

Admission Requirements

- Posses a Bachelor degree from universities recognized by USM and ITB
- A minimum 1 (one) year working experience
- Pass the selection process held by USM and ITB, including english competency test, academic potential test and interview (if needed)

How to Apply

Steps of Enrollment



We are looking for intellectual curiosity, coupled with a desire to stretch yourself in a rigorous academic programme, as well as personal qualities to contribute to the many activities in the program.

Do not hesitate to contact our person in charge for further detail about admission.

SBM ITB Contact Person

Marketing Communication & Admission

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GSM USM Contact Person

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ASEAN MBA

A double degree program of SBM ITB and GSB USM

SBM ITB and GSM USM are internationally accredited by



Many MBA programs exist in Asia, especially in ASEAN region, but you want the one that will give you the comprehensive knowledge, understanding and experience business both of ASEAN countries and ASEAN Economic Community (AEC).

This Dual Degree MBA by Universiti Sains Malaysia (USM) and Institut Teknologi Bandung (ITB) is specially designed for business executives who aims to enhance their knowledge and leadership skills in ASEAN Business. You can choose to study on-campus or online.

About GSB USM and SBM ITB

- **Graduate School of Business - Universiti Sains Malaysia (GSB USM)**
Located in Penang, Malaysia, GSB USM is ranked among top 100 by QS World University Rankings by subject of Business and Management.
- **School of Business and Management - Institut Teknologi Bandung (SBM ITB)**
Located in Bandung, Indonesia, SBM ITB is well known as The Best Business School 2017 in Indonesia by Global Brands Magazine, and already accredited by ABEST21.

Program Objective

- Produce managers with expertise in organizing and developing ASEAN level business entities who embrace the spirit of ASEAN
- Develop excellent and sustainable collaborative MBA Program in ASEAN level
- Promote mutual acknowledgement of education standard and graduate competencies across the ASEAN countries

Learning Outcomes

- Apply multi discipline and multi cultural approach in business administration
- Expand business across the borders of the ASEAN countries
- Develop new theories and models of cross borders business administration through research

Program Schedule

| Mode Options | Date and Time* |
|----------------|--|
| Online Mode | Monday – Friday 6.00 – 10.00 pm |
| On-Campus Mode | Friday 6.30 pm – 9.00 pm Saturday 8.00 am – 5.00 pm |

*subject to be change

Curriculum based on Mode Options

1. On - Campus Mode (Application through ITB)

| ITB | Credit | USM | Credit |
|--|-------------|---------------------------------------|-------------|
| Marketing Management | 3 | Accounting for Managers | 3 |
| Operations Management | 3 | Managing People and Organization | 3 |
| Business Economics | 3 | Financial Strategy | 3 |
| Decision Making and Negotiation | 3 | Corporate Strategy and Policy | 3 |
| Entrepreneurial Leadership | 2 | Business Ethics and Governance | 3 |
| Cross-Cultural and Conflict Management | 3 | Technology and Information Management | 3 |
| Final Project | 5 | ASEAN Economic Integration Seminar | 4 |
| | | ASEAN Business Systems | 3 |
| | 22 (47%) | | 25 (53%) |

2. Online Mode (Application through USM)

| ITB | Credit | USM | Credit |
|---|-------------|------------------------------------|-------------|
| Operations Management | 3 | Accounting for Managers | 3 |
| Business Ethics, Law and Sustainability | 3 | Managing People and Organization | 3 |
| Marketing Management | 3 | Economics for Business | 3 |
| Financial Management | 3 | Corporate Strategy and Policy | 3 |
| Management of Innovation, Technology and Entrepreneurship | 3 | Decision Analysis | 3 |
| Entrepreneurial Leadership | 2 | ASEAN Economic Integration Seminar | 4 |
| Cross-Cultural and Conflict Management | 3 | ASEAN Business Systems | 3 |
| | | Research and Consultancy | 6 |
| | 20 (42%) | | 28 (58%) |