

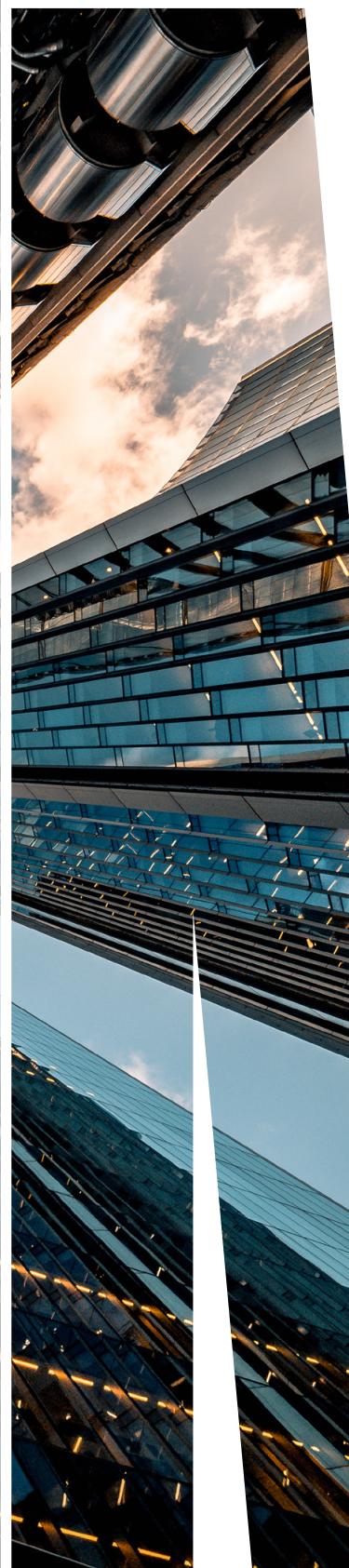


MONASH  
University

MALAYSIA

## FUTURE-PROOF YOUR CAREER

Your guide to business  
majors, minors and electives.



# LEARN SKILLS THAT MATTER

In a world without boundaries, versatility is key. At the Monash School of Business, you can stay ahead of the curve by equipping yourself with strategic knowledge and skills that can be applied across any industry.

The rapid rise of technology has changed the way we live, work and interact with the world. From fintech to digital marketing and the new economic frontiers we're reaching in this digital age, business as usual is not an option.

You may be considering a career as an engineer, graphic designer or even a tech entrepreneur. Rounding off your education with a grasp of principles in business, fintech, management and marketing can take you one step further, enhancing employability and empowering you to meaningfully contribute towards a fairer, more progressive world.

Explore some of our latest modules in fintech and digital marketing, or lay a solid foundation with the fundamentals of business and finance. You'll step out more prepared for the world beyond the classroom with our research-driven and industry-led approach, seamlessly blending knowledge and real-world practice to prepare you for a future-proof career.



At Monash, I was able to specialise in accounting and marketing – two majors on the opposite ends of the spectrum. I could also take electives in taxation and finance. This gave me a holistic understanding of the business environment that's essential for a world moving towards globalisation."

**TAN YINN WAYNE**

Bachelor of Business and Commerce, 2015  
Customer Success Manager, Disprz



# THE DIGITAL EDGE

We are living in a digital age, and technology has changed the playing field. Artificial Intelligence (AI), fintech and cybersecurity are now more than buzzwords; they have become integral to the success of any business.

No matter the career you're heading towards, a foundational knowledge in emerging technologies and its impact on business will make you an outstanding asset in any organisation you choose to work with.

## Financial Technology (FinTech)

With a growing focus on fintech and startups, Monash is positioning itself at the forefront of innovation and emerging technologies through strategic partnerships with Malaysian and regional trailblazers such as Cradle, MDEC and Beyond4.

In the ASEAN region alone, the digital economy is forecasted to add an estimated USD1 trillion to regional GDP by 2030 (Digital ASEAN by World Economic Forum).

This area of specialisation will equip you to navigate the digital landscape; you'll learn how to:

- understand and navigate emerging technologies including blockchain, cryptocurrency, e-payment, social trading, robo-advisory/investing, AI and crowdfunding
- use current fintech and data analysis platforms through skills-based exercises
- read and analyse the digital landscape, including industry laws, regulations and the entrepreneurial aspects of fintech
- confidently engage with industry leaders through real-world experience.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	✓*
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

\* FinTech will be available as a major in 2024. Students can extend their minor to a major from 2024 onwards.

## Digital Marketing

The age we're living in is a marketer's dream. No longer bound by geographical or physical boundaries, marketing now means pushing the envelope and applying established marketing concepts and techniques within a digital framework.

If you're interested in selling ideas and influencing trends, this area of specialisation will provide a window into the stimulating world of marketing today.

