

Successful Alumni Postgraduate Studies



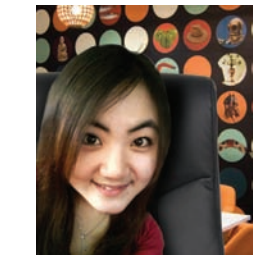
"The MBA has given me a theoretical framework to understand my day-to-day tasks. I learnt to see the bigger picture of a communications strategy not just from the perspective of PR, but also advertising, marketing, sales and the like."

**Albina Assanbayeva**  
Class of 2011 - MBA in Communication & Public Relations  
PR manager, Astana Economic Forum



"My course provided me with the understanding that creative ideas and communication are essential aspects of public relations in any organisation. I have been able to apply this in all the projects that I have been handling so far and the results have been amazing".

**Ludovic Froget**  
Class of 2011 - MBA in Communication & Public Relations  
Public Relations Specialist, Microsoft Indian Ocean Islands & French Pacific



"The knowledge that I garnered from MBA in Public Relations and Communications course has enabled me to be able to transfer it to the students and hence enabling them to understand the concepts taught as they are able to relate it to real life".

**Liu Xiaoei**  
Class of 2011 - MBA in Communication & Public Relations.  
Teacher in the Department of Media and Management,  
Beijing Film Academy Modern Creative Media College

Hi-Income Postgraduate Careers

**Education** • Counselling • Educational Technology • Education Policy • Organizational Leadership • Special Education  
**Contemporary Art & Design** • Media and creative Industries • Commercial and Independent Projects • Film Industry Archive/ documentation  
**Human Resource Management** • Directors of Human Resource • Compensation Managers • HR and management consulting  
**Leisure & Tourism Management** • Tourism Marketing • Hotel Marketing • Travel Marketing • Airline Operations • Travel firms research departments  
**Multimedia Management** • Multimedia developer • contents developer • instructional designer  
**Communication & Public Relations** • Marketing Directors • Advertising Agents • Public Affair Advisor • Managers • Public Relations Directors • Public Opinion Analysts  
**Software Management** • Chief Technical Officers (CTO's) in International Organizations • Senior Managers in Software industry • Project Managers in Multinational Organizations • Consultants and Trainers in Software Configuration Management • Successful Academicians involved in the research and development of Software Industry  
**Software Engineering** • Software Developers • System Engineers • Requirements Engineer • Software Architect • Quality Assurance Engineer • User Interface Designer • Project Leaders • Business Analysts  
**Information Systems** • CEOs/MD of companies • Consultants and Trainers in Information Systems  
**Fashion and Brand Management** • Fashion Marketer and Advertiser • Visual Merchandiser • Fashion Forecaster



**Malaysia's University of transformation  
& University of innovation**

Double recognition by the Government of Malaysia

Inovasi 1-1, Jalan Teknokrat 1/1, 63000 Cyberjaya, Selangor Darul Ehsan, Malaysia  
facebook.com/limkokwing | twitter.com/limkokwing | youtube.com/limkokwing  
Tel: 03 8317 8888 Fax: 03 8317 8988 www.limkokwing.net

Master of Art in International Contemporary Art & Design Practice

This program provides the basis for a contemporary discourse centered on the notion of internationalism in the Creative Industry. It enables Innovative in Action via personalized research content and professional engagement with industry. Students have the freedom to work on their own projects that can be researched on and developed anywhere.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Locating Practice</li><li>• Practice Development</li><li>• Practice Management</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Advance Professional Practice</li><li>• Professional Practice Documentation</li><li>• Professional Practice Seminar</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Research Plan Development</li><li>• Outline Proposal Development</li><li>• Study Case Analysis</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Research &amp; Practice</li><li>• Contextualisation &amp; Methodologies</li><li>• Project Realisation</li><li>• Final Project Execution</li></ul>
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Master of Business Administration in Project Management

In the fast changing business environment today change is inevitable driving leading organisations to look for workforce that has strong business sense of leading change initiatives. This MBA is designed to enhance individual's competency to meet up with these challenges by providing students with creative and innovative entrepreneurial project skills for future management activities.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Management</li><li>• Marketing Management</li><li>• Managerial Accounting</li><li>• Research Methodology</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Managerial Economics</li></ul>	<ul style="list-style-type: none"><li>• Financial Management</li><li>• Leading Organisational Change</li><li>• Project Scope, Time &amp; Cost Management</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• Strategic Management</li></ul>	<ul style="list-style-type: none"><li>• Project Quality Assurance, Human Resources &amp; Communication Management</li><li>• Project Risk, Procurement &amp; Integration Management</li><li>• Dissertation</li></ul>
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Master of Digital Film&Television

