>• Recommendations from 2 Academic Referees</td>
<td>• Proficiency in English with minimum score</td>
</tr>
<tr>
<td>• Proficiency in English with minimum score TOEFL of 550 (paper based) / 213 (computer based) / 79 (internet based) or IELTS band 6.0</td>
<td>• TOEFL of 550 (paper based) / 213 (computer based) / 79 (internet based) or IELTS band 6.0</td>
</tr>
</tbody>
</table>
DOCTORAL LEVEL COURSEWORK

For the DBA programme:-

• 3 Core courses
• 2 Research Methodology courses
• 5 courses in the Major field

Candidates choose one area to be their Major Field and another to be their Minor field, out of the three (3) business functional areas of Finance, Management and Marketing.

For the Doctor of Philosophy (Ph.D.) programme:-

• 2 Research Methodology courses
• Thesis

The 3 “Core Courses” for DBA programme are as follows:

ZCZF8013 Advanced Organizational Management
ZCZD8793 Marketing Theory and Thought
ZCZC8313 Financial Theory

The 2 “Research Skills” courses common for the DBA and Ph.D programmes are as follows:-

ZCZF8084 Research Methodology 1
ZCZF8094 Research Methodology 2
Major/ Minor Fields/ Specialization Areas

Courses offered within the Major/ Minor fields for DBA and specialization area courses for Ph.D., grouped under Finance, Management and Marketing, are as follows:-

**MARKETING**

- ZCZD8723  Buyer Behavior Theory and Research
- ZCZD8733  Advance Marketing Research
- ZCZD8743  Product Policy and Strategy
- ZCZD8753  Services Theory and Strategy
- ZCZD8763  International Marketing Theory and Research
- ZCZD8773  Hospitality Marketing Theory and Research

**FINANCE**

- ZCZC8323  Applied Econometrics
- ZCZC8733  Advanced Investment
- ZCZC8743  Money and Capital Markets
- ZCZC8753  Doctoral Seminar in Finance
- ZCZC8773  Financial Economics

**MANAGEMENT**

- ZCZB8513  Organizational Theory and Design
- ZCZB8523  Organizational Analysis
- ZCZB8533  Managing Employee Attitude and Behavior
- ZCZB8543  Managing Human Resource
- ZCZB8553  Strategies in Management
- ZCZB8563  Advance Operations Management
- ZCZB8603  Doctoral Seminar in Strategic Management
Passing the Coursework
Students need to achieve a minimum grade of B for every course taken and a cumulative grade point average (CGPA) of at least 3.0 (out of 4.0) to remain in the programme. Since courses are pre-requisites to support thesis research, Ph.D. students will get a Pass/Fail grade for each course taken. Ph.D. students also need to pass all required courses to be eligible to advance to the thesis research stage.

Research Supervision
Once PhD (thesis) students have passed all required courses and DBA's have passed their comprehensive exams, they begin to consult a prospective supervisor on their proposal and a supervisory committee. A Supervisory Committee comprising a Chair and at least two other members will then be formally appointed by the Dean of UKM-GSB, to guide, advise, monitor and assess the student's work throughout the dissertation/thesis research and writing phase. The dissertation/thesis proposal has to be formally presented and examined for approval, before the candidate qualifies to proceed to the dissertation/thesis research. Before submitting their thesis/ dissertation for examination, candidates are expected to present their research-in-progress, as well as participate actively in GSB's Doctoral Colloquiums.

Thesis Examination
The Doctoral degree is conferred after the candidate has fully satisfied the requirements of the thesis/dissertation examination committee. This involves assessment by at least one external examiner (whose appointment is approved by the UKM Senate). Besides the candidate's supervisory committee, an independent assessor also examines the candidate's research at the dissertation/thesis proposal stage, as well as at the final dissertation/thesis submission stage.

- Social skills and ethical values conforming to professional academic standards
- Mastery of a broad and in-depth knowledge of the theory and empirical literature of the Management/ Finance/ Marketing discipline that will extend and create new knowledge, as well as develop new insights in these disciplines.
- Ability to evaluate and synthesize scholarly literature to generate research that will significantly contribute to new knowledge in Management/ Finance/ Marketing.
- Conceptual, methodological and analytical skills to conceptualize, design, undertake and report their own original research that transcends knowledge frontiers and yield new innovations in the field of Management/ Finance/ Marketing.
- Ability to diagnose complex Management/ Finance/ Marketing problems that prevail in organizations, in the country, or across countries, and competent in seeking solutions to such problems in these disciplines
- Effective communication skills with peers, the academic community and the public, as well as in the Management/ Finance/ Marketing discipline through coherent writing and efficient verbal communications.
- Understand the impact of current international developments on local Management/ Finance/ Marketing practice and ability to think and take actions in a global and multicultural setting.
- Potential in leading research in the Management/ Finance/ Marketing discipline and demonstrate teamwork skills.
- Proficiency in generating and managing information and demonstrate life-long learning skills.
COURSE SYNOPSIS

