



**AMC**  
UNIVERSITY COLLEGE

**POSTGRADUATE**  
PROGRAMME

# MBA

PROGRAMME PROSPECTUS

## | Master in Business Administration

N/0414/7/0180 | MQA/PA17417

- Physical & Online Classes

## | Master of Business Administration

N-DL/0414/7/0304 | MQA/PA18446

- 100% Online Classes



[www.amc.edu.my](http://www.amc.edu.my)



## Background

AMC University College, established in 1985, stands as a reputable Private Higher Learning Institution registered under Malaysia's Ministry of Higher Education. Owned entirely by Advanced Business Systems Consultants Sdn Bhd, the university offers a comprehensive range of academic programs spanning from foundation studies to master's degrees, tailored to meet diverse educational aspirations.

AMC University College offers globally recognized professional certifications, including MCSA, CCNA, CompTIA, Adobe, Autodesk, and other Microsoft credentials, alongside academic qualifications. These certifications enhance students' professional and technical expertise, preparing them for success in competitive global markets.

The university has established partnerships with leading local and international institutions, providing pathways for graduates to advance their studies. Notable collaborators include Macquarie University, University of Wollongong, Leeds Beckett University, and UCSI University.

AMC University College takes pride in its commitment to educational excellence, demonstrated by a consistent record of student success and achievements across various fields. With cutting-edge facilities, industry-relevant programs, and a dedication to nurturing talent, AMC University College continues to be a leader in delivering quality education that empowers students to excel globally.



## Why Pursue MBA?

Although an MBA is primarily a business and management degree, it is designed to shape you in a way that goes beyond traditional business knowledge. The program not only covers key business fundamentals like marketing, management, and accounting but also focuses on developing five critical skills that are essential for success in any field:

### Strategic Thinking

MBA programs teach you how to think long-term and make decisions that align with an organization's goals, adapting to changing markets and circumstances.

### Communication

You will enhance your ability to convey ideas clearly and persuasively, whether through presentations, reports, or interpersonal interactions.

## Why MBA?



### Negotiation

MBA students are trained in the art of negotiation, learning how to reach agreements that benefit all parties while maintaining strong professional relationships.

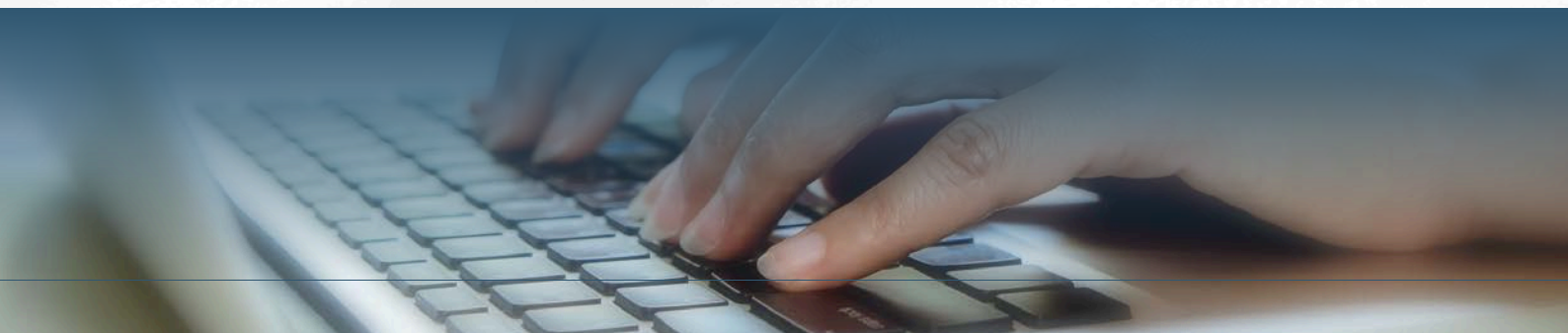
### Adaptability

In a constantly evolving business world, MBA programs emphasize the ability to pivot and thrive in dynamic environments, preparing you to handle challenges and uncertainties.

