

Edinburgh Business School

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About Our Programmes

BBA (HONS) BACHELOR OF BUSINESS ADMINISTRATION

KPT/JPS (R/345/6/0564) (FA4166) 05/24

Intake: September, January

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 1- States and Markets
- Global Business Analysis 2: Global Trends and Risks
- Choose 4 optional courses

ACROSS BOTH 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 are subject to changes.

MA (HONS) ACCOUNTING AND BUSINESS FINANCE

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

Intake: September, January

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) and Certified Practising Accountants (CPA) Australia. 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 8 papers*
- CPA Australia: Foundation exams*

* 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).

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
- Introductory Economics
- Management in a Global Context
- Financial Accounting
- Management Accounting in Organisations
- Finance and Financial Statistics
- Financial Markets Theory

YEAR 2

- Intermediate Financial Accounting
- Management Accounting Techniques and Decisions
- Taxation in Malaysia
- Auditing and Assurance
- Choose 4 optional courses

Optional courses available in Year 2 include Corporate Financial Theory, Commercial Law, Business Research Methods, Business Entities. In addition, students are required to complete the Industrial Training course in Year 2.

YEAR 3

- Choose 6 from 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, Agency Theory and Corporate Governance, Contemporary Issues in Finance, Corporate Reporting and International Accounting. 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.

Accredited by:



ICAEW

Think Ahead

ACCA

CIMA

Chartered Institute of
Management Accountants

CPA
AUSTRALIA



MA (HONS) BUSINESS AND FINANCE

KPT/JPS (R/340/6/0490) (FA4165) 11/24

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.

YEAR 1

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

Elective courses available in Year 1 include Human Resource Management, Fundamentals of Marketing, Statistical Techniques, Marketing Perspectives and Commercial Law.

YEAR 2

- Financial Technology
- Mergers and Acquisitions
- Corporate Financial Theory
- Strategic Management
- Applied Financial Modelling in Python
- Business Research Method
- Choose 2 optional courses

Optional courses available in Year 2 include Financial Derivatives, Managing Corporate Value, Employment Law, Business Venturing, Consumer Behaviour, Resourcing and Talent Management and Project Management.

YEAR 3

- Accounting and Finance Dissertation
- Choose 6 optional courses

Optional courses available in Year 3 include Agency Theory and Corporate Governance, Global Business Analysis 1, International Entrepreneurship, The Contemporary Workforce, Retail Marketing, Changing Trends in Employment, Marketing Sustainability, Contemporary Issues in Finance, Marketing and Management in SMEs and Global Business Analysis 2.

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.

Affiliated with:



MA (HONS) INTERNATIONAL BUSINESS MANAGEMENT

KPT/JPS (R/340/6/0657)(FA7425) 03/26

Intake: September, January

As the modern business world becomes increasingly complex, understanding the fundamental way in which businesses and organisations operate – how they develop their strategies and make key decisions – is vital.

Our International Business Management programme helps you to examine businesses and organisations; understand their structures and workings, people and decision making processes; and then relate the theory to actual business situations to prepare yourself for the real world.

You will develop valuable communication, problem solving and teamwork skills. Our programmes also offer relevant hands-on experience.

All International Business Management degrees provide a strong grounding in the principles of modern business management and also introduce the more functional areas of business and management.

International Business Management students choose from a range of business-oriented courses, which allow students 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 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

- Fundamentals of Marketing
- Human Resource Management
- Enterprise: Concepts and Issues
- Operations Management
- Business Skills for the Second Machinery Age
- Choose 2 optional courses or elective courses

Optional courses available in Year 1 include Organisational Behaviour, Intercultural Issues in Business and Management in a Global Context, Consumer Behaviour and Quantitative Methods

YEAR 2

- Business Research Method
- Strategic Management
- Global Strategic Marketing
- Logistics & Supply Chain Management
- Leading in Organisations
- Choose 3 optional courses

Optional courses available in Year 2 include Business Venturing, Innovation Management, Resourcing and Talent Management, Commercial Law, Project Management, and Employment Law.

