



**UNIVERSITI  
MALAYA**

**UNIVERSITY OF MALAYA  
GRADUATE SCHOOL OF BUSINESS (UMGSB)  
POSTGRADUATE HANDBOOK**

**GRADUATE  
SCHOOL OF  
MALAYA  
BUSINESS**  
BANDARAN  
**AZMAN  
HASHIM**

**The 1<sup>st</sup>  
4 PALMES**

UMGSB is the only local university in Malaysia to receive a 4 PALMES award by EDUNIVERSAL, which is recognised as Top Business School.

**TOP 100  
RANKING**

UM is ranked 87th in the QS World University Rankings 2018.

**EXPERTISE**

UMGSB programmes source industrial experts to share their experience and knowledge with the students. UMGSB has an international faculty with academics trained from top universities around the world.

**ACCREDITATION**

UMGSB is fully accredited by the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB) International. These accreditations represent the highest standard of achievement in postgraduate business education in terms of curriculum, teaching, research and facilities. The accreditations bestow our programmes the international credibility and status.

**Master of Marketing**  
**2019/2020**

## ACADEMIC CALENDAR 2019/2020

SEMESTER 1				
Introduction Week	1 week	01.09.2019	-	06.09.2019
Lectures	8 weeks*	09.09.2019	-	03.11.2019
Mid-Semester I Break	1 week*	04.11.2019	-	10.11.2019
Lectures	6 weeks	11.11.2019	-	22.12.2019
Revision Week	1 week*	23.12.2019	-	29.12.2019
Examinations Semester I	3 weeks	30.12.2019	-	19.01.2020
Semester I Break	4 weeks*	20.01.2020	-	16.02.2020
<b>24 weeks</b>				

SEMESTER 2				
Lectures	9 weeks	17.02.2020	-	19.04.2020
Mid-Semester II Break	1 week	20.04.2020	-	26.04.2020
Lectures	5 weeks*	27.04.2020	-	31.05.2020
Revision Week	1 week*	01.06.2020	-	07.06.2020
Examinations Semester II	3 weeks	08.06.2020	-	28.06.2020
<b>19 weeks</b>				

SESSION BREAK				
Semester Break	11 weeks	29.06.2020	-	13.09.2020

SEMESTER 3				
Lectures	7 weeks*	29.06.2020	-	16.08.2020
Examinations	1 week	17.08.2020	-	23.08.2020
Semester Break	2 weeks*	24.08.2020		13.09.2020
<b>10 weeks</b>				

### Note \*

Public Holidays	Dates
Awal Muharam	01.09.2019
Replacement Holiday	02.09.2019
SPB Yang Di-Pertuan Agong's Birthday	09.09.2019
Malaysia Day	16.09.2019
Deepavali	27.10.2019
Prophet Muhammad's Birthday	09.11.2019
Christmas Day	25.12.2019
New Year	01.01.2020
Chinese New Year	25&26.01.2020
Region Day	01.02.2020
Thaipusam Day	08.02.2020
Labour Day	01.05.2020
Wesak Day	07.05.2020
Nuzul Quran	10.05.2020
Hari Raya Aidilfitri	24&25.05.2020
Awal Muharam	31.07.2020
National Day	20.08.2020

## CONTENTS

DEAN'S WELCOME.....	4
DIRECTOR'S WELCOME .....	5
UM VISION, MISSION AND CORE VALUES .....	6
THE ESTABLISHMENT OF FACULTY OF BUSINESS AND ACCOUNTANCY .....	7
THE ESTABLISHMENT OF UNIVERSITY OF MALAYA GRADUATE SCHOOL OF BUSINESS .....	7
REASONS TO STUDY AT UMGSB .....	9
FBA's MANAGEMENT TEAM .....	10
PROGRAMME COORDINATORS AND HEADS OF UNITS .....	11
ACADEMIC MEMBERS & RESEARCH INTEREST .....	12
Department of Accounting .....	12
Department of Business Policy and Strategy .....	16
Department of Finance and Banking .....	18
Department of Marketing .....	20
Department of Operations and Management Information Systems .....	21
MASTER OF MARKETING (MMkt) .....	24
Introduction .....	24
General Information .....	24
Programme Educational Objectives .....	24
Programme Learning Outcomes .....	24
Entry Requirements .....	25
Career Prospects .....	25
Target Market .....	25
Programme Structure .....	26
Core Courses (14 Credits) .....	26
Specialisation Courses (6 Credits) .....	26
Elective Courses (6 Credits) .....	27
CQE7002 Research Project (10 Credits) .....	27

Study Plan .....	29
Academic Performance Requirements .....	30
Repeating a Failed Course .....	30
Graduation Requirements .....	31
Conferment of Degree with Distinction .....	31
Registration of Course .....	31
Withdrawal from Semester .....	32
Conditions of Termination from Programme of Study .....	32
Evaluation Format .....	33
Grading System .....	33
DETAILS OF CORE COURSES .....	34
DETAILS OF SPECIALISATION COURSES .....	36
DETAILS OF ELECTIVE COURSES (CHOOSE 2) .....	38
DETAILS OF RESEARCH PROJECT .....	40
STUDENT EXCHANGE PROGRAMME .....	41
FEES AND FINANCE .....	42
Malaysian Student Fees .....	42
International Student Fees .....	44
HOW TO APPLY? .....	46
FEEDBACK CHANNELS .....	47
REACH US .....	47

## DEAN'S WELCOME

A very warm welcome to all new students to the Faculty of Business and Accountancy (FBA). Congratulations for choosing FBA to further your postgraduate studies. You are among the privileged few to be accepted at one of the most prestigious and competitive business schools in the region. I can assure that you have made the right choice to join the FBA family. It is my pleasure and honour to share a few words with you about our faculty and what we aim to be.

Our mission is to provide quality education and training to ensure that our students are equipped with appropriate skills, aptitudes and characteristics that will prepare them to be successful professionals in the future and assume leading roles in the government, business and community. We emphasise on excellent teaching, innovative research and quality publication besides industry collaboration. We are ranked amongst the top business schools in Asia and are proud to be in the leading position in Malaysia. FBA is the first public business school in the country to receive an international accreditation from the Association of MBAs (AMBA), UK — an accreditation that we have maintained since 2007. In February 2016, we achieved yet another very important milestone by receiving full accreditation for 5 years from the very prestigious accreditation body for business schools, the Association to Advance Collegiate Schools of Business (AACSB). We are also awarded 4 PALMES 'Top Business School' by EDUNIVERSAL ranking of the World Business Schools in recognition of our strong international influence. Furthermore, we are now working towards the European Quality Improvement System (EQUIS) accreditation. These international accreditations and recognitions signify that our programmes are of top quality and are recognised internationally. We are building on these hallmarks of excellence by working towards our aim to be among the leading business schools in the world. Another remarkable milestone achieved in 2016 is the completion of our new home, the Azman Hashim Building. This brand new iconic and state-of-the-art building is fully equipped with modern facilities to provide a very conducive and comfortable learning environment to the students.

We are extremely proud of our highly qualified lecturers who are committed to provide the best in their teaching and are, at the same time, actively engaged in pursuing scholarly research in a myriad of areas encompassing accounting, finance, marketing strategies, organisational behaviour, management information systems, and operations management. We are confident that you would benefit from our global setting as our classes comprise of students from various profiles, professional backgrounds and nationalities. This diverse environment will certainly enhance the exchange of ideas and expose you to an array of perspectives. Please explore our handbook and website to know more about FBA and how to get the most out of your education with us. The handbook provides information on programme structure, study plan, synopsis of various courses offered, academic standards and facilities available at the faculty as along with the information about our entire academic staff. I wish you all the best in your studies and I hope that you will have a wonderful and memorable time at FBA.

**Professor Dr. Che Ruhana Isa**  
**Dean**

## DIRECTOR'S WELCOME

Welcome to University of Malaya Graduate School of Business (UMGSB)! You are joining a vibrant and enthusiastic community of individuals who are committed to education, career progression and lifelong learning. I hope that you will very soon feel part of this community and explore the opportunities for networking, self-development and other extra-curricular activities that are on offer. During your stay here, you will make new and lasting friendships. The facilities provided in UMGSB are excellent, and I hope that you will enjoy sharing these facilities with your colleagues.

The purpose of this handbook is to provide you a guide to the **Master of Marketing (MMkt) programme** so that your journey will be a smooth-sailing one from here on. We are the No. 1 University in Malaysia and Top 100 in the world; UMGSB is one of the Asia's most prestigious and competitive business schools, which runs exchange programmes with numerous universities across the world. So, I urge you to make the most of the opportunities we offer. You are now entering into a time in your life when fresh opportunities will open to you, both in your chosen field of study and elsewhere. Studying for a postgraduate degree at UM is demanding, but all of you have shown the talent and desire to meet this challenge. I hope that you will work hard and at the same time enjoy while you are with us.

**Associate Professor Dr. Yusniza Kamarulzaman**

**Deputy Dean (Higher Degree) / Director, UMGSB**



## UM VISION, MISSION AND CORE VALUES

### Vision

To be an internationally renowned institution of higher learning in research, innovation, publication and teaching.

### Mission

To advance knowledge and learning through quality research and education for the nation and humanity.

### Core Values

Integrity, Respect, Academic Freedom, Open-mindedness, Accountability, Professionalism, Meritocracy, Teamwork, Creativity and Social Responsibility

## FACULTY VISION, MISSION AND OBJECTIVES

### Vision

To be an internationally renowned institution of higher learning in research, innovation, publication and teaching.

### Mission

We aspire to be the leader and preferred institution in business and accounting education by:

- Providing graduates quality education and global perspective that meet the evolving needs of various stakeholders
- Contributing to the advancement of knowledge in the area of business and accounting through quality research and publication.

### Objectives

- To produce graduates who are socially responsible, knowledgeable and highly skilled in business, management and accounting.
- To explore and expand the frontiers of knowledge through teaching, research and publication.
- To establish a closer relationship and improve cooperation with the private and public sectors, as well as with other institutions of higher learning – local and international.

