

FAKULTI  
PENGURUSAN  
TEKNOLOGI DAN  
PERNIAGAAN

# MASTER OF **BUSINESS ADMINISTRATION**

ACADEMIC PROFORMA 2020/2021



# ABOUT THE PROGRAMME

Master of Business Administration (MBA) offered by Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM) aims to provide an integrated and relevant knowledge of business management and technical management. The programme is designed to produce graduates who are able to think critically, ethically and perform systematic analysis of complex problems, as well as provide economic solutions that are socially and environmentally responsible. This programme offers the opportunity to reflect on their managerial experiences and extend their knowledge into new areas. Thus, the programme is expected to increase students' abilities to think critically about management theory and practice, and to be able to solve a wide range of managerial problems. Our MBA@UTHM capitalizing on the technology-based learning experience, the use of various teaching methods including cases, simulations and discussions will achieve learning outcomes that add value to the candidates' organizations. Students can also be assured to learn about other industries from your fellow classmates, as well as develop strong networking ties.

The MBA@UTHM, also known as Master of Business Administration, is an academically rigorous coursework programme that is innovative, practical and globally relevant. Our MBA@UTHM curriculum combines personalised leadership development with a strategised multidisciplinary approach to help you learn. It is designed to provide you with a foundation of business knowledge, insights, and skills to help you succeed anywhere in the world.

**INTAKES: FULL TIME (September)  
PART TIME (September/February)**

# DEAN'S MESSAGE

An MBA programme is one of the prestigious qualification, recognized worldwide for business professionals. It has been a well known channel that nurture and cultivate individuals aiming to secure senior positions in organisations. Having an MBA qualification, herald new avenues and equip individuals with workplace sought after skills. In the alignment to the outcome-based education MBA@UTHM welcomes new graduates and mature personal seeking knowledge through sharing experience and opinion.

The MBA programme design and structure are developed vigiously through thorough academic process and industries expertise in accordance to the standards of higher education quality. We are proud to acknowledge that our MBA programme has been accredited by the Malaysian Qualification Agency (MQA/FA10711) and the Association of Asia-Pacific Business School (AAPBS).

Our Approach of teaching and learning in a mesh of blended learning style. The student centred approach comprises of classroom and experimental learning processes via industrial talk, seminars and conferences combined with qualified academicians and practitioners plus an affordable fee, MBA@UTHM promises a quality education and a unique experience of student learning on campus. Contact us for details on our MBA programme.



**PROFESSOR DR. WAN FAUZIAH BINTI  
WAN YUSOFF**

# VISITING PROFESSOR & EXTERNAL EXAMINERS

## VISITING PROFESSOR



### PROF. DR. BARBARA IGEL

Grunwald, Bldg. No. 21, Vesennyaya, Street 1,  
Odontsovsky District, Moscow Region, 143085.  
Area: Innovation & Technopreneurship  
Appointment Period: Jul 2020 – June 2022

## EXTERNAL EXAMINER



### PROF. DR. IR. SHA'RI BIN MOHD YUSOF

UTM Razak School of Engineering and  
Advanced Technology  
Area: Quality Management  
Appointment Period: Aug 2017 – Jul 2019

## EXTERNAL EXAMINER



### PROF. DR. MOHD HASSAN MOHD OSMAN

International Business School, Universiti  
Teknologi Malaysia  
Area: Entrepreneurship and business  
Appointment Period: Jan 2019 – Dec 2020

## EXTERNAL EXAMINER



### PROF. DR. ZAFIR KHAN BIN MOHAMED MAKBUL

Fakulti Ekonomi Dan Pengurusan, Universiti  
Kebangsaan Malaysia  
Area: Human Resource Management  
Appointment Period: 2020 – 2022

# INDUSTRIAL ADVISORS



**DATO' HASSAN SAID**

MD Simplepay Gateway  
Sdn Bhd



**EN. MOHD PARID  
BIN SULAIMAN**

**Director of Strategic  
Engineering Programme,**  
Malaysia Design Center  
Intel, Intel Product (M)  
Sdn. Bhd.

Area: Product Design &  
Development



**TENGGU NILA PUTRI  
TENGGU ILHAM**

**Senior Vice President,**  
Marketing Advisory at  
Malaysian Technology  
Development Corp.  
Sdn. Bhd.

Area: Branding &  
Marketing

# LIST OF LECTURERS



## 01 PROF. DR. WAN FAUZIAH BINTI WAN YUSOFF

### ACADEMIC QUALIFICATIONS:

PhD (Corporate Governance)  
(2010) – Victoria University, Australia  
Advance Diploma (Entrepreneurship)  
(2012) – University of Cambridge, UK

