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| **PROGRAM NAME:** | **EBBA – EXECUTIVE BACHELOR IN BUSINESS ADMINISTRATION (6100)** | | | |
| Teaching Mode | Online - ODL |  | Duration | 12-24 Months |
| Numbers of Subject | 55 |  | Credit Hours | 122 |
| Teaching Hours per subject: | 16-Hour Intensive +  8-Hours Online Support |  | No. of Class per subject: | 2 Classes +  Online Support |
| Short Quiz Part 1 | 4 Hour |  | Short Quiz Part 2 | 4 Hour |
| Assignment/Study Case | 4 Hour |  | Case Study Presentation | 4 Hour |
| Int’l Qualification Framework | Bachelor Level 6 |  | Module Type | Mandatory  Core Module |

**Synopsis Program**

**Executive Bachelor in Business Administration (EBBA)**

The **Executive Bachelor in Business Administration (EBBA)** is crafted for mid-level professionals, aspiring managers, and adult learners seeking to enhance their managerial capabilities and business knowledge. This program bridges practical experience with foundational and applied business theory, equipping learners with the competencies required to thrive in today’s dynamic and competitive business environment. The EBBA integrates essential undergraduate-level modules covering key areas such as strategic management, human resource management, marketing, finance, and digital transformation. Designed with a strong emphasis on real-world application, the program fosters critical thinking, effective decision-making, and leadership development across diverse industries.

The EBBA follows a **Dual Award** or **Triple Award** pathway (depending on the selected track), with the option to earn the **Level 6 –** Advanced Diploma in Business Administration awarded by the **Chartered Management Institute (CMI), UK**. Successful graduates may also qualify for the **Chartered Manager (ChMgr) designation**, positioning them as globally recognised, professionally certified managers. Delivered through a flexible, blended-learning format, the EBBA accommodates working professionals by offering part-time, modular, and remote study options. Learners benefit from expert instruction by seasoned academics and industry practitioners, supported by interactive, case-based, and experiential learning approaches.

**Award & Certification**

**Certifications Upon Completion:**

1. **Executive Bachelor in Business Administration (EBBA)** – awarded by *Olympia Education Malaysia*
2. **Level 6 – Advanced Diploma in Business Administration** – awarded by *Chartered Management Institute (CMI), UK*
3. **Chartered Manager (ChMgr) Designation** – awarded by *Chartered Management Institute (CMI), UK*

**Optional Qualifications (subject to fulfilment of requirements):**

1. **Micro-Credential Certification** – awarded by *Putra Business School, Universiti Putra Malaysia*
2. **Project Management Professional PMP® -** awarded by *Project Management Institute (PMI)*

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| **The 12 competencies are** | **Career Prospects for EBBA Graduates** |
| 1. Principles of Management & Organizational Behaviour 2. Human Resource Management 3. Marketing & Digital Business 4. Business Communication & Professional Skills 5. Business Law, Ethics & Corporate Governance 6. Entrepreneurship, Innovation & Change Management 7. Business Economics & International Business 8. Financial & Management Accounting 9. Financial Management 10. Business Strategy & Strategic Management 11. Business Analytics & Statistics 12. Project Management & Industry-Based Learning | 1. Business Development Manager 2. Marketing Manager 3. Digital Marketing Manager 4. Human Resource Manager 5. Finance Manager 6. Customer Relationship Manager 7. Office Manager 8. Operations Manager 9. E-Commerce Manager 10. Digital Business Manager 11. Government Administrative Officer 12. Entrepreneur / Business Owner |