CORE COURSE

ZCZF8013 ADVANCED ORGANISATIONAL MANAGEMENT
This course explores organizational management based on theoretical and empirical perspectives. Topics covered include strategic management, entrepreneurship, human resource management, organizational behavior, knowledge management, international business and research issues in management field.

References

ZCZD8793 MARKETING THEORY AND THOUGHT
This course trains the students in terms of critical thinking and synthesizing literatures related to marketing field. It provides opportunities for students to expose to theoretical and applied frameworks. Students must critically analyze and discusses theories and issues faced by marketeers and researchers within and across marketing areas. This course also discusses theoretical structures and its underlying assumptions to encourage in-depth discussion and reasoning.

References
PhD Program Milestones (UKM-GSB)

1. Register, attend orientation, and begin studies
   - ZCSS9002 Research Methodology 1
     - Students may opt to register in any doctoral course (5 Audit) offered by the faculty to enhance understanding of research or gain insight into related fields of specialization. The student, however, needs to adhere to all provisions regarding the class, such as attendance, assignments, participation, and examinations.

2. Meet with preliminary supervisor in the first few weeks of enrollment
   - To establish expectations, determine research topic, and map out the research process. If a preliminary supervisor is not assigned prior to enrollment, the student is expected to search for a suitable supervisor either from OSB or EPS.
   - Start working on a research plan with the supervisor's advice and guidance.
   - Students are required to have formal recorded meetings (log book) with supervisors throughout the study period, normally once every two weeks.

3. Present research-in-progress at Colloquium 1 to gain feedback
   - Compulsory for all students to present in colloquium to pass Research Methodology 1.
     - Topic: include research question, significance of study, research gap, research questions and objectives, a brief literature review, and if necessary an initial conceptual model. Duration for presentation is 20 minutes, not more than 10 slides.
     - Submit a Research-in-Progress Paper at Colloquium 1 (10-20 pages, 1.5 spacing).

1. Upgrade the write-up for proposal defense
   - Prepare write-up in a form of three main chapters and obtain approval from supervisor.
   - Subject to have consistent meetings with supervisors to gain constructive feedback and improve the quality of proposal.

2. Submit research proposal
   - Research proposal should be submitted to the Dean’s office in the beginning of Semester 4.
   - Proposal write-up must comprise 50-70 pages, 1.5 spacing, and editing is recommended.

1. Finalize data collection and conduct data analysis
   - Acquire required skills for data analysis (e.g., SPSS, STATA, R, Python, N-vivo).
   - Although some of the analytical techniques have been introduced in research methods course, it is the responsibility of the individual student to acquire adequate and necessary skills for actual data analysis.
   - Complete data analysis, analyze the data, and interpret the results. Students should be able to complete this task by mid Semester 4.

2. Provide regular progress updates during the writing period
   - This is important for supervisors to continuously monitor student progress and make evaluations at the end of each semester.

3. Prepare and submit an article for journal publication
   - Students are to publish two journal articles in order to graduate: one article indexed in Scopus/ESCI and one article in a reputable reviewed journal.
   - Identify target journals, prepare paper drafts, revise according to supervisors’ feedback (co-reviews), and send for journal publication by end of Semester 6.
   - Students should be able to get journal acceptance by Semester 5. Meanwhile, students can proceed with remaining thesis write-ups, particularly discussion, implications, and conclusions. Submit a complete thesis draft to supervisors.

SEMESTER 1

1. Successfully complete the second research coursework
   - ZCSS9002 Research Methodology 1
     - Students may opt to enroll in any doctoral course offered in Semester 2 as “Audit”.

2. Need to have a permanent supervisor by mid Semester 2
   - Acquire agreement from preliminary supervisor to act as the Main Supervisor to guide the dissertation (generally and can be attained in Semester 1).
   - Form a Dissertations Supervisory Committee with additional two co-supervisors.

