

ABOUT UNIVERSITI POLY-TECH MALAYSIA

Universiti Poly-Tech Malaysia, also known as UPTM, is an institution of higher learning has built itself upon years of continuous improvements and change leading to a wealth of experience and wisdom.

At UPTM, the focus is on providing a comprehensive education that goes beyond theoretical knowledge to include the development of essential human attributes, attitude, and aptitude. The university's committed educators work tirelessly to ensure that every student receives personalised attention and support that enables them to realise their full potential.

UPTM's curriculum is anchored in contemporary technologies and business education, offering students a wide range of innovative courses that challenge and stimulate their skills and expertise essential for them to thrive in the fast-paced world of business. It is important to note that Poly-Tech, in this context, refers to the incorporation of cutting-edge technologies into business education, and should not be confused with technical or vocational education.

On the overall, the university's emphasis is on producing graduates who are not only highly skilled and knowledgeable, but also possess the essential qualities of professionalism, ethical responsibility, and social awareness. With its unwavering commitment to academic excellence, UPTM stands out as an institution of higher learning that prepares students for successful careers and meaningful lives.

VISION

To become a university of choice in nurturing professionals impacting the nation.

MISSION

- Develop ethical, holistic and balanced professional
- To utilize knowledge and innovative contemporary technologies to contribute towards the development of the nation.

MOTTO

Trusted • Caring • Resilient • Respected

OBJECTIVES

- To provide opportunities to pursue professionally recognised programmes.
- To provide vibrant and invitational programmes relevant to current market needs and customers' demands.
- To design programmes that inculcate graduates' synergetic talents.
- To ensure that graduates are adequately prepared for the local and global workforce.
- To establish human resource development programmes as tool for assimilating the value of society.
- To establish a distinctive and accountable centre of excellence in managing research, consultation and services.

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MESSAGE FROM THE PRESIDENT

I am honored to welcome you to the University Poly-Tech Malaysia (UPTM), an esteemed academic institution based at the heart of the capital city of Malaysia. As the President of UPTM, I am excited to invite you to join our community of scholars, where you will have the opportunity to develop into ethical, holistic, and balanced professionals who can impact the nation positively.

UPTM has undergone a remarkable transformation from a college to a university college and now a full-fledged university. This growth is a testament of our commitment to academic excellence and our dedication in providing a conducive learning environment. Our vision is to become a university of choice in nurturing professionals who can make a difference in society. We aim to achieve this by providing our students with the necessary skills, knowledge, and values to excel in their chosen fields.

At UPTM, our mission is to develop ethical, holistic, and balanced professionals who can contribute to the development of the nation using knowledge and innovative contemporary technologies. We strive to ensure that our graduates possess the necessary skills to thrive in a competitive global environment. Our curriculum is designed to challenge our students while also nurturing their intellectual curiosity.

Our university's core values are based on trust, care, resilience, and respect, which guide us in all our interactions with students, faculty, and staff. We pride ourselves on our inclusivity, diversity, and the community of scholars that we have built over the years. We are confident that you will find a home at UPTM, where you can grow and learn alongside other ambitious students.

I welcome you to explore our website and learn more about UPTM. Our dedicated faculty and staff are always to answer any questions you may have about our programs, admissions process, or campus life. We hope to hear from you soon and look forward to welcoming you to our university.

Sincerely,

President
University Poly-Tech Malaysia

INTRODUCTION

The Master of Business Administration is a homegrown program specifically designed to deliver a suitable level of theoretical and practical understanding in business administration that is useful in the workplace. Its first intake was in Jan 2017 and has achieved provisional accreditation in September 2016 from the Malaysian Qualifications Agency (MQA) formerly known as Lembaga Akreditasi Negara, and Full accreditation in September 2018.

This programme consists of various structures and covers different aspects such as human resource management, management information system, strategic management, organizational behaviour, business ethics, research methodology, entrepreneurship, economics, marketing, accounting, finance and few other related courses as well as business research at the end of the final semester.

At the end of the Master of Business Administration programme, the students will be able to acquire knowledge of business administration consistent with current practices as well as employ the skills in managing business activities in the workplace. This programme is suitable for those who are interested in working with the business environment and many else.

Graduates can also further their study at PhD level which useful for pursuing a managerial career that not only limited in public or private industry but also in other areas, as well as allow them to follow their own professional interest.

