

### **PROGRAMME DESCRIPTION**

The Master of Business Administration (Corporate Administration and Governance) (MBA) (CAG) (AB302) is a graduate programme in which the core business disciplines are enriched with various courses in management, administration and governance. This programme is focused to provide students with an academic curriculum that focuses on an action-based learning model that integrates theory, research and application to real world issues. Through the taught courses, students are encouraged to seek and foster learning environments that stimulate corporate governance and enable them to apply their knowledge in proper corporate administration and governance ventures.

### **PROGRAMME INFORMATION**

Name of the award	:	Master of Business Administration (Corporate Administration and Governance) (MBA) (CAG)
MQF level	:	Master Degree Level (MQF Level 7)
Total Credit Hours	:	42 credits
Field of study	:	Management and Administration - 345
Language of Instruction	:	English
Mode of study	:	Full-time
Mode of delivery	:	Lectures are delivered to enhance students' knowledge within the context of the learning module. Seminars, workshops and conferences are organised to disseminate and share knowledge on the current practices and issues in corporate governance to the students.
Method of delivery	:	The method of delivery is conventional (face-to-face in classroom) and online learning.
Duration of study	:	1 Year and 7 Months
Entry requirements	:	<ul style="list-style-type: none"><li>i. A Bachelor's degree (Level 6 Malaysian Qualifications Framework, MQF) in related fields with at least CGPA of 2.50 as accepted by the HEP Senate; or</li><li>ii. A Bachelor's degree (Level 6 MQF) in related fields with a minimum CGPA of 2.00 and not meeting CGPA of 2.50 can be accepted subject to a rigorous internal assessment*; or</li></ul>

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- iii. A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience\*\*, subject to a rigorous internal assessment\*, or
- iv. A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience\*, subject to passing pre-requisite courses\*\*\*, or
- v. Other equivalent/related qualifications to a Bachelor's degree (Level 6 MQF) recognised by the Government of Malaysia.

Notes:

- \* Rigorous assessment to evaluate the suitability of an applicant for a programme through statement of purpose, interview and other methods may cover the following criteria:
  - i. Demonstration of strong business experience, and that you have held significant managerial responsibilities.
  - ii. Evidence of any achievements in your professional life, for example, consistently performing at a high level, consistent career progression and any impact that you have had on your organisation.
  - iii. Professional skills that you have developed, for example, team work, leadership, problem- solving, negotiating and analytical skills.
  - iv. How you will contribute to your class and what experiences you can bring to the institution.

For international student, a candidate must obtain one of the following:

- i. Minimum 60 the Test of English Foreign Language (TOEFL IBT)
- ii. Minimum Band 6.0 score in International English Language Testing System (IELTS)
- iii. Degree from Malaysian University with English as its medium of instruction
- iv. Malaysian University English Test (MUET) Band 4

Programme : The Masters of Business Administration (Corporate Administration and Governance) programme aims to produce corporate Education Objectives (PEO) administrators who are :

PEO1 equipped with advanced knowledge and skills in analytical and critical thinking within their specific areas of professional corporate administration and governance.

PEO2 equipped with effective communication skill in solving problems in the related and multidisciplinary field in corporate administration and governance

PEO3 able to perform as a leader creatively, innovatively and ethically; to analyse a firm's quantifiable numerical data and to make intelligent and effective decisions.

PEO4 able to act with entrepreneurial competencies and possess outstanding personal character; apply appropriate technology of digital application for successful corporate administration and governance.