3. Present research-in-progress at Colloquium 2 to obtain feedback
   - Compulsory for all students to present in colloquium to pass Research Methodology 2.
     - Coverage: introduction, synthesis of the literature, understanding theory, conceptual framework, research hypothesis, methodology, and potential contributions to existing knowledge. Duration for presentation is 10 minutes, not more than 10 slides.
     - Submit a Research-in-Progress Paper at Colloquium 2 (20-30 pages, 1.5 spacing).

SEMESTER 3

3. Proposal defense and feedback
   - Students must present their research proposal (Proposal Defence) by mid Semester 4.
     - Parry a mock presentation with supervisors prior to PD.
     - Presentation duration is 30 minutes, followed by Q&A. The candidate may be required to upgrade the proposal and get approval from the external examiner. The examiner may request for a second PD given major revisions.

4. Data collection and continue thesis write-up
   - Students can review data collection and continue thesis write-up after passing PD.
     - May need to secure funding or grant to support data collection.
     - invited to attend a conference (conceptual paper) to get experience and additional comments on the research.

SEMESTER 4 & 5

1. Thesis submission
   - Students are expected to submit their thesis for assessment no later than Semester 5.
   - Length of thesis for PhD should not exceed 150,000 words, adhere to UKM Writing Style Guide, and proofread.
   - Students should show evidence of journal publication or acceptance letter from 2 journal editors before they will be allowed to sit for viva.

5. Viva examination and await final approval
   - Students should perform a mock viva with supervisors prior to actual viva.
1. Register, attend orientation, and begin coursework requirements
   - ECZ39814 Research Methodology 1
   - ECZ39813 Advanced Organizational Management
   - Management ECZ39813 Financial Theory
   - ECZ39812 Marketing Theory and Thought
   - Marketing Course 1
2. Meet with a preliminary supervisor in the first few weeks of enrollment
   - To establish expectations, determine research topic, and map out the research.
   - If a preliminary supervisor is not assigned prior to enrollment, the student is expected to search for a suitable supervisor either from UMT or ETP.
   - Start working on a research, in tandem with supervisor’s advice and guidance.
   - Students are required to have formal recorded meetings (eg. Zoom) with supervisors throughout the study period, normally once in every two weeks.
3. Present research-in-progress at Colloquium 1 to gain feedback
   - Compulsory for all students to present in colloquium to pass Research Methodology
   - Topic include: research question, significance of study, gap, research questions and objectives, a brief literature review, and if necessary an initial conceptual model.
   - Duration for presentation is 10 minutes, not more than 10 slides.
   - Submit a Research-in-Progress Paper at Colloquium 1 (15-20 pages, 1.5 spacing)

**SEMESTER 1**

1. Successfully complete the remaining coursework requirements
   - ECZ39824 Research Methodology 2
   - Majoring Course 2, Majoring Course 3, Majoring Course 4, Majoring Course 5
2. Need to have a permanent supervisor by mid Semester 2
   - Acquire agreement from preliminary supervisor to act as the Main Supervisor to guide the dissertation (preferably can be obtained in Semester 1)
   - Form a Dissertation Supervisory Committee with additional two co-supervisors.
3. Present research-in-progress at Colloquium 2 to obtain feedback
   - Compulsory for all students to present in colloquium to pass Research Methodology
   - Update the introduction, synthesis of the literature, understanding theory, conceptual framework, research hypotheses, methodology, and potential contributions to existing knowledge. Duration for presentation is 10 minutes, not more than 10 slides.
   - Submit a Research-in-Progress Paper at Colloquium 2 (20-30 pages, 1.5 spacing)

**SEMESTER 2**

1. Proposal defence and feedback
   - Students should present final research proposal. Proposal Submission within the first half of Semester 4
   - A presentation of 30 minutes, followed by Q&A. The student may be required to update the proposal and gain approval from the internal examiner. The examiner may request for a second PD given major revisions.
2. Data collection and continue thesis write-up
   - Students can continue with data collection and continue thesis write-up after passing PD.
   - May need to secure funds or grants to support data collection.
   - Advised to attend a conference (conceptual paper) to get feedback and additional comments on the research.

**SEMESTER 3**

1. Finalize data collection and conduct data analysis
   - Attain required skills for data analysis (e.g., R/S, SPSS, Mplus, N-View).
   - Although some of the methodology techniques have been introduced in the earlier methods course, it is the responsibility of the individual student to acquire adequate and necessary skills for actual data analysis.
   - Complete data collection, analyse the data, and interpret the results. Students should be able to complete this task by Semester 5.
2. Provide regular progress updates during the writing period
   - This is important for supervisor to continually monitor student progress and provide feedback at the end of each semester.