PROGRAMME INFORMATION

1. Programme Title : **Master of Business Administration**
2. Programme Code : **AB301**
3. Duration : **1.5 years (4 semesters)**
4. Total Credit Hours : **42 credits**
5. Medium of Instruction : **English**
6. Entry Requirement :
A Bachelor's degree (Level 6, Malaysia Qualifications Framework, MQF) in related fields with at least CGPA of 2.50 as accepted by the 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 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) recognised by the Government of Malaysia.

English Competency Requirement for International Student

For International Students,

English Competency should achieve a minimum Band 4 in Malaysian University English Test (MUET) or equivalent to Common European Framework of Reference (CEFR) (Mid B2).

For international student, a candidate must obtain one of the following:

- i. Minimum 60 the Test of English Foreign Language (TOEFL iBT)
- ii. Minimum Band 6.0 score in International English Language Testing System (IELTS)
- iii. Degree from Malaysian University with English as its medium of instruction
- iv. Malaysian University English Test (MUET) Band 4

7. Programme Educational Objectives : The specific programme educational objectives are for the students to be

The programme educational objectives are to produce graduate teachers who are:

- PEO1 : Highly knowledgeable and expert in critical functions of business in line with the current industry requirement
- PEO2 : Effective in communication, solve complex managerial problems and demonstrate good leadership qualities in an organisation.
- PEO3 : Capable to perform as business leader creatively, innovatively and ethically; to analyse a firm's quantifiable numerical data and to make intelligent and effective decision.
- PEO4 : Able to act with entrepreneurial competencies and possess outstanding personal character, and apply appropriate technology of digital application for successful business administration

8. Programme Outcomes :

Upon the completion of the program, graduates should be able to:

- PLO1 : Demonstrate knowledge of theories and concepts of professional areas of business;
- PLO2 : Apply critical thinking and scientific approach in business decision making and problem solving;
- PLO3 : Practice business management skills by applying specific methods and resources in completing assigned tasks;
- PLO4 : Display good interpersonal skills to function as an effective member of a business team
- PLO5 : Communicate effectively to stakeholders in broadly-defined business activities;
- PLO6 : Use a broad range of information, media and digital technology applications in completing business functions;

- PLO7 : Demonstrate numeracy skills in analyzing business data;
- PLO8 : Demonstrate effective managerial, leadership and professional skills in diverse business activities
- PLO9 : Function effectively as an individual, member or leader in diverse business activities;
- PLO10 : Demonstrate entrepreneurship skills for business development; and
- PLO11 : Understand and commit to professional ethics and responsibilities in completing assigned tasks
9. Awarding Body : Universiti Poly-Tech Malaysia
10. Programme Standards : Business Studies Standard August 2021
Masters and Doctoral Degree 2021

PROGRAMME STRUCTURE

MASTER OF BUSINESS ADMINISTRATION (AB301)

Year 1 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
MGT5133	Organizational Behavior	Core	3	120	None	80	20
BUS5103	Business Research Method	Core	3	120	None	25	75
MAC4083	Managerial Accounting	Core	3	120	None	80	20
MKT5023	Marketing Management	Core	3	120	None	70	30
Total			12				

Year 1 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ECO5123	Managerial Economics	Core	3	120	None	80	20
HRM5113	Human Resource Management	Core	3	120	None	70	30
		Elective	3				
		Elective	3				
Total			12				

Year 1 Semester 3

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ITC4103	Management System & E-Business	Core	3	120	None	60	40
MGT6153	Strategic Management	Core	3	120	None	70	30
	Total		6				

Year 2 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
MGT6143	Operations Management	Core	3	120	None	70	30
FIN4093	Managerial Finance	Core	3	120	None	70	30
BUS6113	Business Research Project	Core	6	120	BUS5103	30	70
	Total						

List of Elective Courses (Any 2 Courses)

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
MGT5163	Strategic Leadership	Elective	3	120	None	70	30
BUS5093	Global Business Issues	Elective	3	120	None	70	30
MGT5173	Change Management	Elective	3	120	None	80	20
MGT6183	Technology Management	Elective	3	120	None	70	30
ETR6013	New Venture Creation	Elective	3	120	None	60	40
BUS5073	Business Ethics and Corporate Social Responsibilities	Elective	3	120	None	60	40
	Total						

COURSE INFORMATION

ORGANIZATIONAL BEHAVIOUR (MGT5133)

Prerequisite : None

Organizational behaviour is crucial in determining the success of managing and leading people in complex organizations and design workplaces that elicit high performance from individuals, teams and organization.

