



**PERDANA  
UNIVERSITY**

DU026(B)

# **LEADING THE WAY IN HEALTHCARE**

**Master of Business Administration  
(Public Health Management)**

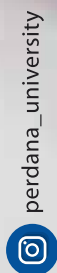
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THE BRANDLAUREATE  
CSR BRANDLEADERSHIP  
AWARDS 2018



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Perdana University

The Perdana University School of Business (PUScB) aims to become a Premier Business School in Malaysia that provides MBA Public Health Management programmes of the highest quality, wrapped around core and specific applied business management knowledge and is in line with the pursuit of excellence in public health business management education, research and service. The programme equips the candidates with general business management knowledge and specific skill-sets which are crucial in public health that are needed to effectively and efficiently address emerging local, regional and global public health related challenges.

## WHAT ARE THE CORE MODULES?

1. Corporate Strategy and Leadership
2. Accounting and Finance for Managers
3. Managerial Economics
4. Business Law, Ethics and Governance
5. Strategic Marketing
6. Research Methodology and Management Project
7. Managing People and Organizations
8. Technology and Information Systems Management
9. Operations Strategy
- 10a. Health Policy and Management (Public Health/Health Care and Hospital Management)
- 10b. Entrepreneurship Innovation (General Management)

## WHAT ARE THE ELECTIVE MODULES?

- Family and Public Health
- Health Promotion and Behaviour Change
- Epidemiology and Biostatistics
- Environmental and Occupational Health
- Quantitative and Decision Analysis

Disclaimer:

Candidate must complete all the 10 core modules including Research Methodology, 2 elective modules and Management Project.

## MODE OF STUDY

Weekdays **OR** Weekends

Blended learning is conducted via an e-learning platform

## ENTRY REQUIREMENTS

Bachelor's Degree with a CGPA of 2.50 and above

Bachelor's Degree with a CGPA of 2.50 and below and 5 years working experience in a related field / industry

**For International students:**

TOEFL score must be at least 550 **OR**

IELTS score must be at least 6.0

## DURATION AND INTAKE

1 year (Full Time) **OR**  
2 years (Part Time)

March, July **AND**  
November