You'll learn how to:

- create an effective digital customer journey and use digital business models
- effectively utilise digital marketing in creating experiences of value for all
- apply knowledge and skills in search engine marketing, mobile marketing and the power of social media
- strategise and create innovative, digital solutions as a growing answer to today's challenges
- use emerging technologies in the field of digital marketing complemented by research-driven knowledge and industry practice.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	✓*
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

\* Digital Marketing will be available as a major in 2024. Students can extend their minor to a major from 2024 onwards.

## Business Analytics

Make data work for you. Business analytics involves studying and interpreting data to make the best decisions, for you and your organisation. From maps to music, having the tools to extract valuable information from data means you'll have unique insights to offer wherever you are.

In today's technology-driven world, the tools of business analytics are highly sought-after in businesses, governments and even the creative industry.

In this area of specialisation, you'll learn how to:

- extract information effectively from data and interpret the results
- combine mathematical, statistical and computing skills to tackle data analytics challenges facing organisations and businesses
- effectively utilise data to analyse drivers of change and the impact of decisions, as well as predict possible future occurrences.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	✓
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

# THE FUNDAMENTALS

## Accountancy

Accountancy is the ability to systematically record, analyse and report financial transactions, and is essential to the success of any business. Learning the foundations of accounting will give you an evergreen edge that makes you a valuable member in any organisation.

The integral nature of accounting means that these skills are always in demand, with accountants and auditors among the top five most in-demand professionals in Malaysia\*.

This area of specialisation will train you to:

- prepare and audit financial reports for stakeholders
- think critically and integrate both theoretical and technical accounting knowledge
- master both the knowledge and skills required to solve routine accounting problems.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	-
Minor (5 Unit Spaces)	✓
Minor (4 Unit Spaces)	-
Free Electives (1 Unit Space)	✓

\* Institute of Labour Market Information and Analysis, Q4 2022

## DID YOU KNOW?

The Monash School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB). Only 6% of business schools worldwide hold the AACSB accreditation, known for its exceptionally high standards and rigorous assessment of a business school's mission, qualifications, curricula and programs.

Our study programs also meet the accreditation, membership or exemption requirements for reputed institutions and bodies including:

- Association of Certified Chartered Accountants (ACCA)
- Chartered Accountants (Australia & New Zealand)
- Chartered Institute of Management Accountants (CIMA)
- Certified Practising Accountants (CPA) Australia
- The Malaysian Institute of Certified Public Accountants (MICPA)
- Institute of Chartered Accountants in England and Wales (ICEAW).

## Applied Economics

Interested in learning how to maximise impact with limited resources, or understand how economic decisions affect people's welfare? Applied Economics may be an area you wish to explore.

This area of specialisation covers macroeconomics, studying economies and systems from a wider lens and analysing behaviours such as inflation, growth and unemployment. You will gain an ear to the ground in microeconomics, discovering how choices made by individuals, businesses and governments affect resources and people's welfare.

You'll also learn how to:

- analyse the impact of macroeconomics and microeconomics on businesses, industries and structures
- pair theoretical knowledge with practical application for real-world economic problems
- produce professional and persuasive solutions for current and future business challenges.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	✓
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

## Banking & Financial Management

At every level of society, money matters. Banking & Financial Management studies the driving factors behind how money is managed by individuals, families, businesses, the non-profit sector and governments.

This area of specialisation covers financial systems, the consideration of investment risks and the role of banking and financial markets in wealth management. You will obtain a current perspective of financial markets, its players and the impact of money on our world's systems today.

You'll also learn how to:

- critically evaluate and analyse financial data and instruments to make informed financial decisions
- explain banking and finance concepts from both technical and theoretical standpoints
- formulate and present well-rounded, research-backed banking and finance proposals.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	-
Minor (5 Unit Spaces)	✓
Minor (4 Unit Spaces)	-
Free Electives (1 Unit Space)	✓

## Econometrics & Business Statistics

If you're fascinated by data and enjoy making decisions based on empirical evidence, Econometrics & Business Statistics may be for you. This area of specialisation involves approaching data from a quantitative, mathematical perspective to solve problems and inform critical decision-making by businesses and governments.

From market research to stockbroking, policy creation and even open-source software development, you'll be able to explore diverse career options with the knowledge and skills you gain.

You'll also learn how to:

- apply appropriate mathematical and statistical techniques to the analysis of social, financial, business and economic data
- extract insightful inferences and observations for knowledge advancement and policy-making
- use data to identify risks, predict outcomes and advance solutions to real-world problems.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	✓
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

## International Business Management

If you're looking ahead to a career with businesses making their mark on the international stage, a good grasp of how international firms run can get you there.

International Business Management (IBM) will introduce you to a world of leadership and business beyond your shores: how international firms strategise, plan and execute policies and operations. Many businesses compete in international markets and knowing how to navigate the landscape can take you far.

In this area of specialisation, you'll learn how to:

- study and interpret the international business environment, and how the environment including economic, political, legal and cultural factors impact international business
- analyse modes of entry into the market, coordinating structures and firm internationalisation
- confidently take on leadership roles in contemporary businesses to enhance opportunities and resolve challenges unique to international organisations.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	✓
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

## Management

The study of management revolves largely around business and human behaviour, exploring how people affect an organisation's goals and strategy outcomes.

