



**HERIOT
WATT**
UNIVERSITY
UK | DUBAI | MALAYSIA

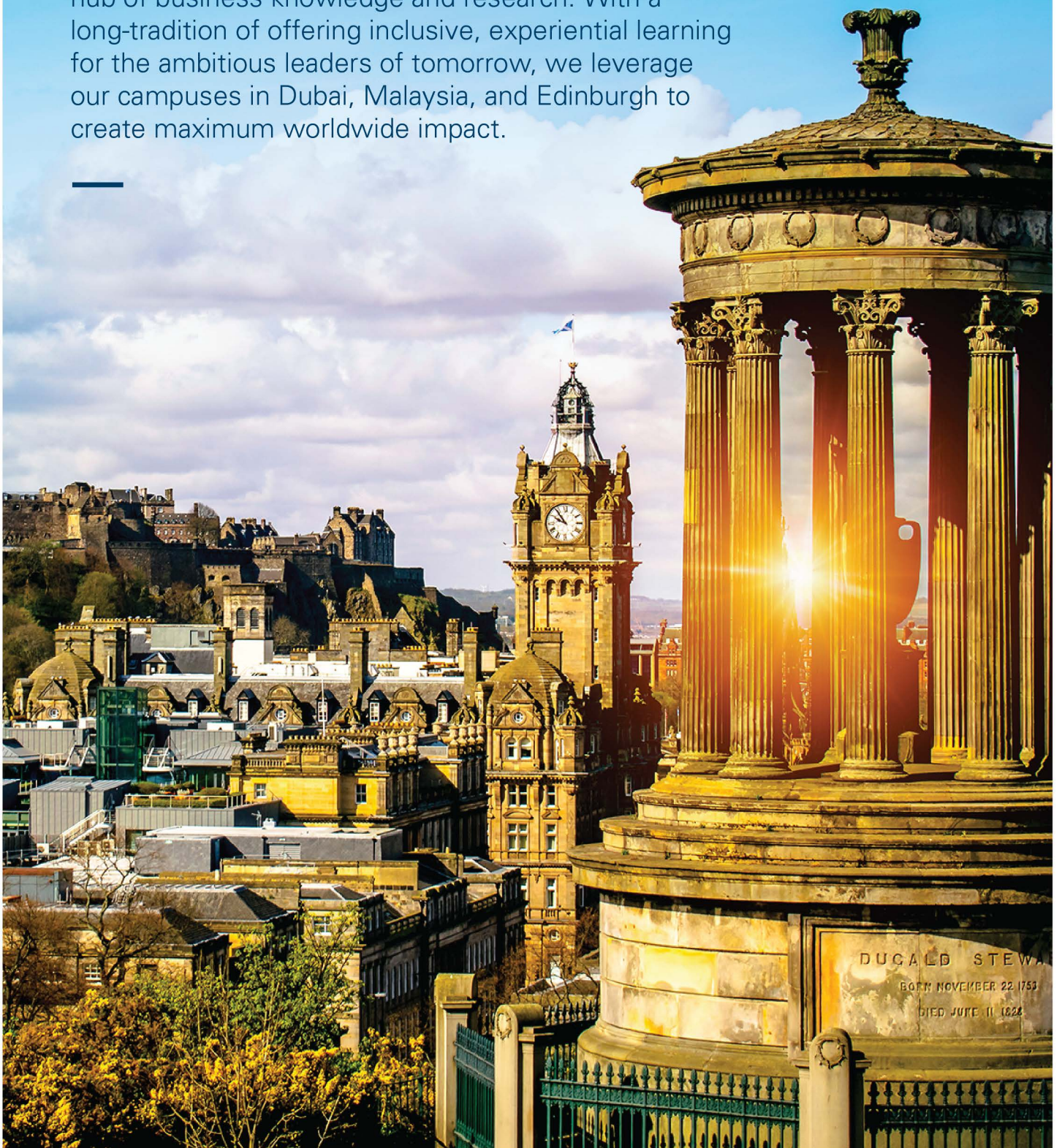
**Edinburgh
Business School
2025**



Edinburgh Business School

We make a difference.

Edinburgh Business School is a mission-led, global hub of business knowledge and research. With a long-tradition of offering inclusive, experiential learning for the ambitious leaders of tomorrow, we leverage our campuses in Dubai, Malaysia, and Edinburgh to create maximum worldwide impact.





