AeU’s Master of Business Administration (MBA) offers a more focused, yet diversified curriculum that will enhance the knowledge and problem-solving skills of both managers and executives. This programme is designed to provide professionals with the right skills to meet the challenges of an increasingly competitive global business environment.

**Learning Objectives**

- Prepare students for advancement to senior management and leadership. Students will get a comprehensive foundation in fundamental management skills and techniques.
- Successfully apply advanced tools for rational decision-making in a variety of settings.
- Provide students with content thereby building competencies that will support their development as effective managers.
- Promote overall understanding and ability to apply skills on complex problem-solving, decision-making and in the application of modern strategic management methods.

**Entry Requirements**

- Bachelor’s Degree with Honours in the relevant field, OR
- Bachelor’s Degree in other fields recognised by the AeU Senate, OR
- Open entry qualifications recognised by the Ministry of Higher Education, Malaysia:
  - Be at least 35 years old
  - Possess STPM/Matriculation/Diploma or its equivalent
  - Provide evidence of prior learning experience and/or knowledge relevant to the programme applied for, OR
- Other qualifications recognised by the AeU Senate.

Mode of delivery: Student can choose to pursue this programme **FULLY ONLINE** or **BLENDED MODE** where face-to-face tutorials are provided in our Learning Centres.
SUBJECTS

Core
1. Marketing Management
2. Managerial Economics
3. International Business
4. Managing People in Organisations
5. Accounting and Finance for Managers

Electives
For MBA General, choose 5 subjects.
1. Quality and Change Management
2. Islamic Banking and Finance
3. Project Management
4. Small Business Management
5. Operations Management
6. Law and Ethics*
7. Supply Chain Management
8. Total Quality Management
9. Quality Assurance and Control*
10. Business Statistics
11. Business Informatics*

MBA with Specialisation
(Choose 2 subjects from Electives AND 1 Specialisation only)
A) International Business
1. Multinational Corporation
2. International Marketing
3. International Logistics and Transport
B) Entrepreneurship
1. Small Business Management
2. Market Research and New Business Planning
3. Entrepreneurial Finance
C) Risk Management
1. Corporate Governance and Best Practices
2. Enterprise Risk Management
3. Risk Analysis and Management
D) Supply Chain Management*
1. Supply Chain Strategy
2. Purchasing and Procurement Management
3. International Logistics and Transport
E) Islamic Banking And Finance
1. Islamic Economics
2. Shari’ah Aspects of Business and Finance (Fiqh Mualamat)
3. Islamic Financial Institutions and Markets
F) Islamic Insurance*
1. Takaful Products
2. Takaful Operations and Management
3. Shari’ah Fundamentals for Takaful Managers
G) Tourism Management*
1. Tourism and Hospitality Marketing
2. Hospitality Management
3. Event Management

* Will be offered subject to availability

PROGRAMME FACTS

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<thead>
<tr>
<th>Full-Time</th>
<th>Part-Time</th>
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<tbody>
<tr>
<td>Fully Online</td>
<td>✓ Blended Learning</td>
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| Duration | 18 months |
| No. of Semesters | 4-5 (1 semester is 4 months) |
| No. of Subjects | 11 + 1 Project Paper |

| Assessment | Assignments (2) | 60% |
| Exam | Examination | 40% |

MQA Accreditation: JPT/BPP(R/345/7/0305) 4/18, A 9102

EPF & HRDF Claimable (For Malaysians): Yes

Note: All information is correct at the time of printing and is subject to change without prior notice.