### EXPERTISE:

Corporate Governance Advance Entrepreneurship -  
Entrepreneurship - Innovation and Commercialization  
Management



## 02 PROF. MADYA DR. MAIMUNAH BINTI ALI

### ACADEMIC QUALIFICATIONS:

PhD (Management) (2013) – Brunel  
University London  
MBA (1997) – Cardiff Business School,  
University of Wales  
Bachelor Degree (Economics) (1991) –  
UIAM

### EXPERTISE:

Economics - Applied Economics - Financial and Monetary  
Economics - Engineering Economics



## 03 PROF. MADYA DR. ABD RAHMAN BIN AHMAD

### ACADEMIC QUALIFICATIONS:

PhD (Strategic Planning) (2013) – Victoria  
University of Melbourne, Australia  
MBA (Strategic Management) (2006) – UTM  
Bachelor degree (Human Resource  
Management) (2000) – UUM

### EXPERTISE:

Strategic Management - Project Management -  
Entrepreneurship



## 04 PROF. MADYA DR. SHAFIE BIN MOHAMED ZABRI

### ACADEMIC QUALIFICATIONS:

PhD (Business with Management), (2013)  
- University of Plymouth, United Kingdom  
MBA (2003) - UKM  
BBA Hons. (2000) - UUM

### EXPERTISE:

Small Business Financing - Behavioral Finance – Entrepreneurship  
- Financial Management - Business Management

# LIST OF LECTURERS



**05** PROF. MADYA DR.  
AMRAN HARUN

**ACADEMIC QUALIFICATIONS:**

PhD (Marketing) (2010) – USM  
Masters Degree (Marketing) (2001) – UPM  
Bachelor Degree (Marketing) (1997) –  
Indiana University

**EXPERTISE:**  
Marketing



**06** DR. SITI SARAH BT OMAR

**ACADEMIC QUALIFICATIONS:**

PhD Management (2015) – University of  
Southampton  
Masters Degree (Human Resource  
Management) (2006) – UTM  
Bachelor Degree (Business  
Administration) (2004) – UIAM

**EXPERTISE:**  
Entrepreneurship - Human Resource Management - Business  
Management



**07** DR NOOR ASLINDA BINTI  
ABU SEMAN

**ACADEMIC QUALIFICATIONS:**

PhD (Management) (2017) – UTM  
Bachelor Degree (Marketing) (2011) –  
UTM  
Diploma Management Technology  
(Accounting) (2009) – UTM

**EXPERTISE:**  
Management



**08** DR. ABD RAZAK BIN  
AHMAD

**ACADEMIC QUALIFICATIONS:**

PhD (Management) (2019) – UTM  
Masters Degree (Technology  
Management) (1997) – UTM  
Bachelor Degree (Economics) (1990)  
– UKM

**EXPERTISE:**  
Economics - Entrepreneurship

# LIST OF LECTURERS



**09** MRS NUR ANIZA  
QUANTANIAH BINTI JUSOH

**ACADEMIC QUALIFICATIONS:**

MBA (2003) – UiTM  
Bachelor (1997) – Massey University  
Diploma (Accounting) (1995) – UiTM

**EXPERTISE:**

Accounting – Entrepreneurship - Marketing



**10** MRS NOREINA BINTI  
KEPAL@NASIR

**ACADEMIC QUALIFICATIONS:**

MBA (Marketing) (2008) – Graduate School  
Management, UPM  
BBA (Marketing) (1999) – UiTM  
Diploma (Business Administration) (1997) –  
UiTM

**EXPERTISE:**

Marketing



**11** DR. UMI KARTINI BINTI  
RASHID

**ACADEMIC QUALIFICATIONS:**

PhD Management (2017) – UUM  
MBA (2008) – Hitotsubashi University  
Bachelor Degree (Commerce &  
Management) (1999) – Hitotsubashi  
University