BBA (Hons) Bachelor of Business Administration

KPT/JPS (R2/0414/7/0079) (MQA/FA4166) 05/29

Intake: January, September

The Bachelor of Business Administration (Hons) degree, known as BBA (Hons), aims to develop students' understanding of the area of business administration and management, and develop practical skills appropriate for careers in this area.

Theory and practice are given equal emphasis to provide a holistic understanding of the role of business administration as well as knowledge of and skills associated with business start-up, growth and innovation. You will develop valuable communication, problem solving and teamwork skills.

This programme is accredited by the Malaysian Qualifications Agency (MQA). In accordance with our normal practice, our professionally orientated programmes are designed to meet the educational requirements for membership of relevant professional institutions. In addition to recognition within Malaysia, we seek accreditation by the relevant UK or international professional bodies in accordance with their standard procedures.

YEAR 1

- Operations Management
- Business Skills for the Second Machinery Age
- Choose 6 Optional or Elective Courses

YEAR 2

- Business Research Methods
- Strategic Management
- Choose 6 Optional or Elective Courses

YEAR 3

- Global Business Analysis
- Sustainable Change Management
- Choose 4 Optional Courses

ACROSS BOTH YEAR 3 SEMESTERS

- Dissertation

Optional courses are available from a wide range of business subjects such as Marketing, Human Resource Management, Management, Law and Entrepreneurship. Elective courses are also available.

Note: Courses offered or course name are subject to change.



MA (Hons) Accounting and Business Finance

KPT/JPS (R/344/6/0452) (FA7011) 03/26

Intake: January, September

Our Accounting and Business Finance programme is a specialist degree, particularly suited to those seeking entry into the accounting profession, financial services or financial management. The value of such studies is also recognised by professional accountancy bodies which offer examination exemptions.

The programme has been accredited by the Institute of Chartered Accountants in England and Wales (ICAEW), Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), Certified Practising Accountants (CPA) Australia and Chartered Tax Institute of Malaysia (CTIM). Graduates are eligible to apply for exemptions from the following professional bodies:

- ACCA: Up to 9 Papers*
- ICAEW: Up to 8 Papers*
- CIMA: Up to 11 Papers*
- CPA Australia: Foundation Exams*
- CTIM: Up to 5 Papers*

**Subject to results obtained by students; students must join the programme at Heriot-Watt University Malaysia from Year 1.*

This programme is accredited by the Malaysian Qualifications Agency (MQA).

Accredited by:

Think Ahead



ICAEW



CIMA

Chartered Institute of
Management Accountants

ACCA ACCELERATED PROGRAMME

This programme is also among the few selected in the region by ACCA to run the ACCA Accelerate programme, allowing students to take the remaining four papers with ACCA from their second year onwards to give them an early head-start to a career in accounting and finance.

YEAR 1

- Principles of Accounting
- Fundamentals of Finance
- The Economy
- Management in a Global Context
- Financial Accounting
- Management Accounting in Organisations
- Quantitative Methods
- Financial Markets Theory

YEAR 2

- Intermediate Financial Accounting
- Management Accounting Techniques and Decisions
- Business Research Methods
- Corporate Financial Theory
- Choose 4 Optional Courses

Optional courses available in Year 2 include Taxation in Malaysia, Auditing and Assurance, Introduction to Commercial Law, Business Law and the Law of Corporate Governance. In addition, students are required to complete the Industrial Training course in Year 2.

YEAR 3

- Choose 6 Optional Courses Across Both Semesters
- Accounting and Finance Dissertation

Optional courses available in Year 3 include Managerial Accounting: Decision Making, Case Studies in Financial Management, Advanced Financial Accounting, Contemporary Issues in Finance, International Bonds and Currency Markets, and Accounting Information Systems and Technology. Students take a total of 8 courses per year including core, optional and elective courses/projects. For full details of the optional and elective courses please refer to our website.

Note: Courses offered or course name are subject to change.



MA (Hons) Business and Finance

KPT/JPS (R2/0488/6/0040) (MQA/FA4165) 11/29

Intake: September

Business management and finance professionals work with executive and management teams to provide expert advice on the impacts and deployment of resources and processes throughout an organisation. At Heriot-Watt, you will learn how to apply business management and finance knowledge and skills to a range of different managerial, business and problem-solving situations, management decisions, compliance issues and governance.

