

# BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT

*Postgraduate Certificate*

*Postgraduate Diploma*

*Master*



INTERNATIONAL MEDICAL UNIVERSITY  
MALAYSIA



SCHOOL OF  
POSTGRADUATE  
STUDIES

2020

# 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.

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.

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## DEGREE / DURATION

**Full-time: 15 month – 2½ years**

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

**Part-time: 2½ – 6 years**

## COMMENCEMENT

**March and September**

# 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. 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' PUAN DR PROF SAFURAH JA'AFAR**

Professor and Programme Director  
MBChB (Alex), MPH (S'Pore), MBA (Boston), FAMM (M'sia),  
FAFP (M'sia), FPH (Lon), FPHM (M'sia)

# How Does the Programme Work?

## PROGRAMME STRUCTURE

The Master of Business Administration in Healthcare Management programme (MBAHM) is a 45-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	
 <b>Postgraduate Certificate</b>	<b>Human Resource Management</b>	Manage HRM, people collective relationship between management and employees
	<b>Strategic Management</b>	Develop skills in business analysis and strategic thinking
	<b>Economics and Health Financing</b>	Economic concepts and options for financing and delivery of healthcare
	<b>Entrepreneurial Marketing</b>	Entrepreneurial marketing in business and in healthcare settings
	<b>Financial Management and Accounting</b>	Prepare, analyse, understand, critically evaluate and use financial statements for decision
 <b>Postgraduate Diploma</b>	<b>Health Systems Operations</b>	Health systems, health policies reference to social, political, economic, and cultural
	<b>Operations Management</b>	Operations strategy, product and service design, process design and analysis
	<b>Organisational Leadership</b>	Stimulate leadership, human resource management and organisational behaviour learning
	<b>Ethics, Business and Health Laws</b>	Assess role of the law in the medical context and identify the relationship between ethics and the law
 <b>Master</b>	<b>Clinical Governance, Safety and Quality in Healthcare</b>	Corporate and clinical governance, risk assessments, service excellence, quality management and performance measures
	<b>Business Research Methods for Managers</b>	Identify and formulate research topic, critically review and synthesise literatures on management issues
	<b>Health Informatics and Business Analytics</b>	Apply theory real-world health informatics redesigning care delivery to leverage health IT
	<b>OR, Methods in Epidemiology</b>	Principles in epidemiology, healthcare management in communicable and non-communicable disease
	<b>OR, Negotiation for Leaders</b>	Optimal solutions to problems, negotiation skills and an understanding of psychological factors
	<b>Management Project</b>	Apply business and management concepts, theories and tools to propose solutions to their projects

## 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. Applicants must have a Bachelor Degree with a minimum cGPA of 2.50, as accepted by the University's Senate or
2. If cGPA is below 2.50, the applicant must have at least 5 years of working experience.

### Postgraduate Diploma programme

1. Applicants must have a Bachelor Degree with a minimum cGPA of 2.50, as accepted by the University's Senate or
2. If cGPA is below 2.50, the applicant must have at least 5 years of working experience or
3. Pass the IMU Postgraduate Certificate of Business Administration in Healthcare Management

### Master programme

1. Applicants must have a Bachelor Degree with a minimum cGPA of 2.50, as accepted by the University's Senate or
2. If cGPA is below 2.50, the applicant must have at least 5 years of working experience or
3. Pass the IMU Postgraduate Diploma of Business Administration in Healthcare Management or the IMU Postgraduate Certificate of Business Administration in Healthcare Management.

## ENGLISH LANGUAGE REQUIREMENTS

### For International Students

1. IELTS : Band score 5.0; or
2. TOEFL (PBT) : Overall score of 410-413; or
3. TOEFL (iBT) : Overall score of 34; or
4. Cambridge English : Advanced (CAE) : Overall score of 160; or
5. Cambridge English : Proficiency (CPE) : Overall score of 180; or
6. Pearson Test of English (PTE) : Overall score of 36

### 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.

# 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 28 years of its experience dedicated to healthcare education. IMU has SETARA-2017 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.