**Executive BBA – 12 Main Common Core Subjects**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Main Course** | **Covered Subjects** | **Classification** | **Credit Hours** |
| 1 | Principles of Management & Organizational Behaviour | * Principles of Management | Common Core | 3 |
| * Organizational Behaviour | Common Core | 3 |
| * Leadership & Ethics | Common Core | 3 |
| 2 | Human Resource Management | * Human Resource Management | Common Core | 3 |
| * Global Talent Management | Common Core | 3 |
| * Leadership & Ethics | Common Core | 3 |
| 3 | Marketing & Digital Business | * Marketing Fundamentals | Common Core | 3 |
| * Digital Business | Common Core | 3 |
| * E-Commerce | Common Core | 3 |
| 4 | Business Communication & Professional Skills | * Business Communication | Common Core | 3 |
| * Presentation Skills | Common Core | 3 |
| * Professional Skills | Common Core | 3 |
| 5 | Business Law, Ethics & Corporate Governance | * Business Law | Common Core | 3 |
| * Business Ethics | Common Core | 3 |
| * Corporate Governance | Common Core | 3 |
| 6 | Entrepreneurship, Innovation & Change Management | * Entrepreneurship | Common Core | 3 |
| * Business Innovation | Common Core | 3 |
| * Change Management | Common Core | 3 |
| 7 | Business Economics & International Business | * Business Economics | Common Core | 3 |
| * International Business | Common Core | 3 |
| * Managerial Economics | Common Core | 3 |
| 8 | Financial & Management Accounting | * Financial Accounting | Common Core | 3 |
| * Management Accounting | Common Core | 3 |
| * Financial Reporting | Common Core | 3 |
| 9 | Financial Management | * Financial Management | Common Core | 3 |
| * Corporate Finance | Common Core | 3 |
| * Investment & Capital Budgeting | Common Core | 3 |
| 10 | Business Strategy & Strategic Management | * Business Strategy | Common Core | 3 |
| * Strategic Management | Common Core | 3 |
| * Competitive Strategy | Common Core | 3 |
| 11 | Business Analytics & Statistics | * Business Statistics | Common Core | 3 |
| * Data Analysis | Common Core | 3 |
| * Decision-Making Tools | Common Core | 3 |
| 12 | Project Management & Industry-Based Learning | * Project Management | Common Core | 3 |
| * Industry-Based Project | Common Core | 4 |
| 13 | Industry Seminar | * Industry Seminar 1 - Philosophy, Ethics, Nationhood (3), Malaysian Identity(2) & Community Engagement(2) | Mata Pelajaran Universiti | 7 |
| * Industry Seminar 2 - ESG for Business, Green Business Practices, Business Analytics Tools & AI in Business | Elective | 12 |
| Total Credit Hours | | | | 122 |

| Component | Proposed Subjects | ch | Elective Area | Suggested Modules | ch |
| --- | --- | --- | --- | --- | --- |
| MPU U1: Philosophy, Ethics & Nationhood | - Philosophy & Current Issues- Ethnic Relations | 3 | Personal Branding & Career Skills | Personal Branding & Image Building | 3 |
| MPU U2: Human Skills Development | - Thinking Skills & Emotional Intelligence | 2 | International Business Enrichment | ASEAN Business Landscape / Cross-Cultural Management | 3 |
| MPU U3: Malaysian Identity | - Malaysian Culture & Multiculturalism | 2 | Sustainability & Innovation | ESG for Business / Green Business Practices | 3 |
| MPU U4: Community Engagement | - Service Learning / Community Project | 2 | Business Technology | Business Analytics Tools / AI in Business | 3 |
| Total MPU Subjects |  | 9 | Workplace Competency | Negotiation & Conflict Resolution | 3 |
|  |  |  | Entrepreneurship Track (Optional) | Business Model Canvas Workshop | 3 |
|  |  |  |  | Total Electives (Choose 5–6) | 15–18 |