This undergraduate MA Honours degree explores the interface between business and finance, in particular the management and business implications of financial decision making. It is a specialist joint degree with equal emphasis given to the subject areas of business and finance. The degree is particularly suited to students who wish to gain a firm grounding in business and management, but with an insight into the finance and financial operations of businesses and organisations. Key topics covered include business policy, corporate finance, economics, management and marketing.

This programme is accredited by the Malaysian Qualifications Agency (MQA). It is a specialist joint degree with equal emphasis given to the subject areas of business and finance. This degree has been acknowledged as incorporating at least 70 percent of the CFA Program Candidate Body of Knowledge (CBOK) and placing emphasis on the CFA Institute Code of Ethics and Standards of Professional Conduct within the program. This degree programme positions students to obtain the Chartered Financial Analyst (CFA®) charter, which has become one of the most respected and recognised investment credentials in the world. We also acknowledge CFA credentials as entry criteria, those who have passed Level II of the CFA Program are eligible to apply for direct entry into Year 2.

Affiliated with:



YEAR 1

- Fundamentals of Finance
- Personal Finance and Investment Ethics
- The Economy
- Management in a Global Context
- Financial Markets Theory
- Quantitative Methods
- Organisational Behaviour
- Management Accounting in Organisations

YEAR 2

- Financial Technology
- Mergers and Acquisitions
- Corporate Financial Theory
- Strategic Management
- Business Research Method
- Applied Financial Modelling in Python
- Financial Derivatives
- Choose 1 Optional Course

Optional courses available in Year 2 include Leading in Organisation, Resourcing and Talent Management and Project Management.

YEAR 3

- Accounting and Finance Dissertation or Management Dissertation
- International Bonds and Currency Markets
- Contemporary Issues in Finance
- Banking
- Choose 3 Optional Courses

Optional courses available in Year 3 include Global Business Analysis, International Entrepreneurship, The Contemporary Workforce, Retail Marketing, Changing Trends in Employment, Marketing Sustainability, Contemporary Issues in Finance and Marketing and Management in SMEs.

Students take a total of 8 courses per year including core, optional and elective courses/projects. For full details of the optional and elective courses please refer to our website.



MA (Hons) International Business Management

KPT/JPS (R/0414/6/0263) (FA7425) 03/26

Intake: January, September

In the contemporary business world, it is vital to understand the fundamental way in which businesses and organisations operate. At Heriot-Watt University, this programme caters to those who aspire to develop their career in the field of international business management.

You will develop a broad knowledge and understanding of contemporary business organisations and workplaces to learn how they develop their strategies for making key decisions.

The degree provides strong grounding in the principles of modern international business management and their application to the real world. It offers relevant hands-on experience via learning and teaching activities and assessments. Students will have the opportunity to select from a range of business streams, which allow them to tailor their degree to meet their career needs and aspirations.

This programme is accredited by the Malaysian Qualifications Agency (MQA). In accordance with our normal practice, our professionally oriented programmes are designed to meet the educational requirements for membership in relevant professional institutions. In addition to recognition within Malaysia, we seek accreditation by the relevant UK or international professional bodies in accordance with their standard procedures.

YEAR 1

- Human Resource Management
- Fundamentals of Marketing
- Introduction to Business Analytics
- Management in a Global Context
- Operations Management
- Business Skill in the Machine Age
- Enterprise: Concepts & Issues
- Options or Electives

YEAR 2

- Logistics & Supply Chain Management
- Strategic Management
- Leading in Organisation
- Business Research Methods
- Options or Electives

YEAR 3

- Management Dissertation 1
- Management Dissertation 2
- Global Business Analysis
- Sustainable Change Management
- Options

We offer various optional courses where students can choose based on personal interest or objective to achieve.

Note: Courses offered or course name are subject to change.



MA (Hons) Marketing

KPT/JPS (N/0415/6/0002) (PA15449) 05/27

Intake: January, September

This programme is accredited by the Malaysian Qualifications Agency (MQA). In accordance with our normal practice our professionally orientated programmes are designed to meet the educational requirements for membership in relevant professional institutions. In addition to recognition within Malaysia, we seek accreditation by the relevant UK or international professional bodies in accordance with their standard procedures.