This program is designed to fully equip students with the skills to produce and understand moving images for digital film and television, current and future production demands. It is strongly committed to nurturing individual talents in digital film and television as students will be able to gain hands-on practical experience and new skills in creative and technical areas.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
  - Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.
- Including**
- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
  - International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Graduate Seminar</li><li>• Digital Media in Society</li><li>• World Cinema</li><li>Electives : Select One</li><li>• Creative Screenwriting</li><li>• Screen Production Methods</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Research Methods</li><li>• Advanced TV Production &amp; Animation</li><li>• Documentary in Digital Age</li><li>Electives : Select One</li><li>• Entrepreneurship: Film &amp; TV Entertainment</li></ul>	<ul style="list-style-type: none"><li>• Directing Workshop</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• Satellite &amp; Cable TV Operations</li><li>Electives : Select One</li><li>• Exegesis</li><li>• Creative Project</li></ul>
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Master of Science in Software Management

This program provides students with the most relevant, practical, and applicable knowledge available in software engineering and software management. With the appropriate mix of technical and business skills, graduates will be to systematically analyze business situations and propose, plan, and manage rigorous software development strategies to fulfill organizational objectives.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Strategic Management Information System</li><li>• Research Methodology</li><li>• Innovation &amp; Entrepreneurship</li><li>• Decision Support &amp; Intelligent System</li><li>• Software Maintenance &amp;</li></ul>	<ul style="list-style-type: none"><li>• Configuration Management</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• System and Software Requirement Analysis and Specifications</li><li>• Software Metrics</li><li>• Software Marketing Management</li><li>• Human Resource</li></ul>	<ul style="list-style-type: none"><li>• Management For Software Professionals</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• IT Policy &amp; Strategy</li><li>• Software Quality Management</li><li>• Research Project Paper</li><li>• Management of Outsourced Development</li></ul>
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Master of Science in Software Engineering

Focusing on current software engineering concepts and methodologies, this program provides an opportunity for scientific, technical and sophisticated commercial systems developers to enhance their expertise in systems software development and applied research.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
  - Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.
- Including**
- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
  - International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Strategic Management Information System</li><li>• Research Methodology</li><li>• Software Maintenance &amp; Configuration Management</li><li>• Innovation&amp;Entrepreneurship</li></ul>	<ul style="list-style-type: none"><li>• Decision Support &amp; Intelligent</li></ul> <b>Semester 2</b> <ul style="list-style-type: none"><li>• Software Metrics</li><li>• Software Architecture</li><li>• Data Engineering</li><li>• Software Quality</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Software Agents</li><li>• Data Warehousing &amp; Data Mining</li><li>• Research Project Paper</li><li>• Management of Outsourced Development</li></ul>
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Master of Science in Computer Networking

This program is intended for people who not only require simply an expertise in the area of computer science and internet applications but, significant technical knowledge in the area of networking. It provides an in-depth understanding of the current and future emerging technologies in computer networking underpinning the design, analysis and implementation of networks that suits a variety of businesses.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
  - Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.
- Including**
- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
  - International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Advanced Computer Network</li><li>• Advanced Operating System</li><li>• Real Time Systems</li><li>• Project Innovation &amp; Management</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Advanced Network Programming</li><li>• Network Security</li><li>• Mobile Distributed Computing System</li><li>• Network Administration</li><li>• Research Methodology</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Internet &amp; Intranet Protocol Application</li><li>• Network Design &amp; Performance</li><li>• Project Paper</li><li>• Grid Computing</li></ul>
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Doctor of Philosophy (PhD) in Management

This program aims to provide "Doctors of Philosophy" in Management with advanced knowledge, skills in management practices and research works. It equips industry practitioners and academicians with advanced knowledge and skills in business management.

Entry Requirement

Master's Degree or any other equivalent qualification recognised by the Malaysian Government

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 550 for TOEFL (paper based), 7.0 for IELTS or English language as a national language.