## **THE ESTABLISHMENT OF FACULTY OF BUSINESS AND ACCOUNTANCY**

Business education in the University of Malaya dates back to 1966 when the Faculty of Economics and Administration first offered business and accounting courses. In line with the growing demand for accounting and business programmes, the Faculty of Business and Accountancy (FBA) was subsequently established on 1<sup>st</sup> February 1997 to focus on developing these programmes. FBA strives to meet the challenges of preparing the students to play a vital role in the industry and nation building. FBA seeks to remain at the forefront of business and accounting education and continues to enjoy the reputation of an excellent knowledge-based institution.

FBA is headed by a Dean and assisted by three (3) Deputy Deans and five (5) Heads of Departments. The five (5) departments are Business Policy and Strategy, Marketing, Finance and Banking, Accounting and Operations and Management Information Systems.

Currently, FBA offers eight (8) programmes. The six (6) programmes offered at postgraduate level include Master of Business Administration (MBA), Master of Management (MM), Master of Accounting (Reporting and Management Accountability, MAcc), Master of Marketing (MMkt), Doctor of Philosophy (PhD) and Doctor of Management (DMgt), while the three (3) undergraduate programmes include Bachelor of Business Administration (BBA), Bachelor of Accounting (BAcc) and Bachelor of Finance (BFin).

As part of our effort to strengthen our programmes, FBA has collaborated with various business communities and government agencies. In addition, there are several Faculty members who are affiliated with professional bodies such as the Malaysian Institute of Accountants (MIA), Malaysian Institute of Certified Public Accountants (MICPA), Association of Chartered Certified Accountants (ACCA), Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) and Chartered Financial Analyst (CFA) and are advisors to several financial institutions such as the Bank Muamalat, Public Islamic Bank and AIA Public Takaful.

## **THE ESTABLISHMENT OF UNIVERSITY OF MALAYA GRADUATE SCHOOL OF BUSINESS**

The University of Malaya Graduate School of Business (UMGSB) was established in May 2000. The main objective is to strengthen the management of postgraduate programmes in business and management of UM. UMGSB is located within the Faculty of Business & Accountancy (FBA) in the brand new state-of-the-art Bangunan Azman Hashim (Azman Hashim Building). Lectures are delivered in seminar rooms equipped with Internet connection, computer and audio-visual display with modern technology. UMGSB offers invaluable experiences through its rigorous, extensive and innovative programmes that meet an individual's personal and professional goals.



Our MBA programme has been accredited by the Association of MBAs (AMBA). We are also passionate about the contribution of our faculty members and postgraduate students to our business community and society.

## **FACILITIES AND RESOURCES**

Students have access to the UM library, which is regarded as the best in the country and one of the largest in the region. Students are provided comprehensive study facilities and electronic access to a vast array of specialist research databases, online journals and many of the leading financial information services. However, as far as accommodation services are concerned, the Student Residential Colleges and the International House may only accommodate the students subject to availability.

### **AZMAN HASHIM BUILDING (AHB) FACILITIES**

Ambank Group Chairman Tan Sri Azman Hashim personally funded the RM25mil building project through the Yayasan Azman Hashim charitable institution to University of Malaya (UM). The AHB was built in the car park opposite to the Faculty of Business and Accountancy for postgraduate students to continue their postgraduate studies. The construction of the building started in November 2013 and was completed in April 2016.

The design concept was inspired by the principles of Feng Shui philosophy which aims at establishing a link with the local traditions while projecting the future using the latest technologies. Feng Shui literally means "Wind and Water", in honour of the two elements that shape the Earth and determine the healthy characters of a place.

With a built-up area of approximately 79,501 sq ft, AHB can accommodate up to 850 postgraduate students, and houses a theatre room and a banquet, seminar rooms, discussion rooms, a trading lab, a marketing lab, computer labs, a grab and go café, a 24-hour wi-fi service and 80 parking bays.

## REASONS TO STUDY AT UMGSB

### Accreditation

UMGSB is fully accredited by the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB) International. These accreditations represent the highest standard of achievement in postgraduate business education in terms of curriculum, teaching, research and facilities. The accreditations bestow our programmes the international credibility and status.

### First 4 Palmes In Malaysia

UMGSB is the only local university in Malaysia to receive a 4 PALMES award by EDUNIVERSAL, which is recognised as Top Business School.

### Top 100 Ranking

UM is ranked 70<sup>th</sup> in the QS World University Rankings 2020.

### Diversity

Students can learn from our diverse group of lecturers and visiting academics from all regions of the world. UMGSB has the highest composition of international students in the country from Germany, Denmark, Sweden, USA, Ecuador, Iraq, Iran, Palestine, Yemen, Saudi Arabia, Jordan, Turkey, Libya, South Africa, Korea, China, India, Pakistan, Bangladesh, Indonesia, Thailand, Myanmar and Vietnam.

### High Profile

Networking with our high-profile group of students ranging from Senior Manager to C-Level.

### Expertise

UMGSB programmes source industrial experts to share their experience and knowledge with the students. UMGSB has an international faculty with academics trained from top universities around the world.

## FBA's MANAGEMENT TEAM



**PROFESSOR DR. CHE  
RUHANA ISA**

*Dean*

### DEPUTY DEANS



**ASSOCIATE PROFESSOR  
DR. YUSNIZA  
KAMARULZAMAN**

*Deputy Dean  
(Postgraduate)*



**ASSOCIATE PROFESSOR  
DR. MOHD ZULKHAIRI  
MUSTAPHA**

*Deputy Dean  
(Undergraduate)*



**ASSOCIATE PROFESSOR DR.  
NOOR ISMAWATI JAAFAR**

*Deputy Dean  
(Research & Development)*

### HEADS



**DR. NORIZAH  
MOHD  
MUSTAMIL**

*BUSINESS POLICY  
& STRATEGY*



**ASSOCIATE  
PROFESSOR DR.  
NORBANI CHE HA**

*MARKETING*



**ASSOCIATE  
PROFESSOR DR.  
ZARINA ZAKARIA**

*ACCOUNTING*



**ASSOCIATE  
PROFESSOR DR.  
NURUL SHAHNAZ  
AHMAD MAHDZAN**

*FINANCE  
& BANKING*



**ASSOCIATE PROFESSOR  
DR. KANAGI A/P  
KANAPATHY**

*OPERATIONS &  
MANAGEMENT  
INFORMATION SYSTEMS*

### OFFICERS



**MOHD NASRUDDIN  
BIN KACHI MAIDEN**

*SENIOR ASSISTANT  
REGISTRAR*



**KHAIRUL BARIAH  
MOHD SABRI**

*SENIOR ASSISTANT  
REGISTRAR*



**NORMALA AB  
RAHIM**

*ADMINISTRATIVE  
OFFICER*



**NURHAZWANI ABDUL  
RAHMAN**

*ASSISTANT BURSAR*

## PROGRAMME COORDINATORS AND HEADS OF UNITS

### BACHELOR COORDINATORS



**DR. SURIA ZAINUDDIN**

BACC  
COORDINATOR



**DR. LEE SU TENG**

BBA  
COORDINATOR



**DR. MOHD EDIL BIN ABD  
SUKOR**

BFin  
COORDINATOR

### MASTER COORDINATORS



**DR. TEY LIAN SENG**

MBA  
COORDINATOR



**DR. FAUZI ZAINIR**

MM  
COORDINATOR



**ASSOCIATE PROFESSOR  
DR. ERVINA ALFAN**

MAcc  
COORDINATOR



**DR. MOZARD  
MOHTAR**

MMkt  
COORDINATOR



**ASSOCIATE PROFESSOR. DR. NOOR  
AKMA MOHD SALLEH**

PhD & DMgt  
COORDINATOR

## ACADEMIC MEMBERS & RESEARCH INTEREST

### Department of Accounting

Che Ruhana Isa, PhD (UPM), MSc (LSE), BBA (Acc) (Oklahoma State)

Associate Member MIA, CFIA (M),

Professor

Management Accounting and Control Systems, Strategic Management Accounting, Accounting for SMEs

Email: [cruhana@um.edu.my](mailto:cruhana@um.edu.my)

CV: <http://umexpert.um.edu.my/cruhana>

Ruzita Jusoh, PhD (USM), MSc (Missouri), BSc (Alabama), CFIA (M)

Professor

Management Accounting and Control Systems, Performance Measurement and Management

Email: [geeee@um.edu.my](mailto:geeee@um.edu.my)

CV: <http://umexpert.um.edu.my/geeee>

Anna Azriati Che Azmi, PhD (Reading), MSc (Reading), BAcc (UUM), CFIA (M)

Associate Professor

International Accounting, Taxation, Tax education

Email: [annaazriati@um.edu.my](mailto:annaazriati@um.edu.my)

CV: <http://umexpert.um.edu.my/annaazriati>

Mohd Zulkhairi Mustapha, PhD (Cardiff), CFIA (M), PgDip (Cardiff), MBA (Acc)(UM), BSc (Acc)(Cardiff)

Associate Professor

Corporate Governance, GST, Tax Audit and Compliance, Tax Incentives, Accounting Education

Email: [zulkhairi@um.edu.my](mailto:zulkhairi@um.edu.my)

CV: <http://umexpert.um.edu.my/zulkhairi>

Rusnah Muhamad, PhD (UM), MSc (Stirling), BAcc (UM), FCPA (Australia)

Associate Professor

Financial Accounting and Auditing, Islamic Banking, Religiosity and Ethics

Email: [rusnah@um.edu.my](mailto:rusnah@um.edu.my)

CV: <http://umexpert.um.edu.my/rusnah>

Zakiah Saleh, PhD (Cardiff), MAcc (Glasgow), BSBA (Minnesota),

Associate Member MIA, CFIA (M),

Associate Professor

Public Sector Accounting, Financial Accounting and reporting, Accountability and Governance

Email: [zakiahs@um.edu.my](mailto:zakiahs@um.edu.my)