# How Much Does It Cost?

## BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT PROGRAMME FEES

All fees quoted are in Ringgit Malaysia unless stated otherwise.

### FEES OVERVIEW

FEE	AMOUNT (RM)	
	Malaysian Student	International Student
Application Fee	150	500
Registration Fee	1,100	3,400
Refundable Caution Deposit	2,000	2,000
Student Association Fee per Semester	40	40

- Application fee is payable upon submission of application.
- Registration fee and refundable caution deposit are payable upon acceptance of the offer letter issued by the IMU Admissions Office.
- All IMU alumni who are self-funding their postgraduate studies and meet the eligibility criteria will be eligible for a 15% bursary.

TUITION FEE	TOTAL (RM)	
	Malaysian Student	International Student
Postgraduate Certificate	18,000	19,800
Postgraduate Diploma	26,800	29,480
Master	40,000	44,000

# Learn from Our Experienced Lecturers



## PROF TO' PUAN DR SAFURAH JAAFAR

Professor and Programme Director  
MBChB (Alex), MPH (S'Pore),  
MBA (Boston), FAMM (M'sia), FAFP (M'sia),  
FPH (Lon), FPHM (M'sia)

Prof Safurah Jaafar is a Professor of Community Medicine at the IMU. She currently holds the position of Head of Division Family and Population Health and also Programme Director of the MBA in Healthcare Management at IMU. Prior to joining IMU, she was the Director, Family Health Development Division, Ministry of Health, Malaysia from 2007 to 2017.

She has a MBA from the Northeastern University Boston, Fellowship on Child Health Development, Institute of Child Health, London, Member of the Academy of Medicine of Malaysia, Honorary Fellow of the Academy of Family Physicians of Malaysia, Fellow of Faculty of Public Health, Royal College of Physician London, United Kingdom, Fellow of the Academy of Medicine of Malaysia, Subspecialty in Family Health, Public Health Physician by National Specialist Registry, Malaysia and Member of the Malaysian Institute of Management.



## DATUK DR TENGKU NAUFAL TENGKU MANSOR

Advocate and Solicitor,  
High Court of Malaya  
LLB (Hons) IIUM, LLM (Comm and Corp Law)  
London, MSc (Corp Comm) Uniputra,  
DBA (Organizational Change), UniSA

Dr Tengku Naufal is an Advocate and Solicitor of the High Court of Malaya, as well as the Federal Territories' Syar'ie Counsel and has been practicing since 1997.

As a lawyer, he was also very much into Company Secretarial works and currently the Company Secretary cum Legal Advisor to a few government agencies and corporate bodies, such as Yayasan Sukarelawan Siswa and Yayasan Guru Malaysia Berhad, both Companies Limited By Guarantee (CLBG) which are under the direct supervision of the Ministry of Education (MOE) Malaysia, under the purview of the YB Minister.

Lecturing / tutoring has always been his passion, since early in his career, imparting legal knowledge basically to non-legal background students.



## DR VIJAYESVARAN ARUMUGAM

Senior Lecturer,  
Community Medicine, IMU  
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.



## DATO' DR MAIMUNAH A. HAMID

Professor, Community Medicine and  
Associate Dean (Human Resource,  
Community and Industrial Linkages),  
School of Medicine, IMU  
MBBch (Cairo), MPH (Malaya), FAMM (M'sia),  
FPHM (M'sia), CHQ (Oklahoma)

Dato' Dr Maimunah A. Hamid is a Professor, Community Medicine and an Associate Dean (Human Resource, Community and Industrial Linkages) in School of Medicine, IMU. She has served the Ministry of Health (MOH) for 33 years, and previously held the position of the Deputy Director-General of Health Malaysia (Research and Technical Support).

She is among the pioneers in development of Health Systems Research and Quality Assurance Programmes for MOH and served in many national and international boards of directors and advisory groups besides providing consultancy and technical advice to the WHO.