MA Marketing is part of the Chartered Institute of Marketing (CIM) Graduate Gateway Programme. This degree was developed in line with the CIM professional award criteria and upon completion you will gain a professional CIM accreditation. Students can choose to study for the Certificate and/or Diploma in Professional Marketing or Professional Digital Marketing alongside their degree, and study for five years after graduating.

The degree of Master of Arts (MA) is an undergraduate Honours degree, awarded by Heriot-Watt and the ancient universities in Scotland and the UK including Aberdeen, Dundee, Edinburgh, Glasgow, St Andrews, Cambridge and Oxford. At other universities in Scotland and the UK, undergraduate degrees in the arts, liberal arts, humanities or social sciences are awarded as Bachelor of Arts (BA).

YEAR 1

- Fundamentals of Marketing
- Human Resource Management
- Consumer Behaviour
- Introduction to Business Analytics
- Business Skills for the Second Machine Age
- Management Accounting in Organisations
- Operations Management
- Management in Global Context / Intercultural Issues in Business

YEAR 2

- Digital Analytics for Marketing
- Responsible Marketing
- Global Strategic Marketing
- Project Management
- Business Research Methods
- Integrated Marketing Comms
- Marketing in Practise
- Innovation Management

YEAR 3

- Contemporary Issues in Marketing
- Retail Marketing
- International Entrepreneurship
- Digital Marketing
- Branding
- Marketing Sustainability

ACROSS BOTH SEMESTERS

- Dissertation

Accredited by:





Master of Business Administration (MBA)

KPT/JPS (R2/345/7/0228) (FA2182) 08/27

Intake: January, May, September

Our MBA programme offers driven professionals a gateway to endless opportunities in the business world. With a distinguished reputation and a globally connected campus (UK, Dubai, and Malaysia), Heriot-Watt University is the perfect place to embark on your journey towards professional advancement and personal growth.

Our MBA programme stands out due to its emphasis on creating an impact statement, which helps students identify their aspirations, goals, and desired impact on the world. Each student is assigned an impact coach throughout their studies.

With a globally connected campus, students receive a well-rounded education that prepares them for success in a multicultural and interconnected world. The programme also offers international study tours, allowing students to explore different business ecosystems and gain a global perspective.

The University's CEO Faculty brings in industry leaders to share their insights and experiences, providing students with valuable industry perspectives. Networking is also emphasised, with access to networking dinners and events with industry leaders, peers, and alumni.

With its unparalleled reputation, world-class faculty, and diversified community, Heriot-Watt University Malaysia is the ideal choice for those who aspire to lead, innovate, and succeed.

TEACHING AND ASSESSMENT

Teaching is delivered through seminars and classes, which creates a dynamic environment for students with diverse experiences, backgrounds and cultures to share and exchange knowledge in a rich learning environment. These intensive seminars are delivered in English by our global campus faculty and CEO Faculty.

A total of 9 courses (no dissertation) are required for the MBA degree. Students will benefit from 48 hours of interaction for each core course. Each course is assessed by a 24-hour online written examination.

CORE COURSES

- Developing and Executing Strategy
- People, Work and Organisations
- Leadership Theory and Practice
- Delivering Successful Projects
- Financial Decision Making
- Strategic Marketing

OPTIONAL COURSES (SELECT THREE)

- Entrepreneurship and Creativity
- Big Data Analytics for Business
- Business Negotiation
- Economics for Business

Students can also choose from over 20 additional elective courses available online.

MBA SPECIALISMS

- MBA with Specialism in Strategy
- MBA with Specialism in Finance
- MBA with Specialism in Business Analytics

Note: All optional course(s) are subject to change and timetable availability.



MSc Business Strategy, Leadership and Change

KPT/JPS (R2/0414/7/0236) (MQA/FA5527) 08/30

Intake: January, September

This programme has been designed to build student knowledge and understanding of formulating and monitoring business strategies, how to develop change programmes and understand the impact of different leadership styles in particular contexts. This knowledge will enhance students' personal development, so they become more effective when they undertake a managerial role.

The programme offers 5 taught core courses, 4 are strategy-oriented with the fifth being a research methods course, which is designed to be of relevance to senior and middle managers, high-potential junior managers, management consultants, entrepreneurs, and directors of small and medium-sized enterprises.

