UTM
UNIVERSITI TEKNOLOGI MALAYSIA
International Business School (IBS)

# ACADEMIC GUIDELINES

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## OVERVIEW / BACKGROUND OF UTM

The main campus of Universiti Teknologi Malaysia (UTM) is located in a strategic area of 1,177 hectares in the Iskandar Development Region, Johor.UTM has another campus known as the UTM Kuala Lumpur, Jalan Semarak with an area of 18 hectares.

The history of UTM began in 1904 as a Treacher Techical School and was later upgraded to a Technical School in 1906. In 1942 the Technical School was upgraded to a TechicalCollege located at High Street (now known as Jalan Bandar) before moving to Jalan Gurney (now known as Jalan Semarak).

In 1972 the Technical College became the National Institute of Technology (ITK). On 1 April 1975, it became a university known as Universiti Teknologi Malaysia.

## PHILOSOPHY OF UTM

The divine law of Allah is the foundation for science and technology. UTM strives with total and unified effort to attain excellence in science and technology for universal peace and prosperity in accordance with His will.

## VISION OF UTM

To be recognised as a world-class centre of academia and technological excellence.

## MISSION OF UTM

To be a leader in the development of human capital and innovative technologies that will contribute to the nation's wealth creation.

## MOTTO OF UTM

In The Name of God for Mankind

## INTERNATIONAL BUSINESS SCHOOL (IBS) IN BRIEF

The International Business School (IBS) was established in 1997 as a graduate school of management to offer management and economic courses. Formed as a Centre of Excellence at Universiti Teknologi Malaysia (UTM), a premier technology university, IBS is envisioned to lead the education sector in post-graduate management education.

IBS's main focus on technology management was founded upon UTM's core strength in science and technology. Moreover, the establishment of the school fulfills the university's vision i.e. to provide management education and training to engineering students from UTM and other higher learning institutions. IBS provides Master of Business Administration (MBA) with multiple specializations such as Techno-Entrepreneurship, Strategic Management and Healthcare Management, Executive MBA, Doctor of Philosophy, Doctorate of Business Administration (DBA), short course programmes and consulting services.

## VISION OF UTM IBS

To be a leading business school in the emerging market and contributing to the global wealth

## MISSION OF UTM IBS

UTM-IBS is committed to the development of innovative and entrepreneurial leaders for the global market, who contribute to the advancement of knowledge, and contribute to the societal wealth and well-being.

## CORE VALUES

Teamwork, Integrity, Professional

## CLIENT CHARTER

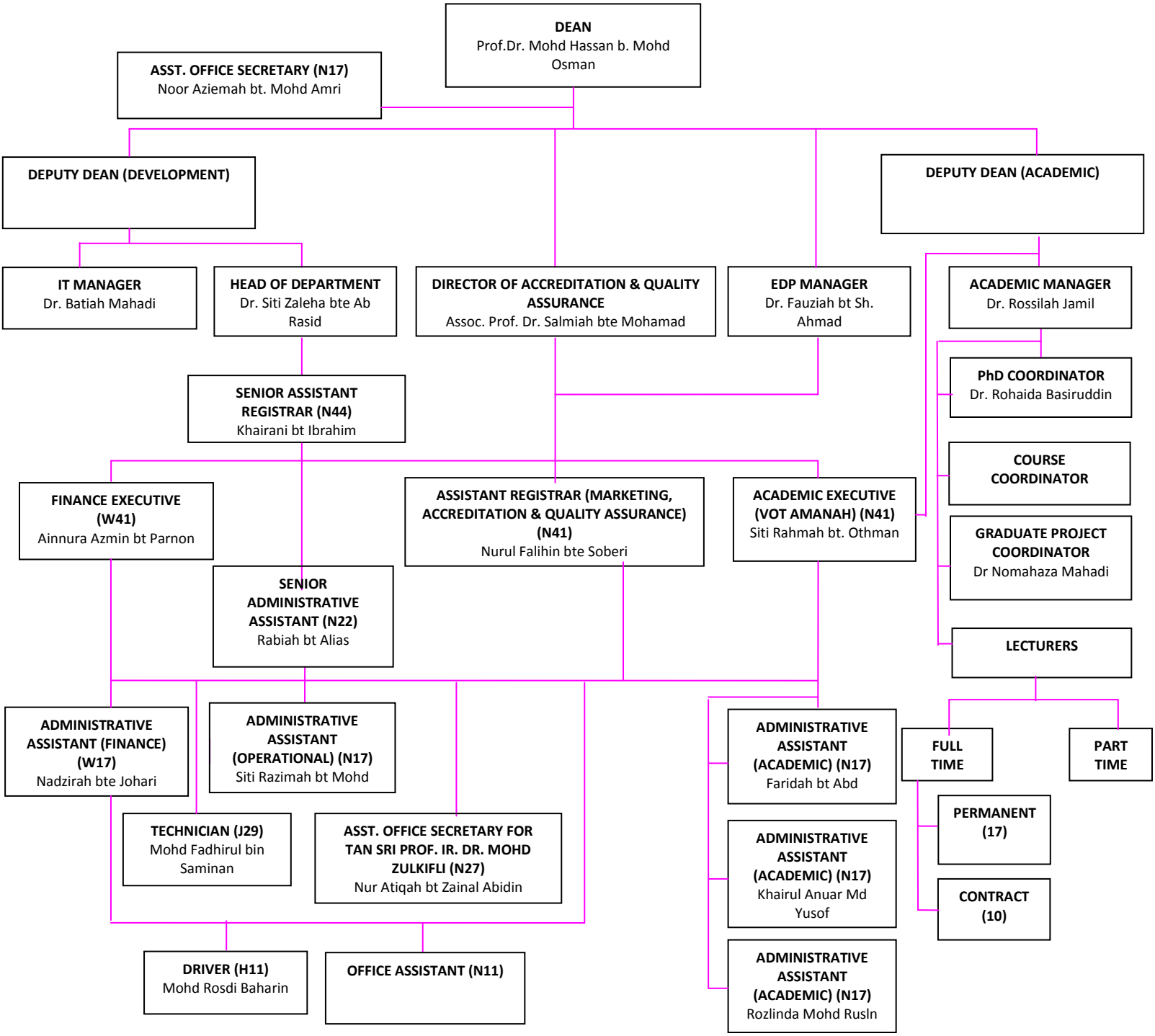
We, the staff of UTM International Business School pledge that:

- **Our students will graduate with the competencies to:**
  - ✓ Integrate and generate in-depth relevant knowledge in business administration;
  - ✓ Develop research and problem solving skills relevant to organizations;
  - ✓ Evaluate and react responsibly in social situations involving stakeholders;
  - ✓ Adhere to legal, ethical and professional codes of practice;
  - ✓ Organize and adapt contemporary business knowledge independently and effectively;
  - ✓ Analyze general management concepts and to identify and strategize opportunities for organizations.

- **The Government will receive:**
  - ✓ Competent business management talents that will contribute to the societal wealth and well being

- **The industry will receive:**
  - ✓ Trained professionals with pertinent business management competencies;
  - ✓ Innovative and entrepreneurial leaders for the global market
  - ✓ Constant school commitment with strong core values of teamwork, integrity, professional and customer oriented services

# UTM IBS ORGANIZATION CHART



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## ENROLMENT AND DURATION OF STUDIES

A student may choose to enroll as a full-time or part-time student subject to the study program offered by the faculty.

A student is required to complete his/her study within the duration prescribed as in Table I.

**Table I : Duration of Studies**

| LEVEL OF STUDY | FULL-TIME | | PART-TIME | |
|---|---|---|---|---|
| | MINIMUM (REGISTERED SEMESTER) | MAXIMUM (SEMESTER) | MINIMUM (REGISTERED SEMESTER) | MAXIMUM (SEMESTER) |
| Master Degree | 2 (1 year) | 6 (3 years) | 4 (2 years) | 8 (4 years) |
| Doctoral Degree | 6 (3 years) | 12 (6 years) | 8 (4 years) | 16 (8 years) |

## CHANGE OF PROGRAM OF STUDY, TYPE OF REGISTRATION, AND MODE OF STUDY

A student who intends to change to another academic program must apply to the School of Graduate Studies with the consent of the faculty to which the application is made subject to approval by the University. The change can only be made after the FIRST (1) semester of study and only once during the duration of study. Student's academic status must not be KG. The change is subject to approval by the University.

A student may apply for conversion of his/her mode of registration from Full-Time to Part-Time or vice-versa. The change must take place before the last TWO (2) semesters of study and can be made only once during the duration of study. Conversion of more than once will only be considered in reasonable circumstances with the consent of the faculty.

If the application for conversion from Full-Time to Part-Time or vice-versa is approved, the remainder duration of study will be determined by the University.

A student can apply to convert to another mode of study from taught course to taught course and research or full research or vice-versa. The change must take place before the last ONE (1) semester of study and can be made only once during the duration of study. Conversion of more than once will only be considered in reasonable circumstances with the consent of the faculty.

## WITHDRAWAL (TD) OF A COURSE

A student may withdraw (TD) any course registered in the current semester within the prescribed duration subject to the minimum credits.

A student who withdraws (TD) all of the courses will be given a deferment of the study.

## ATTENDANCE

A student is required to attend all classes scheduled for the course including those courses with the status of HW and HS. A student whose attendance is less than 80% will be barred from the final examination. The registration for HS course will be removed if the attendance is less than 80%.

## ACADEMIC LOAD

A student must register a minimum of one (1) course in the normal semester.

A full-time student may register a maximum of twenty (20) credits in the normal semester and maximum of ten (10) credits in short semester. A part-time student may register a maximum of twelve (12) credits in the normal semester and six (6) credits in short semester.

Subject to approval by the University, a student in the final semester of the normal duration of study may apply for the exemption.

Exemption of the maximum credit limit to a student who is not in the final semester of the normal duration of study, will only be considered subject to approval by the faculty.

## CREDIT EXEMPTION AND TRANSFER

A student may apply for Credit Exemption in the first semester of his/her study by submitting relevant documents. Only courses equivalent to those at UTM with minimum equivalent grade of B will be considered for Credit Exemption.

Credit Exemption will only be included in the Credit Obtained**.**

A student may apply for Credit Transfer by submitting relevant documents during the period of study. Only courses equivalent to those at UTM with a minimum grade of B- will be considered for Credit Transfer.

Credit Transfer obtained will be included in the Credit Count and Credit Obtained.

The maximum total Credit Exemption and/or Credit Transfer is 50% of the total maximum credits for the taught course components of the study program.

The duration of study for a student who is given Credit Exemption and/or Credit Transfer will be determined by the University.

## GRADING SYSTEM

The relationship between marks, grade, points, and achievement levels of a course is given in Table II.

Table II : The relationship between the Marks, Grade, Points, and Achievement Level

| Marks | Grade | Points | Level of Achievement |
|---|---|---|---|
| 90 - 100 | A+ | 4.00 | *Excellent Pass* |
| 80 - 89 | A | 4.00 | |
| 75 - 79 | A- | 3.67 | |
| 70 - 74 | B+ | 3.33 | *Good Pass* |
| 65 – 69 | B | 3.00 | |
| 60 – 64 | B- | 2.67 | *Pass* |
| 55 – 59 | C+ | 2.33 | *Fail* |
| 50 – 54 | C | 2.00 | |
| 45 – 49 | C- | 1.67 | |
| 40 – 44 | D+ | 1.33 | |
| 35 - 39 | D | 1.00 | |
| 30 – 34 | D- | 0.67 | |
| 00 - 29 | E | 0.0 | |

## ACADEMIC STANDING

The student's academic standing is determined according to the type of study:

i. Taught Course - determined by CGPA;

ii. Taught Course and Research - determined by CGPA and research grade;

iii. Research – determined by research grade.