### Leadership

The program cultivates leadership skills, helping you inspire, guide, and motivate teams, making you ready to take on managerial or executive roles.

These five skills will not only make you a well-rounded business professional but also equip you to succeed across various industries and roles. Additionally, they will foster personal development, enhance career advancement, create valuable networking opportunities, and provide a strong foundation for launching your own business startup.







## AMC UC MBA In a Nut Shell

### **Empowering Future Leaders with Global Standards.**

The AMC MBA program offers a streamlined, intensive curriculum designed to equip professionals with the knowledge and skills needed to thrive in dynamic business environments. This one and a half year program integrates core business disciplines with practical application through an impactful thesis project.

## Why Choose AMC UC MBA?

At AMC UC, you'll have the opportunity to learn from renowned researchers, industry leaders, and seasoned professionals with deep and insightful experience. You'll acquire the knowledge, understanding, and practical skills needed to excel and lead in your chosen career.

## Learning Objectives

The Program aims to:

- Equip students with mastery of theoretical and practical knowledge in business.
- Equip students with comprehensive managerial and entrepreneurial skills to lead effectively and responsibly in different organisations.
- Equip students with a broad range of digital applications and analytical techniques competently to support business functions.
- Develop teamwork, interpersonal communication skills, creativity and innovation skills among students.
- Encourage students to commit and seek learning for continuous development.



## Programme Overview

AMC UC 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.

This intensive one-year and a half MBA at AMC University College provides a streamlined curriculum for professionals seeking advanced knowledge and leadership skills within a condensed time frame. The program is designed to deliver impactful learning experiences, integrating core business disciplines with a strong emphasis on innovation, global perspectives, and practical application through a thesis project.

- |                                 |   |
|---------------------------------|---|
| • Program Structure             | : Coursework  |
| • Mode of Study                 | : Full time   |
| • Full Time Duration            | : 15 months   |
| • Teaching delivery             | : Physical and online classes / online classes  |
| • Assessment                    | : Assignments, presentations, and projects  |
| • Graduate Credit               | : 40 credit   |
| • Teaching and Learning methods | : Lectures, Field Research, Supervision of Thesis, Problem-Based Learning, Research Seminar/Workshops, Colloquium and Interactive Learning. |

### MQA Provisional

#### Master in Business Administration

- Accreditation No. : MQA/PA 17417
- KPT Approval No. : N/0414/7/0180

#### Master of Business Administration

- Accreditation No. : MQA/PA18446
- KPT Approval No. : N-DL/0414/7/0304



# Programme Curriculum

## 11 Modules + 1 Research Project

### Programme Module:

- Organizational Behaviour
- Human Resource Management
- Business Research Method
- Marketing Management
- Business Economics
- Managerial Accounting and Fintech
- Digital Business & Entrepreneurship
- Strategic Management and Business Process Management
- International Business and Ethics
- Management Information System
- Knowledge Management & Business Intelligence (elective) or Industrial & Organizational Psychology (elective)

### Research Project:

- To complete a research project within 4 months
- Select an area of research with a topic to be approved by a committee
- Research work will be guided and supported by an appointed Supervisor
- The total words count for the Research Project is at least 15,000

## Module Specifications

Subject: **Organizational Behaviour**

Code: MBA7203 | Credit Hour: 3

Topic:

- Introduction to Organisational Behavior
- Organisational Culture & Diversity
- Individual Differences and Work Behavior
- Motivation Concepts
- Perception and Individual Decision Making
- Team Dynamics
- Communication
- Power and Politics
- Managing Conflict And Negotiation
- Leadership
- Organizational Process and Structure
- Stress & Change Management
- Current Issues in OB

Subject: **Human Resource Management**

Code: MBA7103 | Credit Hour: 3

Topic:

- Overview of HR Environment and the Challenges Faced by Organization
- Managing Work Flows and Job Analysis
- Legal Aspects of Human Resource
- Human Resource Planning Recruitment and Selection
- Training and Development of Employees
- Managing Organizational Renewal
- Appraising and Improving Performance
- Managing Compensation and Incentives
- Managing Safety and Health at Workplace
- Employee Rights and Discipline
- International Human Resource Management
- Industrial Relation



## Module Specifications

Subject: **Business Research Method**

Code: MBA7604 | Credit Hour: 4

Topic:

- Introduction to the Course
- An Introduction to Research Methodology
- Research Quality
- Research Problem
- Research Questions
- Types of Research Methodology
- Writing Research Proposal
- Research Ethics and Procedures
- Writing Research Proposal
- Research Proposal

Subject: **Marketing Management**

Code: MBA7503 | Credit Hour: 3

Topic:

- Fundamentals of Marketing Management
- Marketing Planning and Management
- Analyzing Consumer Markets
- Understanding the Market
- Conducting Marketing Research
- Developing a Viable Market
- Crafting a Customer Value Proposition and Positioning
- Designing and Managing Products
- Managing Pricing and Sales
- Designing an Integrated Marketing
- Designing and Managing Distribution Channels

Subject: **Business Economics**

Code: MBA7403 | Credit Hour: 3

Topic:

- Theory of the Firm
- The Market Environment Of The Firm
- Fundamentals Of The Economy
- Inflation, Deflation And The Business Cycle
- Monetary, Fiscal And Budgetary Policies
- Exchange Rate And Currencies

Subject:

**Managerial Accounting and Fintech**

Code: MBA7303 | Credit Hour: 3

Topic:

- Introduction to Financial Environment
- Recording and Reporting Business Transactions
- Financial Analysis and Cash Flow
- Introduction to Management Accounting
- Capital Budgeting and Investment Evaluation
- Capital Structure and Cost of Capital
- Dividend Policy
- Fintech and Financial Decision



## Module Specifications

Subject: **Digital Business & Entrepreneurship**

Code: MBA7243 | Credit Hour: 3

Topic:

- Introduction to Digital Business
- E-commerce
- Technology for Customer Relationship Management
- Digital Business, AI, and Blockchain
- Digital Business and Artificial Intelligence
- Digital Business and Blockchain
- Introduction to Entrepreneurship
- Developing a Business Plan
- Financing Your Venture
- Legal and Regulatory Issues
- Launching and Growing Your Business

Subject: **International Business and Ethics**

Code: MBA7233 | Credit Hour: 3

Topic:

- An Overview Of International Trade And Global Business
- International Trade And Investment Theory
- Foreign Exchange And Financial Markets
- Trade Policies And Regional Economic Integration And Co-Operation
- International Strategic Management And Alliances
- Culture And Ethics In International Business
- Global Market Places: Legal, Technological and Political Environments
- Ethics of Work and Management
- Ethical Theory and Business Practice
- Ethics and Corporations: Corporate Social Responsibility
- Business and Environmental Sustainability
- Corporate Governance, Accounting and Finance

Subject: **Strategic Management and Business Process Management**

Code: MBA7213 | Credit Hour: 3

Topic:

- Introduction and overview
- Strategic Analysis and Strategy Formulation
- Strategy Implementation, Strategy Evaluation and Control
- Effective Governance Frameworks, Corporate Management and Control
- Value Creation and Management
- Overview of Operations Management
- Manufacturing/Service Operations
- Inventory Management and Just in Time
- Total Quality Management and Service Quality
- Supply Chain and Logistics Management
- New Product and Service Development

Subject: **Management Information System**

Code: MBA7223 | Credit Hour: 3

Topic:

- Introduction
- MIS structure – Management activity
- Developing MIS
- System Analysis and Design