- Program Outcomes (PO) :
- PO1 Demonstrate advanced theoretical knowledge in the area of corporate administration and governance.
  - PO2 Apply advanced analytical and critical thinking skills when making decision in the corporate administration and governance.
  - PO3 Demonstrate comprehensive operational skill in corporate administration and governance
  - PO4 Possessed good interpersonal skills to function as a leader or an effective team member.
  - PO5 Effective communication skills in conveying ideas to stakeholders, expert and non-expert audience
  - PO6 Competently use a wide range of suitable digital technologies and appropriate software to solve complex corporate administration and governance problems
  - PO7 Use quantitative and qualitative methods in analyzing and evaluating relevant data.
  - PO8 Manage issues collaboratively with significant degree of leadership, responsibility and accountability.
  - PO9 Apply self-advancement traits for continuous academic or professional development.
  - PO10 Demonstrate significant personal attributes to exploit entrepreneurial opportunities.
  - PO11 Demonstrate professional ethical adherence in personal and social contexts.

**PROGRAM STRUCTURE - JULY/ LONG SEMESTER/ (LLS)**

**Master in Business Administration (Corporate Administration & Governance) (AB302)**

NO.	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE REQ	ASSESSMENT	
							COURSE WORK	FINAL EXAM / ASS.
<b>SEMESTER 1 / YEAR 1 (JULY)(LONG SEM)</b>								
1	BUS5103	Research Methodology & Data Analysis	Core	3	120	None	55	45
2	MKT5023	Marketing Management	Core	3	120	None	70	30
3	CGE6023	Corporate Governance, Risk and Ethics	Specialization	3	120	None	70	30
4	CGE6033	Corporate Accountability and Sustainability	Specialization	3	120	None	70	30
<b>TOTAL</b>				<b>12</b>				
<b>SEMESTER 2 / YEAR 1 (NOV)(LONG SEM)</b>								
1	MGT6153	Strategic Management	Core	3	120	None	70	30
2	HRM5113	Human Resource Management	Core	3	120	None	70	30
3	MAC4083	Managerial Accounting	Core	3	120	None	80	20
4	ECO5123	Managerial Economics	Core	3	120	None	80	20
<b>TOTAL</b>				<b>12</b>				
<b>SEMESTER 2 / YEAR 1 (MAC) (SHORT SEM)(CHOOSE 2 SUBJECTS ONLY)</b>								
1	BUS5063	International Business Environment	Elective	3	120	None	70	30
2	ITC4103	Management System and E- Business	Elective	3	120	None	60	40
3	MGT4243	Corporate Strategy and Administration	Elective	3	120	None	70	30
4	FIN5103	Financial Market Economics	Elective	3	120	None	60	40
5	BUS5083	Ethics and Integrity in Administration	Elective	3	120	None	60	40
6	MGT5133	Organization Behaviour	Elective	3	120	None	80	20
7	FIN5103	Corporate Financial Management Analysis	Elective	3	120	None	80	20
<b>TOTAL</b>				<b>6</b>				
<b>SEMESTER 2 / YEAR 2 (JULY)</b>								
1	LAW5073	Corporate Law	Specialization	3	120	None	60	40
2	CSP4023	Company Secretarial Practice	Specialization	3	120	None	60	40
3	BUS6113	Business Research Project	Core	6	120	BUS 5103	60	40
<b>TOTAL</b>				<b>12</b>				
<b>GRAND TOTAL</b>				<b>42</b>				

**PROGRAM STRUCTURE - NOV/LONG SEMESTER/ (LLS)**  
**Master in Business Administration (Corporate Administration & Governance) (AB302)**