**EXPERTISE:**

Management – Entrepreneurship - Marketing



**12** DR. JUZAIMI BIN  
NASUREDIN

**ACADEMIC QUALIFICATIONS:**

PhD in Management (2017) – UUM  
Bachelor Degree (Economics) (1999) –  
Wakayama University

**EXPERTISE:**

Management - Entrepreneurship



# LIST OF LECTURERS



**13** MR. MOHD ASMADI BIN  
MOHD ANGSOR

**ACADEMIC QUALIFICATIONS:**

MBA (2012) – UiTM  
Bachelor of Laws (2002) – UIAM

**EXPERTISE:**

Business Law



**14** MR. NAZARUDIN BIN  
BUJANG

**ACADEMIC QUALIFICATIONS:**

MBA (Operational Management) (2012) –  
UiTM  
Bachelor Degree (Mechanical Engineering)  
(1990) – University of Missouri

**EXPERTISE:**

Technology Management - New Product Development &  
Operation Management



**15** EN. MOHD NAZIR B.  
MOHD ADI

**ACADEMIC QUALIFICATIONS:**

Master of Laws (2005) – UKM  
Bachelor of Laws (2001) – UIAM

**EXPERTISE:**

Business Law - Corporate Governance



**16** MRS DAHLIA FERNANDEZ BINTI  
MOHD FARID FERNANDEZ

**ACADEMIC QUALIFICATIONS:**

Masters Degree (Accounting) (2017) –  
UIAM  
Bachelor Degree (Accounting) (2013) –  
UKM

**EXPERTISE:**

Information System

# LIST OF LECTURERS



**17** MRS. SITI AISYAH BINTI MUSTAFA

**ACADEMIC QUALIFICATIONS:**

Master of Finance (2015) Universiti Islam Antarabangsa Malaysia  
Degree in Accounting (2012) Universiti Putra Malaysia

**EXPERTISE:**

Capital Market



**21** PROF MADYA DR. MOHD LIZAM BIN MOHD DIAH

**ACADEMIC QUALIFICATIONS:**

PhD (Property) (2011) – University of Aberdeen  
Master of Science (2003) – UTM  
Bachelor Degree (Facilities Management) (1997) – UTM

**EXPERTISE:**

Real Estate Management - Real Estate Investment



**22** PROF. MADYA DR. AZLINA BINTI MD YASSIN

**ACADEMIC QUALIFICATIONS:**

PhD (Property) (2012) Lincoln University  
Master Degree (2005) Universiti Putra Malaysia  
Degree (2001) Universiti Teknologi Malaysia

**EXPERTISE:**

Finance - Property - Business Services



**23** PROF. MADYA SR. DR. ROZILAH BINTI KASIM

**ACADEMIC QUALIFICATIONS:**

PhD (Property and Facility Management) – University of Salford  
Masters Degree (Facilities Management) – UTM  
Bachelor Degree (Real Estate Management) – University of East London  
Diploma (Real Estate Management) – UiTM

**EXPERTISE:**

Real Estate Management

# ADMISSION REQUIREMENT

01

## **ACADEMIC PATHWAY**

A Bachelor's Degree with a minimum Cumulative Grade Point Average (CGPA) 2.75 from UTHM or any institution of higher learning recognized by the Senate and a minimum of two (2) years working experience

02

## **ACADEMIC PATHWAY**

A Bachelor's Degree with a minimum cumulative grade point average (CGPA) 3.00 from UTHM or any institution of higher learning recognized by the Senate and without working experience.

03

## **ENGLISH REQUIREMENTS FOR INTERNATIONAL APPLICANT**

English Language proficiencies in the following form of measurement: IELTS (6.0) or TOEFL score (550) or equivalent is required for candidates whose undergraduate degree was not fully taught in English. An exception shall only be given to those applicants who received a bachelor's degree from a university where English is the sole language instruction.

