

BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT

Postgraduate Certificate

Postgraduate Diploma

Master



INTERNATIONAL MEDICAL UNIVERSITY
MALAYSIA



SCHOOL OF
POSTGRADUATE
STUDIES

2023

What is IMU's Business Administration in Healthcare Management Programme About?



Transform your leadership potential to the next frontier with greater insights in management and business in healthcare.

OVERVIEW

In this era of digital technology, the healthcare industry is evolving at such an astonishing pace that professionals who aspire to higher management can ill-afford to stand still. Healthcare managers are required to address not only the expectations of patients' but also of the patients' families and communities. They face a host of challenges including tackling issues around cost and cost containment, new treatment modalities and technologies, increasing popularity of digital applications, changing disease patterns, an aging population, health maintenance and health improvements. Covid-19 recently, came with great challenges to academia. It however gave IMU opportunity to explore new approaches of delivering the programme with greater agility and flexibility without compromising teaching and learning outcomes. More importantly it adheres closely to the time-period of each programme.

IMU aims to equip students with the essential management acumen necessary for assuming leadership positions in the healthcare industry. The programme is specialised for private and public health and health-related organisations such as hospitals, clinics and health authorities; non-governmental organisations; insurance and managed-care organisations; pharmaceutical, biotechnology and medical equipment and related health industries.

The programmes offer full-time, accelerated, modular and blended learning. Students can graduate in 15 months of study but part-time options are also available to those requiring more time. The blended learning approach offers online study options that are more flexible for working professionals. Students undergo a robust curriculum that involves lectures, tutorials, case studies, written assignments, group project, presentations and discussion boards; to ensure a rounded understanding of the issues in order to formulate intervention, value creation strategies in class simulation or actual industry-based intervention.

DEGREE / DURATION

Full-time

- **Postgraduate Certificate – 6 months**
- **Postgraduate Diploma – 10 months**
- **Master – 15 months**

COMMENCEMENT

March* and September

- * For Postgraduate Certificate / Postgraduate Diploma levels. Please refer to University for more information.

A Word from the Programme Director

“ The IMU MBA in Healthcare Management programme aims to equip managers with relevant skills for leading and managing the various facets and challenges that confront professionals, managers and those keen to manage the healthcare industry. Learners have the opportunity to gain firm understanding to critically assess health systems and healthcare structures, apply core principles of management in the healthcare setting and to operate within prevailing legal frameworks. In this ever-changing world, even organisations that are not health related may see the necessity to have a manager trained in business in healthcare management not only to assist in controlling the diseases within and outside of the organisation but managing the resources efficiently.

IMU MBA in Healthcare Management graduates will benefit by building their personal and professional competencies and glean insights into best practices and formulation of effective managerial and leadership strategies to ensure the organisation workforce health is optimised for better productivity. ”

DR VIJAYESVARAN A/L ARUMUGAN

Senior Lecturer and Programme Director
BA (UM), M.IT (UM), PhD (USM)

How Does the Programme Work?

PROGRAMME STRUCTURE

The Master of Business Administration in Healthcare Management programme (MBAHM) is a 46-credit programme and will offer 13 Modules.

Those wishing to take up the the IMU MBAHM programme in a phased manner can do so in three phases starting with a Postgraduate Certificate or from Postgraduate Diploma or both towards getting the Master of Business in Healthcare Management.

Category	Module	
 Postgraduate Certificate	Human Resource Management	Stimulate interpersonal relationship skills and learn to manage people in a collective relationship between management and employees.
	Leadership and Organisational Behaviour	Stimulate leadership, human resource management and organisational behaviour learning.
	Entrepreneurial Marketing	Prepare students to take on management challenges faced in entrepreneurial marketing in business and in healthcare settings.
	Financial Management and Accounting	Help students understand the financial management and role of financial accounting for decision making in the organisations.
	Business and Health Economics	Provide students with knowledge on how scarce resources are allocated among alternative uses, for the care of sickness and the promotion, maintenance, and improvement of health.
	Business Analytics and Health Informatics	Prepare students to build an analytical framework that can be applied in healthcare manager everyday decision-making and help their organisation thrive.
 Postgraduate Diploma	Healthcare Strategic Management	Help students to develop skills in business analysis and strategic thinking.
	Business Research Methods	Expose students to types of research and research processes for business and management.
	Healthcare Operation Management	Provide students with an overview of health systems and major health policies with strong reference to social, political, economic, and cultural issues.
 Master	Healthcare Quality Management	Stimulate students to development and domains of corporate and clinical governance, risk assessments, service excellence, quality management and performance measures.
	Ethics, Business and Health Laws	Introduces ethics generally and more specifically to business and medical ethics.
	Epidemiological Management	Introduce the principles in epidemiology as relevant to healthcare management as well as communicable and non-communicable disease.
	Management Projects	Final project to integrate knowledge and skills learnt throughout the whole programme.

