



E-LEARNING

# MASTER OF BUSINESS ADMINISTRATION (ONLINE)

ACCREDITATION:



## 1. WHAT WILL I GET FROM THIS PROGRAMME?

- You will acquire new skills and knowledge along with great networking capabilities.
- You will enhance your academic learning experience, international exposure, professional network and career development.
- You will build critical thinking, communication, leadership and entrepreneurial skills.
- You will develop awareness of sustainability and manage the complexities of sustainability practices in organisations.

## 2. WHY e-MBA @ GSB

The Graduate School of Business, USM, was officially established on March 6, 2009. Its conception however, can be traced way back to 1989, when the School of Management USM, first began offering post-graduate programmes.

The cornerstone of GSB@USM strength is the strong relationship that it already has with MNCs around Penang. Through these partnerships and collaborations, the school's involvement in industry helps students to blend theory and practice at every level, complemented by various action learning projects. With an international student population comprising managers and professionals from various field, GSB today is a fertile ground for peer learning and knowledge exchange for business leaders of the future. Its multi-disciplinary approach to knowledge coupled with its thrust in sustainability, ensures that students are provide a holistic learning experience that prepare them for the challenges ahead. As a testament to the quality of its programme over the years, GSB graduates are highly valued and sought after by both public as well as private sectors.

## 3. THE GSB@USM CLASS PROFILE (2009-2019)

Our industry focused curriculum and our diverse class profile will create a unique learning environment for you, USM Style;

AVERAGE YEARS  
OF WORKING  
EXPERIENCE

10

AVERAGE AGE

35

OUR GLOBAL  
PARTNERS

39

NATIONALITIES

52

WOMEN

60%

INDUSTRY  
RELEVANT  
COURSES

20



#### 4. PROGRAMME STRUCTURE

It is a fact that the Industry Revolution 4.0 economy requires new ways of learning business. For many busy executives, it simply is not feasible to travel to classes to meet lecturers and fellow coursemates. Having close relationship with the industry, GSB@USM understands and for years, it is offering e-MBA for busy people, trading lecture halls for remote and mobile workplaces, and also virtual rooms. Our web conferencing offers unlimited opportunities for busy executives to join APEX University's e-MBA programme.

Our e-MBA program offers business education that are unique and holistic in nature. It equips students with leadership skills that develop their capabilities in leading and managing organisations in an Industry 4.0 era. In addition, our 10 fundamental business courses also provide opportunities for learners to expand their analytical skills and knowledge through a host of exciting and practical courses.

Apart from the fundamental business courses, learners may deepen their knowledge in the specific fields according to their interest and career requirements. Specific specialisation available to students at GSB:

1. International Business
2. Service Science Management and Engineering
3. Sustainable Development
4. Governance and Control
5. Innovation Management

#### 5. UPON GRADUATION, YOU WILL BE ABLE :

- To apply cross disciplinary knowledge to diagnose and address complex business problems holistically
- To use scientific methods and critical thinking in developing robust business strategies
- To incorporate sustainability and ethics into your decision making process
- To embrace an innovative and entrepreneurial mind set in seeking business and management solutions.
- To demonstrate effective interpersonal and communication skills in engaging with multiple stakeholders.

#### 6. ADMISSION/ENTRY REQUIREMENT/FEES

TYPE OF STUDENTS	REGISTRATION FEES (NON RECURRING)	PERSONAL BOND	TUITION FEES	TOTAL FEES
Local students	*RM 150.00	-	RM600.00 x 48unit	RM 28,600.00
Foreign students	*RM 910.00	*RM1,900.00	RM 995.00 x 48unit	RM 47,760.00

#### 7. AT A GLANCE

Program Starts :  
**SEPTEMBER/ FEBRUARY**

Duration :  
**2 TO 5 YEARS  
(4 TO 10 SEMESTERS)**

Mode:  
**COURSEWORK**

#### 8. ENTRY REQUIREMENTS

- A Bachelor's Degree from a university recognised by the USM's Senate or an equivalent qualification and
- A minimum CGPA of 2.75 with a minimum of 1 year working experience;
- For fresh graduate, a minimum CGPA of 3.50 is required;
- APEL Certificate, for individual with working experience but lack of academic qualification

International Applicants:

- A minimum score of 550 in Paper-Based TOEFL (Test of English as a Foreign Language) or
- A minimum score of 80 in Internet-Based TOEFL (Test of English as a Foreign Language) or
- A minimum score of Band 6.0 in IELTS (International English Language Testing System); or English is the candidate's mother tongue or National Language or
- The candidate graduated from an Institution of Higher Learning in which the medium of instruction for Bachelor and Master level is English or
- Passed USM's Intensive English Course Level 4 with a minimum score of B+

#### 9. READY TO LEAVE YOUR MARK? CONTACT OUR ADMISSION TEAM

The Full-Time e-MBA Program starts in September and February every year. You may apply to the program at any time throughout the year. Visit :

[www.admissions.usm.my/](http://www.admissions.usm.my/)

For any enquiries, please contact:

**GRADUATE SCHOOL OF BUSINESS USM, 11800 PENANG MALAYSIA**

Tel : 604-653 6642 | 2794 | 5864

Email : [gsb@usm.my](mailto:gsb@usm.my)

Fax : 604-6532792

URL : <http://www.gsb.usm.my>