



EXECUTIVE EDUCATION

The Executive programme is designed for the working professionals and entrepreneurs. It is structured to provide relevant knowledge and competencies to strengthen your confidence in making strategic decisions in this fast changing and transnational business environment. It will help you to develop global transportable management and leadership skills, cross-culture, diversity understanding and build a strong international business network to take your career and your business to the next level.

How individual benefit

- Develop global relevant competencies with an emphasis on strategy and leadership
- Gain confidence to deal with new challenges
- Build strong network
- Receive an recognized local qualification

How organizations benefit

- New ideas and best practices : immediately apply onto business
- Agents for change and innovation
- Increase motivation, retention and engagement of high potential leaders

EXECUTIVE DIPLOMA IN BUSINESS ADMINISTRATION

Admission Requirement

- ❖ SPM or its equivalent qualification and a minimum of 1 year post qualification working experience.
- ❖ Certificate or its equivalent qualifications.
- ❖ Candidates aged 21 years and above without the necessary formal academic qualification and with a minimum of 2 years of relevant working experience.

DURATION	12 MONTHS
MODULE	10 MODULES
FREQUENCY OF TUTORIALS	ONCE A WEEK
ASSESSMENT	100% COURSE WORK
PAYMENT METHOD	F/P, INSTALMENT
INTAKE	MONTHLY

MODULE STUDY

- Introduction to Business
- Fundamental of Marketing
- Fundamental of Accounting
- Fundamental of Management
- Fundamental HRM
- Fundamental of Operation Management
- Business Communication
- Business Ethics
- Economics for Business
- Critical and Creative Thinking Skill

EXECUTIVE BACHELORS PROGRAMMES

- ❖ EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION
- ❖ EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION (LOGISTICS & SUPPLY CHAIN MANAGEMENT)
- ❖ EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION (HUMAN RESOURCES MANAGEMENT)
- ❖ EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION (MARKETING)
- ❖ EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION (HOSPITALITY & TOURISM MANAGEMENT)

Admission Requirement

- ❖ Completed an Executive/Professional Diploma Programme offered by AMU or other local providers; OR
- ❖ Any other recognized Diploma Programmed can be considered by the Admissions Committee on a case-by-case basis; OR
- ❖ Completed or partially completed professional qualifications or any other equivalent qualifications can be considered by the Admissions Committee on a case-by-case basis; OR
- ❖ A person with at least 8 years of working experience and not having formal qualification can be considered by the Admissions Committee

DURATION	18 ~ 24 MONTHS
MODULE	14MODULES
FREQUENCY OF TUTORIALS	ONCE A WEEK
ASSESSMENT	100% COURSE WORK
PAYMENT METHOD	F/P, INSTALMENT
INTAKE	MONTHLY

MODULE STUDY

Core Module
➤ Introduction to Financial management
➤ Business Information Systems
➤ Human Resources Management
➤ Operation Management
➤ Principles of Marketing
➤ Organization Behaviour
➤ International Business
➤ Principles of Management
➤ Strategic Management
➤ Business Ethics
➤ Introduction to Statistics

Generic	<ul style="list-style-type: none"> ➤ Choose 1 module from Logistics & Supply Chain ➤ Choose 1 module from Marketing ➤ Choose 1 module from Human Resources Management
Marketing	<ul style="list-style-type: none"> ➤ Consumer Behavior ➤ Internet Marketing ➤ International Marketing
Hospitality & Tourism Management	<ul style="list-style-type: none"> ➤ Hospitality & Tourism Marketing ➤ Integrated Marketing Communication ➤ Planning & Development of Hospitality & Tourism
Supply Chain	<ul style="list-style-type: none"> ➤ Logistic & Supply Chain ➤ Warehouse Management ➤ Purchasing Supply
Human Resources	<ul style="list-style-type: none"> ➤ Employee Recruitment & Selection ➤ Performance Management ➤ Compensation Management

EXECUTIVE MASTER IN BUSINESS ADMINISTRATION

Admission Requirement

- ❖ Any recognized professional qualification which is equivalent to a Bachelor's Degree

DURATION	12 MONTHS
MODULE	8 MODULES
FREQUENCY OF TUTORIALS	ONCE A WEEK
ASSESSMENT	100% COURSE WORK
PAYMENT METHOD	F/P, INSTALMENT
INTAKE	MONTHLY

MODULE STUDY

Core Module

- Developing Effective Managers and Organizations
- Enhancing Executive Leadership Skill
- Winning with Strategies Management
- Best Practice Operation Management
- High Performing with Decision and Risk Analysis
- Building Strength with Corporate Finance

Elective (choose any 2)

- Forecasting with Securities Analysis and Financial Modelling
- Finding Opportunities in Emerging Markets
- Increasing Profitability with Supply Chain Management Leading with Sales and Marketing Innovation



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