04

## **APEL PATHWAY**

(Accreditation of Prior Experiential Learning)



**AAPBS**  
Association of Asia-Pacific Business Schools

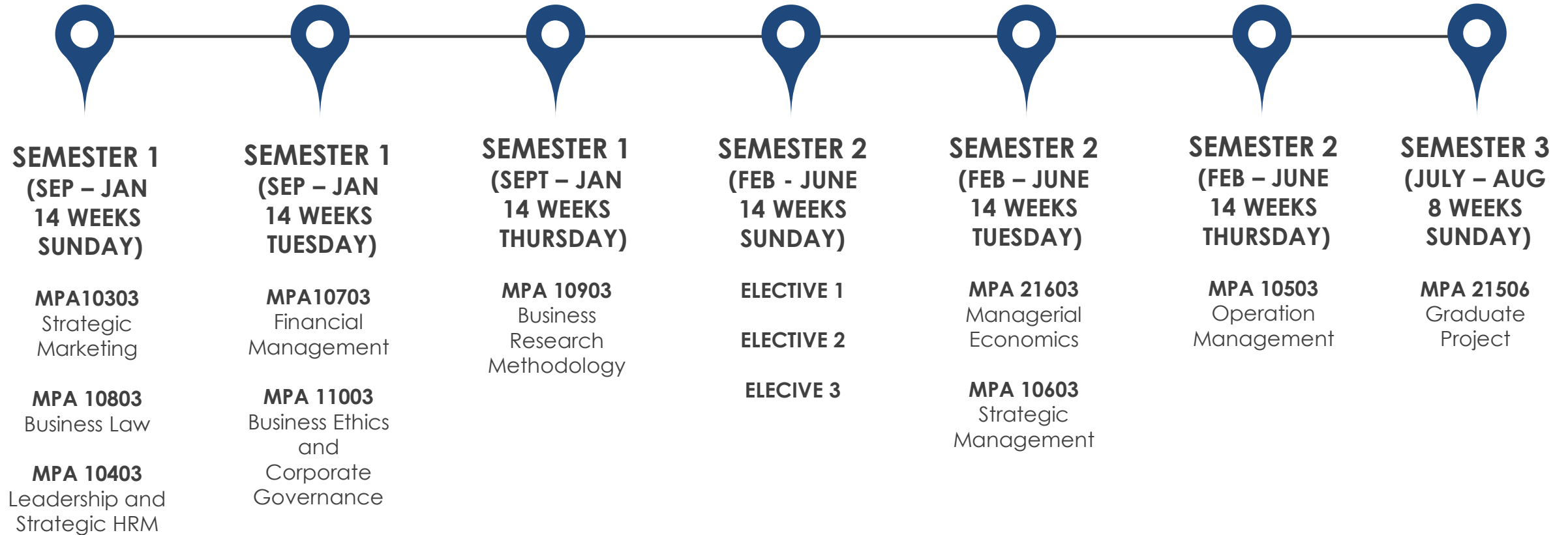


Agensi Kelayakan Malaysia  
Malaysian Qualifications Agency

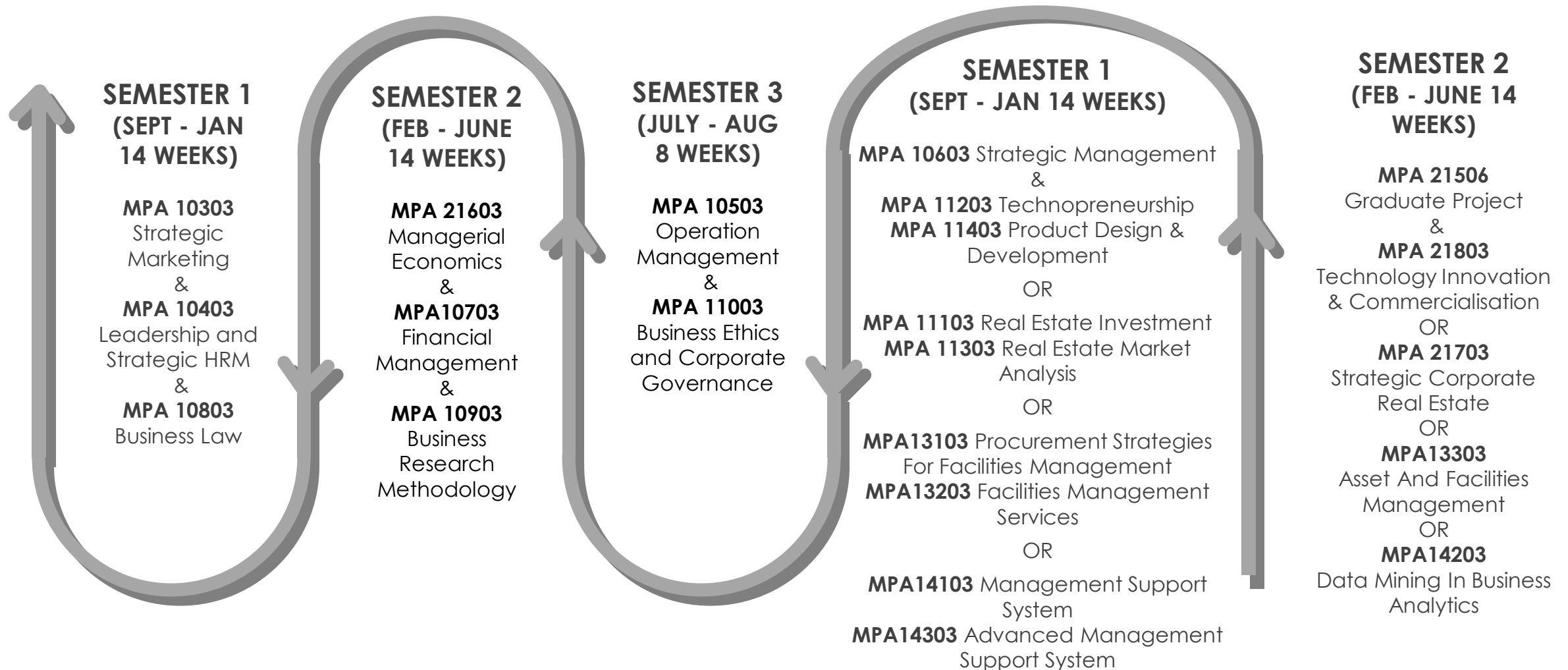


Universiti Tun Hussein Onn Malaysia  
is rated as  
Four Star Institution

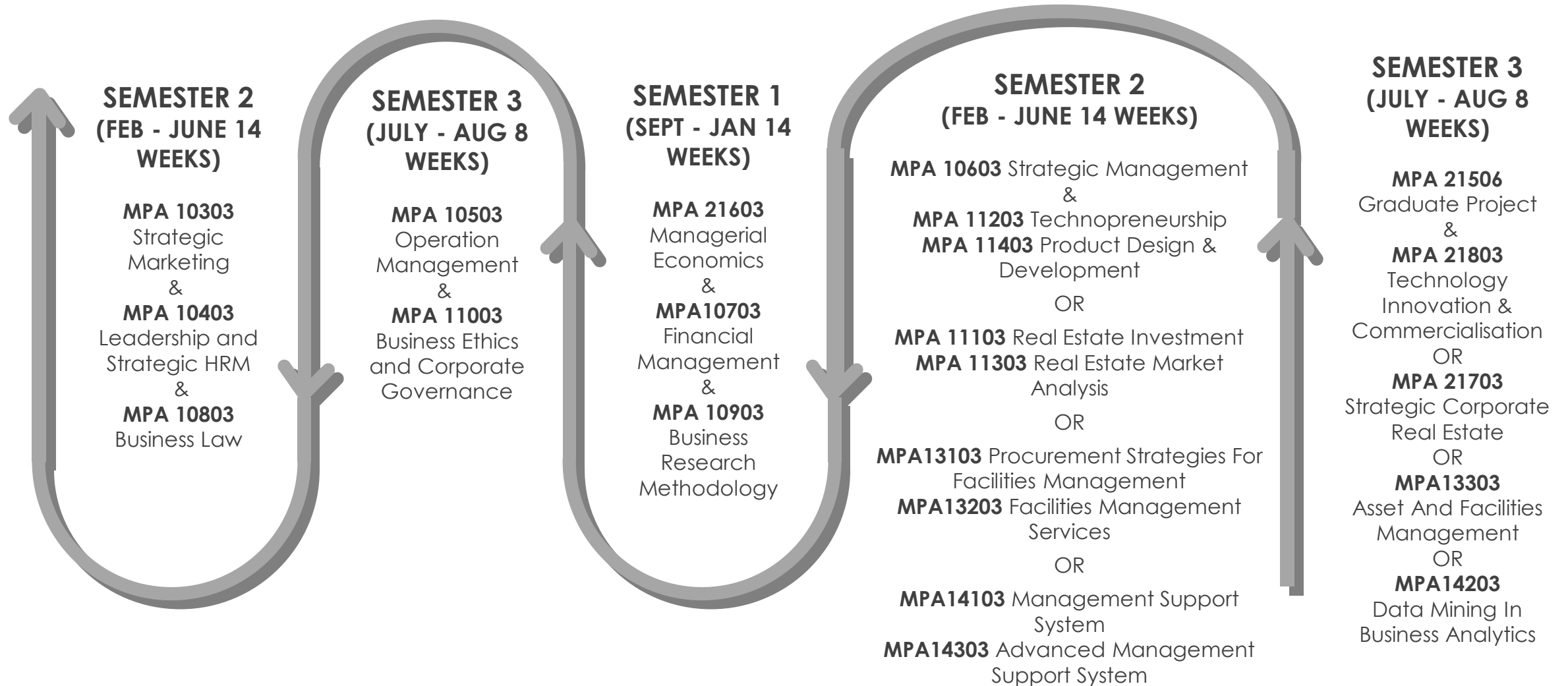
# PROGRAMME STRUCTURE: FULLTIME INTAKE SEPTEMBER