CV: <http://umexpert.um.edu.my/zakiahs>



Ervina Alfian, PhD (Manchester), MBA (Acc) (UM), BAcc (Staffordshire), CFIa (M)  
Associate Professor  
Financial Reporting, Public-Private Partnerships  
Email: [ervina\\_alfan@um.edu.my](mailto:ervina_alfan@um.edu.my)  
CV: [http://umexpert.um.edu.my/ervina\\_alfan](http://umexpert.um.edu.my/ervina_alfan)

Ahmad Zahiruddin Yahya, PhD (UPSI), MAcc (Dundee), BAcc (De Montfort), CFIa (M),  
MMIM  
Senior Lecturer  
Management Accounting, Accounting Education, Strategic Management  
Accounting  
Email: [azyahya@um.edu.my](mailto:azyahya@um.edu.my)  
CV: <http://umexpert.um.edu.my/azyahya>

Azlina Abdul Jalil, PhD (Deakin), MAcc (UiTM), BSc (LSE)  
Senior Lecturer  
Earnings Management and Corporate Governance, Financial Reporting and  
Disclosures, Accounting for SMEs  
Email: [azlinajalil@um.edu.my](mailto:azlinajalil@um.edu.my)  
CV: <http://umexpert.um.edu.my/azlinajalil>

Dalilawati Zainal, PhD (UM), MAcc (UiTM), BAcc (IIUM)  
Senior Lecturer  
Corporate Social Reporting, Corporate Governance, Financial Reporting &  
Accounting  
Email: [dalilawati@um.edu.my](mailto:dalilawati@um.edu.my)  
CV: <http://umexpert.um.edu.my/dalilawati>

Elaine Oon Yen Nee, PhD (Cambridge), MPhil (Cambridge), BCom (La Trobe), CA (M),  
CPA (Australia), CFP (Malaysia)  
Senior Lecturer  
Strategic Management, International Business, Corporate Governance, Family Firms  
and Gender Diversity  
Email: [oonelaine@um.edu.my](mailto:oonelaine@um.edu.my)  
CV: <http://umexpert.um.edu.my/oonelaine>

Haslida Abu Hasan, PhD (Sheffield), MCommerce (Macquarie), BAcc (UUM), CFIa (M)  
Senior Lecturer  
Public Sector Accounting, Auditing, Performance Measurement, Corporate Social  
Responsibility  
Email: [haslida@um.edu.my](mailto:haslida@um.edu.my)  
CV: <http://umexpert.um.edu.my/haslida>

Kamisah Ismail, PhD (UM), MAcc (UiTM), BAcc (UM)

Senior Lecturer

Management Accounting and Control Systems

Email: [kamisah.ismail@um.edu.my](mailto:kamisah.ismail@um.edu.my)

CV: <http://umexpert.um.edu.my/kamisah-ismail>

Khairul Saidah Abas Azmi, PhD (Essex), MSc Forensic Accounting (Wollongong)

Senior Lecturer

Fraudulent Accounting and Other Predatory Practices, Forensic Accounting, Ethics and Governance, Public Sector, Auditing Practices, Project and Business Management, Developing and Emerging Economies, and Qualitative Studies.

Email: [khairul\\_saidah@um.edu.my](mailto:khairul_saidah@um.edu.my)

CV: [http://umexpert.um.edu.my/khairul\\_saidah](http://umexpert.um.edu.my/khairul_saidah)

Kaveh Asiaei, PhD (UM), MPA (Tehran), BAcc (Tehran)

Senior Lecturer

Management Accounting (Performance Measurement Systems; Management Control Systems; Intellectual Capital; Sustainability Accounting)

Email: [kaveasia@um.edu.my](mailto:kaveasia@um.edu.my)

CV: <http://umexpert.um.edu.my/kaveasia>

Mazni Abdullah, PhD (Stirling), MBA (Acc) (UM), BAcc (UM), CA (M), CFIA (M), MMIM

Senior Lecturer

International Financial Reporting Standards, Financial Reporting, Accounting Education, Taxation, Corporate Governance

Email: [mazni@um.edu.my](mailto:mazni@um.edu.my)

CV: <http://umexpert.um.edu.my/mazni>

Mohd Haniff Zainuldin, PhD (Adelaide), MAcc (UITM), BAcc (Adelaide)

Senior Lecturer

Email: [haniff.zainuldin@um.edu.my](mailto:haniff.zainuldin@um.edu.my)

CV: <https://umexpert.um.edu.my/haniff-zainuldin>

Mohd Zaidi Md Zabri PhD (UIAM), Master in Islamic Banking and Finance (UIAM), BBA (UITM)

Senior Lecturer

Email: [zaidizabri@um.edu.my](mailto:zaidizabri@um.edu.my)

CV: <https://umexpert.um.edu.my/zaidizabri>

Noor Adwa Sulaiman, PhD (Manchester), MSc (Acc) (UPM), BAcc (UiTM)

Senior Lecturer

Auditing (Audit Quality, Regulation of Accounting and Auditing, and Audit Methodology), Corporate Governance) and Financial Reporting

Email: [adwa@um.edu.my](mailto:adwa@um.edu.my)

CV: <http://umexpert.um.edu.my/adwa>

Noor Sharoja Sapiei, PhD (Monash), MBA (Acc) (UM), BEc (Acc and Finance) (Aberystwyth), ACCA (UK)  
Senior Lecturer  
Tax Compliance & Administration, Islamic Taxation, Accounting and Tax Education  
Email: [noorsharoja@um.edu.my](mailto:noorsharoja@um.edu.my)  
CV: <http://umexpert.um.edu.my/noorsharoja>

Nurliana Md Rahin. PhD (Flinders), MBA (UM), BAcc (IIUM)  
Senior Lecturer  
Financial Accounting and Reporting, Corporate Social Reporting, Sustainability and Corporate Governance  
Email: [lianarahin@um.edu.my](mailto:lianarahin@um.edu.my)  
CV: <http://umexpert.um.edu.my/lianarahin>

Oon Yen Nee, PhD (Cambridge), MPhil (Cambridge), BCom (La Trobe)  
Senior Lecturer  
Economics, Business and Management, Management (Strategy, International Business and Corporate Governance - Board composition  
Email: [oonelaine@um.edu.my](mailto:oonelaine@um.edu.my)  
CV: <https://umexpert.um.edu.my/oonelaine>

Suhaily Shahimi, PhD (UM), MAcc (UiTM), BAcc (UUM)  
Senior Lecturer  
Internal Auditing, External Auditing, Risk Management and Corporate Governance  
Email: [suhaily@um.edu.my](mailto:suhaily@um.edu.my)  
CV: <http://umexpert.um.edu.my/suhaily>

Suria Zainuddin, PhD (UM), MAcc (UiTM), BAcc (UM)  
Senior Lecturer  
Management Accounting and Control Systems  
Email: [vsuriaz@um.edu.my](mailto:vsuriaz@um.edu.my)  
CV: <http://umexpert.um.edu.my/suriaz>

Yazkhiruni Yahya, PhD (UM), MSc (Acc)(IIUM), BAcc (IIUM)  
Senior Lecturer  
Islamic Accounting and Auditing, Accounting and Auditing Judgement Decision Making Research (JDM), Internal and External Audit, Corporate Governance.  
Email: [yazkhiruni@um.edu.my](mailto:yazkhiruni@um.edu.my)  
CV: <http://umexpert.um.edu.my/yazkhiruni>

Zarina Zakaria, PhD (Nottingham), MBA (Acc) (UM), BSc (Cardiff), ACCA, CFIA (M)  
Senior Lecturer  
Sustainability Reporting and Practice, Internal Auditing, Accountability & Governance  
Email: [zarinaz@um.edu.my](mailto:zarinaz@um.edu.my)  
CV: <http://umexpert.um.edu.my/zarinaz>

## Department of Business Policy and Strategy

Mohd Nazari Ismail, PhD (Manchester), MBA (SUNY Buffalo), BSc (Wales)

Professor

International Business, Strategic Management, Management Islamic Perspectives in Business & Management

Email: [mdnazari@um.edu.my](mailto:mdnazari@um.edu.my)

CV: <http://umexpert.um.edu.my/mdnazari>

Aida Idris, PhD (UM), MBA (Ohio), BSc Eng (Aberdeen)

Associate Professor

Entrepreneurship, Strategic Management

Email: [aida\\_idris@um.edu.my](mailto:aida_idris@um.edu.my)

CV: [http://umexpert.um.edu.my/aida\\_idris](http://umexpert.um.edu.my/aida_idris)

Chan Wai Meng, PhD (UM), LLM (UM), LLB (UM)

Associate Professor

Commercial Law, Company Law

Email: [chanwm@um.edu.my](mailto:chanwm@um.edu.my)

CV: <http://umexpert.um.edu.my/chanwm>

Edward Wong Sek Khin, PhD (Edith Cowan), MSc (Western Australia), BBA (Edith Cowan), CFIA (M), BBA (Edith Cowan)

Associate Professor

SME Management, Research Philosophy, Accounting ICT

Email: [edwardwong@um.edu.my](mailto:edwardwong@um.edu.my)

CV: <http://umexpert.um.edu.my/edwardwong>

Sharmila Jayasingam, PhD (USM), MBA (USM), BTech. Mgmt (UTM)

Associate Professor

Leadership, Knowledge Management, Organisational Behaviour

Email: [sharmila@um.edu.my](mailto:sharmila@um.edu.my)

CV: <http://umexpert.um.edu.my/sharmila>

Azni Zarina Taha, PhD (Aston), MBA (UM), BSc (Missouri-Columbia)

Senior Lecturer

Strategic Management, Tourism Management, Service Management, Change Management, Event Management

Email: [aznitaha@um.edu.my](mailto:aznitaha@um.edu.my)

CV: <http://umexpert.um.edu.my/aznitaha>

Lee Su Teng, PhD (UM), MIT (UM), BSc (UPM)

Senior Lecturer

Human Resources, Generational Cohort, Employee Engagement

Email: [stlee@um.edu.my](mailto:stlee@um.edu.my)