The academic standing for each semester including short semester for Taught Course programs is determined by GPA as indicated in Table III.

The academic standing for Research programs is determined at the end of Normal Semester using the research grade as shown in Table III.

Table III : The Academic Standing for Postgraduate Studies

| Academic Standing | Taught Course | Research Grade | Condition to Proceed with the Study | Award of the Degree |
|---|---|---|---|---|
| Good Pass (KB) | CGPA $\geq$ 3.00 | Satisfactory (MM) | Qualified | Qualified |
| Conditional Pass (KS) | 2.67 $\leq$ CGPA $<$ 3.00 | Unsatisfactory (TM) | Qualified | Not Qualified |
| Fail (KG) | CGPA $<$ 2.67 | Fail (GG) | Terminated | Not Qualified |

A student in Research or Taught Course and Research program who obtained Conditional Pass (KS) for two (2) consecutive semesters will be terminated.

A Taught Course student who obtained KS status must achieve KB status before the end of maximum duration of study to qualify for the degree award.

With the approval of the faculty, a taught course student is allowed to repeat the course with the grade B- and below to improve the grade. The course repeated must be registered with UG status. The better grade is considered for the computation GPA and CGPA.

A student must redeem the failed core or compulsory course for graduation. The course must be registered with a status of UM. The course grade will only change if the student passes with a better grade. The better grade is considered for the computation GPA and CGPA.

A student may redeem any failed elective course with another elective course. The new elective course must be registered with a status of UM. The better grade is considered for for the computation GPA and CGPA.

A student can only re-register if his/her academic status is KG in the first (1) semester. A student is allowed re-register (KGDS) only once in the same program throughout his/her study.

## DEFERMENT, SUSPENSION AND TERMINATION

A student may apply for deferment of study due to health reasons by submitting a medical report certified by a Medical Officer recognised by the University. In such a case the deferment will not be taken into account in the duration of study. A similar status of deferment may be granted to a student due to reasons of interest to the University or the Nation.

A student may apply for deferment of study due to reasons other than those stated as above. Such deferment will be taken into account in the duration of study. Deferment of more than two (2) consecutive semesters is not allowed. A student who fails to register after deferment of two (2) consecutive semesters may be terminated.

A student who has been granted a deferment will not be qualified to use any facilities provided by the University

A student who violates the University rules and regulations may be terminated or suspended from the study for a certain period of time. In this case, the suspended period is taken into account in the study duration unless decided otherwise by the University

# ACADEMIC PROGRAMMES

## Master of Business Administration (MBA)

## Doctor of Business Administration (DBA)

# MASTER OF BUSINESS ADMINISTRATION (MBA)

## INTRODUCTION

MBA program at UTM IBS is designed to develop managerial leaders who are equipped with relevant and contemporary knowledge and skills to sustainably manage organizations in relation to diverse stakeholders' interests; possess strategic thinking ability and leadership qualities to steer organizations towards change and developments. Upon completing 10 core foundation courses in business and management, program participants are given the option to concentrate in one of the following concentration:

i. Without Concentration
ii. Strategic Management
iii. Techno-entrepreneurship
iv. Healthcare Management

## MBA COURSE STRUCTURE (PROGRAM CODE: MBSGA)

| CODE | COURSES | CREDIT HOURS |
|---|---|---|
| **UNIVERSITY GENERAL ELECTIVE (3 Credit)<br>(Choose 1 Course Only)** | | |
| UBSE1123 | Organization Behavior and Development *(or any other UGE's)* | 3 |
| **CORE COURSES (30 CREDIT)<br>(Compulsory)** | | |
| MBSA1113 | Managing IT for Business | 3 |
| MBSA1213 | Strategic Management | 3 |
| MBSA1513 | Economic Analysis | 3 |
| MBSA1623 | Leading Talent in Organizations | 3 |
| MBSA1313 | Marketing Management | 3 |
| MBSA1413 | Accounting for Business Decision Making | 3 |
| MBSA1453 | Financial Management and Corporate Governance | 3 |

| CODE | COURSES | CREDIT HOURS |
|---|---|---|
| MBSA1533 | Business Ethics, Responsibility and Sustainability | 3 |
| MBSA1710 | Business Research | 3 |
| MBSA2313 | New Venture Creation | 3 |
| **ELECTIVE (12 CREDIT)<br>(Choose 4 based on block)** | | |
| **Without Concentration** **or any other courses in the other concentrations* | | |
| MBSA2263 | Operation and Project Management | 3 |
| MBSA2513 | Global Business Environment | 3 |
| MBSA2233 | Managing Strategic Transformation in Organizations | 3 |
| MBSA2143 | Technology Management and Innovation | 3 |
| MBSA2926 | Business Research Project | 3 |
| **Strategic Management Concentration** | | |
| MBSA2213 | Designing Strategic Planning *(compulsory elective)* | 3 |
| MBSA2223 | Seminar in Global Business Strategy *(compulsory elective)* | 3 |
| MBSA2233 | Managing Strategic Transformation in Organizations | 3 |
| MBSA2253 | Negotiation and Strategic Decision Making | 3 |
| MBSA2243 | Managing Mergers, Acquisition and Alliances | 3 |
| MBSA2926 | Business Research Project | 3 |
| **Techno-entrepreneurship Concentration** | | |
| MBSA2323 | Techno-entrepreneurship *(compulsory elective)* | 3 |
| MBSA2343 | Commercialization and Innovation *(compulsory elective)* | 3 |
| MBSA2253 | Negotiation and Strategic Decision Making | 3 |
| MBSA2333 | Social Entrepreneurship | 3 |
| MBSA2143 | Technology Management and Innovation | 3 |
| MBSA2233 | Managing Strategic Transformation in Organizations | 3 |
| MBSA2926 | Business Research Project | 3 |
| **Healthcare Management Concentration** | | |
| MBSA2823 | Healthcare Informatics *(compulsory elective)* | 3 |
| MBSA2813 | Healthcare Industry and Development *(compulsory elective)* | 3 |
| MBSA2833 | Management of Healthcare Organizations | 3 |
| MBSA2843 | Healthcare Law, Policies and Regulations | 3 |
| MBSA2853 | Biostatistics for Healthcare Managers | 3 |
| MBSA2863 | Healthcare Business Supply Chain | 3 |
| MBSA2873 | Healthcare Marketing | 3 |
| MBSA2926 | Business Research Project | 3 |
| **TOTAL CREDIT** | | **45** |