# PROGRAMME STRUCTURE: PARTIME INTAKE SEPTEMBER



# PROGRAMME STRUCTURE: PARTIME INTAKE FEBRUARY



# COURSE SYNOPSIS



## CORE

- Strategic Marketing
- Business Law
- Leadership and Strategic HRM
- Financial Management
- Business Ethics and Corporate Governance
- Business Research Methodology
- Strategic Management
- Operation Management
- Managerial Economics
- Graduate Project

## ELECTIVES



### TECHNOPRENEURSHIP

- Technopreneurship
- Product Design and Development
- Technology Innovation and Commercialization

### REAL ESTATE INVESTMENT

- Real Estate Investment
- Strategic Corporate Real Estate
- Real Estate Market Analysis

### DATA MANAGEMENT

- Advanced Management Support System
- Data Mining in Business Analytics
- Management Support System

### FACILITIES MANAGEMENT

- Asset and Facilities Management
- Facilities Management Services
- Procurement Strategies

# COURSE SYNOPSIS

## **MPA 10303 STRATEGIC MARKETING**

The course covers four essential decision-making stages:

(1) Situation Assessment; (2) Strategy Formation; (3) Implementation (Positioning and the Marketing Mix); and (4) Documentation, Assessment, and Adjustment. Each stage includes several additional steps and necessitates the application of any number of specific tools or analyses, depending on business decision situation.



## **MPA 10803 BUSINESS LAW**

This course introduces legal concepts and reasoning that the student can apply in a business context. Further it focuses the study of how laws come to be and how they are applied in business. The course will benefit all students in the field of business by developing a broader base of legal language and concepts that are encountered in everyday business world. Those topics covered among others introduction to business legal environment, the contract law, the sales of goods law, the tort law, the partnership law, the company law, the agency law and the hire and purchase law.



## **MPA 10403 LEADERSHIP & STRATEGIC HUMAN RESOURCE MANAGEMENT**

The course offers an in-depth examination of factors that contribute to successful executive leadership and strategic human resource management practice in a wide variety of organizational settings. Topics include the challenges leaders face, the impact leadership has and how leaders build organizations and key relationships. Emphasis is also placed on human resource management components and the strategic approaches need to be applied in leadership and human resource management application in an organisation context.





# COURSE SYNOPSIS



## **MPA10703 FINANCIAL MANAGEMENT**

This course provides a comprehensive graduate level exploration of corporate finance for decision making in business environment. Topics include the concept of time value of money, valuation of debt and equity, capital structure strategy, valuation of firms, mergers and takeovers and corporate taxation issues.

## **MPA 11003 BUSINESS ETHICS AND CORPORATE GOVERNANCE**

Given the complexity of the business activities and scenario nowadays, this course purports to highlight two major components of controlling the behaviour of the business players i.e ethics and corporate governance. Part I encompasses the discussion on issues relating to business ethics such as the main components of business ethics, the Malaysian Business Code of Ethics and ethics in Islam. While Part II discusses the main principles that to be adhered in implementing the best practice of corporate governance and the role of the players such as board directors, institutional investors and auditors.



