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Most popular MBA specialisations in Malaysia

The Star, Malaysia



THE Master of Business Administration (MBA) is without question a great self-investment that will yield increasing return. The degree can be challenging to obtain for most candidates due to prior commitments and course preparation, however, it is a great opportunity for applicants to grow out of their comfort zone and be highly desirable employees at the workplace upon graduation.

Almost every company, regardless of the field, can benefit from the skillsets and qualities MBA graduates offer, including managerial, leadership, effective communication and problem-solving skills.

Although MBA courses are generally versatile and would allow graduates to hold leadership positions across various industries, MBAs with specialisations can boost the credibility and employability of graduates who are focused on a particular career.

Specialised MBA programmes train candidates to have a keener eye on specific aspects of an industry, foresee minute changes that can bring about rippling

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effects and develop more detailed strategies that will lead to more unique targets.

What are the available specialisations?

Finance – A specialisation in finance is always in demand by employers. The ability to manage financial investments can be crucial in deciding the future of a company. An MBA with finance specialisation will enable candidates to infuse key managerial insight in financial matters, resulting in wise and solid decision-making. Candidates will have in-depth understanding of how

financial markets function and will learn about investments, financial markets, statistical analysis and computer literacy.

The common positions for MBA in finance graduates are financial analyst, financial manager, chief financial officer, accounting manager, corporate controller, and management consultant.

Marketing – The MBA with marketing specialisation course teaches the technicalities that go behind marketing campaigns and how to properly set marketing objectives. Aspects such as human behaviour and quantitative skills are also crucial when formulating marketing ideas.

Graduates will have the necessary leadership skills, the ability to study the market and become exceptional candidates for a marketing managerial position.

Graduates will find job opportunities in either the public or private sector. The positions they can fill include marketing manager, brand manager, corporate sales, market research analyst, product manager, and head of digital marketing.

Information Technology – It is important for companies to gain a competitive advantage through information technology in IR4.0. Such a specialisation can include IT entrepreneurship, bio-design, biotechnology, data mining, supply chain management and new energy technology.

The knowledge and experience will be useful for candidates who intend to start their own company and initiate innovative projects.

With analytical, mathematical, leadership, management and communication skills, candidates can find themselves working as project managers, analytics managers, digital marketing managers, IT consultants, or chief technology officers.

Engineering – Engineers are sometimes said to be too focused in their science, often lacking public relation skills. Studying an MBA in engineering will provide candidates the necessary communication and leadership skills that they require to properly express their ideas.

Besides having more knowledge of their craft, being able to simplify and explain complex engineering jargons to clients who are unfamiliar with engineering terms can exponentially increase the attractiveness of the product or service they are offering.

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Therefore, an MBA degree is crucial for engineers who want to improve their communication ability.

If starting multifaceted projects is your dream, then specialising in engineering is the way to go. The job opportunities include product engineering manager or procurement manager.

Human Resources – HR specialists with an MBA often work as an executive that oversee company-wide administrative functions and execute training and development activities for organisations. Such an MBA programme often provides endless opportunities for human interaction with peers, lecturers, or business experts. The activities can hone students' communication skills and understanding of human behavior so that they may make more astute observations at the workplace.

Healthcare – During this pandemic, being a specialist in healthcare will enable candidates to better manage and adapt to the new challenges posed by the disease.

The workload and problems in the health care department can be overwhelming even during normal circumstances, but despite the enormity of the current situation, MBA graduates will be able to think on their feet and make level-headed decisions in a swift manner. From understanding workforce issues to cost-cutting measures, their knowledge and skills across the healthcare industry will be beneficial at the hospitals they work at. Managerial and leadership skills are crucial in order to complete task with precise coordination.

An MBA with specialisation degree will definitely boost an individual's employability in his chosen field.





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SUMMARIES

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