<b>Year 1</b> • Advanced Research Methodologies • Advanced Quantitative Analysis <b>Year 2</b> • Thesis <b>Year 3</b> • Thesis/VIVA
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Doctor of Philosophy (PhD) in Creative Industries & Art Practice

This program aims to produce "Doctors of Philosophy" in the creative industries, from fine art to applied design specializations. It equips creative practitioners with the skills to exploit their specialist knowledge in applied research and development within the creative academia and industries.

Entry Requirement

- Master's Degree in Graphic Design; OR
- Any other equivalent qualifications recognised by the Malaysian Government

<b>Year 1</b> • Advanced Research Methodology • Advanced Quantitative Analysis <b>Year 2</b> • Thesis <b>Year 3</b> • Thesis/VIVA
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Doctor of Philosophy (PhD) in Information Systems

Through a combination of coursework, research seminars, and mentioned research, the program provide Doctoral candidates with theoretical knowledge and methodological skills to enable them to become productive researchers. Candidates enrolled in this program will study problems that practicing is professionals and manager's face, as they design, use and apply information systems and technologies to solve business problems.

Entry Requirement

- Master's Degree in related field with minimum CGPA of 3.0; OR
- Any other equivalent qualifications recognised by the Malaysian Government

<b>Year 1</b> • Advanced Research Methodologies • Advanced Quantitative Analysis <b>Year 2</b> • Thesis <b>Year 3</b> • Thesis/VIVA
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Postgraduate Diploma in Education

This program aims to inculcate ethical value and right mindset toward professional and leadership development. It is designed to connect the teaching-learning to the philosophy of teaching at any educational institution, integrating ICT to keep up to par with the current developments of technology.

Entry Requirements

- A minimum of a second class lower Bachelors degree with honors with CGPA of not less than 2.50 from any recognised public universities by Government; OR
- A good Bachelor Degree with honors with CGPA not less than 2.50 from Limkokwing University of Creative Technology (LUCT); OR
- A good Bachelor Degree or an equivalent professional qualification with CGPA not less than 2.50 and working experience minimum of 2 years in related fields

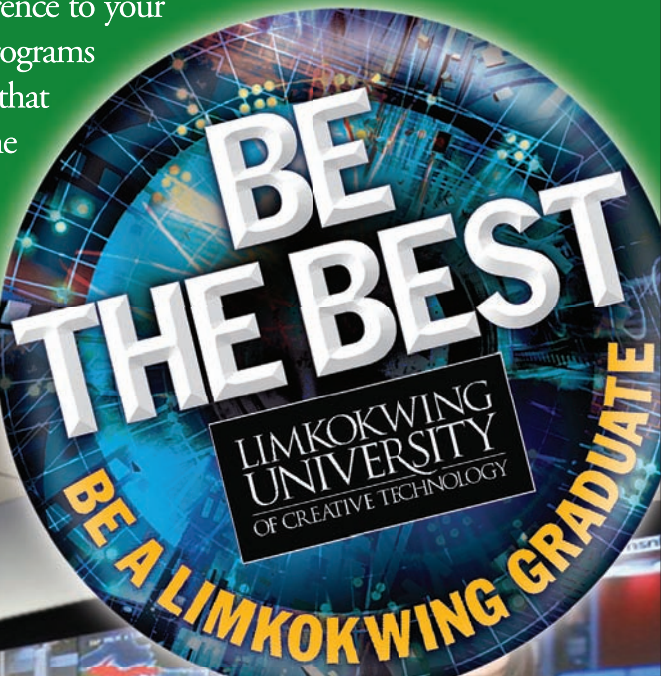
Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- Proficiency in English language or O Levels English language and its equivalent.

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Communication Skills &amp; Classroom Interaction</li><li>• Teaching &amp; Learning Resource</li><li>• Research Methodology</li><li>• Curriculum Development</li><li>• Induction &amp; Orientation of Newly Recruited Staff</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Educational Measurement, Evaluation &amp; Assessment</li><li>• Integrated Teaching</li><li>• Academic Leadership Development</li><li>• University-Industry Interface</li><li>• Counseling &amp; Cultural Perspectives</li><li>• Project Paper</li></ul>
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POSTGRADUATE STUDIES

A postgraduate degree expands knowledge in various subjects, improves career progression, and enables lifestyle changes by raising your income. At Limkokwing a year to complete your Masters can make such a huge difference to your career prospects as the programs are flexible packages that allows one to decide the pace at which they wish to study.





Master of Business Administration in Finance & Banking

The program is designed to help students to acquire the knowledge of financial management, advanced skills in assessing financial risks and rewards, so that they can direct organisations in ways that optimize their value and enhances their skills and business acumen.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Management</li><li>• Managerial Accounting</li><li>• Marketing Management</li><li>• Quantitative Methods for Business</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Financial Management</li><li>• Econometrics</li><li>• Managerial Economics</li><li>• Bank Management</li><li>• Derivatives</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Modern Security Analysis</li><li>• Portfolio Management</li><li>• Marketing Management &amp; Treasury Operations</li><li>• Strategic Management</li><li>• Project Paper</li></ul>
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Master of Business Administration in Entrepreneurship

Entrepreneurship as one other most popular area in new business has attracted global interest and makes itself as the most spotlighted economical topics in centre of business, market and social transformation. This program will increase learners and participant's entrepreneurship skills in existence and new businesses to ensure necessary and efficient skills and experience for forward moving in organizations will be gained. Entrepreneurs fill the gap between the market and an innovative technique in new technological business. By taking this program participants will develop their sustainable business idea and they have this opportunity to learn academic leading entrepreneurship and skills to be set sustainable business in future market.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Entrepreneurship and Management</li><li>• Managerial Accounting</li><li>• Research Methodology</li><li>• Marketing Management</li></ul>	<ul style="list-style-type: none"><li>• Managerial Economic</li><li>• Leading Organisational Change</li><li>• Innovative Sustainable Decision Making</li></ul>
<b>Semester 2</b> <ul style="list-style-type: none"><li>• Financial Management</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Entrepreneurs and New Venture</li><li>• Entrepreneurial Venture Development</li><li>• Strategic Management</li><li>• Dissertation</li></ul>

Master of Business Administration in Human Resource Management

The MBA in HRM program is designed to meet the needs of a broad but unique population for fresh graduate or the working adult. Students will learn human resource issues triggered by technology and the international business environment, how to increase employee efficiency and productivity with successful human resource programs.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Managerial Accounting</li><li>• Marketing Management</li><li>• Quantitative Methods for Business</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Financial Management</li><li>• Research Methodology</li><li>• Managerial Economics</li><li>• Communication &amp; Negotiation in Employee Relations</li><li>• Organisational Behavior</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• International Human Resource Management</li><li>• Human Resources Development</li><li>• Strategic Management</li><li>• Dissertation</li></ul>
	Elective: Select One <ul style="list-style-type: none"><li>• Compensation &amp; Negotiation in Employee Relations</li><li>• Labor &amp; Industrial Law</li></ul>	

Master of Business Administration in Communication & Public Relations

This program is designed to provide students with the high level of knowledge and the increased skills needed to succeed in this dynamic and expanding profession. It aims to further educate individuals who have completed related degree programmes to incorporate principles of research in areas of communications and public relations that will help students to achieve professional results.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Management</li><li>• Managerial Accounting</li><li>• Marketing Management</li><li>• Quantitative Business Methods</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Managerial Economics</li><li>• Organizational Behaviour</li><li>• Financial Management</li><li>• Research Methodology</li><li>• Strategic Management</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Public Communication</li><li>• Organisational Communication</li><li>• Practical Application in Public Relations</li><li>• Public Relation</li><li>• Dissertation</li></ul>
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Master of Business Administration in Leisure & Tourism Management

This program combines the very best of general MBA with further specialist knowledge in the area of leisure and tourism management. The course is designed to bridge professional competencies with analytical and theoretical experience to meet the strategic challenge facing business operations within the leisure and tourism industry worldwide.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Management</li><li>• Managerial Accounting</li><li>• Marketing Management</li><li>• Quantitative Methods for Business</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Financial Management</li><li>• Organisational Behavior</li><li>• Managerial Economics</li><li>• Recreational Management</li><li>• Research Methodology</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Travel &amp; Tourism</li><li>• Event Management in Leisure &amp; Tourism</li><li>• Management of International Tourism</li><li>• Strategic Management</li><li>• Project Paper</li></ul>
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Master of Business Administration in Sports Management

