

MBA in Strategic Data-Driven Management

| Semester | Code | Module | Credits | Contact hrs ¹ |
|------------------------------|----------------|--|-----------|--------------------------|
| 1 | ACCB401 | Budgeting and Cost Awareness | 6 | 4 |
| 1 | MANB401 | Organisational and Project Management Skills | 6 | 2 |
| 1 | MKTB401 | Service Excellence | 6 | 2 |
| 1 | SKIB401 | Communication Skills | 6 | 4 |
| 1 | SKIB404 | Decision-Making and Analytical Skills | 6 | 4 |
| Totals for semester 1 | | | 30 | 16 |
| 2 | BPSB401 | Leadership in a Globalised World | 6 | 4 |
| 2 | BPSB402 | Strategic Management | 6 | 4 |
| 2 | MANB402 | Business Intelligence | 6 | 4 |
| 2 | SKIB402 | Team Management Skills | 6 | 2 |
| 2 | MBA_OPT | Electives | 6 | 4 |
| Totals for semester 2 | | | 30 | 18 |
| 3 | CAPB401 | Capstone Project | 25 | 0 |
| 3 | SKIB405 | Research Tutorial Seminar | 5 | 4 |
| Totals for semester 3 | | | 30 | 4 |
| Grand Total | | | 90 | |

Electives

| | |
|---------|-----------------------------------|
| HRMB401 | Strategic HRM |
| ITLB401 | Data Management and Visualisation |
| SKIB403 | Market and Competition Analysis |

List of prerequisites

| Module | Prerequisite |
|------------------------------|--|
| BPSB402 Strategic Management | MANB401 Organisational and Project Management Skills |

¹ "Contact hour" refers to participating in structured, tutor-designed activities that contribute to the learning process of students, enabling them to meet the intended learning outcomes within a specific timeframe. They may take a variety of forms such as scheduled seminars, tutorials, or unscheduled discussions as well as guided academic work with selected study materials.