## PROGRAMME SPECIFICATIONS AND LEARNING OUTCOMES

| | | | | |
|---|---|---|---|---|
| **1. Program Name** | | | Master of Business Administration (MBA) | |
| **2. Final Award** | | | Degree | |
| **3. Awarding Institution** | | | UTM | |
| **4. Teaching Institution** | | | International Business School (IBS) | |
| **5. Professional or Statutory Body of Accreditation** | | | Not relevant | |
| **6. Language of Instruction** | | | English | |
| **7. Mode of Study (Conventional, distance learning, etc)** | | | Conventional | |
| **8. Mode of Operation (Franchise, self-govern, etc)** | | | Self-governed | |
| **9. Study Scheme (Full Time/Part Time)** | | | Full Time and Part Time | |
| **10. Study Duration** | | | Minimum : 1.5 to 2 years<br>Maximum : 3 to 4 years | |
| **Type of Semester** | **No. of Semesters** | | **No. of weeks** | |
| | **Full Time** | **Part Time** | **Full Time** | **Part Time** |
| **Long** | 3 | 4 | 14 | 14 |
| **Short** | 1 | 2 | 8 | 8 |
| **11. Entry Requirements** | | | Bachelor's Degree plus minimum 2 years working experience, or any other equivalent professional qualifications with sufficient working experience. | |

**12. Program Educational Objectives:**

(i) To enhance knowledge and skills and to manage corporate business and operational strategies towards gaining competitive advantage for organizations;

(ii) To develop strategic thinking required for managing change effectively in the corporate and business world; and

(iii) To develop leadership traits and qualities that will support overall corporate strategies.

| 13. Program Outcomes | | |
|---|---|---|
| **Intended Learning Outcomes** | **Teaching and Learning Methods** | **Assessment** |
| **PO1: Knowledge and Practical Skills (MQF LO 1 & 2)** | | |
| Ability to integrate and generate in-depth relevant knowledge in business administration | - Conventional lectures<br>- Case studies<br>- Group discussions<br>- Individual and/or group assignments<br>- Master project<br>- Reviews of literatures<br>- Sharing of experience<br>- Invited industry guest speakers | - Tests / Examinations<br>- Individual and group assignments<br>- Individual and group presentations<br>- Individual and group discussions |
| **PO2: Problem Solving and Scientific Skills (MQF LO 6)** | | |
| Ability to develop research and problem solving skills relevant to organizations. | - Conventional lectures<br>- Group discussions<br>- Individual and/or group assignments | - Tests / Examinations<br>- Individual and group assignments<br>- Individual and group presentations<br>- Individual and group discussions<br>- Master project |
| **PO3: Communication, Leadership and Team Skills; Social Skills and Responsibilities (MQF LO5 & 3)** | | |
| Ability to evaluate and react responsibly in social situations involving stakeholders. | - Conventional lectures<br>- Case studies<br>- Group discussions<br>- Role Plays / Games | - Tests / Examinations<br>- Individual and group assignments<br>- Individual and group presentations<br>- Individual and group discussions |
| **PO4: Values, Attitudes and Professionalism (MQF LO 4)** | | |
| Ability to adhere to legal, ethical and professional codes of practice | - Individual and/or group assignments<br>- Case studies<br>- Master project | - Tests / Examinations<br>- Individual and group assignments<br>- Individual and group presentations<br>- Individual and group discussions |

| PO5: Information Management and Lifelong Learning Skills (MQF LO 7) | | |
|---|---|---|
| Ability to organize and adapt contemporary business knowledge independently and effectively. | - Online learning<br>- Master project<br>- Reviews of literatures | - Tests / Examinations<br>- Individual and group assignments<br>- Individual and group presentations<br>- Individual and group discussions |
| **PO6: Managerial and Entrepreneurial Skills (MQF LO 8)** | | |
| Ability to identify and develop business opportunities / entrepreneurial skills. | - Conventional lectures<br>- Case studies<br>- Group discussions<br>- Individual and group assignments<br>- Simulation (i.e. Venture Creation Lab) | - Tests / Examinations<br>- Individual and group assignments<br>- Individual and group presentations<br>- Individual and group discussions |

## COURSE SYNOPSIS

### Core Course

#### Managing IT for Business

Pre-Requisite Course(s): Marketing Management & Accounting for Business Decision-Making

***Synopsis:***

Information technology (IT) is becoming increasingly important in business. In the Information Age, information is recognised as a requirement to deliver quality business services and to have competitive advantage. The course equips participants with a better understanding in how information system (IS) and information and communication technology (ICT) could support business in an increasing competitive marketplace. A hands-on approach to problem identification in IT implementation and designing a solution is emphasised throughout the course. The topics covered in the course include enterprise systems, social commerce and business analytics and knowledge management.

#### Strategic Management

Pre-Requisite Course(s): Accounting for Business Decision Making & Marketing Management

***Synopsis:***

In this course, participants are given strategy concepts for knowledge and applications both at the organizational and the strategic business unit (SBU) levels. The development of strategic thinking permits participants to approach complex organizational scenarios and opportunities from a larger perspective, particularly in the context of globalization of businesses, and with regard to business operational strategies as they relate to the overall corporate strategies of the organization. This course also focuses on the development and implementation of marketing and implementation plans of its corporate and strategic business units according to the ever-changing global market environment. Simultaneously, this course explores effective management of corporate, business model and operational strategies towards gaining competitive advantage for business organizations.