ASSESSMENT

The Management Project

This is a mandatory module for the MBAHM students to complete at the end of their third semester. These projects are ideal opportunities and act as a vehicle for integrating knowledge and skills learned throughout the Business Administration in Healthcare Management programme. They may vary from introduction of new services, facilities or innovation to evaluating existing services with the intention of adding value to business, managerial or clinical outcomes. Students are expected to apply the appropriate business and management concepts, theories and tools to sharpen their ability to carry-out constructive criticism as well as to produce reports comprehensibly and be well articulated in addressing the researched area.

CAREER OPPORTUNITIES

Graduates are expected to acquire advanced knowledge and basic research skills to administer and manage the various organisations in healthcare related industries in the private sector as well as ministries and departments in the public sector.

The programme offers favorable and flexible options to best suit their current career and predisposition. They have also been designed to allow seamless progression from Postgraduate Certificate to Postgraduate Diploma then Master, allowing smooth transfer of credits if they were taken in sequence. It also allows multi-exit opportunities to accommodate busy career individuals.

ENTRY REQUIREMENTS

Postgraduate Certificate programme

1. A Bachelor's Degree in the field or related fields with a minimum CGPA of 2.50 or equivalent, accepted by the University's Senate; or
2. A Bachelor's Degree in the field or related fields or equivalent with a minimum CGPA of 2.00 and not

meeting a CGPA of 2.50, can be accepted subject to rigorous internal assessment.

Postgraduate Diploma programme

1. A Bachelor's Degree in the field or related fields with a minimum CGPA of 2.50 or equivalent, accepted by the University's Senate; or
2. A Bachelor's Degree in the field or related fields or equivalent with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50, can be accepted subject to rigorous internal assessment.

Master programme

1. A Bachelor's Degree in the field or related fields with a minimum CGPA of 2.50 or equivalent, accepted by the University's Senate; or
2. A Bachelor's Degree in the field or related fields or equivalent with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50, can be accepted subject to rigorous internal assessment.

ENGLISH LANGUAGE REQUIREMENTS

For International Students

1. IELTS : Band score 5.0; or
2. TOEFL (iBT) : Overall score of 42; or
3. Cambridge English : Advanced (CAE) : Overall score of 154; or
4. Cambridge English : Proficiency (CPE) : Overall score of 154; or
5. Cambridge Linguaskill : Overall score of 160; or
6. Pearson Test of English (PTE) : Overall score of 47;

The following categories of students are exempted from the above requirements:

1. International students from countries in which English is the first language.
2. International students who graduated from any Malaysian or other institutions where the curriculum is delivered in English.

Learn from Our Experienced Lecturers



DR VIJAYESVARAN ARUMUGAM

Senior Lecturer and Programme Director
BA (UM), MIT (UM), PhD (USM)

Dr Vijayesvaran Arumugam is a Senior Lecturer of Community Medicine at the International Medical University, Malaysia. Currently, he is attached with the MBA in Healthcare Management programme. He has more than 12 years' experience in lecturing undergraduate and postgraduate students. Prior to joining IMU, he was a Senior Lecturer and holds the position of Head of Collaboration at International University of Malaya-Wales from 2015 - 2019 and as Senior Lecturer who holds the position of Head of Postgraduate Studies in International University of Kuala Lumpur from 2007 - 2015. Dr Vijayesvaran Arumugam obtained his doctoral degree in International Marketing from School of Management, University Sains Malaysia.



PROF DR ADLINA BINTI SULEIMAN

Professor
MD (UKM), MPH (UM), MBA (Southern Cross Univ, Aust)

Prof Adlina Suleiman is a Professor of Community Medicine at the IMU. A former military medical officer, she helped set up Mawar Medical Centre Shah Alam (now SALAM Medical Centre) in 1998, subsequently in 2002 she founded and became the first General Manager of University Malaya Specialist Centre. She had a short attachment at KPJ Healthcare Group before pioneering the development of the Faculty of Medicine at University Technology MARA, MAHSA University and National Defence University of Malaysia. She has an MPH from University Malaya, MBA from Southern Cross University, Australia, Fellowship on Public Health from the Academy of Medicine Malaysia and Fellow and Head of the Medical and Health Cluster of the Academy of Professors Malaysia.

