

# **Faculty of Business and Economics (FBE)**

## **Master of Business Administration in Management (MBA in Management)**

### **I. Why Choose this Program?**

The Master of Business Administration in Management (MBA in Management) program was designed to:

1. Develop Strategic Leadership and Management Competencies – Build advanced capabilities in strategic planning, organizational leadership, decision-making, and change management to lead organizations effectively in a dynamic business environment.
2. Enhance Business and Managerial Expertise – Strengthen comprehensive knowledge in operations management, finance, marketing, human resource management, and organizational behavior to address complex business challenges and improve organizational performance.
3. Leverage Digital Transformation and Innovation – Integrate artificial intelligence (AI), digital technologies, business analytics, and innovation strategies to enhance competitiveness, operational excellence, and sustainable business growth.
4. Apply Practical and Experiential Learning – Develop real-world management skills through case studies, business simulations, consulting projects, and evidence-based management practices that effectively bridge theory and practice.
5. Advance Executive Leadership and Career Development – Prepare graduates for senior management and executive roles in private enterprises, government agencies, multinational corporations, non-governmental organizations (NGOs), and entrepreneurial ventures while promoting ethical leadership, global perspectives, and lifelong professional learning.

### **II. Future Career Prospects**

Graduates from this program will be able to pursue careers such as:

1. General Manager or Operations Manager
2. Executive Director or Chief Executive Officer (CEO)
3. Business Development Manager
4. Strategic Planning Manager
5. Project Manager or Program Manager
6. Management Consultant or Business Advisor
7. Human Resource Manager or Organizational Development Manager
8. Operations and Supply Chain Manager
9. Entrepreneur or Business Owner
10. Government, NGO, or International Organization Manager
11. University Lecturer, Researcher, or PhD candidate in Management, Business Administration, or related fields (with further academic qualifications)

### III. Course Structure

This two-year program comprises **45 credits** and provides students with a well-structured curriculum that includes basic, core, major, and research courses. To complete the program, students are required to fulfill the following coursework requirements:

| Course Title                                                                                    |                                                | Credit | Priority |
|-------------------------------------------------------------------------------------------------|------------------------------------------------|--------|----------|
| 1                                                                                               | Fundamentals of Management                     | 3      | Required |
| 2                                                                                               | Fundamentals of Statistics                     | 3      | Required |
| 3                                                                                               | Fundamentals of Economics                      | 3      | Required |
| 4                                                                                               | Research Methodology                           | 3      | Required |
| 5                                                                                               | Sustainable Business & ESG Management          | 3      | Required |
| 6                                                                                               | Governance, Management and Leadership Dynamics | 3      | Required |
| 7                                                                                               | Quantitative Methods in Decision Making        | 3      | Required |
| 8                                                                                               | Financial Management                           | 3      | Required |
| 9                                                                                               | Human Resource Management                      | 3      | Required |
| 10                                                                                              | Strategic Management and Business Policy       | 3      | Required |
| 11                                                                                              | Total Quality Management                       | 3      | Required |
| 12                                                                                              | Managing Change and Innovation                 | 3      | Required |
| 13                                                                                              | International Corporate Management             | 3      | Required |
| GRADUATION PATH                                                                                 |                                                |        |          |
| <b>Option I:</b> Research Report                                                                |                                                | 6      | Required |
| <b>Option II:</b> Project Report/Thesis                                                         |                                                | 12     | Required |
| <b>Option III:</b> Research Thesis Presentation, Defend and publication at a recognized journal |                                                | 33     | Required |

The program offers **Three** graduation path:

- (i) **Coursework and Research Report Path** (39 credits for coursework + 6 credits for research report).
- (ii) **Coursework and Project Report Path** (33 credits for coursework + 12 credits for project report/thesis).
- (iii) **Coursework and Research Thesis Path** (12 credits for coursework + 33 credits for research thesis presentation, defend and publication at a recognized journal)