



UNLEASH YOUR **ENTREPRENEURIAL SKILLS**

Master of Business Administration (General Management)

JPT/BPP (N/345/7/1092) (MQA/PA11173) 02/26



THE BRANDLAUREATE
CSR BRANDLEADERSHIP
AWARDS 2018



The Perdana University School of Business (PUScB) aims to become a premier business school in Malaysia that provides the MBA in General Management programme of the highest quality, wrapped around core and specific applied business management knowledge. It equips professional business executives with essential business administration and management skills to complement their current subject matter of expertise and develops them to be future leaders who create and deliver value in effective management of high performing business organizations.

CORE MODULES

1. Corporate Strategy and Leadership
2. Accounting and Finance for Managers
3. Managerial Economics
4. Business Law, Ethics and Governance
5. Strategic Marketing
6. Research Methodology and Management Project
7. Managing People and Organizations
8. Technology and Information Systems Management
9. Operations Strategy
10. Entrepreneurship Innovation (General Management)

ELECTIVE MODULES

- Quantitative and Decision Analysis
- Productivity and Quality Management
- Business Intelligence for Service Excellence
- Global Business Management
- Strategic Corporate Social Responsibility

Disclaimer:

Candidate must complete all the 10 core modules including Research Methodology, 2 elective modules and a Management Project.

MODE OF STUDY

Weekdays **OR** Weekends

Blended learning is conducted via an e-learning platform

ENTRY REQUIREMENTS

Bachelor's Degree with a CGPA of 2.50 and above;

Bachelor's Degree with a CGPA 2.50 and below and 5 years working experience in a related field / industry.

For International Students:

TOEFL score of at least 550 **OR**

and IELTS score of at least 6.0

DURATION AND INTAKE

Minimum 1 year (Accelerated) **OR**
 2 to 4 years (Flexible)

March, July **AND**
 November

Accredited by: