



MM Master of Management

2026/2027



General Information

This handbook is designed to provide students with general information and guidance about studying in the Universiti Malaya Business School (UMBS) Programmes and should be referred to in conjunction with the Universiti Malaya's other rules and regulations.

This handbook does not supersede any of the Universiti Malaya Rules and Regulations or any other resolutions approved by the Senate from time to time.

We consider it each student's responsibility to make themselves familiar with the contents of this handbook and also the above rules and regulations. We believe that the information provided in this handbook may help you avoid any unnecessary problems.

Please do not hesitate to contact the UMBS Office if you have any questions.



ACCREDITATION

UMBS is fully accredited by the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB) International. These accreditations represent the highest standard of achievement in postgraduate business education in terms of curriculum, teaching, research and facilities.

HIGH PROFILE

Networking with our high-profile group of Candidates ranging from Senior Manager to C-Level.

▶ REASONS TO STUDY AT UMBS

EXPERTISE

UMBS programmes source industrial experts to share their experience and knowledge with the students. UMBS has an international faculty with academics trained from top universities around the world.

TOP 58 RANKING

UM is ranked 58th in the QS World University Rankings 2025.

DIVERSITY

Candidates can learn from our diverse group of lecturers and visiting academics from all regions of the world. UMBS has the highest composition of international candidates in the country from Germany, Denmark, Sweden, the United States of America, Ecuador, Iraq, Iran, Palestine, Yemen, Saudi Arabia, Jordan, Turkey, Libya, South Africa, Korea, Japan, China, India, Pakistan, Bangladesh, Indonesia, Thailand, Philippines, Singapore, Myanmar and Vietnam.

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ACADEMIC CALENDAR 2026/2027

ACADEMIC CALENDAR 2026/2027 ACADEMIC SESSION (MASTER AND DOCTORATE LEVEL)				
SEMESTER I				
Orientation (<i>Week of Welcome</i>) - WOW	1 week	26.09.2026	-	04.10.2026
Lectures	6 weeks*	05.10.2026	-	15.11.2026
Mid Semester I Break	1 week	16.11.2026	-	22.11.2026
Lectures	8 weeks*	23.11.2026	-	17.01.2027
Revision Week	1 week*	18.01.2027	-	24.01.2027
Semester I Final Examination	3 weeks*	25.01.2027	-	14.02.2027
Semester I Break	2 weeks*	15.02.2027	-	28.02.2027
	22 weeks			
SEMESTER II				
Lectures	7 weeks*	01.03.2027	-	18.04.2027
Mid Semester II Break	1 week	19.04.2027	-	25.04.2027
Lectures	7 weeks*	26.04.2027	-	13.06.2027
Revision Week	1 week	14.06.2027	-	20.06.2027
Semester II Final Examination	3 weeks	21.06.2027	-	11.07.2027
Semester II Break	2 weeks	12.07.2027	-	25.07.2027
	21 weeks			
SPECIAL SEMESTER				
Lectures	7 weeks*	19.07.2027	-	05.09.2027
Special Semester Final Examination	1 week	06.09.2027	-	12.09.2027
Special Semester Break	1 week*	13.09.2027		19.09.2027
	9 weeks			

Notes:

(1) The Module Registration and Examination Schedule can be referred to at <https://umsitsguide.um.edu.my>. All information is subject to change.

(*) The Academic Calendar has taken into account public and festive holidays and is subject to change:

Deepavali	08 November 2026 (Sunday)	*Hybrid Class on 8 November 2026 (Friday)
Christmas Day	25 December 2026 (Friday)	*Hybrid Class on 24 December 2026 (Thursday)
New Year	01 January 2027 (Friday)	
Thaipusam	22 January 2027 (Friday)	
Federal Territory Day	01 February 2027 (Monday)	
Chinese New Year	06 & 07 February 2027 (Saturday & Sunday)	
Nuzul Al-Quran	24 February 2027 (Wednesday)	
Eidul Fitri	10 & 11 March 2027 (Wednesday & Thursday)	*Hybrid Class on 1 - 12 March 2027 (Monday - Friday)
Labour Day	01 May 2027 (Saturday)	
Eidul Adha	17 May 2027 (Monday)	
Wesak Day	20 May 2027 (Thursday)	
Kaamatan Festival	30 May 2027 (Sunday)	*Hybrid Class on 31 May 2027 (Monday)
Gawai Day	01 June 2027 (Tuesday)	*Hybrid Class on 31 May 2027 (Monday)
Awal Muharram	06 June 2027 (Sunday)	
His Majesty the King's Birthday	07 June 2027 (Monday)	
Prophet Muhammad's (Maulidur Rasul)	15 August 2027 (Sunday)	
National Day	31 August 2027 (Tuesday)	
Malaysia Day	16 September 2027 (Thursday)	

(*) Academia Day	05 - 09 October 2026 (Monday - Friday)
International Week	19 - 23 October 2026 (Monday - Friday)
UM iFest 2027	01 - 04 June 2027 (Tuesday - Friday)

*Senate March 11, 2026

UNIVERSITY VISION, MISSION AND CORE VALUES

Vision

A global university impacting the world.

Mission

Pushing the boundaries of knowledge and nurturing aspiring leaders.

Core Values

Passion, Oneness, Integrity, Sincerity and Empathy



FACULTY VISION, MISSION AND OBJECTIVES

Vision

To be a globally recognized institution for excellence in business, economics and policy.

Mission

Nurturing leaders for the global community.

Objectives

- To produce graduates who are socially responsible, knowledgeable and highly skilled in business, management and accounting.
- To explore and expand the frontiers of knowledge through teaching, research and publication.
- To establish a closer relationship and improve cooperation with the private and public sectors, as well as with other institutions of higher learning – local and international

THE ESTABLISHMENT OF FACULTY OF BUSINESS AND ECONOMICS



Business education in the Universiti Malaya dates back to 1966 when the Faculty of Economics and Administration first offered business and accounting courses.

In line with the growing demand for business and economics programmes, the Universiti Malaya, Faculty of Business and Economics (FBEC), was subsequently established on 6th September 2021 (a merger of three faculties namely, Faculty of Business and Accountancy – FBA, Faculty of Economics and Administration – FEA and the International Institute of Public Policy & Management – INPUMA) to focus on developing these programmes. However, on 1st February 2024, INPUMA was placed under the Deputy Vice-Chancellor (Academic & International) Office. FBEC strives to meet the challenges of preparing the candidates to play a vital role in the industry and nation-building. FBEC seeks to remain at the forefront of business and economics education and continues to enjoy the reputation of an excellent knowledge-based institution.

FBEC is headed by a Dean and assisted by four (4) Deputy Deans, one (1) Director, one (1) Faculty Manager and six (6) Heads of Departments. The six (6) departments are Accounting, Finance, Management and Marketing, Decision Science, Economics and Political Science, Public Administration and Development Studies.

Currently, FBEC offers fifteen (15) programmes:

Postgraduate Level

- Master of Business Administration (MBA)
- Master of Management (MM)
- Master of Accounting (Reporting and Management Accountability) (MAcc)
- Master of Marketing (MMkt)
- Euro Asian MBA-MSc Programme (Dual Degree)
- Master of Economics (MEc)
- Master of Development Studies (MDS)
- Master of Public Administration (MPA)
- Master of Applied Statistics (MAS)
- Doctor of Philosophy (PhD)
- Doctor of Business Administration (DBA)

Undergraduate Level

- Bachelor of Business Administration (BBA)
- Bachelor of Accounting (BAcc)
- Bachelor of Finance (BFin)
- Bachelor of Economics (BEc)

As part of our effort to strengthen our programmes, FBEC has collaborated with various business communities and government agencies. In addition, several faculty members are affiliated with professional bodies such as the Malaysian Institute of Accountants (MIA), Malaysian Institute of Certified Public Accountants (MICPA), Association of Chartered Certified Accountants (ACCA), Chartered Financial Analyst (CFA), and Chartered Institute of Marketing (CIM).

AZMAN HASHIM BUILDING

Ambank Group Chairman Tan Sri Azman Hashim personally funded the RM25mil building project through the Yayasan Azman Hashim charitable institution to Universiti Malaya (UM). The AHB was built on the car park space opposite the Faculty of Business and Economics (FBEc) dedicated to the postgraduate students of UMBS. The construction of the building started in November 2013 and was completed in April 2016.