This subject will help students understand the unique challenges and problems that organizational leaders must address.

MANAGERIAL ECONOMICS (ECO5123)

Prerequisite : None

This course focuses on the application of econometrics theory and decision science tools to determine the optimal solution to managerial decision making.

The topic covers demand analysis and forecasting, production and costs and pricing and output decisions.

At the end of the course, students should be able to apply econometric theory and the analytical tools of decision science and make decisions on how an organization can achieve its objectives most efficiently.

MANAGERIAL ACCOUNTING (MAC4083)

Prerequisite : None

This course provides students with fundamental knowledge and skills in managerial accounting. It requires the students to explain, apply, analyze and evaluate managerial accounting concepts and techniques/tools which are relevant to decision making process at managerial level.

Fundamental topics covered on managerial accounting include cost and management accounting techniques, activity based costing, cost-volume-profit analysis, budgeting, standard costing and variance analysis and other related performance management systems.

MARKETING MANAGEMENT (MKT5023)

Prerequisite : None

This course builds on the understanding of how decisions are made based on the values offered, created, delivered and communicated to the firm's target market.

Marketing opportunities would be assessed using tools and concepts such as market-oriented strategic planning and marketing information system.

These tools and concepts incorporate marketing research, consumer and/or business buying behaviour and competitor analysis. The course ensures a balance between theoretical and application perspectives.

STRATEGIC LEADERSHIP (MGT5163)**Prerequisite : None**

This course introduces students to managerial strategic leadership in formal organization. It focuses on building of leadership skills that is vital for effective and competent leadership. The military origins of leadership, the generic role of leader, levels of leader, values, vision, strategic thinking, the importance of team work, building partnership, corporate spirit and developing today's and future leader. The students will also understand the usage of different indicators to assess leadership effectiveness.

GLOBAL BUSINESS ISSUES (BUS5093)**Prerequisite : None**

This course consolidates the business environment in a global manner. With the advent of liberalization and globalization, it is a challenge for the managers to cope with the complex and intense business issues. The course provides a ground for managers to be oriented towards a global business mind-set. Therefore it is applied in nature and focuses on contemporary global business issues

CHANGE MANAGEMENT (MGT5173)**Prerequisite : None**

This is an advanced course that exposes students to the knowledge of the importance of change management and how to implement change in organizations in order to stay competitive and sustain performance. Students will be able to conceptualize the theoretical tools required and practically applied them in resolving organizational issues.

TECHNOLOGY MANAGEMENT (MGT6183)**Prerequisite : None**

Technology is rightly regarded as fundamental to business growth and success. Management of technology requires knowledge of technology. This means some awareness of what technology is about and where it fits is within the totality of knowledge. The field of technology management has emerged to address the particular ways in which organizations should approach the use of technology in business strategies and operations. In organizations, technology applies to all section, from marketing to communication, product developments, process innovation, etc. Through technology management learning, student able to understand the way how to harness technology development and innovation to create value for the organization, giving organization the edge to compete and also providing organization the competitive advantage.

NEW VENTURE CREATION (ETR6013)**Prerequisite : None**

This course introduces students to new venture creation in real business environment. It focuses on the global entrepreneurial revolution for a flatter world, the entrepreneurial mind crafting a personal entrepreneurial strategy, the entrepreneurial process, clean commerce seeing opportunity through a sustainability lens, creating shaping recognizing, seizing, screening venture opportunities, the entrepreneurial leader and team resource requirements, venture and growth capital, obtaining debt capital, leading

rapid growth, crises and recovery and the harvest and beyond. The students will also be exposed to the role model of new venture creation through seminar and new venture business plan writing. The business plan writing will be evaluated by the venture capitalist and bankers

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITIES

(BUS5073) Prerequisite : None

This course demonstrates business ethics and corporate social responsibility in the business world. In this course students will be taught general principles of business ethics, corporate social responsibility, corporate governance, and international business ethics. Case analysis of business ethics and corporate social responsibility will be used to gauge better analyzing in facing ethical dilemmas. Students will discuss on reported cases related to white collar crimes both in local and international scenes.