It's an exciting area of study that covers a wide range of topics and is suitable for those keen to dive into the ever-evolving relationship between business and people.

The Department of Management's research areas cover general management with a focus on Entrepreneurship in Emerging Markets (key areas: international entrepreneurship, social entrepreneurship and women entrepreneurship) as well as People and Work (key areas: sustainable workplace, health and well-being of people of all ages).

This area of specialisation will teach you to:

- understand the importance, nature and consequences of management decision-making in organisations
- develop critical thinking abilities to examine management and strategic practices within organisations
- identify future-proof solutions to challenges organisations face in achieving their goals and objectives
- apply management knowledge and professional competencies in private, public and non-profit sectors.

### Elective Spaces Required (Minimum)

Major (8 Unit Spaces)	✓
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

## Strategic Marketing

The bedrock of marketing is value creation, which involves creating, communicating and delivering offerings of value for customers. Strategic marketing studies the scope and direction of an organisation's long-term activities to gain or maintain a competitive advantage, create continuous value for customers and balance shareholder expectations.

Strategic marketing is a suitable option to consider if you're interested in consumer trends, value creation and studying business through a different lens.

In this area of specialisation, you'll learn how to:

- interpret how organisations, groups and individuals satisfy their needs and wants
- effectively apply marketing principles of selecting, delivering and communicating offerings of value to customers
- analyse organisations' marketing strategies and long-term activities to determine effectiveness in achieving desired outcomes, goals and a competitive advantage
- contribute meaningfully to marketing decisions and provide solutions to today's marketing challenges.

Elective Spaces Required (Minimum)	
Major (8 Unit Spaces)	✓
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

# EXPAND YOUR WORLD

## Business Law & Taxation

In business, laws regulate financial transactions, taxation and marketing processes. These legal frameworks and structures are in place to ensure protection of organisations, groups and individuals that engage in business and partnerships.

Business Law & Taxation will introduce you to the legal landscape governing business in Malaysia and internationally.

You will study how laws are developing as we reach new digital and economic frontiers, and you'll also learn how to:

- identify and correctly apply relevant common law principles and legislation to relevant problems, scenarios or taxation matters
- analyse, synthesise and conceptualise regulatory and legal information to support business decision-making
- understand and stay abreast of cyber laws as they develop in tandem with the digitalisation of businesses
- navigate and interpret law in business both in Malaysia and on the international front.

Elective Spaces Required (Minimum)	
Major (8 Unit Spaces)	-
Minor (5 Unit Spaces)	-
Minor (4 Unit Spaces)	✓
Free Electives (1 Unit Space)	✓

## SPOTLIGHT ELECTIVES

Are you looking for an elective that will propel you forward in any career path you embark on? The School of Business offers a wide range of modules in foundational skills that are versatile, relevant and sought-after in most industries today. Here are our two most popular electives:

### MGW1010 Introduction to Management

Build a solid foundation in the principles of management as you explore the fundamentals of the discipline. Learn what managers do, how management decisions and practices affect employees and organisations, and how you can start developing the skills of a good manager. In this elective, you'll learn how to:

- identify what managers do in practice and how management shapes and is shaped by organisational, team and employee behaviour
- critically evaluate modern management practices and its impact on employee experiences
- apply management principles in key areas including globalisation, cultural diversity, ethics and social responsibility
- effectively apply the research, analytical and communication skills required in the discipline to address contemporary business challenges.

### MKW1120 Marketing Theory & Practice

Step into the fast-paced, exhilarating world of marketing with this foundational module in marketing principles and practices. You'll discover the role marketing plays in an organisation's strategy alongside the concepts and strategies being used to create value for customers, organisations and stakeholders. In this elective, you'll learn how to:

- describe the theories and frameworks that form the discipline of marketing
- explain the purpose of marketing in a dynamic environment, and how marketing creates value for organisations and stakeholders
- analyse marketing scenarios and propose effective strategies to common challenges
- identify the interrelationships between marketing and other disciplines.

## ARE YOU READY TO TAKE ON THE WORLD?

For more information on our majors, minors and electives, visit [monash.edu.my/business](http://monash.edu.my/business) or contact us at [monash.edu.my/student-services/connect](http://monash.edu.my/student-services/connect).

## CONTACT US

### **Business hours**

Monday to Friday 8.30am – 6.00pm

### **Counselling hours for course enquiries**

Monday to Friday 9.00am – 5.00pm

**Closed on weekends and public holidays.**

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 [monashmalaysia](http://monashmalaysia)

The information in this brochure was correct at the time of publication (May 2023).

Monash University Malaysia reserves the right to alter this information should the need arise.

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DULN002(B)

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(Date of establishment: 20 March 2000)

## CONNECT WITH US

Register to receive information about study options, Monash life and upcoming events.

[monash.edu.my/study/register](http://monash.edu.my/study/register)

## READY TO APPLY?

[monash.edu.my/apply-online](http://monash.edu.my/apply-online)