**STUDY PLAN**

**SEMESTER 2, 2020/2021 ACADEMIC SESSION**

**MASTER OF BUSINESS ADMINISTRATION (MBA – FULL TIME)**

**UKM-GRADUATE SCHOOL OF BUSINESS**

**Total credits = 48 credits for two (2) semesters**

|  |  |  |
| --- | --- | --- |
| **COMPONENT** | **SEMESTER 1** | |
| **COURSES** | **CREDIT HOURS** |
| Core Courses  Research component  Elective Courses (compulsory) | ZCMA6012 Business Economics  ZCMA6022 Managerial Accounting  ZCMC6012 2 A6032 Managerial Finance  ZCMA6042 Strategic Marketing  ZCMA6052 Organization and Human Resource Management  ZCMA6062 Operations Management and Decision Analysis  ZCMA6072 Business Ethics and Governance  ZCMA6082 Corporate Strategy  ZCMF6512 Research Methodology  ZCMF6522 Project Management  ZCMF6518 Leadership Development | 2  2  2  2  2  2  2  2  2  2  4 |
| **TOTAL CREDIT HOURS** |  | 24 |

|  |  |  |
| --- | --- | --- |
| **COMPONENT** | **SEMESTER 2** | |
| **COURSES** | **CREDIT HOURS** |
| Specialisation Courses  Research component  Elective Courses | Specialisation 1 (Management)  Specialisation 2 (Marketing)  Specialisation 3 (Finance)  ZCMF6514 MBA Project  ZCMF6518 Leadership Development  Elective 1  Elective 2  Elective 3  Elective 4  Elective 5  Elective 6  Elective 7  Elective 8 | 8  8  8  4  4  1  1  1  1  1  1  1  1 |
| **TOTAL CREDIT HOURS** |  | 24 |

**STUDY PLAN**

**SEMESTER 2, 2020/2021 ACADEMIC SESSION**

**MASTER OF BUSINESS ADMINISTRATION (MBA – FULL TIME)**

**UKM-GRADUATE SCHOOL OF BUSINESS**

**Total credits = 48 credits for three (3) semesters**

|  |  |  |
| --- | --- | --- |
| **COMPONENT** | **SEMESTER 1** | |
| **COURSES** | **CREDIT HOURS** |
| Core Courses  Research component  Elective Courses (compulsory) | ZCMA6012 Business Economics  ZCMA6022 Managerial Accounting  ZCMC6012 2 A6032 Managerial Finance  ZCMA6042 Strategic Marketing  ZCMA6052 Organization and Human Resource Management  ZCMA6062 Operations Management and Decision Analysis  ZCMA6072 Business Ethics and Governance  ZCMA6082 Corporate Strategy  ZCMF6512 Research Methodology  ZCMF6522 Project Management  ZCMF6518 Leadership Development | 2  2  2  2  2  2  2  2  2  2  4 |
| **TOTAL CREDIT HOURS** |  | 24 |

|  |  |  |
| --- | --- | --- |
| **COMPONENT** | **SEMESTER 2** | |
| **COURSES** | **CREDIT HOURS** |
| Specialisation Courses  Research component | Specialisation 1 (Management)  Specialisation 2 (Marketing)  Specialisation 3 (Finance)  ZCMF6514 MBA Project  ZCMF6518 Leadership Development | 8  8  8  4  4 |
| **TOTAL CREDIT HOURS** |  | 16 |

|  |  |  |
| --- | --- | --- |
| **COMPONENT** | **SEMESTER 3** | |
| **COURSES** | **CREDIT HOURS** |
| Specialisation Courses | |  |  | | --- | --- | | Elective 1 | Elective 5 | | Elective 2 | Elective 6 | | Elective 3 | Elective 7 | | Elective 4 | Elective 8 | | 8 |
| **TOTAL CREDIT HOURS** |  | 8 |

**List of MBA Courses**

**Core Courses – Managerial Competency**

*\*8 compulsory courses*

ZCMA6012 Ekonomi Perniagaan *(**Business Economics)*

ZCMA6022 Perakaunan Untuk Pengurus *(**Managerial Accounting)*

ZCMC6012 2 A6032 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)*

**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*

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)*

ZCMD6211 Pemasaran Hijau (Green Marketing)

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)*

ZCME6231 Operasi Takaful *(Takaful Operations)*

ZCME6241 Pengenalan Kepada Sukuk *(Introduction to Sukuk)*

*ZCME6251* Pengurusan Harta Secara Islam *(Islamic Wealth Management)*

ZCMG6211 Analisis Dasar Awam *(Analysing Public Policy)*

ZCMG6221 Pembaharuan Pengurusan Awam *(Public Management Reform)*

ZCMG6231 Dasar Ekonomi dan Pembangunan *(Economic Policy and Development)*