The design concept was inspired by the principles of Feng Shui philosophy, which aims at establishing a link with the local traditions while projecting the future, using the latest technologies. Feng Shui literally means "wind and water", in honour of the two elements that shape the Earth and determine the healthy characters of a place.

With a built-up area of approximately 79,501 sq ft, AHB can accommodate up to 850 postgraduate students and houses a theatre room and a banquet, seminar rooms, discussion rooms, a trading lab, a marketing lab, computer labs, a grab-and-go café, a 24-hour Wi-Fi service and 80 parking bays.



MASTER DEGREE
by
COURSEWORK

MASTER OF MANAGEMENT

INTRODUCTION

Programme Educational Objectives

PEO 1: Demonstrate mastery of theoretical and practical knowledge in business to support business functions.

PEO 2: Demonstrate comprehensive managerial and entrepreneurial skills to effectively and responsibly lead in different organizations.

PEO 3: Apply various digital applications and analytical techniques competently to support business functions.

PEO 4: Demonstrate teamwork, interpersonal communication skills, creativity, and innovation skills in constructing innovative practices related to business.

PEO 5: Commit and seek learning for continuous development as well as uphold ethical practices at all times.

The UM Master of Management (MM) programme is designed for aspiring managers and executives, focusing on management skills, business decision-making, and international business. It equips students with essential knowledge across management disciplines and emphasizes applying core business concepts to solve real-world challenges.

Through lectures, case studies, assignments, group projects, and discussions, students gain practical management insights.

The programme requires **43 credit hours** and is typically completed in **1.5 to 2 years**. MM is ideal for professionals seeking continuous learning and career advancement.

Programme Learning Outcomes

- PLO 1: Critically analyse concepts and theories in management.
- PLO 2: Resolve complex management issues by providing recommendations to business organisations.
- PLO 3: Conduct problem-solving or research to resolve complex issues in management.
- PLO 4: Demonstrate effective collaborative skills with diverse stakeholders in a dynamic environment.
- PLO 5: Demonstrate effective and cogent written and oral communication skills with diverse stakeholders
- PLO 6: Utilise relevant digital skills to acquire, interpret and extend knowledge in managing business.
- PLO 7: Apply quantitative or qualitative research techniques to support decision-making and problem-solving in business management.
- PLO 8: Demonstrate leadership, teamwork, autonomy and responsibility in managing business organisations.
- PLO 9: Display continuous self-improvement for academic and career development.
- PLO 10: Apply entrepreneurship skills in resolving complex management problems.
- PLO 11: Uphold professional and ethical practices in solving complex management tasks and problems.

MM PROGRAMME

Entry Requirements

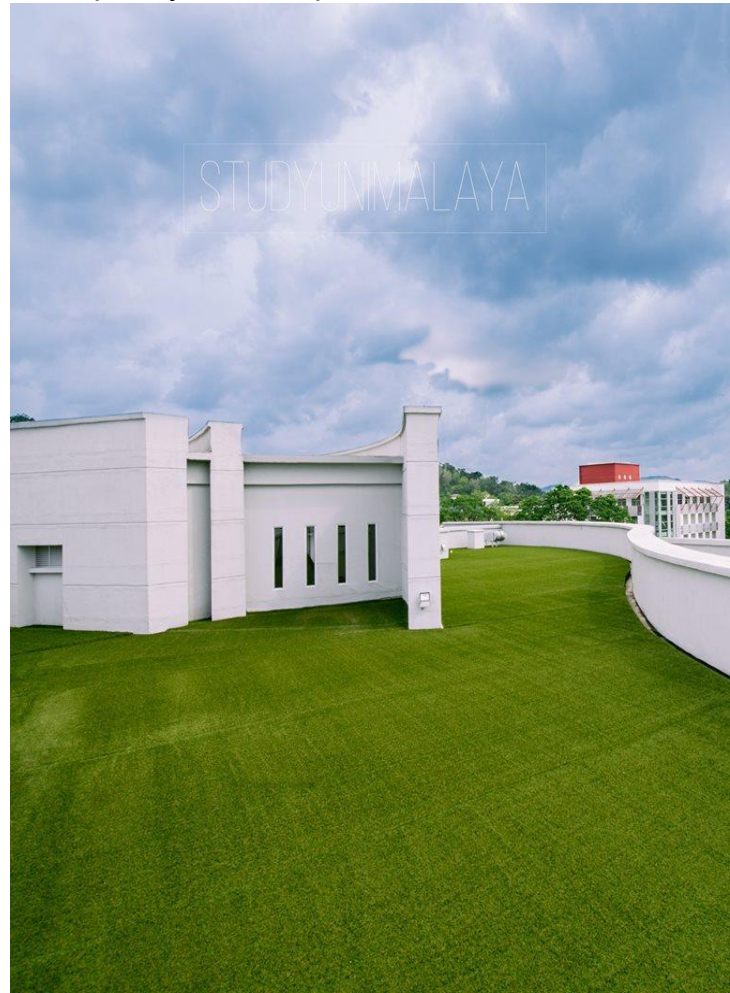
Applicants for the programme should possess:

- A bachelor's degree with a **minimum CGPA of 3.00 out of 4.00;**
- A minimum score of Band 4.0 for **MUET** OR **IELTS** with a minimum of overall score of Band 6.0 OR **TOEFL iBT (Centre-based)** score of 60 and **TOEFL Essentials (Online)** score of 8.5 (online) OR **PTE Academic** with a minimum score of 59 OR **B1 Preliminary, B2 First, C1 Advanced, C2 Proficiency** score of 169 OR **ELS CIEP Level 109** – For International Applicants only **and**
- Pass the Interview and assessment by Faculty.

Career Prospects

Graduates with an MM degree have the opportunity to move up the ladder to a higher executive position within an organisation.

The graduates can move up into the management area of their careers not just in business organisations but also in other fields such as healthcare, engineering, retailing, hospitality, and the public sector.



PROGRAMME STRUCTURE

The programme offers **weekday evening classes from 6.00pm to 9.00pm**, with a strong emphasis on quality teaching and active student participation.

The minimum and maximum periods of candidature are three (3) and eight (8) semesters, respectively.

Courses are categorized into two (2) types: **core courses and elective courses**.

Additionally, students are required to undertake a **research project** in their area of interest.

Each course is carefully designed to enhance students' learning experiences and develop essential skills for their career growth.

Students must complete a total of 43 credit hours as follows:

Courses	Credit hours
Core Courses	30
Electives Courses	3
Research Project	10
Total	43



PROGRAMME STRUCTURE

Core Course (30 Credits) & Elective (3 Credits)

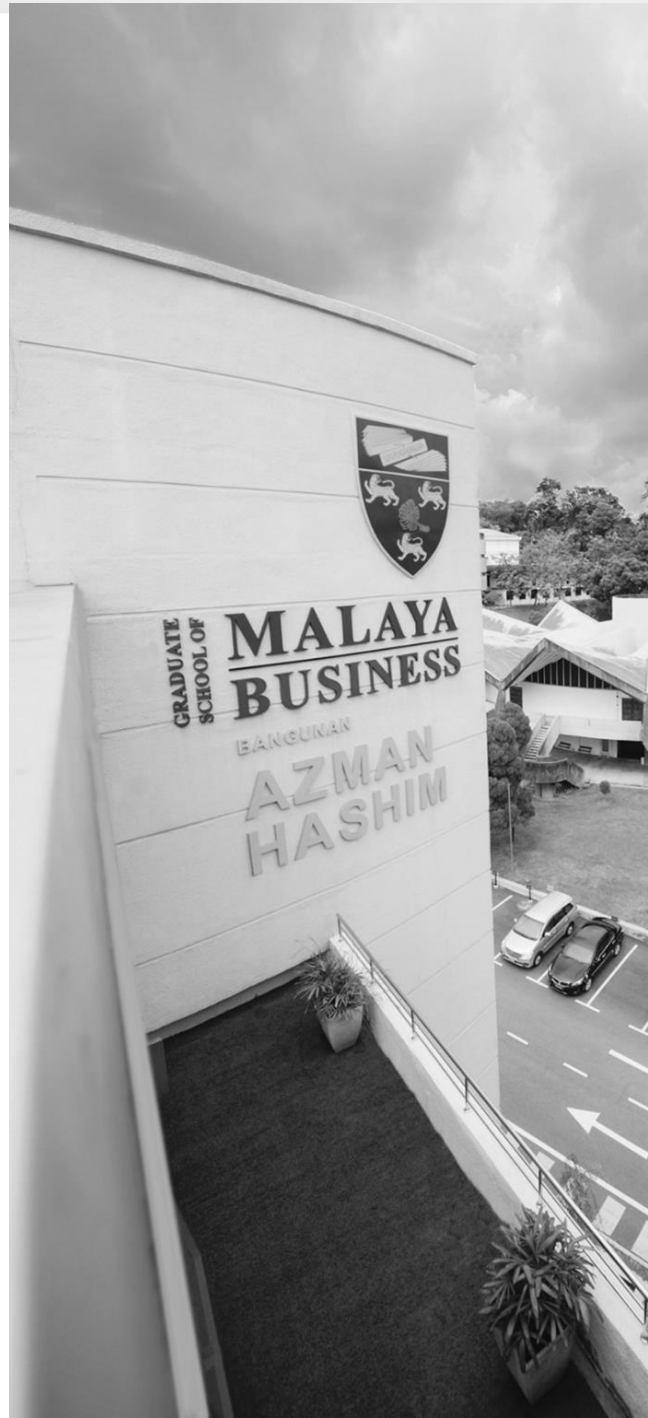
Students must complete all core courses, one elective course, and a research project.

