

MASTER OF BUSINESS ADMINISTRATION (BLUE OCEAN STRATEGY)

SARAWAK CAMPUS

(R2/340/7/0720) (01/2027) (MQA/FA1320)

BLUE OCEAN - THE BLUEPRINT FOR A SUCCESSFUL CAREER

The MBA (Blue Ocean Strategy) programme cultivates skilled business professionals, centred on market differentiation through value innovation, sidelining traditional competition. It empowers prospective leaders to wield lasting influence, providing a comprehensive business perspective and skills for diverse environments. Tailored for SMEs, MNCs, startups, and the public sector, the curriculum equips learners to transcend competition and carve uncontested market space. This programme serves as a launchpad for success in diverse business landscapes, nurturing innovation and strategic thinking.



COURSE DURATION AND MODE	1.5 years – 3 years (Full Time)
COURSE LOCATION	Sarawak Campus
INTAKES	January, May, September

COURSE SYLLABUS

- Marketing Management
 - Leadership
 - Blue Ocean Strategy
 - Business Accounting for Decision Making
 - Research Design and Analysis
 - Business Communication and Negotiation
 - Economies for Strategic Planning
 - Blue Ocean Strategy Consulting Practice
 - Corporate Strategic Management
 - Applied Blue Ocean Case Study
- Electives
- Consumer Behaviour
 - Financial Management and Policy
 - Entrepreneurship
 - Human Resource Management

ENTRY REQUIREMENTS

- A bachelor's degree in the field or related fields with a minimum CGPA of 2.5 or equivalent, as accepted by the HEP Senate; or
- A bachelor's degree in the field or related fields or equivalent with a minimum CGPA of 2.00 and not meeting a CGPA of 2.5, can be accepted subject to rigorous internal assessment.
- Candidates without a qualification in the related fields or working experience in the relevant fields must undergo appropriate prerequisite courses determined by the HEP and meet the minimum CGPA based on (i) to (ii).

ENGLISH LANGUAGE REQUIREMENTS:

- IELTS minimum Band 6.0
- TOEFL (Internet-based) minimum 60
- Cambridge English Qualification and Test minimum score of 169
- Pearson Test of English minimum score 59
- MUET minimum Band 4

CAREER OPPORTUNITIES

- Business Development Consultant
- Innovation Manager
- Market Research Analyst
- Entrepreneur
- Strategic Planner
- Strategic Marketing Manager

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