## Module Specifications

Subject: **Knowledge Management & Business Intelligence**

Code: MBA7723 | Credit Hour: 3

Topic:

- Introduction to knowledge management
- Foundations of Knowledge Management
- Creating knowledge
- Knowledge Worker
- Knowledge Sharing
- Business Intelligence (BI)
- Knowledge management tools and systems (KMS)
- Future Trends & Challenges of KM & BI

Subject: **Research Project**

Code: MBA7616 | Credit Hour: 6

Topic:

- Briefing on how to conduct the Project Paper
- Stage 1 : Literature Review and Problem Definition
- Stage 2 : Project Proposal
- Stage 3: Data Collection & Analysis
- Stage 4 : Report Writing

Subject:

**Industrial & Organizational Psychology**

Code: MBA7703 | Credit Hour: 3

Topic:

- Introduction to IO Psychology
- Research Methods in IO Psychology
- Job Analysis
- Employee Selection and Assessment
- Evaluating Employee Performance
- Employee Training and Development
- Positive Employee Attitude and Behaviours
- Negative Employee Attitude and Behaviours
- Work Ethics
- Teams at Work
- Organizational Change
- Physical Human Factors
- Occupational Psychosocial Factors
- Current Issues in IO Psychology

## Career Prospects

There are career opportunities for MBA graduates in almost every industry, including healthcare, consumer goods, real estate, and more, across corporations, startups, and SMEs. Below are some of the top choices, and it ultimately depends on the MBA graduate to strive for these roles to shape their own future success.

1. **Chief Executive Officer (CEO):** Leads the overall direction of the company, making high-level decisions on strategy, operations, and resources, and ensuring the company's success and growth.
2. **General Manager:** Manages overall daily operations, sets strategic goals, and provides leadership across all departments.
3. **Management Consultant:** Provides expert advice to enhance business performance, solve operational challenges, and guide strategic decision-making.
4. **Business Development Manager:** Identifies and pursues growth opportunities, builds relationships, and drives business expansion.
5. **Financial Manager:** Manages financial planning, budgeting, risk analysis, and reporting to ensure the company's financial stability and growth.
6. **Operations Manager:** Oversees operational processes to optimize efficiency, quality, and cost control within the organization.
7. **Product Manager:** Leads the development of products, coordinates cross-functional teams, and ensures products meet customer needs and market demands.
8. **Marketing Manager:** Develops and implements marketing strategies to promote products, increase brand visibility, and drive sales growth.
9. **Supply Chain Manager:** Manages the supply chain process, ensuring cost efficiency and timely production from sourcing materials to product delivery.
10. **HR Manager:** Leads recruitment, employee development, performance management, and ensures compliance with legal and ethical HR practices.





## Admission Requirement

- A Bachelor's Degree (Level 6, Malaysian Qualifications Framework, MQF) in Business and Administration and related fields with a minimum Cumulative Grade Point Average (CGPA) of 2.50 as accepted by the Higher Education Provider (HEP) Senate; OR
- 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
- 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
- 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
- Other equivalent/related qualifications to a Bachelor's Degree (Level 6, MQF) recognized by the Malaysian Government.

### English Competency Requirement (International Student) :

- Achieve a minimum Band 4 in Malaysian University English Test (MUET) or equivalent to Common European Framework of Reference for Languages (CEFR) (Mid B2).



## Fee Structure

Full Time Programme:

| Fee Type             | Malaysian Student  | International Student             |
|----------------------|--------------------|-----------------------------------|
| Tuition              | RM24,000.00        | RM24,000.00 + RM1,440.00 (6% SST) |
| Registration         | RM500.00           | RM1,500.00                        |
| Assessment           | RM4,500.00         | RM4,500.00                        |
| Resources/Facilities | RM1,000.00         | RM1,000.00                        |
| <b>Total Fee</b>     | <b>RM30,000.00</b> | <b>RM32,440.00</b>                |



Since 1985







AMC University College

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