NO.	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE - REQ	ASSESSMENT	
							COURSE WORK	FINAL EXAM / ASS.
<b>SEMESTER 1 / YEAR 1(NOV)(LONG SEM)</b>								
1	MGT6153	Strategic Management	Core	3	120	None	70	30
2	HRM5113	Human Resource Management	Core	3	120	None	70	30
3	MAC4083	Managerial Accounting	Core	3	120	None	80	20
4	ECO5123	Managerial Economics	Core	3	120	None	80	20
<b>TOTAL</b>				<b>12</b>				
<b>SEMESTER 2 / YEAR 1 (SHORT SEM)(CHOOSE 2 SUBJECTS ONLY)</b>								
1	BUS5063	International Business Environment	Elective	3	120	None	70	30
2	ITC4103	Management System and E- Business	Elective	3	120	None	60	40
3	MGT4243	Corporate Strategy and Administration	Elective	3	120	None	70	30
4	FIN5103	Financial Market Economics	Elective	3	120	None	60	40
5	BUS5083	Ethics and Integrity in Administration	Elective	3	120	None	60	40
6	MGT5133	Organization Behaviour	Elective	3	120	None	80	20
7	FIN5103	Corporate Financial Management Analysis	Elective	3	120	None	80	20
<b>TOTAL</b>				<b>6</b>				
<b>SEMESTER 2 / YEAR 1 (JULY)</b>								
1	BUS5103	Research Methodology & Data Analysis	Core	3	120	None	55	45
2	MKT5023	Marketing Management	Core	3	120	None	70	30
3	CGE6023	Corporate Governance, Risk and Ethics	Specialization	3	120	None	70	30
4	CGE6033	Corporate Accountability and Sustainability	Specialization	3	120	None	70	30
<b>TOTAL</b>				<b>12</b>				
<b>SEMESTER 1 / YEAR 2 (JAN)</b>								
1	LAW5073	Corporate Law	Specialization	3	120	None	60	40
2	CSP4023	Company Secretarial Practice	Specialization	3	120	None	60	40
3	BUS6113	Business Research Project	Core	6	120	BUS 5103	60	40
<b>TOTAL</b>				<b>12</b>				
<b>GRAND TOTAL</b>				<b>42</b>				

**PROGRAM STRUCTURE - MARCH/ SHORT SEMESTER (SLL)**  
**Master in Business Administration (Corporate Administration & Governance)**  
**(AB302)**

NO.	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE - REQ	ASSESSMENT	
							COURSE WORK	FINAL EXAM / ASS.
<b>SEMESTER 1 / YEAR 1 (SHORT SEM) IMAC)(CHOOSE 2 SUBJECTS ONLY)</b>								
1	BUS5063	International Business Environment	Elective	3	120	None	70	30
2	ITC4103	Management System and E- Business	Elective	3	120	None	60	40
3	MGT4243	Corporate Strategy and Administration	Elective	3	120	None	70	30
4	FIN5103	Financial Market Economics	Elective	3	120	None	60	40
5	BUS5083	Ethics and Integrity in Administration	Elective	3	120	None	60	40
6	MGT5133	Organization Behaviour	Elective	3	120	None	80	20
7	FIN5103	Corporate Financial Management Analysis	Elective	3	120	None	80	20
<b>TOTAL</b>				<b>6</b>				
<b>SEMESTER 2 / YEAR 1 (LONG SEM)(JULY)</b>								
1	MGT6153	Strategic Management	Core	3	120	None	70	30
2	HRM5113	Human Resource Management	Core	3	120	None	70	30
3	MAC4083	Managerial Accounting	Core	3	120	None	80	20
4	ECO5123	Managerial Economics	Core	3	120	None	80	20
<b>TOTAL</b>				<b>12</b>				
<b>SEMESTER 3 / YEAR 1 (LONG SEM)(NOV)</b>								
1	BUS5103	Research Methodology & Data Analysis	Core	3	120	None	55	45
2	MKT5023	Marketing Management	Core	3	120	None	70	30
3	CGE6023	Corporate Governance, Risk and Ethics	Specialization	3	120	None	70	30
4	CGE6033	Corporate Accountability and Sustainability	Specialization	3	120	None	70	30
<b>TOTAL</b>				<b>12</b>				
<b>SEMESTER 1 / YEAR 2 (SHORT SEM) (MAC)</b>								
1	LAW5073	Corporate Law	Specialization	3	120	None	60	40
2	CSP4023	Company Secretarial Practice	Specialization	3	120	None	60	40
3	BUS6113	Business Research Project	Core	6	120	BUS 5103	60	40
<b>TOTAL</b>				<b>12</b>				
<b>GRAND TOTAL</b>				<b>42</b>				

## **COURSE DESCRIPTION**

### **1. STRATEGIC MANAGEMENT (MGT6153)**

This course is an advance course developing knowledge from previous learning. It covers the analysis and evaluation of an organization's environment and strategies, and strategies development for effective implementation to achieve competitive advantage and sustainable performance in relation to corporate administration and governance.

