

Master of Business Administration @Nilai U



www.nilai.edu.my

Nilai
UNIVERSITY

Enrichment For Life

Master of Business Administration (MBA)

MBA stands for Master of Business Administration, and is a postgraduate degree in business. It is also one of the most sought after qualifications because of its value to people in the fields of business and administration.

A MBA degree will benefit those in business and management who are currently holding or who are aspiring to be in executive positions.

A MBA programme strengthens your understanding about business - you will learn about business strategies and concepts. The knowledge and skills you acquire are designed to meet the needs of practical day to day business operations.

A MBA degree involves rigorous training, assignments, reports, presentations, and group projects, all of which give you the necessary skills to handle real-life business situations. The course structure is designed to sharpen your leadership abilities and help set you apart from your peers in the business environment.

The alliances that you form with your classmates and the network that you create are very important and valuable things that a MBA programme can give you. MBA graduates gain from the associations formed during the MBA course - such a resource is invaluable and can be drawn upon for years after the MBA degree has been achieved.



The MBA at Nilai University

The Business School offers the MBA at Nilai University (Nilai U). Established in 1997, Nilai U's School of Business is well known for its strict academic standards. Classes are kept small for ideal interaction between lecturer and student and effective supervision of projects.

The School of Business monitors the quality of its academic provision through regular curriculum meetings with senior academicians and field specialists. The school utilizes a blueprint to develop an innovative curriculum that focuses on both academic success as well as character building.

Cognitive and intellectual skills are aimed at training you to be a life-long learner who is ethical, entrepreneurial and socially responsible. Learning outcomes also incorporate effective problem-solving and decision-making using qualitative and quantitative skills to ensure that you will function collaboratively and cohesively in a global and dynamic environment.

Programme description:

Name of Award	: Master of Business Administration
Credits	: 42
Type of award	: Single Major
Fields of specialisation	: Management, Marketing, Banking & Finance
Language of instruction	: English
Mode of study	: Full time/ Part Time
Mode of delivery	: Lecture, Tutorial, Seminars, Field Work, Independent Learning Tasks, Essays and Projects
Method of delivery	: Conventional
Duration of study	: Minimum One Year (Full Time), Minimum Two Years (Part Time)
Entrance requirements	: Bachelor Degree or equivalent
Assessment	: Depending on the modules, assessments range from written examinations to coursework assignments.
Intakes	: January, May, September
Fees	: RM24,780.00



MBA IN A YEAR

The MBA programme at Nilai University is uniquely crafted to fit the flexible study requirements of those who are working and confident individuals can finish it within a year.

The MBA at Nilai University

Master of Business Administration (Marketing)

The course develops:-

- m A working knowledge of key concepts such as customer relationship marketing and an awareness of diverse marketing contexts.
- m The ability to conduct rigorous market environmental analysis and the preparation of an integrated marketing communication plan.
- m An understanding of advanced level theories and empirical evidence concerning business and management via the use of:-
 - i) IT and communication literacy; including
 - ii) data analysis, interpretation and extrapolation,
 - iii) models of business problems and phenomena.
- m Skills to communicate in a managerial role, emphasising the presentation of analysis, justification of recommended actions, and messages intended to affect the perceptions of others.

Modules

Core

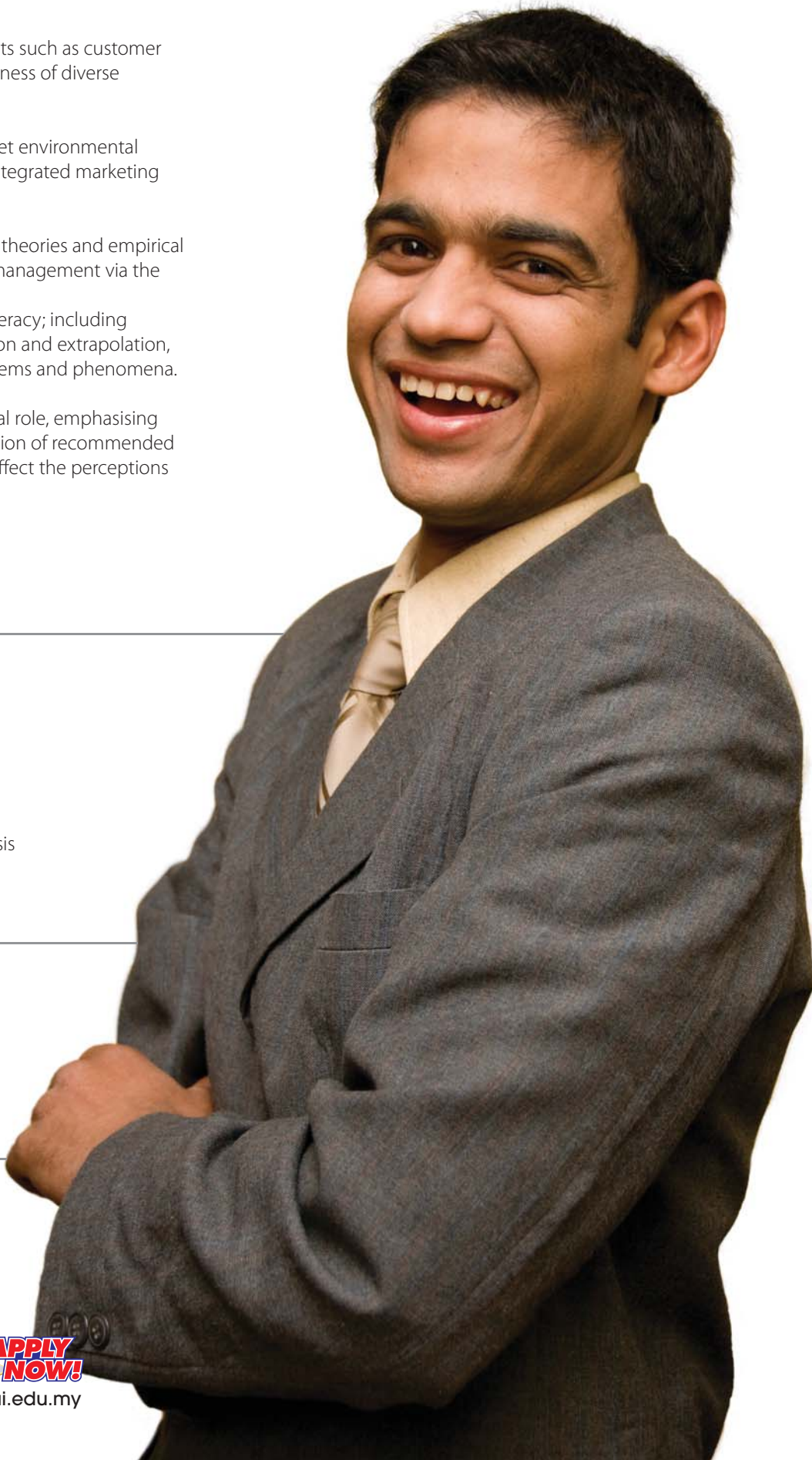
- BA4001 Financial Management
- BK4001 Marketing Management
- BK4002 Managerial Economics
- BK4003 Research Methodology
- BM4001 Organisational Management
- BM4002 Operations Management
- EM4001 Statistics and Decision Analysis
- EM4003 Ethics and Business Law

