In Collaboration with:

IGM ...Shaping Market Leaders!

DRB-HICOM UNIVERSITY OF AUTOMOTIVE MALAYSIA

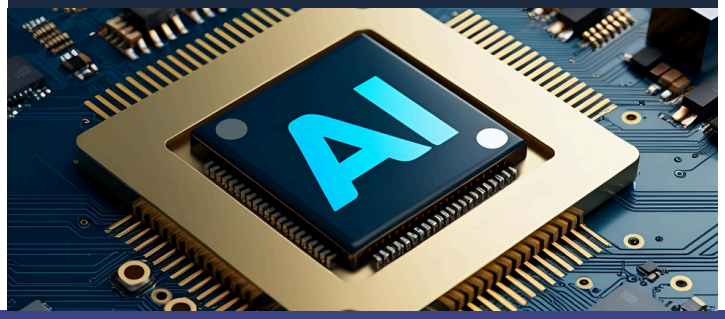
Why Choose This MBA?

BUILT FOR PROFESSIONALS.

- **Industry-Driven Curriculum**: Co-Designed by industry experts.
- **Personalized Learning:** Mentoring session available for assessments.
- **Flexible Online Learning Mode**
- **Global Industry AI Immersion:** Delve into business scenarios across key global markets.
- **Flexible Financing:** HRDC Claimable, EPF or bank loan as low as RM250/mth*

HRDC Claimable

(TBC)



AI-Driven MBA: Empowering Tomorrow's Leaders with AI-Driven Strategies

Overview

Step into the future business management MBA in Artificial Intelligence, designed for professionals navigating today's fast-paced, tech-driven economy.

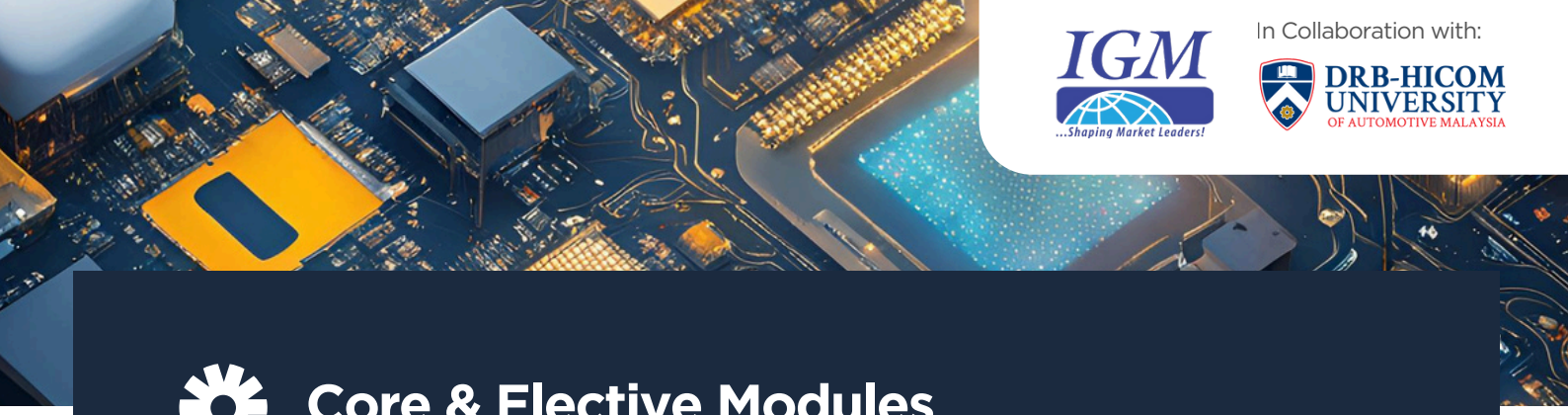
Delivered 100% online, it offers flexibility for working adults seeking career growth with work-life balance. The program blends real-world application with academic insights, covering AI strategies, blockchain, and emerging digital technologies.

With hands-on projects, coaching and industry-focused modules, you'll gain the skills to drive innovation, boost efficiency, and lead confidently in a digitally transformed competitive business world.

Why Join Our First Cohort?

- ✓ **Industry-Expert Delivery:** Learn from professionals with proven success.
- ✓ **Tailored Learning Experience:** Action learning project for corporate payoff.
- ✓ **Online Virtual Learning Experience at home:** Support work life balance.

*Terms & Conditions Apply



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Core & Elective Modules

MASTER THE FUNDAMENTALS OF MODERN BUSINESS LEADERSHIP

FUTURE-FOCUSED CONTENT:
THOUGH THE CORE MODULES CARRY TRADITIONAL TITLES, EACH HAS BEEN ENHANCED WITH AI, DIGITALISATION, AND DATA-DRIVEN STRATEGIES TO EQUIP LEARNERS FOR TODAY'S DYNAMIC BUSINESS LANDSCAPE.

- **M.1** • **Managing People and Organisations**
- **M.2** • **Marketing Strategy and Technologies**
- **M.3** • **Accounting and Finance for Business Decisions**
- **M.4** • **Economics for Management**
- **M.5** • **Strategic Management**
- **M.6** • **Digital Business**
- **M.7** • **Business Analytics**
- **M.8** • **Advanced Research Methods**
- **M.9** • **Research Project**
- **M.10** • **AI Driven Business Strategies and Applications**
- **M.11** • **Ethics, Governance & Risk Management in AI**
- **M.12** • **Blockchain Technologies & Decentralized Innovations**

"BE PART OF THIS EXCLUSIVE FIRST COHORT – APPLY TODAY!"

Local (Malaysian) : RM 19,950 / Foreign : RM 29,750
(Local Price Excluding 8% SST + 4% HRDC Levy)

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