*Pre-requisite: None*

### **2. HUMAN RESOURCE MANAGEMENT (HRM5113)**

This is an advanced course that provides detailed and practical knowledge on human resources management. Topics of discussion include human resource planning, recruitment and selection, training and development, performance management, compensation and benefits, occupational safety and health and employee rights and discipline. Current human resource issues commonly faced by organizations and managerial decision-making process will also be emphasized.

*Pre-requisite: None*

### **3. MANAGERIAL ACCOUNTING (MAC4083)**

This course provides students with fundamental knowledge and skills in managerial accounting. It requires the students to explain, apply, analyze and evaluate managerial accounting concepts and techniques/tools which are relevant to decision making process at managerial level.

Fundamental topics covered on managerial accounting include cost and management accounting techniques, activity based costing, cost-volume-profit analysis, budgeting, standard costing and variance analysis and other related performance management systems.

*Pre-requisite: None*



#### **4. MANAGERIAL ECONOMICS (ECO5123)**

This course focuses on the application of econometrics theory and decision science tools to determine the optimal solution to managerial decision making. The topic covers demand analysis and forecasting, production and costs and pricing and output decisions. At the end of the course, students should be able to apply econometric theory and the analytical tools of decision science and make decisions on how an organization can achieve its objectives most efficiently.

*Pre-requisite: None*

#### **5. INTERNATIONAL BUSINESS ENVIRONMENT (BUS5063)**

This course is designed to give an understanding of International Business concepts and appreciating the importance of it. It contains learning of the complexity of globalization, volatile economy, political climate, cultural sensitivities and competitive environment. The knowledge will help the students to identify strength, opportunities and threat of international business operation, which may be incorporated in their current or future organization's strategy, structure and functions.

Students will also gain the exposure to the differences in expectations, consumer preferences, interpretations and values, which are typical of management teams in global companies.

*Pre-requisite: None*

#### **6. INFORMATION SYSTEM AND E-BUSINESS (ITC4103)**

This course provides a focus study of information systems (IS) and how today's business firms use information technologies and systems to achieve corporate objectives. The module encompasses the study of current information system issues associated with e-business strategies. Students will be able to analyze on the use of information systems and technologies to achieve bottom-line business results.

*Pre-requisite: None*

**7. CORPORATE STRATEGY AND ADMINISTRATION (MGT4243)**

This course introduces students to corporate strategy and sustainability in formal business organization. It focuses on corporate environment, strategy capability, strategy purpose, culture and strategy, business-level strategy identifying strategic business unit, strategic directions, international strategy, entrepreneurship and innovation, strategy development processes, strategy methods and evaluation, organizing for success, resourcing strategies and managing strategic change.

*Pre-requisite: None*

**8. FINANCIAL MARKET ECONOMICS (FIN5103)**

This course is an advance course developing knowledge from previous learning. It covers the analysis and evaluation of an organization's environment and strategies, and strategies development for effective implementation to achieve competitive advantage and sustainable performance.

*Pre-requisite: None*

**9. MARKETING MANAGEMENT (MKT5023)**

This course builds on the understanding of how decisions are made based on the values offered, created, delivered and communicated to the firm's target market. Marketing opportunities would be assessed using tools and concepts such as market-oriented strategic planning and marketing information system. These tools and concepts incorporate marketing research, consumer and/or business buying behavior and competitor analysis. The course ensures a balance between theoretical and application perspectives.

*Pre-requisite: None*

**10. ORGANIZATIONAL BEHAVIOR (MGT5133)**

Organizational behavior is crucial in determining the success of managing and leading people in complex organizations and design workplaces that elicit high performance from individuals, teams and organization. This subject will help students understand the unique challenges and problems that organizational leaders must address.