In addition, the programme caters for non-specialists who wish to pursue a more general business/managerial career, but with a business strategy emphasis. There are also opportunities to study 3 optional strategy-oriented courses (from a choice of 4), which allow participants to customise the programme according to their needs and interests. The programme will be completed by a dissertation that will take a strategy-oriented perspective. This perspective should emphasise one or a combination of the programme's key subject themes of business strategy, leadership and change.

The MSc Business Strategy, Leadership and Change has been designed to equip the next generation of organisational managers with skills which include business strategy, strategic change, leadership, systems thinking and analysis, project management, business economics and quality management.

Accredited by:



CAREER OPPORTUNITIES

This programme is aimed at ambitious professionals and graduate students who wish to move into middle and senior management roles in small, medium and large enterprises, management consultancy or set-up their own business venture. The programme will enable this by providing candidates with tools, frameworks and ideas to help them play a more effective role in strategy formulation and implementation, developing change programmes and understanding the impact of different leadership styles in particular business settings.

TEACHING AND ASSESSMENT

Our students experience a stimulating teaching environment which blends conventional lectures and tutorials with online material in our Virtual Learning Environment. Programmes are regularly reviewed by research-active staff in Edinburgh, Dubai and Malaysia to ensure that the learning material is relevant and current. Assessment is through a balance of examinations, coursework and a dissertation.

CORE COURSES

- Competitive Strategy
- Strategic Change
- Leadership
- Strategic Innovation Management
- Research Philosophy and Practice
- Strategy Dissertation

OPTIONAL COURSES (SELECT THREE)

- Project Management
- Quality Management
- Systems Thinking and Analysis
- Business Economics

Note: All optional course(s) are subject to change and timetable availability.



MSc International Business Management with Finance

KPT/JPS (N/340/7/0718) (FA8512) 12/26

Intake: January, September

This Master's degree is aimed at graduates who have little or no business or management background in their first degree and who wish to gain a broad-based business qualification to enhance their future career prospects, or at those looking to develop business management knowledge and skills to allow them to change or further their careers.

The international focus of the programme attracts students from all around the world, giving a rich learning environment where international experience and practice is shared.

ACCREDITATION

In accordance with our normal practice our professionally orientated programmes are designed to meet the educational requirements for membership of relevant professional institutions. In addition to recognition within Malaysia, we seek accreditation by the relevant UK or international professional bodies in accordance with their standard procedures.

CAREER OPPORTUNITIES

The main graduate destinations are business management for industry, commerce and higher education. The programme is focused on delivering graduates with the knowledge and skills appropriate to contemporary, international business environments and positions, with particular relevance to finance. It is also expected that some graduates will find employment within other business or governmental specialisms.

TEACHING AND ASSESSMENT

Our students experience a stimulating teaching environment which blends conventional lectures and tutorials with online material in our Virtual Learning Environment. Programmes are regularly reviewed by research-active staff in Edinburgh, Dubai and Malaysia to ensure that the learning material is relevant and current. Assessment is through a balance of examinations, coursework and a dissertation.

COURSES

- International Business Context
- Competitive Strategy
- Financial Analysis
- Business Economics
- Research Philosophy and Practice
- Finance
- Dissertation
- Marketing
- Project Management



MSc International Business Management with Marketing

KPT/JPS (R2/041417/0040) (MQA/FA3830) 10/28

Intake: January, September

This Master's degree is aimed at graduates, from varied degree backgrounds, to gain a broad-based business qualification to enhance future career prospects. It is also for those looking to develop business management knowledge and skills to enable them to change or further their careers.

Graduates will typically be able to demonstrate a critical appreciation of core and specialist theories, concepts and applications evident within contemporary business environments.

The programme develops an appreciation of business management within dynamic, international contexts; application of theoretical solutions to business problems to inform effective practice; and engagement in business-relevant decision-making, marketing, leadership and team-working.

ACCREDITATION

In accordance with our normal practice our professionally orientated programmes are designed to meet the educational requirements for membership of relevant professional institutions. In addition to recognition within Malaysia, we seek accreditation by the relevant UK or international professional bodies in accordance with their standard procedures.