Specialisation

- BK4004 Marketing Communication
- BK4005 Consumer Behaviour
- BK4006 International Marketing
- BK4007 Marketing Channels
- BK4008 Services Marketing

Project Paper

- BK4009 Project Paper (Marketing)



Master of Business Administration (Banking and Finance)

The course develops:-

- m A working knowledge of the key concepts of how banks and financial services firms are managed including the evolution of money and capital markets.
- m The ability to analyse the operations of banks and other financial services firms; perform advanced level financial analyses and projections; and develop plans for the implementation of strategies across a wide range of business domains.
- m An understanding of advanced level theories and empirical evidence concerning business and management via the use of:-
 - i) IT and communication literacy; including
 - ii) data analysis, interpretation and extrapolation,
 - iii) models of business problems and phenomena.
- m Skills to communicate in a managerial role, including presentation of analysis, justification of recommended actions, and messages intended to affect the perceptions of others.

Modules

Core

- BA4001 Financial Management
- BK4001 Marketing Management
- BK4002 Managerial Economics
- BK4003 Research Methodology
- BM4001 Organisational Management
- BM4002 Operations Management
- EM4001 Statistics and Decision Analysis
- EM4003 Ethics and Business Law

Specialisation

- BA4002 International Financial Management
- BA4003 Investments
- BA4004 Corporate Finance
- BA4005 Banking and Development
- BA4006 International Financial Markets

Project Paper

- BA4007 Project Paper (Banking and Finance)



Master of Business Administration (Management)

The course develops:-

- m A working knowledge of management theories, policies and practices in the wider economy and environment.
- m The ability to identify and diagnose business problems accurately and effectively through data analysis and the selection of strategies and courses of action at the functional, business, and corporate levels of analysis.
- m An understanding of advanced level theories and empirical evidence concerning business and management via the use of:-
 - i) IT and communication literacy;
 - ii) data analysis, interpretation and extrapolation,
 - iii) models of business problems and phenomena.
- m Skills to communicate in a managerial role, emphasizing the presentation of analysis, justification of recommended actions, and messages intended to affect the perceptions of others.

Modules

Core

- BA4001 Financial Management
- BK4001 Marketing Management
- BK4002 Managerial Economics
- BK4003 Research Methodology
- BM4001 Organisational Management
- BM4002 Operations Management
- EM4001 Statistics and Decision Analysis
- EM4003 Ethics and Business Law

Specialisation

- EC4001 Management Information Systems
- BM4004 Strategic Management
- BM4005 Managing Change and Innovation
- BM4006 Business Planning
- BM4007 International Business

Project Paper

- BM4008 Project Paper (Management)



About Nilai University

Nilai University's 105-acre award-winning campus is dedicated to a sole mission - to bring out the best in you. We are committed to providing the perfect environment that will challenge and stimulate not only the mind and body but also nurture the soul of the human spirit.

Set in a picturesque valley against a backdrop of rolling hills, away from the hustle and bustle of the city, the campus provides you with a vibrant, lively and inspiring place to study. This highly conducive environment allows you to concentrate on your studies, and enjoy the wide array of sports and recreational facilities available on campus.

Strategically located in the modern township of Putra Nilai, within the vicinity of Putrajaya, Cyberjaya, and the Multimedia Super Corridor,

Nilai University is a 15-minute drive, east of the Kuala Lumpur International Airport, and 35 minutes south of Kuala Lumpur.

Putra Nilai is accessible by an excellent network of roads and rail services. A quick ride on the campus shuttle bus will get you to the Nilai commuter train station where you can take a 45-minute ride to Kuala Lumpur.

Nilai University offers students an extensive range of programmes that range from pre-university, diploma and degrees in the fields of business, biotechnology, computing, engineering, medical laboratory technology, nursing and many others.

WORLD-CLASS LEARNING FACILITIES



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All information are correct at the time of printing. The university reserves the right to amend without any notice.
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