YEAR 3

- Global Business Analysis 1- States and Markets
- Global Business Analysis 2: Global Trends and Risks
- Choose 4 optional courses

ACROSS BOTH SEMESTERS

- Management Dissertation

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

Note: Courses offered are subject to changes.

MA (HONS) MARKETING

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

Intake: September, January

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.

Accredited by:



YEAR 1

- Quantitative Methods
- Fundamentals of Marketing
- Human Resource Management
- Consumer Behaviour
- Business Skills for the Second Machine Age
- Management Accounting in Organisations
- Operations and Supply Chain Management

YEAR 2

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

YEAR 3

- Leisure Marketing
- Retail Marketing or International Entrepreneurship
- Branding
- Digital Marketing
- Marketing Sustainability

ACROSS BOTH SEMESTERS

- Dissertation

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).

MASTER OF BUSINESS ADMINISTRATION (MBA)

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

Intake: September, January, May

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.

Seven core courses and two elective courses 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
- Economics for Business
- Strategic Marketing

ELECTIVE COURSES (SELECT TWO)

- Entrepreneurship and Creativity
- Strategic Risk Management
- Entrepreneurial Venturing
- Making Strategies Work
- Business Negotiation

ENTRY REQUIREMENTS

A relevant first- or second-class honours degree, a degree qualification, or an equivalent qualification recognised by the Malaysian government are acceptable to the university. A minimum of two years' post-qualifying full-time work experience of a relevant nature.

MSc BUSINESS STRATEGY, LEADERSHIP AND CHANGE

KPT/JPS (R/345/7/0839) (FA5527) 08/25

Intake: September, January

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 five taught core courses, four 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 three optional strategy-oriented courses (from a choice of five), 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.

ACCREDITATION

This programme is accredited by the Chartered Management Institute.



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)

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

ENTRY REQUIREMENTS

A relevant first or second class Honours degree or a degree qualification, or equivalent qualification recognised by the Malaysian Government, acceptable to the University.

MSc INTERNATIONAL BUSINESS MANAGEMENT WITH FINANCE

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

Intake: September, January

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.

CORE COURSES

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

OPTIONAL COURSES (SELECT TWO)

- Marketing
- Leadership
- Project Management
- Quality Management

ENTRY REQUIREMENTS

A relevant first or second-class Honours degree or a degree qualification, or equivalent qualification recognised by the Malaysian Government, acceptable to the University.

MSc INTERNATIONAL BUSINESS MANAGEMENT WITH MARKETING

KPT/JPS (R/340/7/0351)(FA5014) 10/23

Intake: September, January

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
- Quality Management

ENTRY REQUIREMENTS

A relevant first or second class Honours degree or a degree qualification, or equivalent qualification recognised by the Malaysian Government, acceptable to the University.

MSc STRATEGIC PROJECT MANAGEMENT

KPT/JPS R/345/7/0508 (FA4163) 03/24

Intake: September, January

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.

Accredited by



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.

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

ENTRY REQUIREMENTS

A relevant first or second class Honours degree or a degree qualification, or equivalent qualification recognised by the Malaysian Government, acceptable to the University.

Proud HWUMANS



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, Senior Marketing [PR & Partnerships] Manager at ShopBack, Malaysia

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), VP, Decision Management Alliance Bank Malaysia 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.

Go Global



Seamless experience from our Malaysia campus



10% tuition fee discount when you transfer to our Dubai campus



20% tuition fee discount when you transfer to our UK campus

HOW TO APPLY



Heriot-Watt
University
Malaysia accepts
applications all
year round.

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:

► www.hw.edu.my/fees



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Open for consultation:
Monday to Friday (9am - 5pm) and Weekends (10am - 4pm) except Public Holidays

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