CV: <http://umexpert.um.edu.my/stlee>

Mohammad Nazri Mohd Nor, PhD (UiTM), MBA (UKM), BBA (UKM), DBS (UiTM)  
Senior Lecturer  
Knowledge Management, Organisational Behaviour and Human Capital Management  
Email: nazry@um.edu.my  
CV: <http://umexpert.um.edu.my/nazry>

Mohd Said Othman, MBA (Aoyama Gakuin), BEc (UM)  
Senior Lecturer  
International Business, Entrepreneurship  
Email: msaidothman@um.edu.my  
CV: <http://umexpert.um.edu.my/msaidothman>

Norizah Mohd Mustamil, DBA (Curtin), MBA (UM), BBA (UM)  
Senior Lecturer  
Business Ethics, Human Resource Management, Mixed Methods  
Email: norizahmm@um.edu.my  
CV: <http://umexpert.um.edu.my/norizahmm>

Ong Lin Dar, PhD (UM), MBA (UUM), BBA (UM)  
Senior Lecturer  
Organisational behaviour, Human Resource Management, Leadership  
Email: lindar@um.edu.my  
CV: <http://umexpert.um.edu.my/lindar>

Quah Chee Heong, PhD (UM), MBA (UM), BBA (UM)  
Senior Lecturer  
International Business, International Monetary System, Austrian Economics  
Email: quahch@um.edu.my  
CV: <http://umexpert.um.edu.my/quahch>

Raida Abu Bakar, PhD (RMIT), MBA (UM), BSc (Purdue)  
Senior Lecturer  
Organisational Psychology, Human Capital Management  
Email: raida@um.edu.my  
CV: <http://umexpert.um.edu.my/raida>

Rosmawani Che Hashim, PhD (IIUM), LLM (Nottingham), LLB (Shariah) (IIUM), LLB (IIUM)  
Senior Lecturer  
International Trade Law, Commercial Law, Islamic Banking and Finance Law  
Email: wanie285@um.edu.my  
CV: <http://umexpert.um.edu.my/wanie285>



Safiah Omar, PhD (UiTM), MBA (UiTM), BBSMN (Sunderland)  
Senior Lecturer  
Human Resource Management, Organisational Behaviour, Strategic Management  
Email: safiah@um.edu.my  
CV: <http://umexpert.um.edu.my/safiah>

Tey Lian Seng, PhD (UM), MBA (Multimedia), BEc (Jinan)  
Senior Lecturer  
Strategic Management, Knowledge Management, Innovation  
Email: teyls@um.edu.my  
CV: <http://umexpert.um.edu.my/teyls>

### **Department of Finance and Banking**

Nurul Shahnaz Ahmad Mahdzan, PhD (Nottingham-UK), MBA (UM), BBA (Ohio)  
Associate Professor  
Personal Finance, Economics, Risk Management & Insurance  
Email: n\_shahnaz@um.edu.my  
CV: [http://umexpert.um.edu.my/n\\_shahnaz](http://umexpert.um.edu.my/n_shahnaz)

Rubi Ahmad, PhD (Monash), MBA (Memphis), BBA (Memphis)  
Associate Professor  
Bank Performance & Regulations, Corporate Finance  
Email: rubi@um.edu.my  
CV: <http://umexpert.um.edu.my/rubi>

Izlin Ismail, PhD (Nottingham), MSc (Cass), BSc (LSE)  
Associate Professor  
Capital Markets, International Finance, Debt Financing, Financial History  
Email: izlin@um.edu.my  
CV: <http://umexpert.um.edu.my/izlin>

Aidil Rizal Shahrin, PhD (UM), MEd (UM), BBA (UTM)  
Senior Lecturer  
Microeconomics, Econometrics, Macroeconomics  
Email: aidil\_rizal@um.edu.my  
CV: [http://umexpert.um.edu.my/aidil\\_rizal](http://umexpert.um.edu.my/aidil_rizal)

Fauzi Zainir, PhD (Coventry), MBA & MSc (Miami), BSc (Nebraska)  
Senior Lecturer  
Financial Development, Financial Savings and Corporate Finance  
Email: zfauzi@um.edu.my  
CV: <http://umexpert.um.edu.my/zfauzi>

Abu Hanifa Md. Noman Alam, PhD (UM)  
Senior Lecturer  
Economic Development and Growth (Energy Economics), Banking (Market Structure, Regulation, Efficiency, Risk, Performance)  
Email: [abuhanifa@um.edu.my](mailto:abuhanifa@um.edu.my)  
CV: <https://umexpert.um.edu.my/abuhanifa>

Jacinta Chan Phooi M'ng, PhD (UM), MSc (UNITAR), BCom (UNSW)  
Senior Lecturer  
Capital Markets and Investment, Derivatives, Algorithmic Quantitative Trading, Technical Analysis  
Email: [jacinta@um.edu.my](mailto:jacinta@um.edu.my)  
CV: <http://umexpert.um.edu.my/jacinta>

Khaw Lee Hwei, PhD (Massey), MSc Finance (UUM), BBA (UKM)  
Senior Lecturer  
Corporate Finance, Debt financing; Corporate risk taking; Corporate governance, Economics, Business and Management  
Email: [karren@um.edu.my](mailto:karren@um.edu.my)  
CV: <http://umexpert.um.edu.my/karren>

Koh Hsieng Yang Eric, PhD (Nottingham), MBA (SCU), BCom (Melbourne), CFA, CPA  
Senior Lecturer  
Bank Management, Risk Management  
Email: [erickoh@um.edu.my](mailto:erickoh@um.edu.my)  
CV: <http://umexpert.um.edu.my/erickoh>

Md Mahfuzur Rahman, PhD (UM), BBA (IIUM)  
Senior Lecturer  
Behavioural Finance and Financial Decision Making, Consumer Behaviour, Environment Economics  
Email: [mahfuzur@um.edu.my](mailto:mahfuzur@um.edu.my)  
CV: <http://umexpert.um.edu.my/mahfuzur>

Mohamed Hisham Abu Hanifa, PhD (INCEIF KL), MSC (IIUM), BAcc (Hons) (UNITEN)  
Senior Lecturer  
Accounting, Islamic Finance, Finance  
Email: [mhisham@um.edu.my](mailto:mhisham@um.edu.my)  
CV: <http://umexpert.um.edu.my/mhisham>

Mohd Edil Abd. Sukor, PhD (Melbourne), MBA (IIUM), BShariah (UM)  
Senior Lecturer  
Stock Return Seasonalities (Investment), Islamic Finance  
Email: [mohdedil@um.edu.my](mailto:mohdedil@um.edu.my)  
CV: <http://umexpert.um.edu.my/mohdedil>

Rozaimah Zainudin, PhD (UM), MBA (UiTM), BBA (UiTM)  
Senior Lecturer  
Derivative Market, Risk Management, Corporate Finance  
Email: rozaimah@um.edu.my  
CV: <http://umexpert.um.edu.my/rozaimah>

Shahrin Saaid Shaharuddin, PhD (UM), MBus (Monash), PgDip (Monash), BComm (Murdoch)  
Senior Lecturer  
Corporate Finance, Money and Banking  
Email: shahrin@um.edu.my  
CV: <http://umexpert.um.edu.my/shahrin>

Wan Marhaini Wan Ahmad, PhD (Edinburgh), MEc (IIUM), BShariah (UM)  
Senior Lecturer  
Islamic Finance, Islamic Banking, Islamic Economics, Fiqh al-Muamalat  
Email: wmarhaini@um.edu.my  
CV: <http://umexpert.um.edu.my/wmarhaini>

### **Department of Marketing**

Norbani Che Ha, PhD (Monash, Australia), MBA (Denver), BSBA (Denver)  
Associate Professor  
Marketing Capabilities and Sustainability, Consumer Behaviour, Islamic and Halal Marketing, Small & Medium Enterprises  
Email: norbanicheha@um.edu.my  
CV: <http://umexpert.um.edu.my/norbanicheha>

Yusniza Kamarulzaman, PhD (Cardiff), PgDip (Cardiff), PgDip (Cambridge), MBA (UKM), BBA (UiTM)  
Associate Professor  
Retailing, Digital Marketing, Tourism Marketing, Halal Marketing, Sustainable Marketing, Entrepreneurship Marketing  
Email: yusniza@um.edu.my  
CV: <http://umexpert.um.edu.my/yusniza>

Amrul Asraf Mohd Any, PhD (Nottingham), MSc (Strathclyde), BSc (UiTM), Dip (UiTM)  
Senior Lecturer  
Services Marketing, Customer Participation, Value Co-creation, Digital Marketing, Food Marketing  
Email: amrul\_asraf@um.edu.my  
CV: [http://umexpert.um.edu.my/amrul\\_asraf](http://umexpert.um.edu.my/amrul_asraf)

Ezlika M. Ghazali, PhD (Warwick), MBA (UM), BBA (De Montfort)

Senior Lecturer

Consumer Behaviour, E-Loyalty, Switching Behaviour, Green Consumer, Ethical and Social Marketing, Digital Marketing

Email: [ezlika@um.edu.my](mailto:ezlika@um.edu.my)

CV: <http://umexpert.um.edu.my/ezlika>

Mozard Mohtar, PhD (Aston), MBA (UM), B. Journalism (Missouri-Columbia)

Senior Lecturer

Advertising, Marketing, Consumer Psychology

Email: [mozardt@um.edu.my](mailto:mozardt@um.edu.my)

CV: <http://umexpert.um.edu.my/mozardt>

Nor Hazlina Hashim, PhD (Wollongong)

Senior Lecturer

IMC, Digital Marketing, Content Marketing

Email: [n\\_hashim@um.edu.my](mailto:n_hashim@um.edu.my)

CV: [https://umexpert.um.edu.my/n\\_hashim](https://umexpert.um.edu.my/n_hashim)

Thinaranjeney Thirumoorthi, PhD (UM), MBA (UPM), BBA (UPM), Dip (UPM)