**Program Learning Outcomes (PLOs) - Aligned with Malaysia Qualification Framework 2.0 Domains**

|  |  |  |  |
| --- | --- | --- | --- |
| **PLO** | **Description** | **MQF 2.0 Domain** | **Mapped Courses** |
| **PLO1** | Demonstrate fundamental and applied knowledge of key business functions including management, marketing, human resource, finance, and operations. | C1: Knowledge & Understanding | Principles of Management, Marketing Fundamentals, Human Resource Management, Financial Accounting |
| **PLO2** | Apply appropriate business theories and models to analyse and solve routine and complex business problems. | C2: Cognitive Skills | Business Economics, Business Strategy, Organizational Behaviour |
| **PLO3** | Demonstrate sound decision-making skills in business operations using analytical and problem-solving approaches. | C2: Cognitive Skills | Business Statistics, Management Information System, Business Strategy |
| **PLO4** | Apply practical managerial and entrepreneurial skills to drive business performance and innovation in dynamic environments. | C3: Practical Skills | Entrepreneurship, Innovation & Change Management, Project Management |
| **PLO5** | Interpret financial reports, economic data, and budgetary information to support strategic and operational decision-making. | C4: Numerical & Analytical Skills | Financial Management, Business Economics, Management Accounting |
| **PLO6** | Exhibit effective leadership, team collaboration, and interpersonal skills in managing people and resources across functions. | C5: Interpersonal Skills & Responsibility | Organizational Behaviour, Leadership & Ethics, Human Resource Management |
| **PLO7** | Display a strong sense of ethical, legal, and professional responsibility in personal and business-related decisions. | C6: Ethics & Professionalism | Business Law, Leadership & Ethics, Corporate Governance |
| **PLO8** | Employ digital tools and emerging technologies in business planning, operations, and communication. | C7: Digital Skills | Digital Business, Management Information System, E-Commerce |
| **PLO9** | Communicate clearly and effectively in oral, written, and digital formats with diverse audiences. | C8: Communication Skills | Business Communication, Final Project, Entrepreneurship |
| **PLO10** | Demonstrate self-direction and independent learning in solving work-based and managerial issues. | C9: Personal & Entrepreneurial Skills | Innovation & Change Management, Internship/Industry-Based Project |
| **PLO11** | Engage in continuous professional development and learning in response to evolving business challenges. | C10: Leadership, Autonomy & Responsibility | Leadership & Ethics, Strategic Management |
| **PLO12** | Integrate global, regional, and local business perspectives into decision-making and strategic planning. | C11: Global Citizenship | International Business, Business Strategy, Leadership & Ethics |

**Course Title: Principles of Management & Organizational Behaviour**

This course introduces the foundational concepts of management and organizational behaviour, providing learners with a comprehensive understanding of the principles, functions, and roles of management in modern organizations. It also explores individual and group behaviour in the workplace, leadership theories, ethical decision-making, and the development of effective management practices. The course equips students with essential managerial, behavioural, and ethical skills needed for effective leadership in dynamic organizational settings.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF 2.0 Alignment** |
| **CLO1** | Explain the core functions and principles of management and their application in real business environments. | Knowledge & Understanding (C1); Practical Skills (C3) |
| **CLO2** | Analyze individual and group behaviour in organizations to improve team effectiveness and workplace performance. | Cognitive Skills (C2); Interpersonal Skills & Responsibility (C5) |
| **CLO3** | Apply leadership and ethical principles in decision-making and management practices. | Ethics & Professionalism (C6); Communication Skills (C8) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Principles & Functions of Management2. Roles of Managers in Modern Organizations | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 3. Individual and Group Behaviour in Organizations4. Motivation, Conflict & Team Dynamics |
| **CLO3** | 5. Leadership Theories & Styles6. Ethics and Social Responsibility in Management |

**Course Title: Human Resource Management**

This course offers foundational and global perspectives on Human Resource Management (HRM), focusing on the acquisition, development, and retention of talent in diverse business contexts. It examines core HR functions, the strategic importance of global talent management, and the integration of leadership and ethics in managing people. Learners will explore HR practices in both local and international organizations, equipping them with essential skills for ethical, effective, and sustainable HR practices.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF 2.0 Alignment** |
| **CLO1** | Explain fundamental principles and functions of human resource management in modern organizations. | Knowledge & Understanding (C1); Practical Skills (C3) |
| **CLO2** | Analyze global talent management strategies in relation to workforce diversity, mobility, and organizational competitiveness. | Cognitive Skills (C2); Interpersonal Skills & Responsibility (C5) |
| **CLO3** | Demonstrate ethical leadership and responsible decision-making in HR contexts. | Ethics & Professionalism (C6); Communication Skills (C8) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. HRM Functions: Recruitment, Selection, Training, Performance Management  2. HR Planning & Job Analysis | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 3. Global Talent Management: Trends & Issues  4. Diversity & Inclusion in Global HR Practices |
| **CLO3** | 5. Leadership Styles in HRM  6. Ethics in Employment Practices and HR Decision-Making |