# What Our Students Say

“ The MBAHM had extend my horizon in the entrepreneurship and management view and philosophy. Their study culture with the medical student is very challenging and exciting providing a very interesting platform for students to blend our business experience and knowledge with the high complexity of healthcare industry. With the contribution and commitment of guest lecturers, we have eventually infuse our working organisation with new management ideas. ”

**Ling Ho Wah Student**

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“ As a medical doctor, the intense feeling of wanting to explore the administrative side of healthcare began when I started clinical work. I wanted to make a change, create a new and conducive environment in the healthcare industry, and to drive healthcare to the better future. The programme definitely pushes you to become better, with good coaching from the lecturers and multiple external lecturers sharing their industrial experiences. ”

**Kumudhini Student**

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“ The journey so far is full of mixed feelings. Various visits and guest lectures from industry leaders have given a very practical learning perspective. Therefore, a very commendable effort from the MBAHM team for the organisation of all these activities. As this is the first cohort, there were some hiccups but I am sure it would be improved in the near future as the programme becomes more established. ”

**Tan Su Ching Student**

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“ It is a good learning experience for me to associate the industrial experience with theory in this programme. The basic modules of Postgraduate Certificate has prepared me to continue with the Master programme to gain more depth in healthcare governance and systematic research, preparing me to be a better management personnel in my organisation. Self-guided learning in this programme is a good approach for the working adult's busy schedule while continuing their studies. ”

**Chung Shin Fung Student**

## CONTACT US

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f InternationalMedicalUniversity

## PROGRAMMES AT IMU

### Pre-University

#### Foundation in Science

KPT/JPT(R/010/3/0186)09/2023  
MQA/FA3974

### Undergraduate

#### Biomedical Science

KPT/JPT(R2/421/6/0011)09/2022  
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(R2/724/6/0010)01/2023  
MQA/FA7026

#### Dietetics with Nutrition

KPT/JPT(R2/726/6/0021)09/2022  
MQA/A8176

#### Medical Biotechnology

KPT/JPT(R2/545/6/0014)09/2022  
MQA/A8228

#### Medicine

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

#### Nutrition

KPT/JPT(R/726/6/0011)06/2022  
MQA/FA1298

#### Nursing

KPT/JPT(R/723/6/0125)04/2027  
MQA/FA8944

#### Pharmaceutical Chemistry

KPT/JPT(R2/442/6/0003)01/2023  
MQA/A8229

#### Pharmacy

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

#### Psychology

KPT/JPT(R2/311/6/0013)09/2022  
MQA/A8177

### Postgraduate

#### Acupuncture (MSc)

KPT/JPT(N/721/7/0071)03/2022  
MQA/PA8570

#### Analytical & Pharmaceutical Chemistry (MSc)

KPT/JPT(R-CDL/442/7/0001)01/2022  
MQA/FA1191

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

KPT/JPT(N/345/7/1082)9/2023  
MQA/PSA11354  
KPT/JPT(N/345/7/1090)12/2023  
MQA/PSA11355  
KPT/JPT(N/345/7/1085)10/2023  
MQA/PSA11353

#### Diabetes Management & Education (PG Dip)

KPT/JPT(N/726/7/0030)02/2023  
MQA/PA9086

#### Endodontics (PG Dip)

KPT/JPT(N/724/7/0043)05/2024  
MQA/PSA12162

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

KPM/JPT(N/145/7/0064)09/2020  
MQA/SWA05162  
KPM/JPT(N/145/7/0066)09/2020  
MQA/PA5163  
KPM/JPT(N/145/7/0070)09/2020  
MQA/PA/5164

#### Implant Dentistry (PG Dip)

KPT/JPT(N/724/7/0019)06/2021  
MQA/SWA6111

#### Molecular Medicine (MSc)

KPT/JPT(R/545/7/0078)07/2022  
MQA/FA1299

#### 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/PSA12163

#### Public Health (MSc)

KPT/JPT(R2/720/7/0077)09/2025  
MQA/A10261

#### 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



INTERNATIONAL MEDICAL UNIVERSITY  
MALAYSIA



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