CORE COURSES

AA117001	Research Methodology <i>Note : Students are required to register Research Methodology before registering for AA117020 Research Project.</i>
AA117020	Research Project <i>1. Pre-requisite – Register AA117001 Research Methodology 2. Students are required to register AA117020 Research Project in two (2) consecutive semesters</i>
AA117002	Human Resource Management and Industrial Relations
AA117003	Marketing Management
AA117004	Accounting and Finance for Management
AA117005	Economics for Management
AA117006	Strategic Management and Planning
AA117007	Business Ethics, Governance and Sustainable Society
AA117008	Organisational Behaviour for Managers
AA117009	Business Analytics for Managers

ELECTIVES (Choose 1)

AA117010	Statistical Analysis <i>1. Pre-requisite – Register AA117001 Research Methodology</i>
AA117011	Leadership in Organisation
AA117012	Global Supply Chain Management



PROGRAMME STRUCTURE

Research Project (10 Credits)

The MM programme's research project introduces students to academic research, allowing them to explore their chosen area in depth.

The research report must demonstrate their ability to conduct research and present findings clearly and accurately. This project is a mandatory requirement for completing the MM degree.

Students must complete **AA117001 Research Methodology** before registering for **AA117020 Research Project**.

The research project must be completed within **two consecutive semesters**. Failure to do so will result in an F grade, requiring students to retake the course for another two semesters and pay the full course fees.

Ethics clearance must be obtained from UMREC before starting the research project data collection. Researchers are not permitted to approach or recruit participants or collect data, including for a pilot study, until they have received ethical approval. For more details, please refer to [UM Research Ethics](#).

The format of research report must follow the Journal Article Style and adopt the journal writing format of the Asian Journal of Business & Accounting (AJBA) (<https://ajba.um.edu.my/>).

The report should contain a minimum of 8,500 words and the maximum of 10,000 words (inclusive references, appendices, tables & figures). The evaluation of the Research Project report consists of a written report (100%) .

The examiners for the Research Project comprised of:

- i. Supervisor (50% of the assessments) and
- ii. Internal Examiner (50% of the assessments).

Grading of the Research Project is subject to the Rubric adopted by UMBS. Upon submission and examination, the students will have to make corrections to the report based on the comments and recommendations of the internal examiner and supervisor.

STUDY PLAN

The academic year at Universiti Malaya consists of two regular semesters and one special semester.

Each regular semester lasts 14 weeks and is divided into two blocks, separated by a 1-week mid-semester break. After the learning period, there is a 2-week examination period. The general academic calendar at UM is structured as follows:

Semester(s)	Period
Semester 1	October to February
Semester 2	February to June
Special Semester	July to August

Please refer to the latest academic calendar issued by Academic Service Department (ASD): <https://aasd.um.edu.my/academic-calendar>

Below is the period of study for the MM programme:

Duration	Semester
Minimum (1.5 YEARS)	Three (3) Normal Semesters
Maximum (4 YEARS)	Eight (8) Normal Semesters



STUDY PLAN A

Graduating MM in 1 ½ Years / 3 Normal Semesters

Definition

- “**Semester**” means a specific duration determined by the university in an academic session which constitutes normal semesters and special semesters.
- “**Normal Semester**” means Semester I or Semester II as provided in the Calendar of Study.
- “**Special Semester**” means a semester with a shorter duration than a normal semester and offered after Semester II.