**Course Title: Marketing & Digital Business**

This course explores the core principles of marketing, digital transformation, and e-commerce ecosystems. It provides students with a comprehensive understanding of marketing strategies in both traditional and digital environments. Emphasis is placed on consumer behavior, market segmentation, branding, digital platforms, and online business models. The course equips students with practical skills in designing marketing campaigns, managing digital tools, and developing e-commerce strategies to meet modern business demands.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF 2.0 Alignment** |
| **CLO1** | Apply fundamental marketing concepts and strategies in analyzing market environments and customer behavior. | Knowledge & Understanding (C1); Practical Skills (C3) |
| **CLO2** | Design and evaluate digital marketing strategies using online platforms and digital tools. | Digital Skills (C7); Cognitive Skills (C2) |
| **CLO3** | Develop and assess e-commerce business models and online customer engagement techniques. | Numerical & Analytical Skills (C4); Communication Skills (C8) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Introduction to Marketing, Consumer Behavior & Market Segmentation  2. Marketing Mix (4Ps/7Ps), Branding, and Product Life Cycle | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 3. Digital Marketing Tools & Platforms (SEO, SEM, Social Media, Email)  4. Integrated Online Campaign Design & Execution |
| **CLO3** | 5. E-Commerce Models (B2B, B2C, C2C)  6. Customer Journey & Experience in Digital Business  7. E-Commerce Platforms, Payment Gateways & Fulfilment |

**Course Title: Business Communication & Professional Skills**

This course equips learners with essential business communication, presentation, and professional skills necessary for effective workplace engagement. It emphasizes the development of clear written and verbal communication, confident presentation delivery, and workplace professionalism. The course prepares students to interact persuasively and ethically in diverse organizational settings while leveraging appropriate communication technologies.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| **CLO1** | Apply effective business writing and verbal communication techniques across multiple professional contexts. | Knowledge & Understanding (C1); Communication (C8) |
| **CLO2** | Develop and deliver impactful business presentations using appropriate visual aids and digital tools. | Digital Skills (C7); Cognitive Skills (C2) |
| **CLO3** | Demonstrate workplace professionalism, including time management, teamwork, and ethical decision-making. | Interpersonal Skills & Responsibility (C5); Ethics & Professionalism (C6) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Principles of Business Communication  2. Email, Report & Memo Writing  3. Professional Verbal Communication in the Workplace | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 1. Presentation Planning & Structuring  2. Visual Aid Design & Digital Tools  3. Public Speaking Techniques |
| **CLO3** | 1. Workplace Etiquette & Professional Behaviour  2. Team Dynamics & Collaboration  3. Time & Conflict Management |

**Course Title: Business Law, Ethics & Corporate Governance**

This course integrates the core elements of business law, ethics, and corporate governance to develop learners’ capacity to navigate legal frameworks and ethical considerations in business operations. Emphasis is placed on responsible leadership, regulatory compliance, corporate accountability, and stakeholder engagement. The course also explores ethical decision-making, sustainability, and governance structures that uphold transparency and integrity in organizations.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| **CLO1** | Analyze key principles of business law and apply them to real-world business scenarios. | Knowledge & Understanding (C1); Practical Skills (C3) |
| **CLO2** | Evaluate ethical dilemmas in business and recommend responsible and sustainable solutions. | Ethics & Professionalism (C6); Interpersonal Skills & Responsibility (C5) |
| **CLO3** | Assess the effectiveness of corporate governance practices in enhancing accountability and organizational sustainability. | Cognitive Skills (C2); Communication Skills (C8) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Introduction to Business Law and Legal Frameworks  2. Contracts, Torts, and Business Transactions | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 3. Ethical Theories and Decision-Making Models  4. Business Ethics, CSR and ESG Principles |
| **CLO3** | 5. Corporate Governance Concepts and Practices  6. Boards, Risk Management, and Stakeholder Roles |

