

FAKULTI
PENGURUSAN
TEKNOLOGI DAN
PERNIAGAAN

MASTER OF **BUSINESS ADMINISTRATION**

ACADEMIC PROFORMA 2021/2022



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.

INTAKE: FULL TIME (October/ March)

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 experiential 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

Chief Executive Officer
MD Simplepay Gateway
Sdn Bhd

Specialization:
Entrepreneurship



**MR. MOHD PARID
BIN SULAIMAN**

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

Specialization: Product
Design & Development



**TENGGU NILA PUTRI
TENGGU ILHAM**

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

Specialization: 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 ASSOC. PROF. 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 ASSOC. PROF. 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 ASSOC. PROF. 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 ASSOC. PROF. 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 MR. 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



18 **ASSOC. PROF. 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



19 **ASSOC. PROF. 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



20 **ASSOC. PROF. 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

LIST OF LECTURERS



21 ASSOC. PROF. DR. NOR AZIATI BINTI ABDUL HAMID

ACADEMIC QUALIFICATIONS:
PhD in Information Technology - UKM
Master of Information Technology - UTM
Degree in Information Technology - UKM

EXPERTISE:
Management Information System



22 ASSOC. PROF. DR. MOHD NAJIB BIN MOHD SALLEH

ACADEMIC QUALIFICATIONS:
PhD Computer Science – University Of La Rochelle (Ulr), France
Master of Science Computer – UTM
Bachelor Degree Computer Science – UPM

EXPERTISE:
Artificial Intelligence - Decision Support System



23 DR. ARIFHA BINTI MOHAMAD

ACADEMIC QUALIFICATIONS:
PhD Administrative Science Universiti Teknologi Mara
Master Corporate Administration Universiti Teknologi Mara
Sarjana Muda Corporate Administration Universiti Teknologi Mara

EXPERTISE:
Management



24 DR. MUHAMMAD ASYRAF BIN HASIM

ACADEMIC QUALIFICATIONS:
PhD Management Marketing - Universiti KL
Master in International Business - Brunel University London
Degree Management Marketing Universiti KL

EXPERTISE:
Management - Marketing

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



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

PROGRAMME STRUCTURE: OCTOBER INTAKE



SEMESTER 1 (OCTOBER - 14 WEEKS)

MPA 10303
Strategic Marketing

MPA 10403
Leadership and Strategic HRM

MPA 10803
Business Law

MPA 21603
Managerial Economics

MPA 10903
Business Research Methodology

SEMESTER 2 (MARCH - 14 WEEKS)

MPA 11003
Business Ethics and Corporate Governance

MPA10703
Financial Management

MPA 21506
Graduate Project

MPA 10503
Operation Management

Elective 1

SEMESTER 3 (JULY - 8 WEEKS)

MPA 10603
Strategic Management

Elective 2

Elective 3

PROGRAMME STRUCTURE: MARCH INTAKE



SEMESTER 1 (MARCH-14 WEEKS)

MPA10803 Business Law

MPA10403 Leadership & Strategic HRM

MPA10303 Strategic Marketing

MPA11003 Business Ethics And
Corporate Governance

MPA10903 Business Research
Methodology

SEMESTER 2 (JULY - 8 WEEKS)

MPA10703
Financial Management

MPA10203
Operation Management

Elective 1

SEMESTER 3 (OCTOBER - 14 WEEKS)

MPA21506
Graduate Project

MPA21603
Managerial Economics

MPA10603
Strategic Management

Elective 2

Elective 3

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 10203 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

MPA11203 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

MPA11403 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

MPA21803 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

MPA11103 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

MPA11303 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

MPA21703 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

MPA11503 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

MPA13103 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

MPA13203 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

MPA13303 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

MPA12303 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.

1

MPA12103 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.

2

MPA12203 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.

3

This publication contains information, which is current as of September 2020. 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

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