HIGHLIGHTS:

- 100% Coursework
- Focus on developing employability skills
- Guaranteed Internship placement*
- Options: Dissertation / Internship / Consulting Project

The Masters of Business Administration (MBA) is an internationally recognised business qualification. The MBA is highly valued by many world-class business organisations and is a useful certification that graduate students can acquire to help enhance their managerial prospects/careers in a world characterised by strong global competition, new technological leaps, corporate social responsibility (CSR), ethical and sustainable business management and continuous change.

MBA Global Business
KPT/JPS(N/340/7/0444) 09/2019

The MBA in Global Business is designed to provide graduates with expertise in the broader business management topics of strategy, marketing, leadership, finance, global human resource management, international business, international trade, and project management in corporate social responsibility in an international context.

MBA International Marketing
KPT/JPS(FA 3759) 06/2019

The MBA in International Marketing is designed for students to undertake the academic modules along with an individual project based on internship, consultancy or academic dissertation. We equip graduates with profound knowledge in strategy, marketing, leadership, finance, global business and creativity.

MBA Global Financial Services
KPT/JPS(N/340/7/0477)10/2019

The MBA in Global Financial Services emphasises on business awareness, proactive and logical thinking, research and critical analysis to help managers make sound strategic financial decisions on a global scale with the use of a powerful simulation tool to bring to life the world of the city trader.

We provide graduates with expertise in business strategy, marketing in finance, leadership, financial markets and institutions, corporate finance, banking regulation and risks and business ethics in an international context and emphasise on the application of knowledge through teamwork, case studies, simulations and real life projects.

MBA International Human Resource Management
KPT/JPS(N/340/7/0477)10/2019

The MBA in International Human Resource Management is designed to provide graduates with expertise in the broader business management topics of strategy, marketing, leadership and finance, alongside relevant HRM modules that explore topics including international human resource management, training & development, employee engagement, organisation development and talent management in an international context. You will have the opportunity to work with industry experts in designing personal industry relevant training solutions and job descriptions, constructing employee surveys and developing consultancy proposals and presentations for clients.
## Coventry University MBA Programme Structure

### Term 1 - 13 weeks

**Common Modules**

- Academic and Professional Skills
- Sustainable Strategy from Planning to Implementation
- Marketing in a Global Age
- Leading in a Changing World
- Finance and Legislative Frameworks for Success

**Specialisation Modules**

- **Global Business**
  - Employability and Consulting Skills
  - Managing International Trade

- **Global Financial Services**
  - Employability and Consulting Skills
  - Global Financial Markets

- **International Human Resource Management**
  - Employability and Consulting Skills
  - Global HRM Strategies

- **International Marketing**
  - Employability and Consulting Skills
  - Retail and Service Marketing

### Term 2 - 13 weeks

**Common Modules**

- Business and Management Research Methods
- Financial Enterprise and Social Responsibility
- International Accounting Perspectives
- International Organisational Design and Development
- Buyer Behavior Analysis - The Psychology of Buying

**Specialisation Modules**

- **Global Business**
  - Corporate Social Responsibility

- **Global Financial Services**
  - Financial Enterprise and Social Responsibility

- **International Human Resource Management**
  - Developing People

- **International Marketing**
  - Creativity

### Term 3 - 13 weeks

**Specialisation Modules**

- **Global Business**
  - Sustainable Strategy from Planning to Implementation

- **Global Financial Services**
  - Managing International Trade

- **International Human Resource Management**
  - Business and Management Research Methods

- **International Marketing**
  - Retail and Service Marketing

**Organisation Internship or Consulting Project or Dissertation**

### Intakes available: Jan / May / Sept

INTI International College Subang
Call +603 5623 2800
No.3, Jalan SS15/8, 47500 Subang Jaya, Selangor Darul Ehsan, Malaysia

[International.newinti.edu.my](http://international.newinti.edu.my)