**Course Title: Business Economics & International Business**

This course provides learners with comprehensive insights into economic principles, global business environments, and strategic economic decision-making. It integrates micro and macroeconomic analysis with international trade theories, foreign market dynamics, and managerial economic tools for business applications. Participants will explore how economic forces shape global business strategies and develop critical thinking in applying economic reasoning to real-world business challenges.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| **CLO1** | Apply micro and macroeconomic principles to analyze business environments and market dynamics. | Knowledge & Understanding (C1); Cognitive Skills (C2) |
| **CLO2** | Assess opportunities and risks in international markets using global trade frameworks and business strategies. | Practical Skills (C3); Interpersonal Skills & Responsibility (C5) |
| **CLO3** | Utilize managerial economic tools for strategic business decision-making under conditions of uncertainty. | Numerical & Analytical Skills (C4); Digital Skills (C7) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Economic Foundations: Demand & Supply, Market Structures, National Income and Inflation  2. Fiscal & Monetary Policies in Business Context | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 3. Globalization and International Trade Theories  4. Trade Policies, Currency Exchange, and Global Business Strategy |
| **CLO3** | 5. Managerial Economics: Pricing, Cost Analysis, and Forecasting  6. Decision-Making under Risk and Uncertainty |

**Course Title: Financial & Management Accounting**

This course integrates the principles and practices of Financial Accounting, Management Accounting, and Financial Reporting to equip learners with the knowledge and analytical skills required to support strategic financial decision-making. Learners will develop the ability to interpret financial statements, apply cost accounting techniques, and prepare financial reports in accordance with relevant standards. The course emphasizes the use of financial information for planning, controlling, and evaluating business performance.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| **CLO1** | Interpret and prepare key financial statements in compliance with applicable accounting principles and standards. | Knowledge & Understanding (C1); Practical Skills (C3) |
| **CLO2** | Apply management accounting techniques for planning, budgeting, and internal decision-making. | Cognitive Skills (C2); Numerical & Analytical Skills (C4) |
| **CLO3** | Evaluate financial reports and performance metrics for strategic business reporting and communication. | Ethics & Professionalism (C6); Communication (C8) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Financial Statements: Balance Sheet, Income Statement & Cash Flow Statement  2. Accounting Principles and Standards (MFRS, IFRS) | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 3. Costing Techniques: Absorption, Marginal, and Activity-Based Costing  4. Budgeting and Variance Analysis5. Break-even Analysis and Internal Decision-Making Tools |
| **CLO3** | 6. Financial Reporting & Ratio Analysis  7. Annual Reports & Strategic Financial Communication |

**Course Title: Financial Management**

This course offers comprehensive insights into financial decision-making processes within an organization. It explores the principles of financial management, corporate finance strategies, and investment decision-making tools. Participants will develop practical competencies in capital budgeting, risk assessment, financial analysis, and value creation, enabling them to contribute effectively to organizational financial planning and strategic execution.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| **CLO1** | Apply the principles of financial management to evaluate business performance and ensure financial sustainability. | Knowledge & Understanding (C1); Practical Skills (C3) |
| **CLO2** | Analyze corporate finance strategies including capital structure, risk-return tradeoffs, and cost of capital for effective financial planning. | Cognitive Skills (C2); Numerical & Analytical Skills (C4) |
| **CLO3** | Evaluate investment opportunities using capital budgeting tools and risk analysis for sound financial decision-making. | Digital Skills (C7); Ethics & Professionalism (C6) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Fundamentals of Financial Management and Ratio Analysis | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 2. Corporate Finance: Capital Structure, Cost of Capital, and Dividend Policy |
| **CLO3** | 3. Investment Decisions, Capital Budgeting Techniques, Risk and Return Evaluation |

