

Services Management

MBA (SM) ACCREDITED BY **CMI** Chartered
Management
Institute



DISCOVER >>

BUSINESS STUDIES @ WWW.UNIRAZAK.EDU.MY

(Wholly-owned by Yayasan Pelaburan Bumiputra)

GRADUATE SCHOOL OF BUSINESS (GSB)

Graduate School of Business (GSB) helps to realize the university's aspiration to be a centre that provides high quality education and training of managerial leaders with internationally acclaimed recognitions and accreditations. As a centre of excellence in postgraduate business education, GSB specializes in providing business and management related programmes which are relevant and purposeful in meeting the current and future needs of the industry. The programmes are designed to provide real world practical learning experiences that incorporate both hard and soft skills as well as to be intellectually stimulating with well-grounded theories on business and management. GSB is home to a wide variety of specialised postgraduate academic programmes that set themselves apart from the staple programme offerings found at many universities. Such programmes include Master of Management, the first MBA (Online) in SEA with secured anti-cheating Virtual Exam Centre and specialized MBAs accredited by Chartered Manager Institute (CMI), United Kingdom (UK) like MBA (Leadership), MBA (Services Management) and MBA (Retail and Hypermarket). With CMI Programmes, graduates will be certified up to Level 7 Chartered Manager status, the first university to be accredited in Malaysia. We also offer research programmes such as Master of Philosophy (MPhil) and Doctor of Philosophy.

MASTER OF
BUSINESS ADMINISTRATION
(SERVICES MANAGEMENT)
ACCREDITED BY CMI LONDON

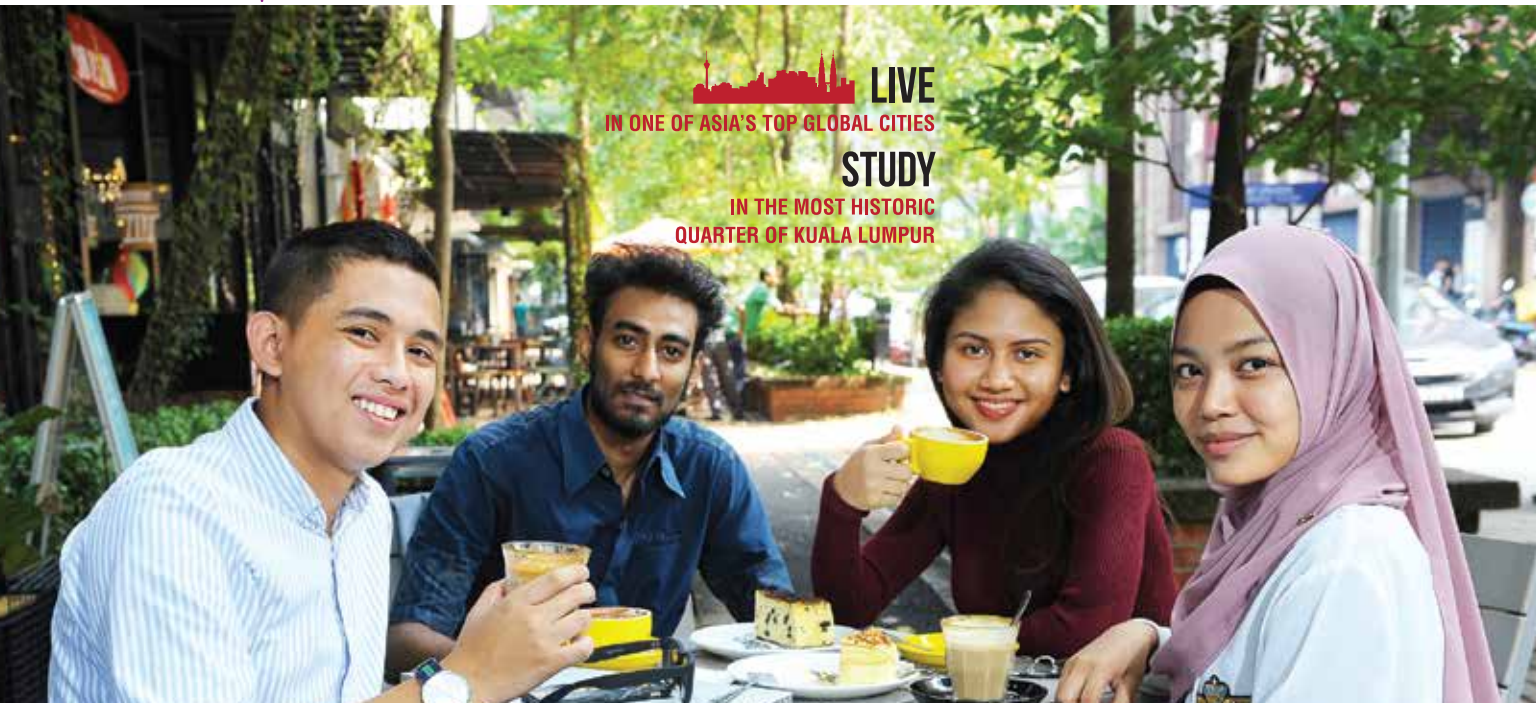
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The MBA programme is accredited by CMI (UK) prepares graduates to be service-oriented managers who provide managerial leadership and develop logical, critical, and creative solutions to problems faced by organisations in the services industry. Attain Chartered Manager status that enables you to utilise competent leadership in endless service possibilities and avenues, anywhere.



