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MASTER IN BUSINESS ADMINISTRATION

KPT/JPS(FA0797)02/17

Flexible Study Mode | 12 Months Course
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Lincoln University College (LUC), located at Petaling Jaya, Malaysia was established in the year 2002 as Lincoln College (LC) and later upgraded to Lincoln University College in the year 2011. Lincoln University College is one of the premier private institutions of higher education approved by the Ministry of Higher Education and Malaysian Qualifications Agency (MQA- National Accreditation Board). The University College is also crowned with 5 Star ranking by the Ministry of Higher Education, Malaysia in 2017. Lincoln University College is listed among the top nine Malaysian universities according to the Times Higher Education (THE) University Impact Rankings 2019. LUC is also an ISO 9001:2015 certified academic institution. Lincoln University College is also the associate member of the 'Association of Indian Universities (AIU)', Association of Commonwealth Universities (ACU), London and a member of 'International Association of Universities (IAU)', Paris.

The founders and administrators of Lincoln are true academicians who are committed to helping the students to achieve their potential in the education, research and employment world of this exciting new millennium. They bring together almost fifty years of higher education, post-secondary education and language teaching experience. Their backgrounds include teaching, research and professional training. The main focus of Lincoln University College is student-centred and student-directed. Our philosophy is that everyone has a claim to education to better their life, advance their career and reach their desired level of personal success.

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1.)/ MQA (Malaysian Qualifications Agency) LINCOLN UNIVERSITY COLLEGE (LUC), MALAYSIA IS FULLY GOVERNMENT RECOGNIZED Recognized by KPT (Kementerian Pengajian Tinggi Malaysia, Ministry of Higher Education Malaysia) and MQR (Malaysian Qualifications Register)

2. MALAYSIAN QUALIFICATIONS AGENCY (MQA)
All the Degrees awarded by LUC are recognized by the National Accreditation Board (MQA) - (Malaysian Qualifications Agency) of Malaysia

3. THE 5 STAR SETARA – 2019
Lincoln University College has got “The Certificate of 5 Star Setara -2019”, is awarded by Ministry of Higher Education, Malaysia.



4. THE WORLD UNIVERSITY IMPACT RANKING
Lincoln University College is registered under “World University Impact Ranking”.

5. QS Asia University Rankings 2021
Lincoln University College, Malaysia has achieved the ranked 351 in QS Asia University Rankings 2021

6. Lincoln University College has obtained ISO 9001:2015 Certification. Please verify by Certification ID: MY19/1811029985

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PROGRAM DESCRIPTION

The Master of Business Administration (MBA) course offered by Lincoln University College (LUC) focuses on the development of the self-reflective mindset, the analytic mindset, the collaborative mindset, the worldly mindset and the action mindset of the graduates. The MBA course is designed for mid-career professionals, whose careers and management responsibilities transcend a single functional specialty and require a broad array of specialized knowledge and skills. The emphasis of this interdisciplinary, integrated and applied program is on the significant organizational as well as management processes of the public or private institutions doing business on a global scale.

PROGRAM AIM

The aim of the programme is to prepare the students with skills of curiosity, initiative, independence, reflection and knowledge transfer that will allow them to enhance their managerial effectiveness. After completion of these course students will gain an understanding of the business strategies, business concepts and business skills. Graduates acquire the essential skills, which will help them to administer the business affairs, in the professional eld. The primary aims of the MBA program aims are:

1. To prepare students for managerial positions in the private and government sectors.
2. To produce leaders who can handle the ever changing nature of the challenges and opportunities of rapidly evolving corporate sector.
3. To provide the students the ability to analyze, synthesize and evaluate key theoretical concepts and practical applications regarding Business management.
4. To prepare the students to take up jobs in different industrial sectors and thus will open numerous avenues.
5. To provide industrial insight, including an overview of the contemporary global market and awareness of the natural resources which will help to manage scarcity and develop a risk-aware business culture.

INTAKE AND ENTRY REQUIREMENT

1. **January, 2. May, 3. September**

- Pass in Bachelor Degree related to the programme.
- Any qualification recognized by Government of Malaysia

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LIST OF COURSE/MODULE OFFERED IN THE
PROGRAMME

Sl.No.	MQA Subject Code	Subject Name	Credits
1	ACC501	Business Accounting & Finance	3
2	ECO501	Business Economics	3
3	HRM501	Human Resource Management	3
4	ORG501	Organisational Behaviour	3
5	MGT501	International Business	3
6	MGT504	Entrepreneurship Management	3
7	MGT503	Business Ethics & Governance	3
8	MGT506	Operations Management	3
9	MKT501	Marketing Management	3
10	MGT505	Strategic Management	3
11	MGT508	Project Paper	6
12	MGT507	Research Methodology	3

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