## **MPA 10903 BUSINESS RESEARCH METHODOLOGY**

This course covers basic research concepts and their application in conducting business research. This course places a balanced emphasis on the best approach for a problem that the student choose to investigate, the nature of their research objectives, and the constraints of the research problem and various data collection and analysis techniques. Finally students will learn the steps of drafting a research proposal.

# COURSE SYNOPSIS

## **MPA 10603 STRATEGIC MANAGEMENT**

This is an exciting, challenging course that focuses on how firms formulate, implement, and evaluate strategies. Strategic-management concepts and techniques are studied. Students use all the knowledge acquired from prior business courses, coupled with new strategic-management techniques learned, to chart the future direction of different organizations. The major responsibility of students in this course is to make objective strategic decisions and to justify them through oral and written communication



## **MPA 10503 OPERATION MANAGEMENT**

The course provides a range of academic knowledge and understanding of operational management concepts, techniques, tools and issues. It focus on the main decision areas of operations management, their impact on business functions, the role of the operations manager and the relationship with productivity improvement.



## **MPA 21603 MANAGERIAL ECONOMICS**

This course is concerned with the application of economic theory to assist decision making processing an organization. The course content deals with introduction to managerial economics, decision within firms, the theory and estimation of production and cost analysis, competing within market on pricing and output decision in various market structures, regulation, public goods and cost-benefit analysis, decision making application, capital budgeting, business decision and government, and locating the firm in a global economy. Case studies will be analyzed to enable students to appreciate the real life situations. The emphasis of this course lays on the principles of economic theory and the use of techniques to handle managerial issues.



## **MPA 21506 GRADUATE PROJECT**

The graduate project requires student to perform systematic business research beginning with Data Collection Methods, Data Analysis, Writing Academic Research, Presenting Research and Defending Dissertation.



# COURSES SYNOPSIS: **TECHNOPRENEURSHIP**

## ***TECHNOPRENEURSHIP***

This course aims to provide further understanding of technopreneurship. The topics covered assessing economics environment for new business ventures, rules and regulation governing business entities in Malaysia, financial assistances and technical supports from various agencies, developing business plan, marketing plan, business operational plan and financing plan. Students will be exposed to various case studies on successful entrepreneurs.

**1**

## ***PRODUCT DESIGN AND DEVELOPMENT***

This course is divided into two parts namely Innovation Management and Product Development. For innovation management the topics include: Introduction to Innovation Management, Innovation as a management process, managing innovation within firms, developing the framework for innovation strategy, building the innovative organization, and the role of technology transfer in innovation. While Product development covers topics such as; Product and Brand Strategy, New Product Development, Managing New Product Development Process, Product Platform and Knowledge Integration and Best Practices for Product Development Managers.

**2**

## ***TECHNOLOGY INNOVATION & COMMERCIALIZATION***

This course provides a general introduction to a range of models, concepts and principles relating to the technology innovation process. It provides students with an understanding of the definition of innovation, its strategic importance and a range of managerial issues relating to the pursuit of innovation through product or service development and technology implementation in business. It provides both an internal organizational perspective on the innovation process and an external perspective of commercialization business model; financing commercialization; current issues of product commercialization.

**3**

# COURSES SYNOPSIS: REAL ESTATE INVESTMENT

## **REAL ESTATE INVESTMENT**

This course contains discussion on the fundamental and managerial aspect of real estate investment. These includes fundamental of real estate valuation, legal aspect of real estate market, issues and challenges in direct and indirect real estate markets, innovations in real estate investment markets, issues of real estate market efficiency and international real estate market and investment.

1

## **REAL ESTATE MARKET ANALYSIS**

This course consists of several components covering the concept, methods and techniques of analysis involving the real estate market. It covers the real estate market research process which deals with data sources, data analysis, data presentation, case studies as well as the behaviour and trends of the real estate market cycles. Elements of property marketing such as market segmentation, market catchment, market positioning, principles and strategies in marketing management, marketing skills, and ethics in market research and real estate marketing will also be covered.

