

## MBA PROGRAMME- 2 YEARS, 4 SEMESTERS

The MBA course offered by Lincoln University College focuses on graduates who have developed the self-reflective mindset, the analytic mindset, the collaborative mindset, the worldly mindset and the action mindset. The MBA course is designed for mid career professionals whose careers and management responsibilities transcend a single functional

specialty and require a broad array of specialized knowledge and skills. The emphasis of this interdisciplinary, integrated, and applied program is on significant organizational and management processes that take place in the context of large public or private institutions doing business on a global scale.

### SEMESTER I

Module Code	Course Description	Credit Hours
ACC 501	Business Accounting & Finance	4
ECO 501	Business Economics	4
HRM 501	Human Resource Management	4
MGT 513	Managerial Communications	4
MGT 516	Business Environment Analysis	2
<b>Total Credit</b>		<b>18</b>

### SEMESTER III (2 Electives)

Module Code	Course Description	Credit Hours
MGT 512	Management of Data	4
MGT 510	Strategic Management	4
MGT 523	Retail Management	2
MGT 518	Financial Management (Elective)	4
MGT 504	Entrepreneurship Mgmt. (Elective)	4
MGT 519	Sales & Promotions Mgmt. (Elective)	4
MGT 505	International Business (Elective)	4
<b>Total Credit</b>		<b>18</b>

### SEMESTER II

Module Code	Course Description	Credit Hours
MGT 514	Business Research Methodology	4
MGT 508	Operation Management	4
MKT 501	Marketing Management	4
ORG 501	Organisational Behaviour	4
CBH 501	Consumer Behaviour	2
<b>Total Credit</b>		<b>18</b>

### SEMESTER IV (1 Elective)

Module Code	Course Description	Credit Hours
MGT 520	Banking & Insurance (Elective)	4
MGT 521	Customer Relationship Mgmt.(Elective)	4
MGT 522	Conflict Management & Negotiation Skills (Elective)	4
MGT 503	Business Ethics	4
MGT 511	Internship Project (Industry based)	8
<b>Total Credit</b>		<b>16</b>
Total credit hours in 2 years		70



# MBA

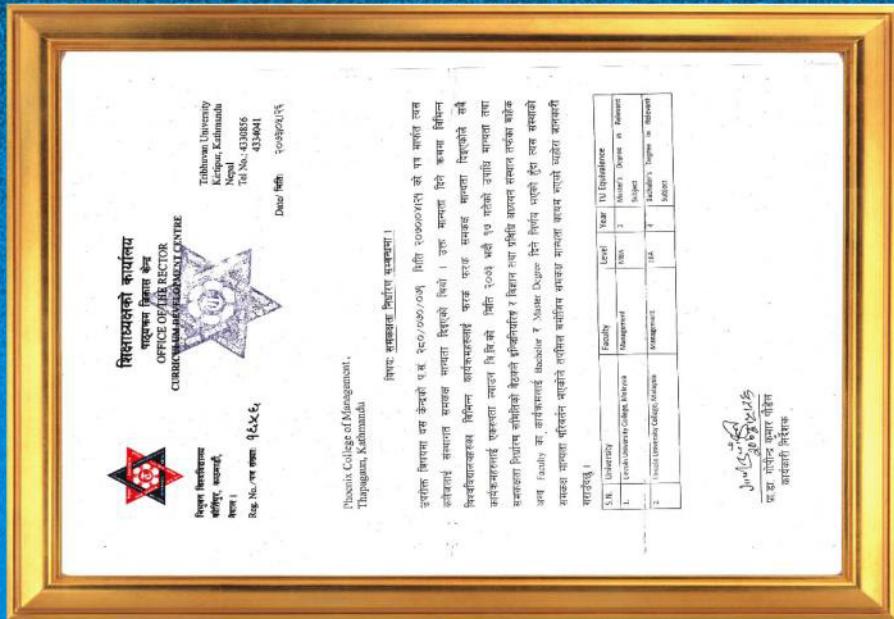
## Master of Business Administration



**PHOENIX**  
COLLEGE OF MANAGEMENT

... Think Globally.

(नेपाल सरकार शिक्षा मन्त्रालय तथा त्रिभुवन विश्वविद्यालयबाट स्वीकृत प्राप्त)



## ABOUT LINCOLN UNIVERSITY COLLEGE

Lincoln University College is situated in the 10 kilometers west of the capital city, Kuala Lumpur in Malaysia. It was established in 2002 as Lincoln College (LC) and was upgraded on 16th August 2011 as Lincoln University College.

Lincoln University College is one of the premier private institutions of higher education approved by the Ministry of Higher Education and Malaysian Qualifying Agency (MQA).



Lincoln University College, is a multilingual, diverse, multicultural institution of higher education that ensures the intellectual, professional advancement, be free (from all types of limitations, all bondages, all littleness), manifestation of latent power of every human being through morality based on strength and synthesis for reverential ethical, social unity, integrity and holistic. Lincoln maintains a proud

tradition of research and scholarly activity and prepares its graduates for career opportunities in a highly competitive, technological and rapidly changing world.

### VISION

- To be acclaimed institution of higher learning that is able to cater to the global community.
- To be distinguished educational institution that provides world class education for the global market.
- To be center of educational excellence that facilitates the unprecedented amassing of knowledge.

### ASSESSMENT & GRADING

Type of Assessment	Components of Assessment	Weight of Components (%)
Coursework	Two Assignments	20
Attendance/Tutorial/ Quiz		10
Examination	Midterm	20
	Final	50



### MISSION

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### GRADING INTERPRETATION

MARKS	GRADE	VALUE	INTERPRETATION
100 - 80	A	4.00	Distinction
79 - 75	A-	3.67	Very Good
74 - 70	B	3.33	Satisfactory
69 - 65	B-	3.00	
64 - 60	C	2.67	Pass
59 - 55	C-	2.33	
54 - 50	D	2.00	Fail
49 - 47	D-	1.67	
46 - 44	F	1.33	Fail
43 - 40	F-	1.00	
Below 40	TL, X, MITM, TD, G, or XG	0.00	