

STUDY PLAN
MASTER OF BUSINESS ADMINISTRATION (MBA – PART TIME @ KUALA LUMPUR/ KK)
UKM-GRADUATE SCHOOL OF BUSINESS

Total credits = 48 credits for 4 semesters

COMPONENT	SEMESTER 1		SEMESTER 2	
	COURSES	CREDIT HOURS	COURSES	CREDIT HOURS
Core Courses	ZCMA6022 Managerial Accounting ZCMA6032 Managerial Finance ZCMA6042 Strategic Marketing ZCMA6072 Business Ethics and Governance	2 2 2 2	ZCMA6012 Business Economics ZCMA6052 Organization and Human Resource Management ZCMA6062 Operations Management and Decision Analysis ZCMA6082 Corporate Strategy	2 2 2 2
Research component	ZCMF6512 Research Methodology	2	ZCMF6522 Project Management	2
Elective Courses (compulsory)				
TOTAL CREDIT HOURS		10		10
COMPONENT	SEMESTER 3		SEMESTER 4	
	COURSES	CREDIT HOURS	COURSES	CREDIT HOURS
Specialisation Courses / Elective Courses	Specialisation 1 (Management) Specialisation 2 (Marketing) Specialisation 3 (Finance)	8 8 8	Elective 1 Elective 2 Elective 3 Elective 4 Elective 5 Elective 6 Elective 7 Elective 8	8
Research component	ZCMF6514 MBA Project	4		
Elective Courses (compulsory)	ZCMF6518 Leadership Development	4	ZCMF6518 Leadership Development	4
TOTAL CREDIT HOURS		16		12

STUDY PLAN
MASTER OF BUSINESS ADMINISTRATION (MBA – PART TIME @ BANGI)
UKM-GRADUATE SCHOOL OF BUSINESS

Total credits = 48 credits for 4 semesters

COMPONENT	SEMESTER 1 @ BANGI CAMPUS		SEMESTER 2 @ BANGI CAMPUS	
	COURSES	CREDIT HOURS	COURSES	CREDIT HOURS
Core Courses	ZCMA6012 Business Economics ZCMA6022 Managerial Accounting ZCMA6042 Strategic Marketing ZCMA6052 Organization and Human Resource Management	2 2 2 2	ZCMA6032 Managerial Finance ZCMA6062 Operations Management and Decision Analysis ZCMA6072 Business Ethics & Governance ZCMA6082 Corporate Strategy	2 2 2 2
Research component	ZCMF6512 Research Methodology	2	ZCMF6522 Project Management	2
Elective Courses (compulsory)				
TOTAL CREDIT HOURS		10		10
COMPONENT	SEMESTER 3 @ KUALA LUMPUR CAMPUS		SEMESTER 4 @ KUALA LUMPUR CAMPUS	
	COURSES	CREDIT HOURS	COURSES	CREDIT HOURS
Specialisation Courses / Elective Courses	Specialisation 1 (Management) Specialisation 2 (Marketing) Specialisation 3 (Finance)	8 8 8	Elective 1 Elective 2 Elective 3 Elective 4 Elective 5 Elective 6 Elective 7 Elective 8	8
Research component	ZCMF6514 MBA Project	4		
Elective Courses (compulsory)	ZCMF6518 Leadership Development	4	ZCMF6518 Leadership Development	4
TOTAL CREDIT HOURS		16		12

List of MBA Courses

Core Courses – Managerial Competency

**8 compulsory courses*

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

Specialisation Courses– Industrial Competency

**4 courses for each specialisation*

Management Specialisation

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

Finance Specialisation

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

Marketing Specialisation

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

Action Learning Courses

**4 compulsory courses*

ZCMF6512	Metodologi Penyelidikan (<i>Research Methodology</i>)
ZCMF6522	Pengurusan Projek (<i>Project Management</i>)
ZCMF6514	Projek MBA (<i>MBA Project</i>)
ZCMF6518	Perkembangan Kepimpinan (<i>Leadership Development</i>)

Elective Courses – Industrial Competency

**Choose 8 courses*

ZCMB6261	Daya Saing Dari Sudut Mikro Ekonomi (<i>Micro-Economics of Competitiveness</i>)
ZCMB6271	Daya Saing Dari Sudut Mikro Ekonomi Lanjutan (<i>Advanced Micro-Economics of Competitiveness</i>)
ZCMB6281	Daya Saing Dari Sudut Mikro Ekonomi - Penganalisaan Kluster (<i>Micro-Economics of Competitiveness - Analysing Clusters</i>)
ZCMD6211	Pemasaran Hijau (<i>Green Marketing</i>)
ZCMD6221	Strategi Pemasaran Global (<i>Global Marketing Strategy</i>)
ZCMD6231	Pemasaran Hospitaliti dan Pelancongan (<i>Hospitality and Tourism Marketing</i>)
ZCMD6241	Pemasaran Digital dan Media Sosial (<i>Digital and Social Media Marketing</i>)
ZCME6211	Meneroka Pasaran Modal Islam (<i>Exploring Islamic Capital Market</i>)
ZCME6221	Produk Takaful (<i>Takaful Products</i>)
ZCME6231	Operasi Takaful (<i>Takaful Operations</i>)
ZCME6241	Pengenalan Kepada Sukuk (<i>Introduction to Sukuk</i>)
ZCME6251	Pengurusan Harta Secara Islam (<i>Islamic Wealth Management</i>)
ZCMG6211	Analisis Dasar Awam (<i>Analysing Public Policy</i>)
ZCMG6221	Pembaharuan Pengurusan Awam (<i>Public Management Reform</i>)
ZCMG6231	Dasar Ekonomi dan Pembangunan (<i>Economic Policy and Development</i>)