LIVE
IN ONE OF ASIA'S TOP GLOBAL CITIES
STUDY
IN THE MOST HISTORIC
QUARTER OF KUALA LUMPUR



COURSES OFFERED

PROGRAMME STRUCTURE

The MBA programme requires a total of 42 credits to complete and is divided into two parts as follows:

Core Courses

Managerial Accounting
Business Economics
Financial Management
Organisational Management
Managerial Ethics and Social Responsibility
Competitive Strategic Management

Marketing Management
Quantitative Techniques and Decision Making
Organisational Behaviour
Managing Quality Services
Customer Relationship Management
Services Marketing

Elective - Choose any two courses

Financial Services Management
Hotel Management
Airline and Ticket Management
Tourism Marketing
Strategic Brand Management
Business Law
Strategic Human Resource Management

Or
Research Methodology / Case Research
Methods
Research Project

Career Opportunities

Chief Operating Officer, General Manager; Operations Manager; Business Development Manager in Services Sector or Sub-Sectors.

ADMISSION REQUIREMENTS

ACADEMIC

- A bachelor's degree with minimum CGPA of 2.75 or equivalent, as accepted by the University Senate; or
- A bachelor's degree or equivalent with minimum CGPA of 2.50 and not meeting CGPA of 2.75, can be accepted subject to a minimum of 2 years working experience in relevant field; or
- A bachelor's degree or equivalent not meeting CGPA of 2.50 can be accepted subject to a minimum of 5 years working experience in relevant field.

ENGLISH LANGUAGE

All applicants are required to attain any of the followings before they are accepted for admission into the programme:

- A minimum score of Band 6.0 in the International English Language Testing System (IELTS)*; or
- A minimum score of 550 for a paper-based total or 80 for an Internet based total for the Test of English as a Foreign Language (TOEFL)*; or
- A minimum of Grade C in First Cambridge English (FCE) minimum scale 169, or B2 in CEFR, or Pearson Test of English (PTE 50-58) as required proficiency; or
- A recognized first degree undertaken in English medium; or
- Successful attainment of FCE minimum of Grade C (169) conducted by the Centre for English Language (CEL) within 12 months from the date of entry with conditional offer letter.

Note: The validity period for IELTS and TOEFL is two years from the date awarded.





STUDY AT AN AWARD-WINNING UNIVERSITY IN THE HEART OF A GLOBAL CITY



UNIVERSITI TUN ABDUL RAZAK DU005(W)

195A, Jalan Tun Razak,
50400 Kuala Lumpur

+603 2730 7000

+603 2730 7234

drjo@unirazak.edu.my

www.unirazak.edu.my

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*All information is correct as of January 2021