### Economic Analysis

Pre-Requisite Course(s): None

***Synopsis:***

The main objective of this course is to provide a sound grounding in the basic principles of micro- and macroeconomics and their application to business decision making, to facilitate informed reading of economic of economic media and achieve an understanding of the broader economic issues faced by businesses in Malaysia as a small trading economy operating in an international setting, and to understand how the economic environment affects business decision and to take into account wider economic issues in Malaysia and the world.

### Leading Talent in Organizations

Pre-Requisite Course(s): None

***Synopsis:***

In this dynamic and global business environment, effective leadership and outstanding human resource are the keys to organizational success. This course focuses on equipping students with the knowledge and competencies to lead, manage and develop talents in organizations. The course is built upon the foundations of leadership and human resource management disciplines. Students will learn to lead talents by understanding the behaviors of individuals, groups and organizations as a whole, and achieving talent professionalism as well as organizational effectiveness through human resource management activities.

### Marketing Management

Pre-Requisite Course(s): None

***Synopsis:***

This course aims at understanding and relating the concepts and tools for effectively marketing a product or service, and how it can be used to develop and sustain competitive advantage within the industry. Products and services would require a distinctive approach to planning and implementing marketing strategy based on their relevant marketing mix including price, delivery, product offer and the controversial legal specification of using promotional mix in the marketing of selected services. The emphasis is on the understanding of products and services as well as their dynamic market changes and then tailoring marketing goals and strategies accordingly. Additionally,

the focus goes on to develop students' ability to define and analyze marketing and branding issues as well as to form a forum in order to discuss the marketing problems.

### Accounting for Business Decision Making

Pre-Requisite Course(s): None

***Synopsis:***

This course is designed to expose participants to important issues in accounting relevant to business organizations. Its main aim is to provide knowledge and develop a general understanding of how these issues are relevant and affect business operations. Participants are taught on how to interpret financial statements and understand the implications for their organizations. The course also discusses the various costing concepts and methodologies to help build awareness on the importance of cost and profit, so that participants will be cost conscious and strive for productivity and profitability as they ethically perform tasks at their workplace.

### Financial Management & Corporate Governance

Pre-Requisite Course(s): Accounting for Business Decision Making

***Synopsis:***

Business organizations are torn between effective business service for consumers and organizational profitability. This is pertinent in view of the need to strategize their operations within the competitive business market, especially for private businesses. The governance of corporations in contemporary business and socio-economic environments is further explored looking into in-depth analysis and evaluation of the role, responsibility, integrity and accountability of corporations and their directors, managers and officers. Topics covering the corporation as a unique form of social organization acting as catalyst for reform towards enhancing the strength, resilience and morality of civil society of the nation and the world would be covered and critically examined.

### Business Ethics, Responsibility and Sustainability

Pre-Requisite Course(s): None

***Synopsis:***

Business plays a significant role in societal and environmental well-being. Private and public organizations are no longer responsible to shareholders and those inside the organizations, but to external parties including consumers, politicians, regulators, communities and ordinary citizens. To

fulfill the conflicting needs of these stakeholders, business leaders and managers often encounter complex situations which require them to make difficult decisions whereby the lines between right and wrong are blurry. This course aims to provide students the fundamental knowledge about the role of organizations in a society and to develop their skills to sustainably manage organizations that integrate legal, ethical, economic, environmental, and social dimensions into their decision-making. The course intends to develop responsible managers who have high integrity, professionalism and interpersonal skills. The course will also teach strategies on how managers can promote responsible conducts in their companies. The course objectives will be achieved through various teaching and learning methods specifically through critical examination of case studies involving ethical issues and dilemmas on complex and controversial business problems. This course is integrative in nature built upon the understanding and reflection of the main disciplines covered in the core courses in the MBA program.

### New Venture Creation

Pre-Requisite Course(s): Accounting for Business Decision Making & Marketing Management

***Synopsis:***

Entrepreneurship education is an integral component of business education since it focuses on recognizing a business opportunity, starting a business based on the recognized opportunity and sustaining that business. As well realized, successful entrepreneurship requires more than merely luck and money. Education provides skills and tools to the process of creativity, innovativeness, risk taking and planning to ensure higher survivability. This course is designed to provide a contemporary perspective on the theory, process and practice of entrepreneurship. It also focuses on important aspects of the business start-up process with a business model canvas as the grand outcome. The development processes are applicable to both small business and corporate environments.

### Business Research

Pre-Requisite Course(s): None

***Synopsis:***

Understanding of organizational issues requires managers to know the methodologies to acquire relevant information (data) accurately. The course is delivered as a series of modules by a team of lecturers. It addresses knowledge needed to conduct the following projects: 1) scientific research, 2) case writing research, 3) business plan, and 4) consultancy project. Students are expected to

produce any of the following outputs: 1) mini research report, 2) caselet and teaching note, 3) business plan, or 4) consultancy report. Presentation of these outputs shall be presented and evaluated by at least two examiners nominated by IBS. The outputs of the course will be carried through shall students opt for Business Research Project course (MRAA2926).

**Elective Courses**

### Operation and Project Management

Pre-Requisite Course(s): None

***Synopsis:***

This course is designed to address the key operation and project management issues in service and manufacturing organizations that have strategic as well as tactical operations. It starts with management theory evolution and development toward contemporary management approach in this new globalization era and also PMBOK application. Major concept of project management system and its differences and similarities with operational management concept is elaborated in detail. Contemporary issue related to project organization, risk management, quality management and strategic decision making process will be addressed. A comprehensive review is made at project life cycle concept and important roles of stakeholders at each phase. In addition, this course covers specific tool and techniques used in project planning and controlling.