Senior Lecturer

Tourism Marketing and Management, Consumer Behaviour

Email: [thinaranjeney@um.edu.my](mailto:thinaranjeney@um.edu.my)

CV: <http://umexpert.um.edu.my/thinaranjeney>

Zalfa Laili Hamzah, PhD (UM), MSc, BSc (UPM), CTESOL (Australia)

Senior Lecturer

Corporate, Product, Service and Digital Branding, Corporate Image and Reputation, Consumer Behaviour, Green Consumer, Sustainable Consumption, Islamic Marketing

Email: [zalfa@um.edu.my](mailto:zalfa@um.edu.my)

CV: <http://umexpert.um.edu.my/zalfa>

Shamsul Izwan Saharani, MBA (North London), BA Dbl. Mjrs. (Acadia)

Lecturer

Hospitality and Tourism Marketing, Marketing Communications, Consumer & Organisational Behaviour, Marketing Management & Entrepreneurship

Email: [ssaharani@um.edu.my](mailto:ssaharani@um.edu.my)

CV: <http://umexpert.um.edu.my/ssaharani>

### **Department of Operations and Management Information Systems**

Suhaiza Hanim Dato Mohamad Zailani, PhD (Lancaster), MSc (OR) (Lancaster), BSc (UPM)

Professor

Operations Management, Supply Chain and Logistic

Email: [shmz@um.edu.my](mailto:shmz@um.edu.my)

CV: <http://umexpert.um.edu.my/shmz>

Noor Akma Mohd Salleh, PhD (Queensland), MSc (East Anglia), BAcc (UUM)  
Associate Professor  
Accounting Information Systems, Information System Adoption  
Email: [akmasalleh@um.edu.my](mailto:akmasalleh@um.edu.my)  
CV: <http://umexpert.um.edu.my/akmasalleh>

Noor Ismawati Jaafar, DBA (Macquarie), MBA (UM), BAcc (UM), CFIA (M)  
Associate Professor  
Management Information Systems, IT Governance, Accounting Information Systems  
Email: [isma\\_jaafar@um.edu.my](mailto:isma_jaafar@um.edu.my)  
CV: [http://umexpert.um.edu.my/isma\\_jaafar](http://umexpert.um.edu.my/isma_jaafar)

Shamshul Bahri Zakaria, PhD (Brunel), MBA (UM), BBA (UKM)  
Associate Professor  
Management Information Systems, Social Informatics, Health Informatics  
Email: [esbi@um.edu.my](mailto:esbi@um.edu.my)  
CV: <http://umexpert.um.edu.my/esbi>

Kanagi Kanapathy, DBA (UniSA), MBA (IIUM), BSc (USM)  
Associate Professor  
Operations Management, Quality Management and Supply Chain Management  
Email: [kanagik@um.edu.my](mailto:kanagik@um.edu.my)  
CV: <http://umexpert.um.edu.my/kanagik>

Azmin Azliza Aziz, PhD (Warwick), MSc (Macquarie), BSc (UTM)  
Senior Lecturer  
Operational Research, Applied Statistics, Industrial Mathematics  
Email: [aazliza@um.edu.my](mailto:aazliza@um.edu.my)  
CV: <http://umexpert.um.edu.my/aazliza>

Farzana Parveen Tajudeen, PhD (UM), MBA (UM), BSc (UNOM, India)  
Senior Lecturer  
Social Media Impact and Management, Mobile Internet, Technology Adoption and Impact  
Email: [farzanatajudeen@um.edu.my](mailto:farzanatajudeen@um.edu.my)  
CV: <http://umexpert.um.edu.my/farzanatajudeen>

Nurhidayah Bahar, PhD (UM), Master of Information Systems, Technology & Management (UITM)  
Senior Lecturer  
Project Management, Programming Languages, Management Information System, Knowledge base, E-Commerce and Database  
Email: [nurhidayahbahar@um.edu.my](mailto:nurhidayahbahar@um.edu.my)  
CV: <https://umexpert.um.edu.my/nurhidayahbahar>



Phoong Seuk Wai, PhD (USM), MSc (USM), BSc Ed (UPSI)  
Senior Lecturer  
Applied Statistics, Time Series, Econometric, Applied Macroeconomics, Education  
Email: phoongsw@um.edu.my  
CV: <http://umexpert.um.edu.my/phoongsw>

Sedigheh Moghavvemi, PhD (UM), MSc (Azad Islamic University of Tehran, Iran), BSc (University of Allameh Tehran, Iran)  
Senior Lecturer  
Management Information System (Technology Adoption)  
Email: sedigheh@um.edu.my  
CV: <http://umexpert.um.edu.my/sedigheh>

Suhana Mohezar Ali, PhD (UniSA), MBA (UM), BSc (UM)  
Senior Lecturer  
Supply Chain Management, Operations Management, Technology Management, Logistics Management  
Email: suhanamohezar@um.edu.my  
CV: <http://umexpert.um.edu.my/suhanamohezar>

Yeong Wai Chung, PhD (USM), MSc (USM), BSc (UTM)  
Senior Lecturer  
Quality and Productivity Measurement (Statistical Quality Control)  
Email: yeongwc@um.edu.my  
CV: <http://umexpert.um.edu.my/yeongwc>

## MASTER OF MARKETING (MMkt)

### Introduction

The University of Malaya (UM), Master of Marketing (MMkt) aims to produce graduates with advanced knowledge and skills in marketing who can manage organisations whilst at the same time are concerned with social responsibility and professional ethics.

MMkt supports the vision of UM to become a world-renowned educational institution in terms of teaching by offering a unique master's degree programme in the country on par with similar programmes offered by internationally renowned business schools. It supports the mission of UM by developing a quality and relevant study programme in line with the needs of the country to form a professional and highly skilled marketing management team capable in solving complex organisational marketing issues. Professionalism is cultivated through strategic and comprehensive marketing courses, while complex marketing problem solving skills are nurtured through courses such as Marketing Research, Data Analysis, Research Project, and other essential marketing-related courses. In addition, exposure to the latest marketing theories builds a global mind-set among students while providing solutions to marketing problems.

The pedagogies are aimed at optimising the efficiency of the learning process. Each student is required to complete a minimum of 42 credit hours of learning and research activities. On the average, the students will require 1 year of study.

### General Information

Based on the UM (Master's Degree) Rules & Regulations 2014, details are available in the **UM (Master's Degree) Rules 2014 and UM (Master's Degree) Regulations 2014** which can be accessed at <https://hep.um.edu.my/student-relation-amp-disciplinary>

### Programme Educational Objectives

The objectives of the MMkt programme are to produce graduates who can:

- Apply knowledge in managing organisations from marketing aspects.
- Solve issues related to marketing through research and be able to communicate effectively.
- Practice the values of professional ethics and social responsibility in a career and appreciate continuous learning.

### Programme Learning Outcomes

In line with the above goals, at the end of the programme, graduates of MMkt will be able to achieve the following programme outcomes:

- Critically assess theories and concepts in the field of marketing.
- Apply theories and concepts in designing and making marketing decisions.
- Perform independent research in the field of marketing that complies with regulatory, ethical and professional guidelines.

- Exhibit the ability to manage, lead and communicate effectively and to practice social responsibility in the context of marketing.
- Formulate solutions to address marketing issues using scientific and critical thinking skills in a global marketing environment.
- Apply lifelong learning skills in their professional development.

### Entry Requirements

Applicants for the programme should possess:

- A bachelor's degree in any field with a minimum CGPA of **3.00** out of **4.00** or an equivalent qualification.
- At least a band 6.0 for IELTS or a minimum score of 550 for the paper-based TOEFL (for international applicants).

### Career Prospects

The type of jobs related to MMkt graduates includes management and professional positions. They are:

- Marketing Manager
- Brand Manager
- Marketing Researcher
- Market Analyst
- Customer Service Manager
- Marketing Communications Manager
- Public Relations Manager
- Sales Manager
- Retail Manager

### Target Market

The UMGSB MMkt programme is designed for the executives and managers aspiring to acquire the skills, knowledge and competencies to better position themselves in the organisation. The target participants of the programme are:

- Employees of various industry backgrounds who wish to learn the overall marketing functions.
- People who are seeking for career progression.
- People who intend to change industry or job functions.
- Graduates who expect to develop skills and critical thinking in marketing.

## Programme Structure

The programme offers evening classes with the emphasis on quality teaching and student participation. The minimum and maximum periods of candidature are 3 and 8 semesters respectively. A full-time MMkt programme at the faculty commences once a year (September). It should be noted that any withdrawal from the semester(s) by candidate will not be excluded from the duration of the programme.

Courses are divided into three categories: core, specialisation and elective courses. In addition, the students are required to undertake a research project in an area of interest. The design of the courses and components allow students to maximise their learning and develop the skills that are essential for their career development. Students are required to take a total of 42 credits as follows:

Courses	Credits Hours
Core Courses	14
Specialisation Courses	12
Elective Courses	6
Research Project	10
Total	42

*\*All specialisation and elective courses carry 3 credits*

### Core Courses (14 Credits)

Core courses are designed to expose students to the fundamentals of marketing of business organisations. The courses are as follows:

CQE7001	Marketing Research Methods
CQE7002	Product Development & Innovation
CQE7003	Industry Engagement
CQC7004	Strategic Marketing

### Specialisation Courses (6 Credits)

Students are required to take **FOUR (4)** specialisation courses, which make up 12 credits. The following is the list of specialisation courses:

CQE7005 Digital Media Marketing
CQC7024 Consumer Behaviour
CQC7026 Global Branding
CQC7028 Integrated Marketing Communications

### Elective Courses (6 Credits)

Students are required to take **TWO (2)** elective courses, which make up 6 credits. The following is the list of elective courses:

CQE7006 Tourism & Hospitality Marketing
CQE7007 Marketing Data Analysis
CQE7008 Contemporary Themes in Marketing
CQC7025 Services Marketing
CQC7027 Trade Marketing

### CQE7002 Research Project (10 Credits)

The Research Project for MMkt programme introduces students to research, thereby providing an opportunity to conduct in-depth research in their area of interest. The research report should demonstrate that the student can carry out research and report their findings accurately as well as coherently.