This program provides non business graduates in management positions, or those who aspire to be in management positions with contemporary management skills and knowledge in their areas of responsibility. The MBA equips students with the essential management knowledge and an appreciation of the latest technologies a much broader than their intial specialization.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Managerial Accounting</li><li>• Marketing Management</li><li>• Research Methods for Business</li><li>• Human Resource Management</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Financial Management</li><li>• Managerial Economics</li><li>• Research Methodology</li><li>• Knowledge Management</li><li>• Interactive Multimedia</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Multimedia Project Management</li><li>• Strategic Management</li><li>• Technology &amp; Innovation</li><li>• Multimedia Marketing</li><li>• Project Paper</li></ul>
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Master of Business Administration in Multimedia Management

The program deals with various research topics around the question how multimedia data can be managed efficiently in information systems. This MBA is designed for those who have a passion for multimedia from variety of disciplines, including art, computer science, film making, entrepreneurship and engineering.

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Facilities &amp; Events Management</li><li>• Strategic Management</li><li>• Marketing Management</li><li>• Quantitative Methods for Business</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Finance &amp; Accounting</li><li>• Human Resources Management</li><li>• Sports Law</li><li>• Sponsorship &amp; Fund Raising</li><li>• Organisational Behavior</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Sports Marketing Management</li><li>• Sports Finance</li><li>• Sports Management</li><li>• Media Relations &amp; Sports</li><li>• Project Paper</li></ul>
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Master of Business Administration in General Management

This MBA is designed to enhance individual's competency to meet up with the challenges of the current leading organisations that demands multi-skilled and multi-talented workforce. It equips students with leading-edge management tools that they can use to increase their competitive advantage.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Management</li><li>• Marketing Management</li><li>• Managerial Accounting</li><li>• Quantitative Methods for Business</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Managerial Economics</li><li>• Financial Management</li><li>• Research Methodology</li><li>• Human Resources Management</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Strategic Management</li><li>• Leading Organisational Change</li><li>• Operational Management</li><li>• Dissertation</li></ul>
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Master of Project Management

This program is designed to enable students to develop entrepreneurial project management skills in the various industries. This will see them demonstrate the body of knowledge in project management across and within various functional areas of business such as marketing, management, accounting, finance, human resources, creative management and operations among others.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Global Business &amp; Management</li><li>• Sustainable Decision Making</li><li>• Leading Organisational Change</li><li>• Management Consulting</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Research Methodology</li><li>• Project Management</li><li>• Project Management Framework</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• Project Scope, Time &amp; Cost Management</li></ul>	<ul style="list-style-type: none"><li>• Project Quality Assurance, Human Resources &amp; Communication Management</li><li>• Project Risk, Procurement &amp; Integration Management</li></ul> <b>Semester 4</b> <ul style="list-style-type: none"><li>• Dissertation</li></ul>
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Master of Communication

This program focuses on the nature and functions of Communication (Advertisement and Public Relation). The course aims to develop theoretical understanding and practical vocational skills to facilitate the planning, implementation and management of communications strategies, in the local and international context.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Mass Communication Theory</li><li>• Strategies for Professional Writing</li></ul> Select One: <ul style="list-style-type: none"><li>• Public Relations in Organisation</li><li>• Advertising Management</li></ul>	Select One: <ul style="list-style-type: none"><li>• Public Opinion Research</li><li>• Consumer Behavior Research</li></ul> Select One: <ul style="list-style-type: none"><li>• Issue &amp; Crisis Management</li><li>• Account Planning Management</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Communication Research Methods</li><li>• Intercultural Communication</li></ul> Select One: <ul style="list-style-type: none"><li>• Public Relations Campaign</li><li>• Advertising Campaign Planning</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Professional Communication Ethics</li></ul>	<b>Semester 4</b> <ul style="list-style-type: none"><li>• Project Paper</li></ul> Select One: <ul style="list-style-type: none"><li>• Negotiation &amp; Conflict Management</li><li>• Advertising Creativity</li></ul> Select One: <ul style="list-style-type: none"><li>• Decision Making &amp; Problem Solving</li><li>• Seminar in Persuasion &amp; Attitude Change</li><li>• Audience Analysis</li></ul>
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Doctor of Business Administration

This programme is a doctoral qualification that aims to educate and nurture all types of business players including top executives, managers, entrepreneurs consultants, industry leaders, researchers, and business educators. The curriculum is designer to meet the needs of the candidates to contribute to their fields and also to respond to the needs of society particularly in the management of various government, private agencies, and NGOs. Graduates of this programme will be “Doctors of Business: who are capable leaders accountable for strategic sustainability whilst upholding high moral ethical value in their business practices as well as being able to manage change within a dynamic business environment. You will, be well equipped with advanced skills in the teaching, reserach, managerial, entrepreneurial, and strategic knowledge in business, making you capable of examining any formal organization and discern its strengths, weaknesses opportunities and threats; and use thses findings to make accurate business decisions and recommendations.