*Pre-requisite: None*

## **11. CORPORATE FINANCIAL MANAGEMENT ANALYSIS (FIN5113)**

The course emphasizes on the elements of financial management such as financial objectives, financial analysis, financial forecasting, financial planning and control, time value of money, valuation of financial assets, risk and return and capital budgeting. In addition, issues relating to financial theory and corporate policies will be elucidated.

Students (to be knowledgeable and competent) in the skills of corporate financial planning. Students will also learn about the ability to act strategically, to communicate a clear vision of the future and to make business decision based on the corporate financial planning perspective.

*Pre-requisite: None*

## **12. BUSINESS RESEARCH METHOD (BUS5013)**

This course introduces students to a diversity of research techniques and trains them in experiencing the research process that involves identifying problems, collecting, analyzing, interpreting and reporting data, for the purpose of solving problems in the business environment.

Emphasis will be given to the descriptive research design (such as survey research) and causal design, measurement and sampling, commonly used data analysis methods, data interpretation and writing, and reporting of research findings. Students are also trained to write a research proposal in planning to undertake the Master's Project.

*Pre-requisite: None*

## **13. ETHICS AND INTEGRITY IN ADMINISTRATION (BUS5083)**

This course is an advance course utilizing knowledge from previous learning. It covers the analysis and evaluation of an organization's environment and strategies, and strategies development for effective implementation to achieve competitive advantage and sustainable performance.

*Pre-requisite: None*

#### **14. CORPORATE GOVERNANCE, RISK AND ETHICS (CGE6023)**

Corporate Governance, risk management and ethics are important elements for efficient corporate administration globally. This course provides students with a framework for analysing issues in the governance of corporations derived from a comprehensive understanding of the concepts and issues associated with corporate governance practices and mechanisms. This is achieved by examining the nature of corporations and their environments, and the concepts, principles and practices of corporate governance, risks and ethics.

*Pre-requisite: None*

#### **15. CORPORATE LAW (LAW5073)**

This course introduces the key concepts, frameworks and tools of blue ocean strategy and lays out the fundamental methodology of creating and capturing blue oceans of new market space. Using theory based videos and cases; this course provides students with comprehensive understanding of the core concepts of blue ocean strategy and gives students an opportunity to explore and study in depth the logic and methods that are common to blue ocean strategic moves in real business settings.

*Pre-requisite: None*

#### **16. CORPORATE ACCOUNTABILITY AND SUSTAINABILITY (CGE6033)**

This course aims to expose students on the process of conducting academic research in order to carry out research project in the area of their study. This is a continuation of Business Research Method course, where they have covered topics such as: problem background, problem statement, research objectives, research questions, research framework, literature reviews, and research methods. This course covers the following topics: Development of research tools, Data collection processes, Data analysis techniques, Interpretation of data, and Report writing.

*Pre-requisite: None*

**17. COMPANY SECRETARIAL PRACTICE (CSP4023)**

A core responsibility of the Chartered Secretary is as Secretary to the Board. The aim of the module is to specify and assess the essential knowledge and skills involved in taking overall responsibility for the corporate secretarial function in small, medium and large scale organizations.

The practice of corporate secretaryship in this module extends to both the strategic and functional contexts, in advising the Board, in leading teams in secretarial best practice, in ensuring compliance with law and regulation, and in establishing efficient internal communication of Board decisions and external reporting.

*Pre-requisite: None*

**18. RESEARCH PROJECT (BUS6113)**

This course aims to expose students on the process of conducting academic research in order to carry out research project in the area of their study. This is a continuation of Business Research Method course where they have covered topics such as: problem background, problem statement, research objectives, research questions, research framework, literature reviews, and research methods.

This course covers the following topics: Development of research tools, Data collection processes, Data analysis techniques, Interpretation of data, and Report writing.

*Pre-requisite: BUS5103*

**STUDY PATH**

