

MASTER IN SERVICE MANAGEMENT - BA776 (Effective September 2022)
DURATION OF STUDY: 1.5 - 2 YEARS/ 3 - 4 SEMESTERS
(INTAKE : MARCH & OCTOBER)

Synopsis

Master in Service Management is a program specially designed to prepare the graduates with new knowledge and insights in the field of service management. This program leverages on the unique integration of various disciplines such as service management, information technology, and communication to ensure the graduates are equipped with all the necessary skills and knowledge to prosper in the industry.

An important part of our value proposition is the invaluable international network of academics and business practitioners who are involved in developing and participating in this program.

This program is designed

- to provide students with cutting-edge knowledge & insights to take service management into the 21st century,
- to leverage transdisciplinary integration in building the requisite skills & knowledge to take the industry to the next level
- to successfully navigate the practical landscape of service management through the effective application of theory into practice
- to deepen students' knowledge of applied service management to undertake practical fieldwork leading to a doctoral degree.

Entry Requirement

General	
i. Bachelor's Degree (Hons) in related fields of study from UiTM or other universities recognized by UiTM Senate (minimum CGPA 2.75) OR ii. Bachelor's Degree in related fields of study from universities recognized by UiTM Senate (minimum CGPA 2.50) WITH at least 5 years of working experience at the executive level OR iii. Other qualifications equivalent to Bachelor's Degree (Hons) in related areas recognized by UiTM Senate Candidates without a QUALIFICATION or WORKING EXPERIENCE in related business and management areas must undergo and pass the prerequisite courses determined by the Faculty and meet the minimum CGPA based on (i) to (ii)	
Local	International
OR Passed level 7 <i>Accreditation of Prior Experiential Learning</i> (APEL) evaluation from the Malaysian Qualifications Agency (MQA) <ul style="list-style-type: none"> • Malaysian citizens only 	Language Requirements International applicants are required to obtain a minimum: <ul style="list-style-type: none"> • Malaysian University English Test (MUET) Band 3

<ul style="list-style-type: none"> ● 30 years old and above upon application ● Has working experience in related areas ● Recognized Diploma/ A-level/ Equivalent Qualifications 	<ul style="list-style-type: none"> ● IELTS Band 5 ● TOEFL: Internet-Based Test (IBT: 35 - 45); Computer-Based Test (CBT: 107 - 131); Paper-Based Test (417 - 450) ● CEFR: B1 ● TOEIC: 356 - 440 ● BULATS: 40 - 59 <p>Candidates who do not have TOEFL or IELTS are required to attend six (6) months of English Proficiency Class (EPC) prior to enrolment in the program. Upon completion of the EPC program, candidates need to sit for TOEFL/IELTS/MUET examination with the score as stated above.</p>
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Fee Structures

Local

FEES	TOTAL RINGGIT MALAYSIA (RM)	
	Full-time	Part-time
Fees for semester 1	RM5,448	RM 5,338
Fees for semester 2	RM 5,725	RM 5,265
Fees for semester 3	RM 7,585	RM 5,265
Fees for semester 4		RM 7,475
TOTAL ESTIMATION FOR TUITION FEES	RM 18,758	RM23,343

**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	RM 8,530
Fees for semester 2	RM 8,970
Fees for semester 3	RM 12,630
TOTAL ESTIMATION FOR TUITION FEES	RM30,130

Programme Structures

FULL-TIME		
Year 1		Year 2
Semester 1	Semester 2	Semester 3
1. MSM711 - Customer Relationship Management 2. MSM712 - Service Support Technologies. 3. OSM701 - Research Methods 4. ELECTIVES (Choose ONE only) a. MSM725 - Communication for Service Business b. HRM727 - Managing Training and Development	1. MSM722 - Service Analytics 2. MSM723 - Quality Management in Service Industry 3. MSM735 - Trends in Service Management 4. ELECTIVES (Choose ONE only) a. MSM713 - Consumer Psychology b. HRM713 - Strategic Human Resource Management	1. MSM733 - Service Management Research Project 2. MSM 724 - Intermediate Service Management 3. MSM734 - Leadership in Service Management

PART-TIME			
Year 1		Year 2	
Semester 1	Semester 2	Semester 3	Semester 4
1. MSM711 - Customer Relationship Management 2. MSM712 - Service Support Technologies 3. OSM701 - Research Methods	1. MSM722 -Service Analytics 2. MSM723 - Quality Management in Service Industry 3. ELECTIVES (Choose ONE only) a. MSM725 - Communication for Service Business b. HRM727 - Managing Training and Development	1. MSM735 - Trends in Service Management 2. MSM734 - Leadership in Service Management 3. ELECTIVES (Choose ONE only) a. MSM713 - Consumer Psychology b. HRM713 - Strategic Human Resource Management	1. MSM733 - Service Management Research Project 2. MSM 724 - Intermediate Service Management