### Global Business Environment

Pre-Requisite Course(s): None

***Synopsis:***

This course assesses the globalization of business and the challenge of ever changing political, economic, social and technological environments on business organizations. It will also examine the evolution and development of the multinational enterprises and alternative contractual modes, international acquisitions, joint-ventures and strategic alliances. This will be paired with theories of the internationalization process and foreign direct investment by multinational enterprises. It is also the objective of the course to review economic integration amongst countries especially those in NAFTA, EU, and ASEAN and the costs and benefits of these integrative arrangements; the impacts of cultural differences on international business transactions and international management and marketing in the trading of products, equipment and services.

### Managing Strategic Transformation in Organization

Pre-Requisite Course(s): None

***Synopsis:***

Transforming organization will continue to be a critical issue for businesses that aspire for excellence. This course will look at all aspects of quality in organizations and deals with the continuous change programs to achieve organizational performance through appropriate change management strategies and implementation. This module treats quality as the economic achievement of customer satisfaction and as such is a fundamental management objective. Quality will be approach from the human factor aspect since it is the manifestation of human attitude. Managers must be equipped with the ability to introduce successful change that yields benefit. Successful and outstanding results are only achieved when managers have a clear understanding of how individuals are motivated and how groups of people work as a team and react to one another. This module will provide this knowledge.

### Technology Management and Innovation

Pre-Requisite Course(s): None

***Synopsis:***

This course explores how technological innovation can be managed to gain a competitive advantage for business organizations, which have to compete with both private and government. Innovation is important for both business organizations and individuals (managers, management and support staff) as it applies to business equipment, processes and business operations. The course also focuses on different dimensions of innovation including process and service innovation, developing new services based on demand and improving the way the existing services are delivered.

### Designing Strategic Plan

Pre-Requisite Course(s): Strategic Management

***Synopsis:***

The course is designed to develop participants with the critical skills in designing competitive strategic plans consistent with a company or a firm's overall strategy towards fulfilling stakeholders' expectations. The course focuses on how to develop and implement corporate, business level strategies for their organizations. Prior to developing the plan, the objective of the course is to

develop objectives of Internal perspective, customer perspective, final perspective and learning and growth perspective, derived from corporate and business level strategies. Where possible, the students would be required to examine the global business and economic environments to isolate issues and elements that directly affect their business. Finally, the objective of the course is to teach the students to actually design the corporate and business level strategies into relevant plans, upon which objectives, measures and targets of every perspective will be determined.

### Seminar in Global Business Strategy

Pre-Requisite Course(s): None

***Synopsis:***

This course considers the advantages and disadvantages of a company of entering global market. Students are exposed to the internationalization strategy; the four factors that provide a basis for international business level strategy and differentiate international corporate level strategies. Finally, the course also covers the effect of international diversification on a company returns and innovation, and to describe the major risks of international diversification.

### Negotiation and Strategic Decision Making

Pre-Requisite Course(s): None

***Synopsis:***

The objective of this course is to introduce to the participants the arts of negotiation and decision making for a win-win situation. The participants will be exposed to different techniques and strategies of negotiation and decision making using components of bargaining power, knowledge of subject matter and bargaining styles. In addition, the participants shall be equipped with the rationale and situation for the selection of the various strategies and tactics in negotiation and decision making. The course will cover both the theoretical foundation and the practical aspects of effective negotiation. Lectures, experiential discussion case exercises and role play are the pedagogical approaches for this course.

### Managing Mergers, Acquisitions and Alliances

Pre-Requisite Course(s): None

***Synopsis:***

This course examines managerial aspects of growth through mergers, acquisitions and strategic alliances. The course covers the strategic logics for mergers, acquisition and alliances, sources and limitations of value creation in different acquisition types. It also covers acquisition decision, deal structuring and negotiation and key success factors in creating and managing inter-firm alliances including leadership aspects and cultural compatibility.

### Techno-Entrepreneurship

Pre-Requisite Course(s): New Venture Creation, Marketing Management & Management Accounting for Business Decision Making

***Synopsis:***

The Techno-Entrepreneurship course is designed with learning beyond the classroom. This course brings together both the traditional in-class learning and practical experience during the interaction with real entrepreneurs and other related industry players. It introduces strategies to assess the potential of a new business concept and thus improve the likely success of high-impact ventures. It offers significant, fascinating and stimulating experience through a variety of innovative teaching and learning techniques. The active learning process includes individual assignments, group works and inviting prominent entrepreneurs as guest speakers to share their real-life applications and entrepreneurial experiences. This course will utilize case studies on technology-based ventures to show challenges of creating technological ventures, which include the financial and human resources.

### Commercialization of Innovation

Pre-Requisite Course(s): New Venture Creation, Marketing Management & Management Accounting for Business Decision Making

***Synopsis:***

The course provides an overview of the innovation process and key elements of commercialization. It covers current theories and models of innovation, how innovations are brought to the market and positioned for successful launch and subsequent growth, intellectual property issues, challenges associated with commercialization new product and problems related to the identification, and

evaluation of technology opportunities. This course is also designed to provide students with toolkits to successfully manage product development from idea generation to market. By the end of the course, students need to construct a commercialization plan for a selected innovation.

### Social Entrepreneurship

Pre-Requisite Course(s): New Venture Creation, Marketing Management & Management Accounting for Business Decision Making

***Synopsis:***

The course prepares students to look beyond traditional boundaries and critically assess alternative ways of doing business and creating social values. Social Entrepreneurship is about using social actions initiatives to design innovative responses to business and social problems. Although it aims at social impact, it does not exclude economic wealth creation. This course is designed to provide a contemporary perspective on the theory and practice of social entrepreneurship. It also focuses on the important aspects of the social business start-up process with social projects as the final outcome.

