

Executive Programme in

# Management (Level 7) (Non-MQA)

12 Months

Modular basis

10 Modules

Flexible schedules

Programme fee RM14,800  
(inclusive 8% SST)

Registration fee RM500

Access to UNIMAS Online Resources  
(PeTARY & Learners for Life)



**For more information, contact:**

IEG General Enquiry

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UNIMAS Business School

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**Scan to apply!**



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## Introduction

The Executive Programme in Management (Level 7) is designed to develop advanced managerial competencies required for senior leadership roles in today's dynamic and global business environment. The programme integrates theoretical knowledge with practical application, focusing on strategic thinking, leadership, innovation, and decision-making. Participants will gain in-depth knowledge in areas such as strategic management, organizational behaviour, financial decision-making, digital transformation, and operational excellence. The programme emphasizes real-world case studies, problem-solving, and critical analysis to enhance executive decision-making capabilities.

## Who Should Apply?

- Mid to senior managers preparing for leadership roles
- Professionals in HR, finance, marketing, or operations roles
- Team leaders or department heads handling strategic decisions
- Entrepreneurs or business owners scaling their organisations
- Executives aiming to strengthen strategic and digital management skills

## Modules

Module 1: Human Resource Management  
Module 2: Strategic Management  
Module 3: Management Information System  
Module 4: Marketing Management  
Module 5: Organizational Behaviour  
Module 6: Financial Management  
Module 7: Research Methodology & Data Analysis  
Module 8: Entrepreneurship  
Module 9: Organisational Management  
Module 10: Operations Management

## Entry Requirements

Passed Bachelor/Executive Bachelor/Professional Bachelor in related field

**OR**

Passed Professional and Executive Programme/ Professional/ Executive (Level 6)

**OR**

Other academic qualifications with at least 4 years working experience depending on UNIMAS Senate approval

**OR**

Passed Accreditation of Prior Experiential Learning (APELA)