This research component is in partial fulfilment of the requirements for the degree at UMGSB. MMkt students are required to get registered, complete and pass the Research Project before the degree can be awarded.

Students are required to obtain a Pass in **CQE7001 Marketing Research Methods** before getting registered for Research Project.

Plagiarism is a serious academic offence. Disciplinary actions will be taken based on the decision of an internal hearing committee upon plagiarism case. The definition of plagiarism according to University of Malaya Code of Ethics, pp.16 is as follows:

- Another person's idea from a published article or book is taken word by word
- Another person's idea from an article or book is taken but changed using one's own words
- Another person's ideas are taken from discussions whether in a conference, seminar, forum, talk or informal discussion between two parties
- Data, diagrams, tables, photographs or any illustrative material originating from others are taken as though they belong to him/her

The time frame for students to complete the Research Project is at least **one (1) semester** (excluding Special Semester) and maximum **two (2) semesters**.



Students are charged a fee as follows:

- (a) Complete Research Project Course in one (1) semester:
  - Students are required to register **10 credits** and will need to pay 100% charges plus a recurring fee in the first (1) semester.
  - However, if students are not able to complete the course in one (1) semester, they are required to register another **5 credits** and will need to pay 50% charges plus a recurring fee in the second (2) semester.
- (b) Complete Research Project Course in two (2) semesters:
  - Students are required to register **5 credits** and will need to pay 100% charges plus a recurring fee in the first (1) semester.
  - Students are required to register **5 credits** and no registration fees will be charged, but they will need to pay a recurring fee in the second (2) semester.
- (c) Incomplete Research Project Course in two (2) semesters:
  - Students who fail to complete Research Project Course within two (2) semesters will be given a **FAIL (F)** grade. They are required to re-register **5 credits** in the third (3) semester and will need to pay 50% charges plus a recurring fee.

The evaluation of the Research Project report consists of a written report and an oral presentation. The breakdown of scores is as follows:

- Supervisor (60%)
- Internal Assessor (40%)

Grading of the Research Project is subject to the Rubric adopted by UMGSB. Upon submission and examination, the students will have to make corrections to the report based on the comments and recommendations of the assessor and supervisor(s).

If a student fails the Research Project, the report will then have to be resubmitted for examination.

**Note: Please refer to the Research Handbook for details of the Research Project**

A student who is not satisfied with the examination results of the thesis or dissertation may appeal in writing to the Director of AASC within 1 month from the date of notification of examination results.

## Study Plan

### Study Plan: 2 Normal Semesters And 1 Special Semester

SEMESTER 1			
COURSE	CODE	COURSE NAME	CREDIT
Core	CQE7001	Marketing Research Methods	3
Core	CQC7004	Strategic Marketing	3
Specialisation	CQE7005	Digital Media Marketing	3
Specialisation	CQC7024	Consumer Behaviour	3
*Elective		Elective 1	3
SUB TOTAL			15

SEMESTER 2			
COURSE	CODE	COURSE NAME	CREDIT
Core	CQE7002	Product Development & Innovation	3
Specialisation	CQC7026	Global Branding	3
Specialisation	CQC7028	Integrated Marketing Communications	3
*Elective		Elective 2	3
Research	CQE7002	Research Project (Part 1)	6
SUB TOTAL			18

**SPECIAL SEMESTER 3			
COURSE	CODE	COURSE NAME	CREDIT
Core	CQE7003	Industry Engagement	5
Research	CQE7002	Research Project (Part 2)	4
SUB TOTAL			9
TOTAL			42

**\*\*Note: Special semester will be held for 9 weeks**

*LIST OF ELECTIVE COURSES (CHOOSE ANY 2)	
CQE7006	Tourism & Hospitality Marketing
CQE7007	Marketing Data Analysis
CQE7008	Contemporary Themes in Marketing
CQC7025	Services Marketing
CQC7027	Trade Marketing

## Academic Performance Requirements

Students are **required** to obtain a Grade Point Average (GPA) and a Cumulative Grade Point Average (CGPA) of at least 3.0 for every semester. To graduate, the students must obtain a minimum CGPA of 3.0.

Students with a GPA of less than 3.00 in a normal semester will be placed on an Academic Probationary Period in the following normal semester. The candidature of any student who is placed on an Academic. The probation period shall end when the student has successfully attained a GPA of 3.00 and above.

Students obtain a GPA of less than 3.00 for 3 consecutive semesters including Special Semester (if any), his/her candidature will be **TERMINATED**.

Students must obtain a minimum grade B for all **core courses**, failing which students must repeat the course, subject to a maximum of three attempts. After the third attempt, if the student fails to redeem with a minimum grade B, his/her candidature will be **TERMINATED**.

Any student who fails to register continuously for a duration of 2 semesters with the University shall cease to be a student and his name will be dropped from the register of students of the University.

For **elective courses**, students must obtain a minimum of grade **B**.

### Repeating a Failed Course

A student who fails any Elective course, may repeat the same course or take another course from the same category as a replacement to the failed course.

A student who fails any core course is required to repeat the same course until he achieves at least a passing grade, subject to the maximum duration of his candidature. The best grade will be taken in to account for the calculation of the CGPA.

For a student repeating the same course, the best grade point will be taken into account.

For a student taking a different course as a replacement, the grade point of that course will be calculated cumulatively.

If a student obtains a fail grade 3 times for the same course, the student shall be terminated from his programme of study.

## Graduation Requirements

1. Students must fulfil the following requirements for graduation:
  - a. Achieve a final minimum CGPA of 3.0 and above.
  - b. Complete 46 credit hours including core, elective courses and research project requirements as prescribed for the Master's degree programme.
  - c. Fulfil Faculty requirements if any, for courses that must be passed with at least grade B.
  - d. Fulfil the language requirements as prescribed for the Master's degree programme.
2. For a programme of study by coursework, the number of credits required for the purpose of graduation is at least 2/3 from the total overall credits for the programme of study and must be obtained through courses conducted by the University of Malaya except for University collaborative programme and professional programme administered by the professional body.
3. Language requirement as follows:
  - a. For Malaysian citizens, a pass in the Bahasa Malaysia paper at the *Sijil Pelajaran Malaysia* (SPM) level or its equivalent.
  - b. For international students, a pass in Bahasa Malaysia or Malaysian Studies as prescribed by the Institute of Post Graduate Studies, University of Malaya.

## Conferment of Degree with Distinction

Students who have fulfilled the graduation requirements may be conferred the Master's Degree (With Distinction) if they:

- a. Have achieved a final CGPA of 3.70 and above.
- b. Have not obtained the grade "Fail" for any courses.
- c. Have not repeated any course for the purpose of improving the grade of that course during the entire duration of their Master's degree programme.
- d. Have completed their programme of study within a period not exceeding **five (5)** semesters (normal and special semester) from the date of the initial registration.

## Registration of Course

Registration of course has to be completed by week 2 of a semester. Student who does not complete the registration within the specified period is not allowed to pursue the said course.

In special cases, students may be allowed for late registration until week 7 of special semester on the recommendation of the said course teacher and approved by the Dean of the Faculty. The student may be required to pay a fine at a rate prescribed by the University as well as other determined fees for the course.

### Withdrawal from Semester

Withdrawal from a semester is allowed under the provision stipulated in the University of Malaya (Master's Degree) Rules 2019, provided he/she has been undertaking the programme for at least one (1) Semester.

#### Withdrawal from Semester

Category	Normal Semester	Special Semester	Fee Charges	Calculated for the Duration of Study	Grade
<b>Personal Reason*</b>	Week 1 -2	Week 2	No	Yes	-
	Week 3 -7	Week 2	Yes	Yes	Grade W1
<b>Mobility Programme Reason*</b>	Week 1 -2	Week 1 -2	No	No	Grade W3
	Week 3 -14	Week 3 -7	Yes	No	Grade W1
<b>Medical Reason*</b>	Week 1 -7	Week 1 -3	No	No	Grade W3
	Week 8 -14	Week 4 -7	Yes	No	Grade W1

**Note: \*Student who withdraws from a semester will be charged a minimum payment to retain the candidature**

### Conditions of Termination from Programme of Study

A student who plagiarized his research report (Master's candidate) as stipulated under the University Malaya (Discipline of Students) Rules 1999;

A student who gave false information pertaining to his admission to the University or committed any academic dishonesty other than stipulated in the University Malaya (Discipline of Students) Rules 1999;

A student who fails to renew his candidature for two (2) consecutive semesters.

A student who is re-admitted after terminated from his programme of study and obtains a CGPA of less than 3.00 in the examination for the semester in which he has registered immediately upon re-admission will be terminated from his study.



Students fail to fulfil the conditions and requirements of the programme study within the maximum duration.

Senate uses its discretion to terminate the registration of any student at any time if Senate is of the opinion that the student is incapable to complete his programme of study. The student's name will be removed from the list of University registered students and the student shall stop being a student of the University. The decision made by Senate is final.

A student who fail stop a pay all fees and other payments within the stipulated time by the University may cause the student to be barred from registering in the next semester and his status as the student of the University may be terminated.

A student who registers concurrently for any other programme of study that will lead to the award of any degree in this University or any other university or institution. Any student found to be in breach of this regulation may have his candidature terminated by the University without refund of any fees and other payments that have been paid.

### Evaluation Format

All courses adopt an assessment system that incorporates coursework and a final examination. Coursework carries 60% of the total marks and the final examination contributes 40%.

Coursework may include written assignments, written case analysis, oral presentations, participation in class discussions and mid-semester tests.