### Health Informatics

Pre-Requisite Course(s): None

***Synopsis:***

Information Technology (IT) is becoming increasingly important in the health care industry. Health or clinical informatics is concerned with delivery of health services by making the best possible use of information supported by information and communication technology (ICT). This course equips participants with a better understanding of how information system (IS) and ICT could facilitate the development, acquisition and use of innovative patient care service applications to improve overall health care performance for the benefits of different patients.

### Healthcare Industry and Development

Pre-Requisite Course(s): None

***Synopsis:***

Healthcare managers both in public and private sector will be able to optimally manage and lead health care projects system across the industry. Active interface between public and private health sector at the program level and fluid movements of patients and health human resource requires

health care managers to have timely and accurate information on the latest development in health care system. The participants will be exposed to different components of the health care system with particular reference of Malaysia, the context in which the different components have developed and driving forces influencing development of these services. Rationale for introduction of services and priorities given to specific services will also be discussed in this course.

### Management of Healthcare Organizations

Pre-Requisite Course(s): None

***Synopsis:***

With the decreasing revenues, increasing costs, and growing consumer expectations in today's increasingly competitive health care market, this course offers knowledge on managerial fundamentals and for decision making tools well suited for healthcare professionals and students of healthcare.

### Healthcare Laws, Policies and Regulations

Pre-Requisite Course(s): None

***Synopsis:***

This course covers the concepts behind policy decisions and exposes students to examples of how laws and policies affect patients and professionals alike. Topics include conceptualizing healthcare laws, policies and insurance. This course also exposes students to structuring and writing policy analysis.

### Biostatistics for Healthcare Managers

Pre-Requisite Course(s): None

***Synopsis:***

The objective of the course is to equip the students with the ability to think critically and able to use their knowledge in medical statistics when they work as health managers later on. This course introduces the students to the technique of conducting research from proposal preparation to report writing and presentation. Basic statistical techniques such as descriptive statistics and inferential statistics will be introduced to the students as they conduct their research. At the end of the course, the students will also be introduced the advanced methods of analysis. The students will also be exposed to the use of a computer to assist in their analysis.

### Healthcare Supply Chain Management

Pre-Requisite Course(s): None

***Synopsis:***

The growing global economy has redefined the dynamics of competition for modern organizations. With product life cycles shortening and worldwide rivalry increasing, success depends on effective supply chain management. This course is intended to help healthcare managers and their suppliers reduce operating costs and improve efficiencies throughout their supply chain. Optimizing supply chain performance in the healthcare industry requires a highly strategic approach, such that life cannot be taken for granted with a failed supply chain arrangement, such as Just-in-time inventory system.

### Healthcare Marketing

Pre-Requisite Course(s): None

***Synopsis:***

This course aims at understanding the concepts and tools for effectively marketing a service particularly healthcare, and how it can be used to develop and sustain competitive advantage within the industry. Healthcare as a service organization would require a distinctive approach to planning and implementing marketing strategy based on its relevant marketing mixes including price, delivery, product offer and the controversial legal specification of using promotional mix in the marketing of medical services. The emphasis is on the understanding of medical and healthcare service organizations on their dynamic market changes and then tailoring marketing goals and strategies accordingly. This course is designed to provide better understanding in developing the ability in integrating and applying the marketing concepts and strategies in a competitive environment.

### Business Research Project

Pre-Requisite Course(s): Business Research

***Synopsis:***

This course aims to provide students with the opportunity to apply theories learned in the MBA program in a context of a project directly relevant to organizational issues. Students will choose either to conduct a business research or a case writing research. Topics chosen should focus on issues faced by organizations in the context of business and management. Research dissertation shall be presented and examined by at least 2 examiners. Whereas, the case study shall be demonstrated in front of audience and examined by an examiner and the audience.

# DOCTOR OF BUSINESS ADMINISTRATION (DBA)

## PROGRAMME SPECIFICATIONS AND LEARNING OUTCOMES

| | | | | |
|---|---|---|---|---|
| **1. Programme Name** | | | Doctor of Business Administration (DBA) | |
| **2. Final Award** | | | Doctor of Business Administration (DBA) | |
| **3. Awarding Institution** | | | UTM | |
| **4. Teaching Institution** | | | International Business School (IBS) | |
| **5. Professional or Statutory Body of Accreditation** | | | Not relevant | |
| **6. Language of Instruction** | | | English | |
| **7. Mode of Study (Conventional, distance learning, etc)** | | | Conventional | |
| **8. Mode of Operation (Franchise, self-govern, etc)** | | | Self-govern | |
| **9. Study Scheme (Full Time/Part Time)** | | | Full Time and Part Time | |
| **10. Study Duration** | | | Full Time<br>Minimum: 3 years<br>Maximum: 6 years<br><br>Part Time:<br>Minimum: 4 years<br>Maximum: 8 years | |
| **Type of Semester** | **No. of Semesters** | | **No. of weeks** | |
| | **Full Time** | **Part Time** | **Full Time** | **Part Time** |
| **Long** | 6 | 8 | 84 | 112 |
| | | | | |
| **11. Entry Requirements** | | | Master's Degree with CGPA ≥ 3.50 from UTM or other institutions approved by Senate.<br><br>or<br><br>Master's Degree with CGPA >3.0 plus a minimum of 5 years working experience | |

**12. Programme Objectives:**

**This program will produce managers who are**

(i) able to analyze, synthesize, and evaluate issues in business administration in a scientific and holistic manner. (PO1, PO2, PO3).

(ii) able to communicate effectively, carry out professional and social responsibilities strategically and ethically in dealing with issues of business administration. (PO3, PO4, PO5).

(iii) capable of playing multiple roles as leaders and entrepreneurs and adapt to different situations while executing responsibilities to the organization and the community. (PO3, PO6).