2

## **STRATEGIC CORPORATE REAL ESTATE**

This course covers introduction to corporate real estate asset management; Corporate real estate asset management – strategy and implementation; Formulation of strategy – adopting an analytical approach; Property Performance Evaluation; Understanding property characteristics – information, Understanding property Users' characteristics; Organisational objectives in relation to corporate property; Understanding Property markets – an institutional approach; An institutional approach to understanding property markets – legal and financial institutions; An institutional approach to understanding property markets – administrative institutions; Formulating strategies for real estate management.

3

## **URBAN DATA ANALYTICS**

In general Urban Analytics for Real Estate Data course covers three main areas which are: quantitative analysis concept in real estate studies, analytical models and tools, and results of analytical research with applications.

4

# COURSES SYNOPSIS: DATA MANAGEMENT

1

## **MANAGEMENT SUPPORT SYSTEM**

This course provides an overview of managerial decision making and its computerized support. It covers basic decision support and decision making process, business model and business insight, data and model management, modeling and analysis, data integration, support system development and implementation. This course also deals with framework of managerial decision support system and business intelligent.

2

## **DATA MINING IN BUSINESS ANALYTICS**

To give an exposure to students on Data mining in Business Analytics, which includes the concepts and techniques in data mining. Four specific topics will focus on: Classification, Prediction, Forecasting and Association Rules. The model will ensemble with variety of methods, and also the evaluation and deployment will be build associate with several latest tools.

3

## **ADVANCED MANAGEMENT SUPPORT SYSTEM**

The objective of this course is to ensure the students know how to make high-impact decisions that are reasoned, defensible, and will lead to having greater success in both making these decisions and in justifying them by individuals and organisations. Most complex decisions involve many interested parties with conflicting interests and objectives and many factors, especially intangible ones like social, environmental and political influences alongside economic ones. All these factors need to be prioritized and integrated under common goals. Such complex decisions have benefits, opportunities, costs and risks that need to be addressed. Students will be exposed to a variety of applications and will get hands-on practice with the very usable Super Decisions software that facilitates this way of decision-making.

# COURSES SYNOPSIS: FACILITIES MANAGEMENT

## **PROCUREMENT STRATEGIES FOR FACILITIES MANAGEMENT**

This course focuses on a procurement strategies for facilities management. This course includes mainly on the selection strategies of the bidder best able to deliver the services required by a client over a defined term, at a price that is acceptable to the client, with optimal commercial and legal terms acceptable to both parties. For a successful procurement process in the long term, careful planning needs to be undertaken before going to the market, including developing good objectives concerning what the client wishes to achieve and a clear description of the services to be procured.



## **FACILITIES MANAGEMENT SERVICES**

This course focuses on facilities management services. Facilities management services can mean a great deal to the finances of maintenance and engineering departments. Close working relations and clear communication with customers would help identifying maintenance problems more quickly, keeping labor and material costs lower. Facilities management services also can help identifying opportunities for greater efficiency, whether related to energy or work processes. An efficient customer service delivery can enhance image and reputation of an organization for business continuity and future planning.



## **ASSET AND FACILITIES MANAGEMENT**

This course focuses on good practice of asset and facilities management strategy to optimise operational performance, minimise whole life costs and support an organisation's corporate goals. Active managing asset is essential for the efficient and sustainable operation of any organisation. The key principle is to intervene in repair and maintenance activities at strategic level in order to maintain the performance and extend life of asset and facilities. Proactive asset and facilities management strategy provides a holistic view of what the organisation owns or leases, its condition, location and when it will next be maintained or replaced. This simplifies the budget planning process for repair and maintenance works and enables effective Planned Maintenance implementation as well as reducing backlog liabilities.



This publication contains information, which is current as of September 2019. Changes in circumstances after this date may impact upon the accuracy or timelines of the information. UTHM does its best to ensure that the information contained herein is accurate but reserves the right to change any information described here without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

**Department of Business Management  
Faculty of Technology Management  
and Business**

Universiti Tun Hussein Onn Malaysia (UTHM)  
86400 Parit Raja, Batu Pahat, Johor, Malaysia

Facebook : MBA UTHM  
Phone : +607 453 3806/ 3807  
Website : <http://mba.uthm.edu.my>  
: <http://ftmb.uthm.edu.my>