BUSINESS RESEARCH METHOD (BUS5103)

Prerequisite : None

This course introduces students to a diversity of research techniques and trains them in experiencing the research process that involves identifying problems, collecting, analyzing, interpreting and reporting data, for the purpose of solving problems in the business environment.

Emphasis will be given to the descriptive research design (such as survey research) and causal design, measurement and sampling, commonly used data analysis methods, data interpretation and writing, and reporting of research findings. Students are also trained to write a research proposal in planning to undertake the Master's Project.

HUMAN RESOURCE MANAGEMENT (HRM5113)

Prerequisite : None

This is an advanced course that provides detailed and practical knowledge on human resources management. Topics of discussion include human resource planning, recruitment and selection, training and development, performance management, compensation and benefits, occupational safety and health and employee rights and discipline. Current human resource issues commonly faced by organizations and managerial decision-making process will also be emphasized.

OPERATIONS MANAGEMENT (MGT6143)

Prerequisite : None

Services and products upon which we all depend. All organizations produce some mixture of services and products, whether that organization is large or small, manufacturing or service, for profit or not for profit, public or private. It also discusses the role of organizational managers, in particular the importance of focusing on suppliers and customers who are outside this boundary, as well as on other aspects of the operations system's external environment.

The aim of this module is to provide an understanding of the issues and techniques of Operations Management. Providing students with a clear and concise overview of important concepts, it includes new material on ERP, Lean, Six Sigma, service design, and other critical topics. The module contains realistic problems that students will likely

encounter on the job, and examines outsourcing and the impact that it has on operations management decisions.

STRATEGIC MANAGEMENT (MGT6153)

Prerequisite : None

This course is an advance course utilizing knowledge from previous learning. It covers the analysis and evaluation of an organization's environment and strategies, and strategies development for effective implementation to achieve competitive advantage and sustainable performance.

MANAGERIAL FINANCE (FIN4093)

Prerequisite : None

The course emphasizes on the elements of financial management such as financial objectives, financial analysis, financial forecasting, financial planning and control, time value of money, valuation of financial assets, risk and return and capital budgeting. In addition, issues relating to financial theory and corporate policies will be elucidated. Students (to be knowledgeable and competent) in the skills of corporate financial planning. Students will also learn about the ability to act strategically, to communicate a clear vision of the future and to make business decision based on the corporate financial planning perspective.

MANAGEMENT SYSTEM & E-BUSINESS (ITC4103)

Prerequisite : None

This course provides a focus study of information systems (IS) and how today's business firms use information technologies and systems to achieve corporate objectives. The module encompasses the study of current information system issues associated with e-business strategies. Students will be able to analyze on the use of information systems and technologies to achieve bottom-line business results.