CAREER OPPORTUNITIES

The main graduate destinations are business management for industry, commerce and higher education. The programme is focused on delivering graduates with the knowledge and skills appropriate to contemporary, international business environments and positions, with particular relevance to marketing. It is also expected that some graduates will find employment within other business or governmental specialisms.

TEACHING AND ASSESSMENT

Our students experience a stimulating teaching environment which blends conventional lectures and tutorials with online material in our Virtual Learning Environment. Programmes are regularly reviewed by research-active staff in Edinburgh, Dubai and Malaysia to ensure that the learning material is relevant and current. Assessment is through a balance of examinations, coursework and a dissertation.

CORE COURSES

- International Business Context
- Competitive Strategy
- Marketing
- Business Economics
- Research Philosophy and Practice
- International Marketing
- Dissertation

OPTIONAL COURSES (SELECT TWO)

- Financial Analysis
- Leadership
- Project Management

Note: All optional course(s) are subject to change and timetable availability.



MSc Strategic Project Management

KPT/JPS (R2/041417/0079) (MQA/FA4163) 03/29

Intake: January, September

The MSc in Strategic Project Management is an established and highly regarded programme at Heriot-Watt University Malaysia. This Master's degree differentiates itself from other project management programmes by providing greater emphasis on strategically managing a portfolio of projects to deliver organisational goals.

The programme has a strong focus on the strategic alignment of projects to ensure that projects deliver organisational values and benefits. This encompasses both project management as a process to deliver end products, and change management as a process of capturing the rational and emotional buy-in of those affected by change to ensure its success.

ACCREDITATION

The programme is accredited by the Project Management Institute (PMI) and the Global Accreditation Center for Project Management Education Programs (GAC), the world's leading specialised accrediting body for project management higher education degree programmes.

Accredited by:



**Global
Accreditation
Center**

Project Management Institute.

CAREER OPPORTUNITIES

The programme is excellent preparation for those looking for roles that have a strategic focus and defined end goals. Our Strategic Project Management graduates have gone on to successful careers within project management roles across a variety of organisations including management consultancies; energy, construction and engineering firms; financial and banking sector firms; manufacturing and service sector firms.

TEACHING AND ASSESSMENT

Our students experience a stimulating teaching environment which blends conventional lectures and tutorials with online material in our Virtual Learning Environment. Programmes are regularly reviewed by research-active staff in Edinburgh, Dubai and Malaysia to ensure that the learning material is relevant and current. Assessment is through a balance of examinations, coursework and a dissertation.

CORE COURSES

- Strategic Project Management
- Leadership
- Research Philosophy and Practice
- Project Management
- Strategy Dissertation

OPTIONAL COURSES (SELECT UP TO FOUR)

- Systems Thinking and Analysis
- Strategic Change
- Competitive Strategy
- Strategic Innovation Management
- Quality Management

Note: All optional course(s) are subject to change and timetable availability.

Testimonials

Welcome to our alumni spotlight

where our students share their firsthand experiences and insights. Hear from those who have embarked on this transformative journey, gaining invaluable knowledge, skills and connections along the way.



Tan Wen Dee

*Bachelor of Business Administration (Class of 2017),
People Operations Coordinator at Luno, Malaysia
2 weeks study trip in Edinburgh*

Heriot-Watt University Malaysia has helped me discover my strength in areas that I could improve, and this led me to find the career that I love. Not only was I educated through theories and lessons in class, but I also developed my soft skills which were highly needed in the working world and I'm glad Heriot-Watt University Malaysia has prepared me for that.



Nicole Chang Wen Wen

*MA (Hons) in Accounting and Business Finance (Class of 2022),
Audit Associate at KPMG LLP, UK
2 years in Malaysia + 1 year in Edinburgh*

My experience at this esteemed institution has been truly remarkable. The EmPOWER Programme instilled in me the significance of academic competence and personal growth. Through the Go Global Programme, I ventured beyond my comfort zone and discovered exciting opportunities in Edinburgh. I am grateful to Heriot-Watt University Malaysia for shaping my future. Thank you for everything!



Zin Hnin Su Aung

*International Business Management with Marketing Graduate,
Marketing Manager at Blueberry Markets, Australia*

I enjoyed the coursework at Heriot-Watt, which places emphasis on presentation and pitching skills. I was given the opportunity to gain valuable experience in a workplace setting with real-life situations designed to prepare me for my future workplace. In addition, I studied International Business Management with Marketing, which has increased my opportunities to work anywhere in the world.