**Course Title: Business Strategy & Strategic Management**

This course explores the formulation, implementation, and evaluation of business strategies in diverse and competitive environments. It provides learners with a comprehensive understanding of strategic thinking, strategic planning processes, and competitive analysis at both business and corporate levels. The course incorporates tools and frameworks to assess internal capabilities and external opportunities, enabling learners to craft strategies that support sustainable organizational growth and competitive advantage.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF 2.0 Alignment** |
| **CLO1** | Analyze the strategic management process and apply key tools to evaluate business environments and internal capabilities. | Knowledge & Understanding (C1); Cognitive Skills (C2) |
| **CLO2** | Formulate comprehensive business strategies that align with organizational vision, mission, and goals in dynamic markets. | Cognitive Skills (C2); Digital Skills (C7) |
| **CLO3** | Evaluate competitive strategies and make strategic decisions for achieving long-term sustainability and advantage. | Analytical & Numerical Skills (C4); Interpersonal Skills & Responsibility (C5) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Strategic Management Concepts and Tools2. External & Internal Environmental Analysis (SWOT, PESTEL, 5 Forces, VRIO) | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 3. Strategy Formulation at Business and Corporate Levels4. Strategic Choices, Business Models & Strategic Alignment |
| **CLO3** | 5. Competitive Strategies: Cost Leadership, Differentiation, Focus6. Evaluating Strategy Implementation & Sustainability |

**Course Title: Business Analytics & Statistics**

This course equips learners with the essential quantitative, analytical, and data interpretation skills required for effective decision-making in business environments. It covers key areas such as business statistics, data analysis, and the application of decision-making tools. Learners will explore how to analyze data, interpret statistical results, and apply analytic tools to solve real-world business problems. Emphasis is placed on critical thinking, numerical literacy, and the ethical use of data to support business strategies.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| CLO1 | Apply descriptive and inferential statistical techniques in business contexts. | Knowledge & Understanding (C1); Numerical & Analytical Skills (C4) |
| CLO2 | Analyze and interpret business data to inform strategic decision-making. | Cognitive Skills (C2); Digital Skills (C7) |
| CLO3 | Evaluate and apply decision-making models using analytical tools and software. | Practical Skills (C3); Communication (C8) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| CLO1 | 1. Business Statistics: Descriptive & Inferential Techniques | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| CLO2 | 2. Business Data Analysis: Trend, Correlation & Regression, Forecasting |
| CLO3 | 3. Decision-Making Tools: Decision Trees, Simulation, Sensitivity Analysis |

**Course Title: Project Management & Industry-Based Learning**

This course integrates key principles of project management with hands-on industry-based learning to develop critical competencies in managing real-world business projects. Students will acquire practical skills in project planning, execution, monitoring, and closure, while applying industry best practices through a guided project or internship. Emphasis is placed on team collaboration, problem-solving, stakeholder engagement, and reflective learning in real business environments.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| **CLO1** | Apply the principles, tools, and techniques of project management to initiate, plan, execute, and close projects effectively. | Knowledge & Understanding (C1); Practical Skills (C3) |
| **CLO2** | Demonstrate the ability to manage a real-life industry-based project by integrating business knowledge and collaborative team skills. | Cognitive Skills (C2); Interpersonal Skills & Responsibility (C5) |
| **CLO3** | Reflect critically on personal and team performance in project delivery and articulate learning outcomes from industry exposure. | Ethics & Professionalism (C6); Communication (C8); Leadership & Teamwork (C9) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Fundamentals of Project Management: Lifecycle, Planning, Scheduling, Costing, and Risk Management | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 2. Industry-Based Project Execution: Collaboration, Problem-Solving, Stakeholder Engagement |
| **CLO3** | 3. Project Closure, Review, and Reflective Practice |