### Grading System

The grading system for all courses is as follows:

MARKS	EQUIVALENT GRADE	GRADE POINT	MEANING
90 - 100	A+	4.0	High Distinction
80-89	A	4.0	
75-79	A-	3.7	
70-74	B+	3.3	Pass
65-69	B	3.0	
60-64	B-	2.7	Fail
55-59	C+	2.3	
50-54	C	2.0	
45-49	C-	1.7	
40-44	D+	1.5	
35-39	D	1.0	
< 35	F	0	

## DETAILS OF CORE COURSES

MARKETING RESEARCH METHODS	
COURSE TITLE	
COURSE CODE	CQE7001
LEARNING OUTCOMES	<ol style="list-style-type: none"> <li>1. Explain the methods, techniques and process of marketing research.</li> <li>2. Apply appropriate research methods and techniques in each marketing research stage.</li> <li>3. Utilise appropriate statistical tools to analyse data.</li> <li>4. Write a marketing research proposal.</li> </ol>
SYNOPSIS	<p>This course introduces the concepts and techniques underlying the process of marketing research and its role in decision making. The focus is on developing the skills necessary to design and conduct effective research related to marketing.</p>

INDUSTRY ENGAGEMENT	
COURSE TITLE	
COURSE CODE	CQE7003
LEARNING OUTCOMES	<ol style="list-style-type: none"> <li>1. Apply marketing knowledge in practical settings.</li> <li>2. Use good verbal and written marketing communication skills.</li> <li>3. Demonstrate professional marketing standards and ethics in the industrial tasks/settings.</li> </ol>
SYNOPSIS	<p>This course strengthens the professional skills of students by reviewing real marketing cases from a wide range of industries including global and local markets. This course covers work integrated learning experience where their knowledge and skills will be used and evaluated in the context of a real organisation. Feedback from industry and/or society is also important for their experience.</p>

<b>COURSE TITLE</b>		<b>PRODUCT DEVELOPMENT &amp; INNOVATION</b>
<b>COURSE CODE</b>		<b>CQE7004</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Explain the stages of new product development.</li> <li>2. Describe the tools and methods for product design and development.</li> <li>3. Analyse the factors that lead to new product success.</li> <li>4. Develop a plan for a new product by applying the relevant models and framework in new product development (NPD).</li> </ol>	
<b>SYNOPSIS</b>	<p>This course introduces students to the techniques and models of designing and developing a new product or service through theoretical and practical approaches. They will learn the related tools and methods in analysing market opportunities. Students will also acquire the skills for developing an effective New Product Development Plan by integrating all the components of new product development.</p>	

<b>COURSE TITLE</b>		<b>STRATEGIC MARKETING</b>
<b>COURSE CODE</b>		<b>CQC7004</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Explain marketing concepts and theories.</li> <li>2. Analyse how consumer and business markets influence organisation's marketing decision.</li> <li>3. Apply marketing mix in formulating effective marketing strategies.</li> <li>4. Design a strategic marketing plan for a business.</li> </ol>	
<b>SYNOPSIS</b>	<p>The course introduces students to the theory and application of marketing. It integrates marketing concepts and applies them to the dynamic business environment.</p>	

## DETAILS OF SPECIALISATION COURSES

COURSE TITLE		DIGITAL MEDIA MARKETING
COURSE CODE		CQE7005
LEARNING OUTCOMES		<ol style="list-style-type: none"> <li>1. Explain the role and importance of digital marketing in a rapidly changing business environment.</li> <li>2. Examine various strategic approaches to digital marketing.</li> <li>3. Assess effectiveness of digital marketing campaign on company's strategy.</li> <li>4. Develop a marketing campaign using digital platforms such as social media, blogs and content marketing</li> </ol>
SYNOPSIS		<p>This course provides an introduction to digital media marketing by covering all the major digital platforms including social media. Students will also learn how the effectiveness of digital media marketing campaigns can be measured.</p>

COURSE TITLE		CONSUMER BEHAVIOUR
COURSE CODE		CQE7024
LEARNING OUTCOMES		<ol style="list-style-type: none"> <li>1. Discuss the concepts and theories in consumer behaviour.</li> <li>2. Describe the consumer behaviour model.</li> <li>3. Analyse the internal and external influences affecting consumer behaviour.</li> <li>4. Apply theories of consumer behaviour in marketing situations.</li> </ol>
SYNOPSIS		<p>This course will focus on the psychological factors influencing individual consumption behaviour. The major topics covered in this course are information processing, behavioural learning, personality and psychographics, consumer beliefs, attitudes and behaviour, consumer decision making process, situational influences, group processes, cultural processes and global issues in consumer behaviour.</p>

<b>COURSE TITLE</b>		<b>GLOBAL BRANDING</b>
<b>COURSE CODE</b>		<b>CQC7026</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Discuss the terminologies, concepts and theories in branding.</li> <li>2. Analyse various approaches in developing brand equity.</li> <li>3. Conduct global brand audit using suitable research approach.</li> <li>4. Apply various strategies in developing a sustainable global brand.</li> </ol>	
<b>SYNOPSIS</b>	<p>This course will expose students to theory and practice of brand management. The course is divided into four parts: (i) introduce concept of brand and brand management, (ii) identify and establish brand positioning and values, (iii) describe the planning and implementation of brand marketing programmes and (iv) discuss how brand performance could be measured and interpreted. Particular attention will be given to international issues and global branding strategies.</p>	

<b>COURSE TITLE</b>		<b>INTEGRATED MARKETING COMMUNICATIONS</b>
<b>COURSE CODE</b>		<b>CQC7028</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Apply concepts and tools of Integrated Marketing Communications (IMC) in making business decisions.</li> <li>2. Discuss the roles of IMC adhering to legal, ethical and professional practices in an organisation.</li> <li>3. Discuss the current issues in IMC.</li> <li>4. Apply skills of using marketing communications tools for effective communications.</li> </ol>	
<b>SYNOPSIS</b>	<p>This course provides a managerial examination of the role of communications within the marketing mix, i.e., promotion. It explores all aspects of advertising and promotion in depth and detail with an emphasis on real-world practice and application. Course topics include setting communication objectives, designing and executing a message strategy, using media and developing an integrated marketing communication strategy designed to connect with and motivate the consumer toward an intended action or belief.</p>	



## DETAILS OF ELECTIVE COURSES (CHOOSE 2)

COURSE TITLE		TOURISM & HOSPITALITY MARKETING
COURSE CODE		CQE7006
LEARNING OUTCOMES		<ol style="list-style-type: none"><li>1. Describe concepts and theories in tourism and hospitality marketing.</li><li>2. Examine the consumers' decision-making process in tourism and hospitality.</li><li>3. Analyse the impacts of marketing environment and its influences on tourism and hospitality products.</li><li>4. Design a tourism and hospitality product plan.</li></ol>
SYNOPSIS		This course introduces students to the theory and application of marketing in tourism and hospitality. It explains how contemporary tourism marketing is influenced by current trends. Students are required to design a plan for tourism and hospitality products by combining various aspects such as product, place, price, promotion, partnership, packing, programming, position, people and planning.

COURSE TITLE		MARKETING DATA ANALYSIS
COURSE CODE		CQE7007
LEARNING OUTCOMES		<ol style="list-style-type: none"><li>1. Utilise appropriate data analysis software.</li><li>2. Implement data analysis using appropriate statistical techniques.</li><li>3. Interpret data critically and ethically.</li><li>4. Utilise data for inferences and reporting.</li></ol>
SYNOPSIS		This course exposes students to the techniques of quantitative and qualitative marketing data analysis. This course will also guide them in using a variety of analytical software and interpreting the data.

<b>COURSE TITLE</b>		<b>CONTEMPORARY THEMES IN MARKETING</b>
<b>COURSE CODE</b>		<b>CQE7008</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Identify contemporary themes in marketing.</li> <li>2. Apply marketing knowledge to examine contemporary issues.</li> <li>3. Differentiate various marketing approaches related to contemporary issues.</li> <li>4. Appraise the impacts of new theories and practices on the discipline of marketing.</li> </ol>	
<b>SYNOPSIS</b>	<p>This course aims to promote awareness and appreciation of the vastness of scientific knowledge in marketing. It also introduces students to the latest marketing themes and issues from leading academic journals.</p>	

<b>COURSE TITLE</b>		<b>SERVICES MARKETING</b>
<b>COURSE CODE</b>		<b>CQC7025</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Explain the characteristics of services and their impacts on marketing strategies for services.</li> <li>2. Apply the elements of services marketing mix and relevant tools in developing strategies for service organisations.</li> <li>3. Appraise the challenges faced by service organisations/professionals.</li> <li>4. Develop a situational analysis of contemporary issues in services.</li> </ol>	
<b>SYNOPSIS</b>	<p>Understanding the field of services marketing is a pre-requisite for those who want to pursue careers in both private and public sectors. Since services possess several unique characteristics that require a distinctive approach to its marketing strategy, this course provides students the understanding of service offerings, their customers and markets. The rapid diffusion of technology has also created new forms of services that offer opportunities for organisations to engage with customers. Therefore, this course extends the marketing concepts and models and adapts them to the context of services. It also discusses the application of services marketing mix and the relevant tools in developing strategies.</p>	

<b>COURSE TITLE</b>		<b>TRADE MARKETING</b>
<b>COURSE CODE</b>		<b>CQC7027</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Interpret the methods and processes used in the distribution of consumer and industrial products and services.</li> <li>2. Elaborate the ways in which distribution functions are carried out in the integrated channel system.</li> <li>3. Analyse the role of a variety of producers, wholesalers and retailers as parts of this system.</li> <li>4. Apply theories, concepts and creative thinking skills in solving marketing channel issues and challenges.</li> </ol>	
<b>SYNOPSIS</b>	<p>This course introduces students to marketing channels. Marketing channels represent one of the four key components of the marketing mix (i.e., Distribution) used by organisations to meet customer needs and optimise performance. Distribution strategy and its use are seen as key differentiators in an increasingly competitive marketplace. Therefore, a strong knowledge in the development of marketing channels, structure and operation is necessary for the overall understanding of marketing strategies used in the global economy.</p>	