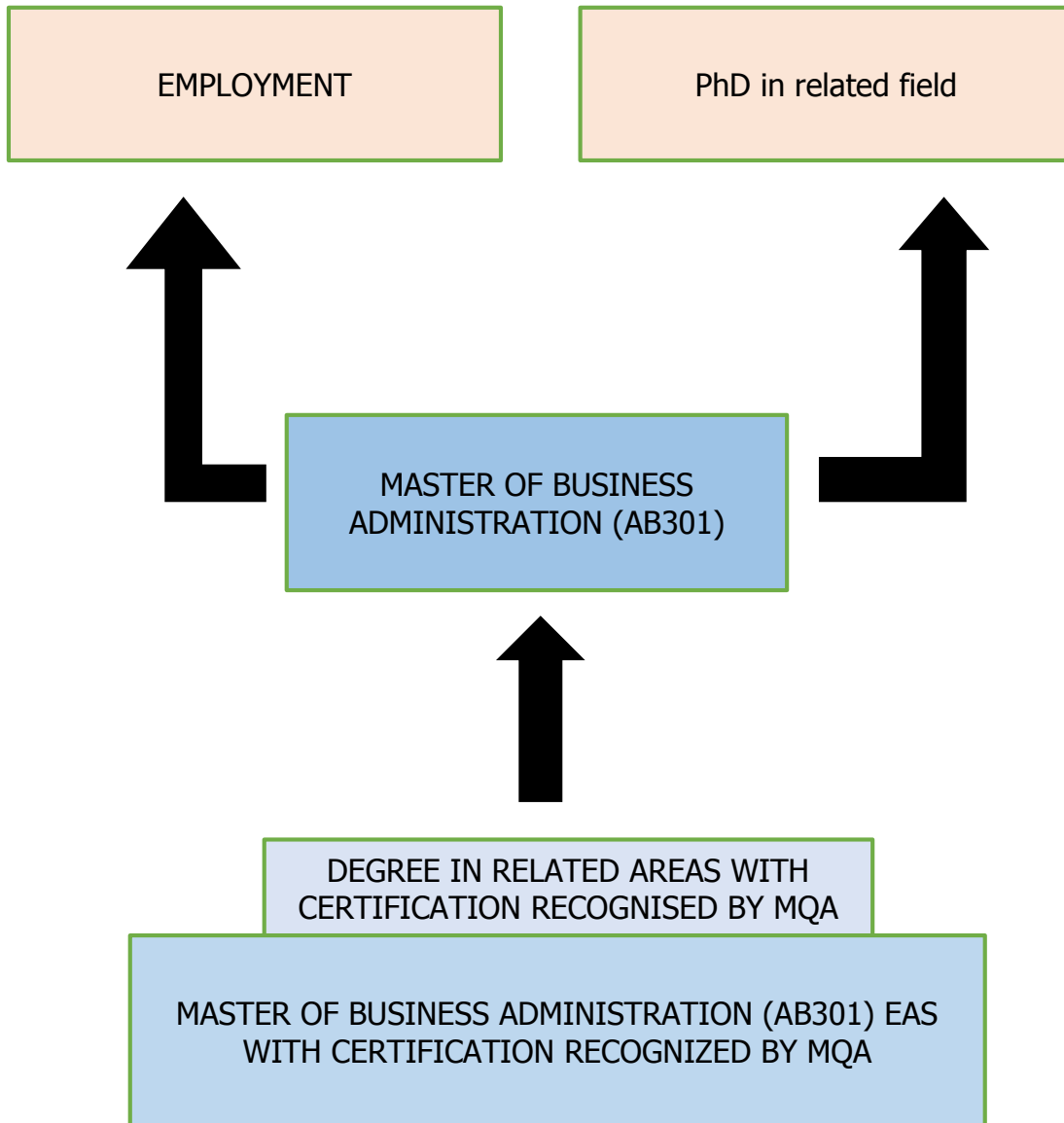
BUSINESS RESEARCH PROJECT (BUS6113)

Prerequisite : BUS5103

This course introduces students to a diversity of research techniques and trains them in experiencing the research process that involves identifying problems, collecting, analyzing, interpreting and reporting data, for the purpose of solving problems in the business environment. Emphasis will be given to the descriptive research design (such as survey research) and causal design, measurement and sampling, commonly used data analysis methods, data interpretation and writing, and reporting of research findings. Students are also trained to write a research proposal in planning to undertake the Master's Project.

STUDY PATH

MASTER OF BUSINESS ADMINISTRATION (AB301)



ACADEMIC PLANNER

MASTER OF BUSINESS ADMINISTRATION (AB301)

ACTIVITY	Long Semester	Short Semester
	Day / Week	Day / Week
Registration (New Students)	Day 1	Day 1
Induction	Day 2	Day 2
Add/Drop Week	Week 4	Week 2
Lectures	Week 1 - 7	Week 1 - 7
Mid-Semester Break	1 Week	
Lectures	Week 8 – 14	
Revision Week	2 Days	2 Days
Final Examination	3 Weeks	1 - 2 Weeks
Semester Break	2 - 3 Weeks	2 - 3 Weeks

Note: Actual academic calendar can be accessed in the UPTM website at www.uptm.edu.my.

- The University reserves the right to make any changes to the academic calendar when necessary. Students are advised to be aware of announcements regarding changes at all times.

ACADEMIC REGULATIONS

- All UPTM students are subjected to the academic rules and regulations as outlined in the **Academic Regulations of Universiti Poly-Tech Malaysia (UPTM) (2023 Amendment)**. A copy of this academic rules and regulations can be accessed in the UPTM website at www.uptm.edu.my.
- All UPTM students pursuing academic programmes in collaboration with professional, local or foreign partner institutions are also subjected to the rules and regulations of the partner institutions. A copy of this handbook can be accessed in the UPTM website at www.uptm.edu.my