**13. Program Outcomes**

| Intended Learning Outcomes | Teaching and Learning Methods | Assessment |
|---|---|---|
| **(a) Applied knowledge and competencies** | | |
| **PO1: Applied knowledge** | | |
| Ability to synthesize advanced knowledge in business administration. | Lecture and Discussion, Individual and group work, Problem-based learning, active learning | Article Review Research report, Presentation, Paper submission, Individual and group projects, Final Exam |
| **PO2: Technical/research skills** | | |
| Ability to formulate research design scientifically in solving industrial-based issues. | Lecture and Discussion, Individual and group work, Problem-based learning, active learning | Article Review Research report, Presentation, Paper submission, Individual and group projects, Final Exam |

| (b) Generic Skills | | |
|---|---|---|
| **PO3: Communication/leadership skills** | | |
| Ability to evaluate situations and react effectively and responsibly in intellectual discourse and in scholarly publications. | Lecture and Discussion, Individual and group work, Problem-based learning | Article Review Research report, Presentation, Paper submission, Individual and group projects, Final Exam |
| **PO4: Social responsibility, professionalism, values and ethics** | | |
| Ability to integrate professional ethics in research and demonstrate socially responsible behavior related to organizational management. | Lecture and Discussion, Individual and group work, Problem-based learning | Article Review Research report, Presentation, Paper submission, Individual and group projects, |
| **PO5: Lifelong learning** | | |
| Ability to analyze and adapt advanced business knowledge independently and effectively through innovative research. | Lecture and Discussion, Individual and group work, Problem-based learning, active learning | Article Review Research report, Presentation, Paper submission, Individual and group projects, Final Exam |
| **PO6: Managerial and Enterprising Skills** | | |
| Ability to analyze advanced issues in business administration and to demonstrate enterprising skills to strategize opportunities for organizations. | Lecture and Discussion, Individual and group work, Problem-based learning, active learning | Article Review Research report, Presentation, Paper submission, Individual and group projects |

| **14. Classification of Courses** | | | |
|---|---|---|---|
| No. | Classification | Credit Hours | Percentage |
| i. | Core Courses | 18 | 22% |
| ii. | Research Skill | 9 | 11% |
| iii. | Specialization | 12 | 15% |
| iv. | University General Course | 3 | 4% |
| v. | Research | 40 | 49% |
| | **Total** | **82** | **100%** |
| | | | |
| **15. Total minimum credit hours to graduate** | | **82 credit hours** | |

## DBA COURSE STRUCTURE

| COUSES | CODE | CREDIT |
|---|---|---|
| **CORE PROGRAM (18 credit)** | | |
| Advanced Technology Management and Innovation | PRBA 1123 | 3 |
| Marketing Innovation | PRBA 1333 | 3 |
| Accounting and Finance for Decision Making | PRBA 1423 | 3 |
| Research and Development Management | PRBA 1133 | 3 |
| Business Innovation and Growth Strategy | PRBA 2243 | 3 |
| Independent Study Project | PRBA 2013 | 3 |
| **RESEARCH SKILLS (9 credit)** | | |
| Literature Review and Conceptual Design | PRBA 1713 | 3 |
| Quantitative and Qualitative Analysis | PRBA 1723 | 3 |
| Research Methods for Business | PRBA 1733 | 3 |
| **CONCENTRATION - BUSINESS INNOVATION (Choose 4 only) (12 credit)** | | |
| Doctoral Seminar in Designing Innovation Strategies | PRBA 2153 | 3 |
| Doctoral Seminar in Digital Marketing | PRBA 2323 | 3 |
| Doctoral Seminar in Innovation and Strategic Change | PRBA 2253 | 3 |
| Doctoral Seminar in Exploring Opportunities for Social Responsibility and Sustainability | PRBA 2333 | 3 |
| Doctoral Seminar in Work, Technology and Organization | PRBA 2163 | 3 |
| Doctoral Seminar in Knowledge Management | PRBA 2173 | 3 |
| Doctoral Seminar in Creativity and Innovation | PRBA 2133 | 3 |
| Doctoral Seminar in Improving Productivity Through Technology | PRBA 2183 | |
| **JUMLAH** | | **39** |
| **DISSERTATION (40 credit)** | | |
| Dissertation (approximately 40,000 to 50,000 words) | PRBA 3010 | **40** |
| **UNIVERSITY GENERAL ELECTIVE (3 credit) (Choose 1 only)** | | |
| Global Issues Seminar | UHAP 6013 | 3 |
| Science and Social Development Philosophy | UHAW 6023 | 3 |
| Dynamics of Leadership | UHAF 6033 | 3 |
| Malaysian Society and Culture | UHAZ 6123 | 3 |
| Organizational Behavior and Development | UDPE 1123 | 3 |
| IT Project Management | UCSM 1263 | 3 |
| **TOTAL CREDIT** | | **82** |

## OTHER INFORMATION

### UTM IBS POSTGRADUATE STUDENT SOCIETY (PGSS)

**Mission**

We voice out YOUR suggestions, needs and feedback's

**Description**

- UTM International Business School Post Graduate Student Society or
  UTM IBS Student Council representative of Masters, DBA and PHD candidate in any related issues and problems of being a student in IBS.
- As a platform to network with other Faculty, Business Schools,
  other Universities and people from the industry

**IBS PGSS 2013/2014 Activities**

•Charity Bazaar
•Marina Mahathir Talk
•Charity Programme for Hospital Serdang
•Online Masters and PHD Progress Report Briefing
•Real Deal – Islamic Seminar
•Progress Report Briefing
•Under Previllage Kids
•IBS Colloqium
•Structured Equation Modelling Using IBM AMOS
•Crafting Literature Review and Introduction
•NVIVO 10 Workshop
•New Student Intake Briefing
•Donation Drive for Arwah Saeed
•Pray for MH370
•Donation Drive for Gaza
•Pray For MH17 Campaign
•Hari Raya Open House

FACEBOOK PAGE : https://www.facebook.com/pages/UTM-IBS-Student-Council/
EMAIL: ibspgss@gmail.com

**REFERENCES**

Academic Rules & Regulations

Thesis Manual

www.ibs.utm.my

www.sps.utm.my