**SEMESTER 4**

1. Prepare and submit an article for journal publication
   - Students have to publish an article in ISUJ/GSPA/SCB/other refereed journal in order to graduate.
   - Identify a target journal, prepare paper draft, revise according to supervisors’ feedback (co-authors), and send for journal publication by Semester 6. Students should be able to get journal acceptance by Semester 7. Meanwhile, students can proceed with submitting three seminars, particularly dissemination, implications, and conclusion. Submit a complete thesis draft to supervisors.

**SEMESTER 5 - 7**

1. Thesis submission
   - Students are expected to submit their thesis for assessment within Semester 8.
   - Length of thesis for DBA should not exceed 80,000 words, adhere to UMT Writing Style Guide, and proofread.
   - Students have to show evidence of journal publication or acceptance letter from an editor before they are allowed to sit for viva.
2. Viva examination and await final approval
   - Students should perform a mock viva with supervisors prior to actual viva.
   - Defend their thesis or, if having been based on examiners’ comments, defend thesis based on examiners’ comments (blind thesis, if graduate).
FEES & CHARGES

1. Processing fee

Processing fee for local and international applicants are as follows:

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<th>FEE</th>
<th>METHOD OF PAYMENT</th>
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<td>Local</td>
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<tr>
<td>International</td>
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2. Fees structure

- Postgraduate Fee Structure for Local Students
- Postgraduate Fee Structure for International Students
## MBA Tuition Fee

APPENDIX A

**UKM- GRADUATE SCHOOL OF BUSINESS (UKM-GSB)**

**SCHEDULE OF TUITION FEES**

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<th>Year</th>
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1) Bank Information:
   Name: Universiti Kebangsaan Malaysia
   Bank: CIMB Bank
   Account No: 8002240869
   Swift Code: CIBBMYKL

2) Method of Payment:
   (a) CIMB Clicks (Internet Banking) at http://www.cimbclicks.com.my
   (b) Credit Card/Debit Card at Finance Counter UKM-GSB office

* For item (a), please fax or email a proof of payment to UKM-GSB for the purpose of updating your account.

Any enquiries, please do not hesitate to contact us at:
   Telephone number: 03-89215579/5175
   Fax number: 89213161
   Email address: gsb.finance@ukm.edu.my
## UKM- GRADUATE SCHOOL OF BUSINESS (UKM-GSB)

### SCHEDULE OF TUITION FEES

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**UKM- GRADUATE SCHOOL OF BUSINESS (UKM-GSB)**

**SCHEDULE OF TUITION FEES**

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**Extension Fee per early Semester**

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- **Bank Information:**
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  - Bank Name: CIMB Bank
  - Bank Account No: 8002240869
  - Swift Code: CIBBMYKL

- **Payment Method:**
  b. Credit Card/Debit Card at Finance Counter UKM-GSB office

*For item (a), please fax or email a proof of payment to UKM-GSB finance unit for the purpose of updating your account.*

Any enquiries, please do not hesitate to contact our UKM-GSB finance unit at:

- **Telephone number:** 03-89215579/5175
- **Fax number:** 03-89213161
- **Email address:** gsb.finance@ukm.edu.my
Payment Methods
You can pay to Universiti Kebangsaan Malaysia, Graduate School Of Business (UKM-GSB) via these methods:

- Credit Card / Debit Card
  You can pay using Credit / Debit Card (Visa/Mastercard) over the UKM-GSB Counter at

  Finance Counter,
  UKM-Graduate School of Business,
  Universiti Kebangsaan Malaysia, Bangi
University Song

Varsiti Kita

Lihat Kampusku yang tenang
Damainya alam ciptaan Tuhan
Paduan ilmu dan keimanan
Amal dan jerih digabungkan

Lautan ilmu kita harumkan
Sumber ilmuan berkembangkkan
Inilah Varsiti Kita
Ditengahkan hasrat rakyat kita

Dari mula untuk semua
Bagai tanda perjuangan kita
Bangun berbakti membela
Memupuk insan jiwa bertakwa

Memimpin manusia semua
Kenal akan adat unggulnya
Membina negara sentiasa
Maju berilmu dan bahagia

Inilah Varsiti Kita
Ditengahkan hasrat rakyat kita
Dari mula untuk semua
Bagai tanda perjuangan kita

Composer : Nazri Ahmad
Lyrics : Muhammad Hj. Salleh