**Course Title: Industry Seminar 1**

This course is designed to deepen participants’ understanding of national philosophy, ethics, Malaysian identity, and community engagement within the context of industry and society. Through interactive discussions, reflective assignments, and community-based activities, students will explore values that shape Malaysia’s nationhood and social cohesion. The course promotes ethical awareness, civic responsibility, and the importance of nation-building in business and leadership.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| CLO1 | Demonstrate understanding of Malaysia’s national philosophy, values, and principles in shaping individual and societal conduct. | Knowledge & Understanding (C1); Ethics & Professionalism (C6) |
| CLO2 | Reflect on the role of ethics and Malaysian identity in guiding personal behaviour and leadership in industrial contexts. | Interpersonal Skills & Responsibility (C5); Communication (C8) |
| CLO3 | Design and participate in a community engagement project that fosters civic responsibility and multicultural harmony. | Practical Skills (C3); Social Responsibility (C5) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. Philosophy of Rukun Negara, Vision 2030, and MADANI values in industry and society | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 2. Ethics in Industry, Cultural Heritage & Malaysian Identity |
| **CLO3** | 3. Community Engagement, Volunteerism & Social Cohesion |

**Course Title: Industry Seminar 2 – ESG, Sustainability & Emerging Technologies in Business**

This course introduces students to the practical implications of Environmental, Social, and Governance (ESG) principles, sustainability practices, and emerging technologies such as Artificial Intelligence (AI), Big Data, and Business Analytics. It emphasizes the relevance of these domains in driving ethical, responsible, and innovative business strategies. Students will explore case studies, engage in solution design, and reflect on the role of future-ready business leadership.

**Course Learning Outcomes (CLOs):**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Learning Outcome Description** | **MQF2.0 Alignment** |
| CLO1 | Explain the principles of ESG and their relevance to sustainable business performance and stakeholder trust. | Knowledge & Understanding (C1); Ethics & Professionalism (C6) |
| CLO2 | Apply sustainability frameworks and technological tools (e.g., ESG reporting, analytics, AI) in solving business challenges. | Practical Skills (C3); Digital Skills (C7) |
| CLO3 | Critically assess the role of ethical leadership in implementing sustainability and emerging technology initiatives. | Cognitive Skills (C2); Interpersonal Skills & Responsibility (C5) |

**Topics Covered According to CLOs:**

|  |  |  |
| --- | --- | --- |
| **CLO** | **Topic** | **Assessment Methods:** |
| **CLO1** | 1. ESG Frameworks, UN SDGs, Malaysian Sustainability Agenda, ESG Reporting Standards (Bursa, GRI) | * Attendances & Participation (30%) * Short Quiz Part 1&2 (40%) * Reflection Report/Presentation (30%) |
| **CLO2** | 2. Green Innovation, ESG Data Analytics Tools, Role of AI & Tech in ESG Monitoring |
| **CLO3** | 3. Responsible Leadership, Corporate Ethics, and Governance for Future Business Leaders |

**Fees Structure & Learning Package**

|  |  |  |
| --- | --- | --- |
| **Bachelor Program** | **Awarding Body** | **Global Standard Rate** |
| **Executive Bachelor in Business Administration (EBBA)** | **Olympia Education**  **OLYMPIA LAKESIDE CAMPUS**  Lot No.56-60 Jalan Dagang SB4/2,  43300 The Mines Seri Kembangan, Selangor | **~~10,000.00~~** |
| **Level 6**  **Advanced Diploma in Business Administration** | **Chartered Management Institute (CMI), UK**  Management House, Cottingham Road  Corby, United Kingdom | **~~RM5,000.00~~** |
| **Chartered Manager (ChMgr)** | **Chartered Management Institute (CMI), UK**  Management House, Cottingham Road  Corby, United Kingdom | **~~RM4,000.00~~** |
| **Optional Award:** | | |
| **Micro-Credential: Digital Marketing** | **Putra Business School (PBS),**  Level 3, Office Building of the Deputy Vice Chancellor (Research & Innovation) Universiti Putra Malaysia 43400 Serdang, Selangor | **~~RM3,000.00~~** |
| **Project Management Professional PMP®** | **Project Management Institute (PMI)**  18 Campus Boulevard, Suite 150  Newtown Square, PA 19073 | **~~RM3,000.00~~** |
| **Chartered Development Professional Program** | | **~~RM18,800.00~~** |