

FACULTY OF BUSINESS AND MANAGEMENT (BA)

MASTER BY COURSEWORK

MASTER OF APPLIED ENTREPRENEURSHIP - BA721

DURATION OF STUDY: 2 YEARS/ 4 SEMESTERS

(INTAKE : MARCH & OCTOBER)

In today's era of globalization with rapid and continuous change in the work environment, the competitive and sustainable advantage will increasingly depend on our capacity for innovation; the creation and development of something new through individual's knowledge, skills, and creativity. This opportunity-focused approach requires a creative state of mind that can react to unexpected problems and opportunities. Therefore, it is important to promote entrepreneurship education as a stimulus to enterprising behavior among those aspiring to start and run business enterprises and those wishing to develop the necessary survival skills in today's fast changing world.

This program is designed:

- To revitalize the knowledge base of current & aspiring entrepreneurs & those running family businesses
- To provide a knowledge platform for the generation & transformation of ideas into viable business plans inspired by real-life examples
- To successfully navigate the practical landscape of entrepreneurship through the application of theory into practice

Entry Requirement

General
Bachelor's Degree (Hons) in business and management related fields of study from UiTM or other universities recognized by UiTM Senate (minimum CGPA 2.75)
OR
Bachelor's Degree in business and management related fields of study from universities recognized by UiTM Senate (minimum CGPA 2.50) WITH at least 3 years of entrepreneurial experience in executive level
OR
Other qualification equivalent to Bachelor's Degree (Hons) in business and management related fields of study recognized by UiTM Senate
Candidates without a QUALIFICATION or WORKING EXPERIENCE in related business and management area must undergo the prerequisite courses determined by the Faculty and meet the minimum CGPA based on (i) to (iii)

Local	International
<p>OR</p> <p>Passed level 7 accreditation of <i>Prior Experiential Learning</i> (APEL A) evaluation from Malaysian Qualifications Agency (MQA)</p> <ul style="list-style-type: none"> Malaysian citizen only 30 years old and above upon application Has working experience on related areas Recognised diploma/ a level/ equivalent qualifications 	<p>Language Requirements</p> <p>Pass an interview with the Faculty Postgraduate Committee</p> <ul style="list-style-type: none"> TOEFL certificate with a score of at least 417- 450 for (paper-based) or 107-131 (computer-based) or 35-45 (IBT); or IELTS certificate with at least Band 5; or; MUET Band 3 Any English Language Test which is equivalent to B1 in Common European Framework of Reference for Language (CEFR) Candidate who does not have TOEFL or IELTS is required to attend six (6) months of English Proficiency Class (EPC) prior to enrolment in the program. Upon completion of the EPC program, candidate needs to sit for TOEFL/IELTS/MUET examination with the score stated above.

Fee Structures

Local

FEES	TOTAL RINGGIT MALAYSIA (RM)	
	Full-time	Part-time
Fees for semester 1	NOT OFFER FOR FULL TIME	RM 4,938
Fees for semester 2		RM 4, 865
Fees for semester 3		RM 4,515
Fees for semester 4		RM 4,025
TOTAL ESTIMATION FOR TUITION FEES		RM 18,343

ESTIMATED FEES Subject to change

*Fees for Convocation RM210 will be charged in the final semester

International

FEES	TOTAL RINGGIT MALAYSIA (RM)
Fees for semester 1	NOT OFFER FOR INTERNATIONAL
Fees for semester 2	
Fees for semester 3	
TOTAL ESTIMATION FOR TUITION FEES	

Programme Structures

PART-TIME			
Year 1		Year 2	
Semester 1	Semester 2	Semester 3	Semester 4
1. ENT701 - Entrepreneurial Opportunity Analysis & Business Planning 2. ENT702 - Entrepreneurial Marketing 3. ENT703 - Managing Innovation & Technology Entrepreneurship	1. ENT704 - Operations Management 2. ENT705 - Entrepreneurial Financial Management 3. ENT706 - Entrepreneurial Strategic Management	1. ENTXXX – Applied Entrepreneurship Research Methodology 2. ELECTIVE 1 (Choose any TWO) a. ENT707 - Social Entrepreneurship b. ENT708 - Business Application System c. ENT709 - International Entrepreneurship	1. ENT710 – Applied Entrepreneurship Project