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Corporate Master in **BUSINESS ADMINISTRATION**

by coursework



FACULTY OF ECONOMICS AND BUSINESS

INTRODUCTION

The CMBA provides opportunity for individuals to advance their career in business management, as well as practitioners to sharpen their business management skills and knowledge. The programme has attracted a highly motivated community of students from diverse academic backgrounds and working experiences. We bring together experienced, dedicated and qualified lecturers to ensure an innovative, application-oriented and multidisciplinary program. The CMBA is outstanding because it has retained the best features of the traditional MBA combined with the contemporary features demanded by today's business managers.

CMBA is committed to continuous quality improvement to accommodate the concurrent industrial needs and market demands. In this conjunction, apart from the existing CMBA general degree, students nowadays may opt for specialization in Information Technology Management, Art Management or Human Resources Management.

PROGRAMME STRUCTURE

Core Module

EBB 6013 Principles of Accounting and Finance
EBB 6023 Economic Theory
EBB 6043 Strategic Marketing
EBB 6113 Accounting for Managers
EBB 6123 Corporate Finance
EBB 6133 Strategic Management

Electives Module (General)

Choose 6 Courses only

EBB6033 Economics Analysis and Policy
EBB6073 International Business
EBB6083 Operation Management
EBB6103 Firms, Institutions and Competition
EBB6143 Money, Banking and Financial Market
EBB6153 Investment
EBB6163 International Finance
EBB6173 E-Business
EBB6183 Law for Managers
EBB6193 Managing Culture
EBB6203 The Global Economy
EBB6213 Entrepreneurship
EBB6223 Human Resources Management
EBB6233 Knowledge Management
EBB 6093 Research Methods and Statistical Analysis
EBB 6052 Corporate Business Project 1*
EBB 6063 Corporate Business Project 2*
EBB 6245 Corporate Training*

Research Module

* Student can either choose: EBB6052 & EBB6063; or EBB6245

PROGRAMME STRUCTURE

Electives For Specialization Module

Information System Management

EBB6253 IT Project Management
EBB6263 Data Science for Business
EBB6273 IT Strategy and Governance
EBB6283 Business Intelligence

* Student must choose 2 electives courses from CMBA (General) Module

Electives For Specialization Module

Arts Management

EBB6293 Corporate Event Management
EBB6303 Arts Theory and Management Practice
EBB6313 Current Practice in the Arts Industry
EBB6323 Intellectual Property for Managers

* Student must choose 2 electives courses from CMBA (General) Module

Electives For Specialization Module

Human Resources Management

EBB6333 Developing Human Resources
EBB6343 Human Resource Governance and Policies
EBB6353 Human Resource Planning, Recruitment and Selection
EBB6363 Effective Performance Management

* Student must choose 2 electives courses from CMBA (General) Module

TOTAL CREDIT 44



PROGRAMME

DURATION OF THE PROGRAMME

The CMBA programme is a master programme by coursework over a duration of 18 months, which is equivalent to 5 semesters of study. Most students can manage to complete their studies in 5 semesters. For those who choose to do it at a slower pace, the maximum period of study is 4 years.

COURSE FEES

Malaysian student is RM 23,032.00
 International student is RM 31,152.00

Fees include administrative, tuition and course materials for the duration of the programme. Further payment will be required if the students extend their studies.

FACILITIES AND RESOURCES

The faculty has air-conditioned theater hall and lecture rooms for classes, as well as computer labs equipped with relevant hard- and soft-wares for practical purposes.

Dedicated and experienced Professors, Associate Professors and Senior Lecturers in business, finance, accounting, marketing, management, economics and etc are facilitating courses in this program.

WHO SHOULD APPLY

- Employers and entrepreneurs who intend to enhance your marketing, management, leadership and organizational skills and performance.
- Employees from all sectors of industries who are determined to develop your human capital and expand your social network for better job performance and prospects.
- School teachers and college lecturers who intend to upgrade your qualification, knowledge and skills on strategic marketing and strategic management, business analysis and problem-solving, economic policies.
- Fresh undergraduates who wish to make a quantum leap into the business world by acquiring business and managerial skills, and by building your business development, financial analysis and business communication skills
- Anybody that is motivated to pursue your master degree by coursework

ENTRY REQUIREMENTS

A Bachelor degree with a minimum CGPA of 2.50 or equivalent, as accepted by the Senate;

- A Bachelor degree or equivalent but with CGPA less than 2.50, may be admitted subject to a minimum of 5 years working experience in the field; or
- Other equivalent qualifications approved by the Senate
- For international students, a minimum IELTS Score of 5.5 or its equivalent (e.g TOEFL-525; TOEFL Computer Test -196; TOEFL Internet Test 69-70) is required.

APEL Admission

- More than 30 years of age on 1 January in the year of application; AND
- STPM / Recognised Diploma / A-Levels / Equivalent; AND
- Relevant work experience / prior experiential learning; AND
- Pass the APEL Assessment (Aptitude Test, Portfolio & Interview) *