1 st SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA117001	Research Methodology	4
Core	AA117003	Marketing Management	3
Core	AA117005	Economics for Management	3
Core	AA117007	Business Ethics, Governance and Sustainable Society	4
Elective		Elective	3
SUBTOTAL			17

2 nd SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA117002	Human Resource Management and Industrial Relations	3
Core	AA117004	Accounting and Finance for Management	3
Core	AA117008	Organisational Behaviour for Managers	3
Core	AA117009	Business Analytics for Managers	3
Research	AA117020	Research Project Progress 1 (P1)	5
SUBTOTAL			17

3 rd SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA117006	Strategic Management and Planning	4
Research	AA117020	Research Project Progress 2 (P2)	5
SUBTOTAL			9
TOTAL			43

STUDY PLAN B

Graduating MM in 2 Years / 4 Normal Semesters

1 st SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA117003	Marketing Management	3
Core	AA117005	Economics for Management	3
Core	AA117007	Business Ethics, Governance and Sustainable Society	4
Elective		Elective	3
SUBTOTAL			13

2 nd SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA117001	Research Methodology	4
Core	AA117002	Human Resource Management and Industrial Relations	3
Core	AA117004	Accounting and Finance for Management	3
Core	AA117009	Business Analytics for Managers	3
SUBTOTAL			13

3 rd SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA117006	Strategic Management and Planning	4
Core	AA117008	Organisational Behaviour for Managers	3
Research	AA117020	Research Project Progress 1 (P1)	5
SUBTOTAL			12

4 th SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Research	AA117020	Research Project Progress 2 (P2)	5
SUBTOTAL			5
TOTAL			43

A photograph of a person in profile, reading a book. They are in a library or study, with tall bookshelves filled with books on either side. A large window in the background shows a blurred view of buildings outside. The entire image has a green color overlay.

Details of Courses

APPENDIX - Details of Core Courses

COURSE TITLE	Research Methodology
COURSE CODE	AA117001 <i>Note : Students are required to register Research Methodology before registering for Research Project.</i>
LEARNING OUTCOMES	• Explain key research concepts and apply theoretical foundations to plan an effective research design. • Critically evaluate academic literature to identify research gaps and justify the need for further study. • Compare and contrast quantitative and qualitative research methods to determine their suitability for different research contexts. • Demonstrate commitment to producing a research proposal that upholds academic integrity and adheres to responsible research conduct.
SYNOPSIS	This course focuses on the concepts of research methodology. It covers the process of conducting research, including literature review, framework and hypothesis development, instrument development, and sampling design. The course elaborates on both quantitative and qualitative research methods. Additionally, students will be guided in developing a feasible research proposal.

APPENDIX - Details of Core Courses

	HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS
COURSE CODE	AA117002
LEARNING OUTCOMES	• Analyse key concepts, theories, and practices in human resource management (HRM) and industrial relations (IR) to address organizational challenges. • Apply HRM principles to develop effective strategies for recruitment, training, performance management, and employee relations in a dynamic business environment. • Demonstrate appreciation for diverse perspectives in HRM and IR through collaborative teamwork and respectful communication in group presentations or reports. • Evaluate the impact of HRM policies and practices on employee well-being, productivity, and organizational performance.
SYNOPSIS	This course explores Human Resource Management (HRM) and Industrial Relations (IR), focusing on their roles in enhancing organisational effectiveness and addressing workplace challenges. It covers key HRM areas such as recruitment, training, performance management, and employee relations while examining the tripartite relationship between the government, employers, employees, and trade unions. Students will assess managerial practices under the Employment Act 1955 and the Industrial Relations Act 1967, applying HRM and IR principles to real-world organisations.

APPENDIX - Details of Core Courses

	Marketing Management
COURSE CODE	AA117003
LEARNING OUTCOMES	• Demonstrate appreciation for the relevance and application of marketing theories in real-world business contexts. • Evaluate external and internal forces that shape organizations' marketing decisions. • Integrate the elements of the marketing mix in formulating marketing strategies. • Develop a marketing plan for the product or organizational services.
SYNOPSIS	This course prepares students to design and implement market-driven strategies that create sustainable competitive advantages in today's dynamic business environment. Through a mix of theory and practice, students will learn to analyze markets, differentiate strategically, and make data-driven decisions. Emphasis is on creative problem-solving and strategic decision-making, with hands-on learning. By the end of the course, students will be equipped to lead marketing initiatives that deliver value in a rapidly evolving marketplace.