Jim Lee Loong Cheong

*Master of Business Administration (MBA) (Class of 2019),
Head, Data Analytics at Affin Bank Berhad*

With the unique EBS MBA, I'm impressed with the balance of theoretical and practical business knowledge and the valuable exchange among peers from different industries. I now have a growth mindset helping my career progression.



Sharmila Gunasekaran

*Master of Business Administration (MBA) (Class of 2021),
Commercial Lead at GSK Pharmaceutical Malaysia*

The MBA programme was able to fulfill the theory needs and provide me with leverage when comes to application, this helped to prepare me to meet the challenges in the industry or working world. It has brought different perspectives, structured and organised thinking when working on a project. I am from a pharmaceutical background and the MBA has opened doors and overcome the challenges in creating trust with employers when taking on as a lead on corporate projects with large impact.



Yang Fatimah Kamarulzaman

*Master of Business Administration (MBA) (Class of 2022),
Senior Internal Auditor at PETRONAS Chemical Group Berhad*

Heriot-Watt University Malaysia is a well-respected institution that offers one of the best MBA programmes designed to develop strategic thinking and leadership skills. The programme is taught by experienced faculty members who are experts in their fields and provide students with practical knowledge and skills relevant to the global business environment. In addition, Heriot-Watt University Malaysia's MBA programme is accredited by major business school accreditation bodies.



About Our Go Global

At Heriot-Watt University, the world is your classroom. Immerse yourself in a truly international learning experience with students from diverse backgrounds. Unlock the world's possibilities through our seamless inter-campus transfer programme to the **Edinburgh** or **Dubai campuses** and enjoy a **20% discount***.

** Subject to the degree programme running at your chosen campus.*

20%

tuition fee discount
when you transfer
to our **Edinburgh**
or **Dubai campuses**

99%

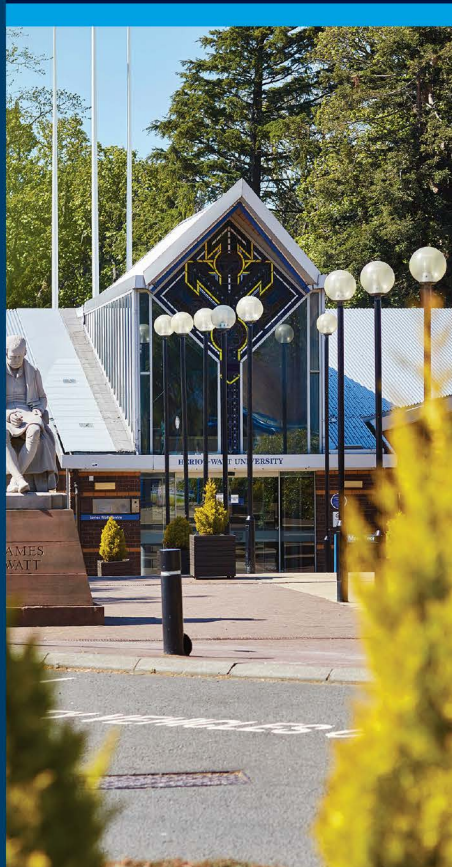
of **Go Global**
students said
they would
recommend it

Heriot-Watt University
Student Survey 2020

80%

of surveyed
employers actively
seek out graduates
with international
experience

QS Global Employer
Survey Report



HOW TO APPLY

Heriot-Watt
University
Malaysia accepts
applications all
year round.



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to Our Location

APPLY ONLINE

You can apply online for our programmes at <https://bit.ly/HWApply>. You must create an account to use the online application form. You don't have to complete the application in one session; you can save the information you have already entered and return to complete it at a later date. There is a help facility on each page of the online form.

SUPPORTING DOCUMENTS

Please remember to upload supporting documents so that we can make a decision on your application. This includes proof of English language proficiency and original or certified copies of academic transcripts.

Please refer to the supplemental item checklist on the Online Application form:

► <http://bit.ly/hwumaccount>

See website for details of fees:

► http://bit.ly/hwum_fees

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Open for consultation:
Weekdays 9am - 5pm
Weekends by appointment

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As of February 2025