Learn from Our Experienced Lecturers



A/PROF ZUKARNAIN ZAKARIA

Associate Professor
BSc (Resource Economics) (UPM), MEd (UKM),
PhD (Southampton, UK)

Dr Zukarnain Zakaria is an economist with more than 30 years of teaching experiences at both undergraduate and postgraduate levels. He obtained his PhD specialising in financial economics from the University of Southampton, United Kingdom. Currently, Dr Zukarnain Zakaria is an Associate Professor attached to the MBA in Healthcare Management programme at the Department of Community Medicine, IMU. Prior to joining IMU, Dr Zukarnain Zakaria was a Senior Lecturer and held the position as the Head of Technology Management Department at the Malaysia-Japan International Institute of Technology - UTM. He has also served as a Deputy Dean of Academic of International Business School, UTM Kuala Lumpur, as well as a Director of the UTM-Japan Satellite Office, in Tokyo, Japan. Dr Zukarnain Zakaria is actively involved in research and publication. He was also a Research Fellow for the Institute for Youth Research Malaysia (IYRES). Currently, he is a Visiting Fellow at the Maritime Institute of Malaysia (MIMA).



MOHD ROSLAN BIN ISMAIL

Lecturer
BBA (UUM), MBA (UUM)

Mohd Roslan Ismail has more than 15 years' experience in teaching experience in undergraduate and postgraduate programmes. He obtained his Master's degree and Bachelor degree in Business Administration specialising in Finance from Universiti Utara Malaysia. Currently, Mr Roslan is attached with Department of Community Medicine at the International Medical University (IMU) as a Lecturer. Prior to joining IMU, he was a Lecturer and holds various administrative positions such as IBS Deputy Dean, Manager of Regulatory Affairs and MBA Programme Coordinator during his tenure with International University of Malaya-Wales (IUMW) from 2013-2019.

What Our Students Say

“ The MBA in Healthcare Management program from IMU gave me the opportunity to explore and learn a different field compared to my undergrad. With a comprehensive variety of classes and a team of knowledgeable and experienced faculty, it made studying interesting, informative, and challenging. Having students from different types of background created an atmosphere with a wealth of experience and culture, which vastly increased the learning opportunities from each other and building inter-professional collaborations. And the knowledge obtained from this program will be directly applicable in my career. The foresight to make distance learning tools available early made the transition during the pandemic painless and undisruptive. I am truly grateful to have been given the opportunity to be part of this learning journey as the foundation towards something greater in the future. ”

Dr Benjamin Loo Tat Meng *Alumnus*

“ For someone who has no healthcare background, I have gained a lot of new knowledge from a team of knowledgeable, experienced and dedicated lecturers. Learning from other students with diverse background has provided me with a lot of new and fresh perspectives from interactions with people with different approaches to problem-solving and ways of thinking. I have formed many personal and professional relationships that I value highly and that will serve me well in the years to come. ”

Ooi Su Yin *Alumna*

“ MBAHM has changed my perspective towards healthcare management in a positive way. I've learned a lot of new knowledge delivered by experienced lecturers and guest lecturers from the industry. We even had a field trip to hospital to understand more about the management of hospital. Although there are many tasks to be completed in a short time frame, it was easier with the assistance of colleagues who are always helpful. It was stressful yet fun experience! ”

Nabilah Binti Osman *Alumna*

“ First and foremost, I am proud to be an alumna of IMU MBA Healthcare Management Program! My experience with the MBAHM program has been nothing less than remarkable as it has enabled such personal and professional growth. Here, I was able to learn fundamental business and management skills necessary to think critically and to act judiciously. More importantly, I am privileged to have been surrounded with knowledgeable and diverse faculty with years of industry experts that have empowered their students! This program have connected me to many brilliant and ambitious individuals within the healthcare fraternity, some of who are now my dear friends with whom I continue to trade quality improvement ideas. One tangible outcome after completing this program was my professional advancement in which has put me at forefront to next top management level within my organization. I credit this to my experience with the MBAHM IMU program. ”

Dr Nitiyanantam A/L Perremal *Alumnus*

Why Study Business Administration in Healthcare Management at IMU?

1

An Established Private Healthcare University

As Malaysia's first and most established private medical and health sciences university, IMU has put more than 30 years of its experience dedicated to healthcare education. IMU has SETARA-2018/2019 rating of 6 stars (Outstanding) under the Mature University category.

2

Highly Experienced Faculty

Those studying this programme will benefit from the collective experience of a diverse cohort as well as learning from highly experienced faculty and leaders in the industry, combining academic excellence with industry expertise.

3

Develop a Lifelong Peer Network

New perspectives and insights can be gained by working closely with peers from a diverse range of industries and form relationships with these leaders. These relationships will develop into a lifelong peer network.

4

Strategic Thinking

Our programme places a strong emphasis on strategy, with a view towards empowering graduates to help shape and lead the future of business locally and internationally. The programme will also help you develop the analytical and interpersonal skills necessary for successful management. A solid understanding of how various business disciplines contribute to organisational performance is gained together with an understanding of the role of the manager as a key decision maker and change agent.