	Accounting and Finance for Management
COURSE CODE	AA117004
LEARNING OUTCOMES	• Determine the nature and purpose of the three major financial statements -- balance sheet, income statement, and cash flow statement-- for use in business decision-making. • Value the role of financial ratio analysis in promoting transparency and accountability in business performance assessments. • Evaluate the time value of money concept, capital budgeting techniques, and cost relevance and behaviour concepts in business decision-making. • Demonstrate the application of working capital management and financial planning in formulating short- and long-term financial decisions.
SYNOPSIS	This course provides an introduction to accounting and finance. It covers basic principles, underlying concepts, and processes in accounting and financial management for business organisations. Topics include measuring and reporting financial statements, analyzing and interpreting financial statements, the time value of money concept, financial planning, capital budgeting, and methods of managing working capital.

APPENDIX - Details of Core Courses

COURSE TITLE	Economics for Management
COURSE CODE	AA117005
LEARNING OUTCOMES	• Examine the key elements of microeconomic and macroeconomic theories and their relevance to business issues. • Solve business-related issues using economic theory and technical information. • Analyze how firms use microeconomic analysis as a problem-solving tool according to different types of market structure. • Integrate and reflect on current macroeconomic issues and their social impact in the decision-making process of the business.
SYNOPSIS	This course covers economic issues related to managerial decision-making including consumer demand, supply, elasticity, producer's cost, market structures, aggregate models of macro economy, and government policies including fiscal and monetary policy.

COURSE TITLE	Strategic Management and Planning
COURSE CODE	AA117006
LEARNING OUTCOMES	• Describe the environment, context, and approaches to strategic decisions. • Examine the concepts, theories, and practices of strategic planning and management in relation to a business context. • Integrate different aspects of corporate management in strategic decision-making. • Analyze strategic decisions by integrating sustainable and responsible principles and considering the balance between organizational goals, stakeholder well-being, and ethics.
SYNOPSIS	This course is designed to expose students to the theory and practice of strategic planning and management. Strategic planning and management involve setting goals and effective execution of strategies to attain the pre-determined goals. The course emphasises students' ability to conceptualise and develop an effective analytical framework for strategic decision-making. The use of real cases allows students to test their ability to identify and solve issues or problems that are strategic in nature.

APPENDIX - Details of Core Courses

COURSE TITLE	Business Ethics, Governance and Sustainable Society
COURSE CODE	AA117007
LEARNING OUTCOMES	• Demonstrate the fundamentals of ethics, governance, and sustainability principles in organizational practices, considering their impact on social, environmental, and economic systems aligned with the United Nations Sustainable Development Goals (SDGs). • Articulate an individual ethical principle incorporating sustainable development and SDG-focused decision-making. • Analyse and appreciate the interdependent roles of key actors in promoting ethical, sustainable, and SDG-driven corporate governance practices. • Demonstrate and reflect on ethical behaviour, sustainable values, and SDG-oriented practices in managerial decision-making and stakeholder engagement, promoting a socially responsible and sustainable business approach.
SYNOPSIS	The aim of this course is to expose students to the theoretical background of ethics and governance in the context of a managerial environment. The course will emphasise the complexity of ethical frameworks in implementing ethics in organisational functions. Furthermore, students will analyse local and international ethical cases to help improve their ability to engage with the ethical decision-making process. As a result, students should be able to understand, describe, and evaluate the implementation of ethics and governance from the stakeholder perspective. This course will also expose students to developing what they have learnt through the engagement with the community service programme.

COURSE TITLE	Organisational Behaviour for Managers
COURSE CODE	AA117008
LEARNING OUTCOMES	• Analyze psychological theories that describe differences in individual behaviour. • Assess techniques to motivate employees and reflect on personal values and attitudes toward motivation and engagement in the workplace. • Analyze the implications of individual processes, social dynamics, and organisational practices on organisational performance. • Recommend suitable solutions to organisational problems arising from employee behavioural differences.
SYNOPSIS	This course covers various topics related to individual and group behaviour in organisations, including personality and attitudes, perception and attribution, motivation, communication, and work stress. It also explores group and team dynamics, leadership, decision-making, ethics, job and organisation design, conflict management, organisational culture and politics, and organisational change.

