



QUEST INTERNATIONAL UNIVERSITY

Faculty of Business and
Management

School of Postgraduate Studies

**Master of Business
Administration**
JPT/BPP(MQA/FA14141)
(Open and Distance Learning)

Synopsis of courses

Updated: October 2023

Course Name	People and Organisations
Course Code	MMBA6114
Learning Outcomes	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Compare the basic models of individual behaviour and various stable & changeable characteristics of individual.; 2. Evaluate perspectives that are related to and affect the dynamics of how people in organizations function; 3. Work in group to evaluate the effect of individuals, groups/teams, and structure on behaviour within an organisation; and 4. Formulate ways to address the collective behaviour of organisational members in view of making the organisations function more effectively.
Synopsis	<p>This course seeks to expose students to elements and issues with regard to organisations and the way they 'behave'. It focuses on related theories, research and practices including individual behaviour, motivation, teamwork, communication, and organisational structure, culture and change.</p>
Course Name	Economy and International Business
Course Code	MMBA6124
Learning Outcomes	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Explain key points of fundamental micro and macro-economic theories and policies pertinent to international business in a team; 2. Display the relevant analytical tools and skills required for sound and ethical decision making in the context of international business operations; 3. Evaluate institutional policies, organizational strategies and organizational and institutional practices related to international business; and 4. Integrate interpersonal skills to identify and solve operational and strategic problems.
Synopsis	<p>This course encompasses two areas pertinent to the understanding of global business: (1) economic theories and policies and (2) international business. The first part of the course introduces the underlying economic theories that inform business decisions. It covers the micro and macro issues including theory of the firm, supply and demand mechanism, market structure, determination of national income, business cycle, and fiscal and monetary policies. The second part of the module aims to expose students to the different issues of international business. Among the topics covered are the impacts of government policies on international business, international trade and investment, international financial market, international strategic management, and managing international operations.</p>

Course Name	Accounting and Finance for Managers
Course Code	MMBA6134
Learning Outcomes	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Explain major theories and practices related to the nature and roles of managerial accounting and finance; 2. Evaluate management accounting business decision making using decision support tools and financial management models and their impacts on organizational dynamics; 3. Explain numerical data to address financial issues; and 4. Formulate financial strategies for organizations to enhance their competitive advantages and sustainability.
Synopsis	<p>This course discusses various management accounting techniques with emphasis on its relevant to management decision making functions. It includes discussions on significant development on the role of management accounting within an organization. The subject also seeks to expose students to the functions and principles of financial management and its application in managerial decisions. It focuses on the scope of corporate finance which include financial markets, financial statement analysis, financial planning and forecasting, profile of risk and return, time value of money, valuation of shares and bonds and capital budgeting.</p>
Course Name	Research Methods
Course Code	MMBA6144
Learning Outcomes	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Determine a research problem and gap; 2. Propose the research design suitable for different research topic and research question(s); 3. Demonstrate the methodological and analytical skills relevant to conducting a research; and 4. Present a coherent case report.
Synopsis	<p>The course begins with a discussion of the knowledge-acquiring process where the creation of research knowledge is emphasized. Frames of reference, scientific ideals and the choice of perspectives are regarded as important bricks in the research process. This is followed by a discussion on the choice of subject areas, research backgrounds, research questions, problem statements, the ensuing methodological implications, and the possibilities and limitations of both quantitative and qualitative methods. Different methods for sampling, gathering data and relevant hands-on sessions are included.</p>

Course Name	Marketing Analysis and Decision Making
Course Code	MMBA6214
Learning Outcomes	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Interpret the dynamism of the marketing environment and its impact on organization's marketing strategies.; 2. Apply relevant marketing theories and models to various marketing contexts; 3. Relate the environmental impact on the firm's planning, strategies and practices; and 4. Construct appropriate customer driven marketing strategies for an effective and efficient marketing programme.
Synopsis	<p>Market dynamics and its evolutionary changes force firms to gain strategic insights in order to develop intelligence to survive the intense competition hence it is imperative to study strategic marketing management. This course focuses on formulating and implementing strategic measures. Although it is taken at the business level, it contributes to the overall management decision making. Topics covered include corporate business strategies, marketing management process, understanding consumer behaviour, developing strategic marketing programmes that include marketing communications and the increasing importance of e-marketing.</p>

Course Name	Digital Business and Informatics
Course Code	MMBA6224
Learning Outcomes	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Discuss the essentials of digital technology and information systems in modern organization; 2. Formulate digital transformation strategy for an organization; 3. Evaluate the challenges in transforming businesses digitally; and 4. Demonstrate the importance of security and professional ethics in managing digital business.
Synopsis	<p>This course is designed to provide insight and knowledge of the role of information system and digital technology to support business objectives in modern business organization. It will cover fundamental concepts of Information System, digital technology, digital transformation, and the impacts that come with adopting new technologies. Upon completion of the course, students will be able to develop, and display effective digital business strategies to support business growth and success.</p>

Course Name	Crafting and Executing Strategy
Course Code	MMBA6254
Learning Outcomes	At the end of the course, students will be able to <ol style="list-style-type: none"> 1. Analyse organizational issues and problems; 2. Identify strategies for entrepreneurial venture's growth; 3. Develop strategies for organizations to enhance their competitive advantages and sustainability; and 4. Discuss the feasibility of applying different strategic management models and tools to different business operations.
Synopsis	Crafting and executing strategy are paramount for many businesses to succeed and sustain. The course covers issues of internal and external environment analysis, strategic models and approaches for winning a sustainable competitive advantage.
Course Name	Human Resource Management
Course Code	MMBA6264
Learning Outcomes	At the end of the course, students will be able to <ol style="list-style-type: none"> 1. Synthesise the key terms, theories/concepts, practices, different tools used in planning human resource needs; 2. Demonstrate how to apply relevant concepts to key issues related to administering compensation, appraisal, career planning, diversity, ethics, and training; 3. Evaluate the influence of HR policies in supporting organizational goals.; and 4. Propose HR policies that enhances the organisation's aims.
Synopsis	This course seeks to enhance students understanding of the concept, roles, functions and the practice of human resource management in organizations. It focuses on the human resource environment and challenges faced by organizations, managing workflows and job analysis, legal aspects of HR in Malaysia, human resource planning and recruitment, selection and testing processes, training and development, managing organizational renewal, appraising and improving performance, managing compensation and incentives, occupational safety and health at workplace and employee relations.

Course Name	Applied Business Research Project
Course Code	MMBA6318
Learning Outcomes	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Discover the approaches and techniques required in performing reliable and valid research to address a business and management problem; 2. Demonstrate the relevant methodology, statistical tools and analytical skills to researching the business and management problem; 3. Construct a research report recommending solutions to the business and management problem; and 4. Present key research findings using presentation slides in an oral presentation.
Synopsis	<p>This course provides students the opportunity to select and pursue a research in an area of their interest related to a business/management field. It requires students to identify a business and management problem, and thereafter design and develop a study, analyse data and interpret the findings. In addition, students will be required to communicate their research findings and recommendations in a written report and via an oral presentation.</p>

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