5

Entrepreneurial Skills

Our programme will prepare its graduates for a future in entrepreneurship. An enterprising and creative mind-set can help them achieve business success, and adds value through new business activity and innovations.

CONTACT US

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PROGRAMMES AT IMU

Pre-University

Foundation in Science

KPT/JPT(R2/010/3/0186)09/2028
MQA/FA3974

Undergraduate

Biomedical Science

KPT/JPT(R3/421/6/0011)12/2027
MQA/A8230

Chinese Medicine

KPT/JPT(R2/721/6/0059)01/2027
MQA/A10260

Chiropractic

KPT/JPT(R/726/6/0054)08/2026
MQA/A9294

Dentistry

KPT/JPT(R3/724/6/0010)01/2030
MQA/FA7026

Dietetics with Nutrition

KPT/JPT(R2/726/6/0021)09/2029
MQA/A8176

Digital Health

KPT/JPT(N/482/6/0209)03/2028
MQA/PSA14380

Medical Biotechnology

KPT/JPT(R2/545/6/0014)09/2027
MQA/FA15505

Medicine

KPT/JPT(R2/721/6/0033)09/2026
MQA/FA6155

Nutrition

KPT/JPT(R2/726/6/0011)06/2027
MQA/FA1298

Nursing

KPT/JPT(R/723/6/0125)04/2027
MQA/FA8944
KPT/JPT(N-DL/0913/6/0001)09/2029
MQA/PA14397

Pharmaceutical Chemistry

KPT/JPT(R3/442/6/0003)01/2028
MQA/A8229

Pharmacy

KPT/JPT(R2/727/6/0050)09/2026
MQA/FA8374

Psychology

KPT/JPT(R3/311/6/0013)09/2027
MQA/A8177

Postgraduate

Acupuncture (MSc)

KPT/JPT(R/721/7/0071)03/2027
MQA/SWA8570

Analytical & Pharmaceutical Chemistry (MSc)

KPT/JPT(R2-CDL/442/7/0001)01/2027
MQA/FA1191
KPT/JPT(N-DL/442/7/0022)02/2026
MQA/PSA11367

Business Administration in Healthcare Management (PG Cert/PG Dip/Master)

KPT/JPT(R/345/7/1082)09/2028
MQA/PSA11354
KPT/JPT(R/345/7/1090)12/2028
MQA/SWA11355
KPT/JPT(R/345/7/1085)10/2028
MQA/SWA11353

Clinical Psychology (Master)

KPT/JPT(N/0313/7/0001)07/2027
MQA/PSA15641

Counselling (Master)

KPT/JPT(N/762/7/0046)09/2026
MQA/FA12002

Diabetes Management & Education (PG Dip)

KPT/JPT(R/726/7/0030)01/2028
MQA/SWA9086
KPT/JPT(N-DL/0915/7/0004)11/2027
MQA/PSA16046

Endodontics (PG Dip)

KPT/JPT(N/724/7/0043)05/2024
MQA/SWA12162

Health Informatics and Analytics (PG Cert/PG Dip/Master)

KPT/JPT(N/720/7/0131)09/2025
MQA/SWA13973
KPT/JPT(N/720/7/0130)09/2025
MQA/PSA13972
KPT/JPT(N/720/7/0129)09/2025
MQA/SWA13974

Health Professions Education (PG Cert/PG Dip/Master)

KPT/JPT(R/145/7/0066)09/2025
MQA/SWA05162
KPT/JPT(R/145/7/0064)09/2025
MQA/PA5163
KPT/JPT(R/145/7/0070)09/2025
MQA/SWA5164
KPT/JPT(N-DL/145/7/0120)02/2026
MQA/SWA14379

Implant Dentistry (PG Dip)

KPT/JPT(R/724/7/0019)06/2026
MQA/SWA6111

Molecular Medicine (MSc)

KPT/JPT(R2/545/7/0078)07/2027
MQA/FA1299
KPT/JPT(N-DL/545/7/0101)09/2025
MQA/SWA11357

Pharmacy Practice (Master)

KPT/JPT(R/727/7/0051)03/2024
MQA/SWA02796

Prosthodontics (PG Dip)

KPT/JPT(N/724/7/0042)05/2024
MQA/SWA12163

Public Health (MSc)

KPT/JPT(R2/720/7/0077)09/2025
MQA/A10261
KPT/JPT(R-DL/720/7/0811)09/2028
MQA/SWA11356

Medical & Health Sciences (MSc/PhD)

KPT/JPT(R2/720/7/0049)06/2026
MQA/A10618
KPT/JPT(R2/721/8/0043)01/2027
MQA/A3767



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The IMU has been certified with ISO21001:2018 and ISO 45001:2018 for the provision of Pre-University, Undergraduate and Postgraduate Programmes for the Medical and Healthcare Professions.

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