APPENDIX - Details of Core Courses

COURSE TITLE	Business Analytics for Managers
COURSE CODE	AA117009
LEARNING OUTCOMES	• Demonstrate a willingness to engage with various analytics techniques and appreciate their value in addressing business and management issues. • Apply a specific analytic technique to solve an organisation's business and management issue. • Demonstrate real-world applications of analytics to describe, predict, or prescribe solutions to business and management issues in organisations. • Evaluate the advantages and limitations of using analytics to address business and management issues in organisations.
SYNOPSIS	This course focuses on the concepts and techniques of business analytics. Different types of analytical techniques, aimed at describing, predicting, and prescribing solutions to business and management issues, will be introduced to the students. Business analytics tools will be used to explore and visualize data, helping managers better understand the results and make more effective decisions.

APPENDIX - Details of Elective Courses

COURSE TITLE	Statistical Analysis
COURSE CODE	AA117010 <i>1. Pre-requisite – Register AA117001 Research Methodology.</i>
LEARNING OUTCOMES	• Interpret the principles of statistics and their advanced applications. • Demonstrate the ability to design a sound quantitative approach appropriate for analysis. • Analyze data using appropriate statistical tools. • Uphold ethical standards and demonstrate integrity in interpreting and reporting statistical findings.
SYNOPSIS	This course aims to expose students to the importance of statistical analysis in conducting research. Two statistical software programs, namely SPSS and PLS, will be applied throughout the course. Topics covered include factor analysis, ANOVA, multiple regression, measurement and structural models, as well as mediation and moderation analysis.

COURSE TITLE	Leadership in Organisation
COURSE CODE	AA117011
LEARNING OUTCOMES	• Reflect critically on leadership traits demonstrated in real-world scenarios. • Analyze how leadership behaviours influence effectiveness and perceived charisma. • Evaluate different leadership styles in relation to situational contexts and environmental dynamics. • Evaluate how leaders gain and apply power using influence tactics to shape organizational and external outcomes.
SYNOPSIS	This course covers the history and evolution of leadership research in comparison to traditional leadership theories. It also examines contemporary leadership theories, such as visionary leadership and learning-oriented leadership. The need to revisit traditional leadership theories and embrace new leadership styles can be attributed to the process of globalisation, the introduction of concepts like learning organisations and virtual teams, and the emergence of knowledge workers. The course begins with a discussion on whether a leader is responsible for providing direction, developing quality leader-member exchanges, and fostering a change-oriented mindset

APPENDIX - Details of Elective Courses

COURSE TITLE	Global Supply Chain Management
COURSE CODE	AA117012
LEARNING OUTCOMES	• Analyze the interrelationships among supply chain functions and evaluate their impact on organizational performance. • Examine issues and challenges related to sustainable supply chain management. • Evaluate the different strategies used for managing the supply chain. • Propose solutions to supply chain management problems using decision models.
SYNOPSIS	This course focuses on the concepts and techniques of supply chain management, including distribution network analysis and configuration. It also covers topics related to transportation, logistics planning, procurement, and inventory control.

APPENDIX - Details of Research Project

COURSE TITLE	Research Project
COURSE CODE	AA117020 <i>1. Pre-requisite – Register AA117001 Research Methodology.</i> <i>2. Students are required to register AA117020 Research Project in two (2) consecutive semester.</i>
LEARNING OUTCOMES	• Formulate a relevant research problem and design a research proposal aligned with Sustainable Development Goals (SDGs). • Critically evaluate literature and justify appropriate research methodology with attention to ethical considerations. • Perform research activities such as data collection and organization using appropriate tools and procedures. • Produce a coherent research report that communicates findings and discusses implications.
SYNOPSIS	The research project aims to extend learning beyond the classroom, bridging the gap between the workplace and the broader world. This will be achieved through a supervisor-guided research project, utilising the knowledge gained from the Research Methodology course. The project will span two semesters. The research title must align with one of the 17 Sustainable Development Goals (SDGs). The project involves conducting research, performing analysis, and preparing a comprehensive report