## DETAILS OF RESEARCH PROJECT

<b>COURSE TITLE</b>		<b>RESEARCH PROJECT</b>
<b>COURSE CODE</b>		<b>CQE7002</b>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Conduct marketing research ethically using appropriate and accurate methodologies.</li> <li>2. Analyse data using scientific methods for marketing research.</li> <li>3. Report the research output in a critical, systematic and ethical manner.</li> <li>4. Formulate solutions to marketing research problems.</li> </ol>	
<b>SYNOPSIS</b>	<p>This course requires students to undertake a project of academic marketing research using the scientific method. Students should focus their research on a marketing discipline such as advertising, branding, services, retail etc. At the end of the course, they must submit a research report with a maximum of 30,000 words and present it to the panel of examiners.</p>	

## STUDENT EXCHANGE PROGRAMME

UM organises a student exchange programme with various institutions around the world. The institutions/countries popular amongst students are the Rouen Graduate School of Business in France, Georg-Simon-Ohm-Fachhochschule Nürnberg in Germany and University of Melbourne in Australia. The aim of this exchange programme is to prepare students for the global economy by providing them an opportunity to broaden their perspective and gain greater insights into business and management practice besides the cross-cultural perspective of business and management. Students who have completed their second semester and have achieved a Cumulative Grade Point Average (CGPA) of 3.50 and above are eligible to apply. The duration of the exchange programme is for one semester, which is approximately four to five months. Students must be registered as a full-time student with the host institution for the duration of the exchange programme. There is no payment of tuition fees to the host institution, but tuition fees will have to be paid to the University of Malaya. This is the unique feature of our exchange programme – paying local fees for an international experience. Students should choose courses in the host institution that are equivalent to the elective courses offered by the UM-MMkt programme. Transfer of credits for courses taken at a host institution can be allowed for up to nine credit hours of elective courses under the UM-MMkt programme. Students are requested to obtain prior approval for the courses to be taken at the host institution for consideration of credit transfer. Upon returning to UM, students can apply for credit transfer by submitting the transcript from the host institution. Details of the exchange programme can be obtained from UMGSB and the University of Malaya's International and Corporate Relations Office (ICR).

For further information, please contact:

International Student Centre

University of Malaya

Tel: +603-7967 7711 / 7712 / 7715

Fax: +603-7967 / 7710

Email: [isc@um.edu.my](mailto:isc@um.edu.my)

## FEES AND FINANCE

### Malaysian Student Fees

COMPONENT OF FEES	MASTER OF MARKETING COURSEWORK	
	Credit Hours	CQCKS RM437/ch
Semester 1		
Candidature		330.00
Alumni Fee		110.00
Graduation Fee – 1 <sup>st</sup> Payment		110.00
Insurance		15.00
Other Services Fee		330.00
Recurring Fees: -		
i) Registration		50.00
ii) Service		100.00
iii) Health		27.00
iv) Library		200.00
v) Welfare		10.00
vi) Recreation		10.00
vii) ICT		100.00
Tuition Fees	15	6,555.00
Examination Fees	15	450.00
Research Fees		-
Supervision Fees		-
Submission of Dissertation/Thesis – 1 <sup>st</sup> Payment		-
Total		<b>8,397.00</b>
Semester 2		
Graduation Fee – 2 <sup>nd</sup> payment		110.00
Recurring Fees		497.00
Tuition Fees	12	5,244.00
Examination Fees	12	360.00
Project Paper	10	4,370.00
Examination Fees	10	300.00
Research Fees		-
Supervision Fees		-
Submission of Dissertation/Thesis – 2 <sup>nd</sup> Payment		-
Total		<b>10,881.00</b>
Special Semester		
Recurring Fees		163.50
Tuition Fees	5	2,185.00
Examination Fees	5	150.00
Total		<b>2,498.50</b>
Semester 3		



<b>Insurance</b>		-
<i>Recurring Fees</i>		-
<b>Project Paper</b>		-
<b>Tuition Fees</b>		
<b>Examination Fees</b>		-
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
<b>Submission of Dissertation/Thesis – 3<sup>rd</sup> Payment</b>		-
Total		<b>0.00</b>
Semester 4		
<i>Recurring Fees</i>		-
<b>Tuition Fees</b>		
<b>Examination Fees</b>		
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
<b>Submission of Dissertation/Thesis – 4<sup>th</sup> Payment</b>		-
Total		<b>0.00</b>
Semester 5		
<b>Insurance</b>		-
<i>Recurring Fees</i>		-
<b>Project Paper (2<sup>nd</sup> Time)</b>		-
<b>Tuition Fees</b>		-
<b>Examination Fees</b>		-
<b>Research Fees</b>		-
<b>Supervision Fees</b>		
Total		<b>0.00</b>
Semester 6 onwards		
<i>Recurring Fees</i>		-
<b>Project Paper (3<sup>rd</sup> Time)</b>		-
<b>Examination Fees</b>		-
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
Total		<b>0.00</b>
Grand Total		<b>21,776.50</b>
Total Credit Hours		<b>42</b>

**Note:**

1. Fees are subject to amendment by the Management of University of Malaya
2. Information for Scholarship and Finance can be accessed at <https://aasc.um.edu.my/pg-scholarship>

## International Student Fees

COMPONENT OF FEES	MASTER OF MARKETING COURSEWORK	
	Credit Hours	CQCKS RM635.00/ch
Semester 1		
<b>Candidature</b>		570.00
<b>Alumni Fee</b>		290.00
<b>Graduation Fee – 1<sup>st</sup> Payment</b>		195.00
<b>Insurance</b>		2,650.00
<b>Other Services Fee</b>		570.00
<i>Recurring Fees: -</i>		
<b>i) Registration</b>		75.00
<b>ii) Service</b>		150.00
<b>iii) Library</b>		450.00
<b>iv) Welfare</b>		150.00
<b>v) Recreation</b>		75.00
<b>vi) ICT</b>		300.00
<b>Tuition Fees</b>	15	9,525.00
<b>Examination Fees</b>	15	750.00
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
<b>Submission of Dissertation/Thesis – 1<sup>st</sup> Payment</b>		-
<b>Total</b>		<b>15,750.00</b>
Semester 2		
<b>Graduation Fee – 2<sup>nd</sup> payment</b>		195.00
<i>Recurring Fees</i>		1,200.00
<b>Tuition Fees</b>	12	7,620.00
<b>Examination Fees</b>	12	600.00
<b>Project Paper</b>	10	6,350.00
<b>Examination Fees</b>	10	500.00
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
<b>Submission of Dissertation/Thesis – 2<sup>nd</sup> Payment</b>		-
<b>Total</b>		<b>16,465.00</b>
Special Semester		
<i>Recurring Fees</i>		225.00
<b>Tuition Fees</b>		3,175.00
<b>Examination Fees</b>		250.00
<b>Total</b>		<b>3,650.00</b>
Semester 3		
<i>Recurring Fees</i>		-
<b>Project Paper</b>		-

<b>Tuition Fees</b>		
<b>Examination Fees</b>		-
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
<b>Submission of Dissertation/Thesis – 3<sup>rd</sup> Payment</b>		-
Total		<b>0.00</b>
Semester 4		
<i>Recurring Fees</i>		<b>0</b>
<b>Tuition Fees</b>		
<b>Examination Fees</b>		
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
<b>Submission of Dissertation/Thesis – 4<sup>th</sup> Payment</b>		-
Total		<b>0.00</b>
Semester 5		
<i>Recurring Fees</i>		-
<b>Project Paper (2<sup>nd</sup> Time)</b>		-
<b>Tuition Fees</b>		-
<b>Examination Fees</b>		-
<b>Research Fees</b>		-
<b>Supervision Fees</b>		
Total		<b>0.00</b>
Semester 6 onwards		
<i>Recurring Fees</i>		-
<b>Project Paper (3<sup>rd</sup> Time)</b>		-
<b>Examination Fees</b>		-
<b>Research Fees</b>		-
<b>Supervision Fees</b>		-
Total		<b>0.00</b>
Grand Total		<b>35, 865.00</b>
Total Credit Hours		<b>42</b>

**Note:**

1. Fees are subject to amendment by the Management of University of Malaya
2. Information for Scholarship and Finance can be accessed at <https://aasc.um.edu.my/pg-scholarship>

## HOW TO APPLY?

**Apply Online at [apply.um.edu.my](http://apply.um.edu.my)**

**01: Create Online Profile**

**02: Prepare supporting documents**

- Photo (Passport Size with Blue Background)
- Malaysia NRIC / Passport
- Sijil Pelajaran Malaysia (SPM/MCE) Certificate
- Education Background (\*Certificate and Academic Transcript)
- TOEFL / IELTS Certificate (For International Applicants)
- Working Experience Document – if any
- Financial Support - if any

***\*Please provide English translations if the certificates are not in English***

**03: Complete & submit your application**

**04: Applications will be individually assessed**

**05: Final Selection**

## FEEDBACK CHANNELS

We welcome any suggestions/comments/complaints/feedback/thoughts/ideas via multiple channels below:

1. Meet UMGSB personnel or email us at [umgsb@um.edu.my](mailto:umgsb@um.edu.my)
2. Make an appointment with or email the programme coordinator:

MMkt Coordinator  
Dr. Mozard Mohtar  
[mozardt@um.edu.my](mailto:mozardt@um.edu.my)

3. Drop a note in the suggestion box (located at UMGSB Counter).

### **Note:**

- 1. Immediate action will be taken after investigation by the Committee Members**
- 2. All feedbacks are strictly private and confidential to protect the reporting party.**

## REACH US

Please note that we have taken the utmost care in compiling the information in this handbook, including the schedules for courses during the 2019/2020 session. While the contents are correct at the time of printing, we reserve the right to change any information as necessary.

While we have produced this handbook to be comprehensive, please do not hesitate to ask us regarding matters not covered in it.

### **GRADUATE SCHOOL OF BUSINESS**

Level 4, Azman Hashim Building  
Faculty of Business and Accountancy  
University of Malaya  
50603 Kuala Lumpur  
Phone: +603 7967 3850 / 3906 / 3993  
Email: [umgsb@um.edu.my](mailto:umgsb@um.edu.my)  
Website: <https://fba.um.edu.my>