**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 CoursesResearch componentElective Courses (compulsory) | ZCMA6012 Business EconomicsZCMA6022 Managerial AccountingZCMC6012 2 A6032 Managerial FinanceZCMA6042 Strategic MarketingZCMA6052 Organization and Human Resource ManagementZCMA6062 Operations Management and Decision AnalysisZCMA6072 Business Ethics and GovernanceZCMA6082 Corporate StrategyZCMF6512 Research Methodology ZCMF6522 Project Management ZCMF6518 Leadership Development  | 22222222224 |
| **TOTAL CREDIT HOURS** |  | 24 |

|  |  |
| --- | --- |
| **COMPONENT** | **SEMESTER 2** |
| **COURSES** | **CREDIT HOURS** |
| Specialisation CoursesResearch componentElective Courses  | Specialisation 1 (Management)Specialisation 2 (Marketing)Specialisation 3 (Finance)ZCMF6514 MBA Project ZCMF6518 Leadership DevelopmentElective 1Elective 2Elective 3Elective 4Elective 5Elective 6Elective 7Elective 8 | 8884411111111 |
| **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**

|  |  |
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| **COMPONENT** | **SEMESTER 1** |
| **COURSES** | **CREDIT HOURS** |
| Core CoursesResearch componentElective Courses (compulsory) | ZCMA6012 Business EconomicsZCMA6022 Managerial AccountingZCMC6012 2 A6032 Managerial FinanceZCMA6042 Strategic MarketingZCMA6052 Organization and Human Resource ManagementZCMA6062 Operations Management and Decision AnalysisZCMA6072 Business Ethics and GovernanceZCMA6082 Corporate StrategyZCMF6512 Research Methodology ZCMF6522 Project Management ZCMF6518 Leadership Development  | 22222222224 |
| **TOTAL CREDIT HOURS** |  | 24 |

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| --- | --- |
| **COMPONENT** | **SEMESTER 2** |
| **COURSES** | **CREDIT HOURS** |
| Specialisation CoursesResearch component | Specialisation 1 (Management)Specialisation 2 (Marketing)Specialisation 3 (Finance)ZCMF6514 MBA Project ZCMF6518 Leadership Development | 88844 |
| **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)*