Entry Requirement

MBA or any other equivalent qualification recognized by the Malaysian Government with a minimum of 2 years of working experience in executive or managerial role

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 550 for TOEFL (paper based), 7.0 for IELTS or English language as mother tongue.

<b>Year 1</b> <ul style="list-style-type: none"><li>• Advance Management</li><li>• Advance Case Studies</li><li>• Advance Quantitative Methods</li><li>• Advance Research Methodology</li></ul>	<b>Year 2</b> <ul style="list-style-type: none"><li>• Consultancy &amp; Applied Project Management</li><li>• Global Marketing Strategy</li><li>• Information Systems for Managers</li><li>• Strategic Finance</li></ul>	<ul style="list-style-type: none"><li>• Strategic Accounting</li><li>• Competitive Strategy &amp; Management</li></ul> <b>Year 3</b> <ul style="list-style-type: none"><li>• Thesis</li></ul>
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Master of Arts in Innovation Management

MA Innovation Management is recognised as a factor for growing demand of creativity innovation and collaborative practices. This program as one of the well understanding management in business, culture and design aspects can be an efficient parameter, for those who want to recognise and identify new business opportunities and areas. Since through applying Business and design management programs to analyse respective issues, innovation management will fill the existence gaps and create a new approach to manage innovation in order to verify new opportunities.

Entry Requirement

- Bachelor's Degree with a minimum of CGPA of 2.75 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.75 may be admitted based on HEP rigorous internal evaluation
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Advance Quantitative Analysis</li><li>• Advance Research Methodology</li></ul>	<b>Semester 2</b> <ul style="list-style-type: none"><li>• Thesis 01</li><li>• Thesis 02</li></ul>	<b>Semester 3</b> <ul style="list-style-type: none"><li>• Thesis 03</li><li>• Thesis 04</li></ul>	<b>Semester 4</b> <ul style="list-style-type: none"><li>• Thesis/Viva</li></ul>
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Master of Business Innovation

The MBABI is a program that offer new area for learners to discover new aspect of business in various aspects such as new business skills and strategies, Advance market capabilities, high value keys, logical forecast techniques, organizational and individual skills followed by in competitive entrepreneurship and effusion leadership structure . This effective program tries to improve manager's flexible leading abilities for those who aim to create innovative organizations. This program consist of all ranges of industry, public, privet and academic sectors' target by new and creative outlines. This program will create a great basement to improve learners' business and leadership knowledge in order to promote innovation in any organizations, management systems and propose new opportunity to catch higher professional career.

Entry Requirements

- Bachelor's Degree with minimum of CGPA of 2.50 or other equivalent qualification accepted by the HEP senate or
- Bachelor's Degree or equivalent below CGPA 2.50 may be admitted subjected to minimum 5 years working experience in relevant fields.

Including

- Two letters of reference / recommendation provided by former or current employer or professor or Community Leader
- International students shall posses a proficiency in English language with a minimum score of 500 for TOEFL (paper based), 6.0 for IELTS or English language as mother tongue or minimum score of 500 in GMAT

<b>Semester 1</b> <ul style="list-style-type: none"><li>• Management</li><li>• Marketing Management</li><li>• Managerial Accounting</li><li>• Research Methodology</li></ul>	<ul style="list-style-type: none"><li>• Financial Management</li><li>• Leading Organisational Change</li><li>• Innovative Sustainable Decision Making</li></ul> <b>Semester 3</b> <ul style="list-style-type: none"><li>• Strategic Management</li><li>• Leveraging Innovation</li><li>• Innovation Management</li><li>• Dissertation</li></ul>
<b>Semester 2</b> <ul style="list-style-type: none"><li>• Managerial Economics</li></ul>	