122 FINANCIAL MANAGEMENT
The course covers problems of financial management encountered in various business organizations. The topics include: definitions and classification of financial management function, financial planning and budgeting, financing, and financial control, circuit flow of funds and tools of financial management.

123 MATHEMATICS & STATISTICS FOR MANAGEMENT
The course aims to develop concepts, methods and techniques of mathematics and statistics for managerial decision making. The mathematics topics include sets, relations and functions, sequence and series, differential and integral calculus, permutation and combination, interests and annuities. In statistics topics include collection and presentation of data, descriptive statistics; random variables and probability distribution, sampling distribution, estimation and tests of hypothesis, regression and correlation, time-series analysis, and elementary survey methods.

124 MARKETING MANAGEMENT
The primary focus of this course is on strategic decision necessary to match organizational resources and objectives with market opportunities. Each of the specific strategic areas of product development and diversification, pricing, communication through advertising and selling, and distribution is examined separately according to their role in the overall marketing plan.

131 STRATEGIC MANAGEMENT
This course addresses the questions of why recessive of strategic direction takes place in organizations, why they are important, how decisions are taken and some of the tools and techniques that managers can use to make such decision.

132 ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT
The objective of this course is to stimulate entrepreneurship by providing working knowledge of the practical business and legal requirements to start, expand or improve a business. The study will be made in the context of the new economic environment and will deal with problems peculiar to the small business in Myanmar economy and practical solutions for effective operations.

133 MANAGEMENT INFORMATION SYSTEMS & E-BUSINESS
The course aims to provide students with the conceptual and technological framework for understanding, development and implementation of computerized management information systems in organization. It also discusses impact of Internet revolution to business organizations and how organizations are making use of internet to carry out various business functions globally. This module provides understanding of online consumer behaviors and formulation and implementation of e-business strategies for organization.

134 HUMAN RESOURCE MANAGEMENT
This course covers the core disciplines in managing human resources and the latest developments in programs and activities pertaining to management of human resources, with emphasis on the role of management.

Joining with YUEco MBA Programme can give many great opportunities to me. MBA society has very close culture so I can get a lot of network with those who have different business and educational backgrounds. Because of having team in the class, I can learn how to do teamwork activities and how to assign jobs with other member. This was very important soft skill needed to have in doing real jobs. MBA Programme provides internship program by joining with many large companies, so not only theoretical knowledge but also job experiences can get from this programme. So join with us and let’s try together for our success.

Myat Hla Sandar
MBAI-59
MBA 24th Batch
It's such a magnificent moment to be an EMBA student of YUEco. Though there were strong competitive challenges in the entry, we did have a splendid time with effective learning with a fun and exciting atmosphere because of the comprehensive teaching of our Professors and Lecturers, the unity of students, challenges of presentations and enthusiastic sports and social activities. Moreover, there's a slogan “Here to learn, there to win”, we had an opportunity to learn from each other who has gained different experience with different backgrounds. Advantageously, it enhanced a wider range of knowledge, capabilities and ideas as well as a broader range of friendship. Thus, it is a precisely certain that attending this EMBA Programme of YUEco, with such charming culture, will help you to expand your business and social network. Last but not least, I sincerely advise you to grasp your chance, try your best, attend the class regularly and promote your life as an EMBA student.

Zaw Htut
EMBA 11
EMBA 16th Batch

211 INTERNATIONAL BUSINESS MANAGEMENT
This course integrates the knowledge and insights from many of the functions in respective courses. It examines the problems of general management in establishing and operating an enterprise in a foreign country, the problems of management and control of such foreign enterprises and the problems of strategic management of transactional corporations in the context of their global operations.

212 BANKING & FINANCIAL INSTITUTIONS
This course is divided into two major portions. The first portion examines the roles of banks in the economic system and the development of banks and banking system. Detail analysis will be commercial banking and other financial institutions. Emphasis will be made on current issues in international finance.

213 SERVICE MANAGEMENT
This course identifies and develops an understanding of the major problem in service design, planning and control of operations systems and describe the independence between operations and decisions and other areas of management. Topics cover the role of services in an Economy, Nature of service, Service Strategy, designing the service enterprise, managing service operation and quantitative model for service management.

214 MANAGERIAL ECONOMICS
The course aims to cover economic theories relevant to industries and business organizations. Topics include demand and forecasting, production and costs, market structure and pricing, capital budgeting of the government and private business.
215 ORGANIZATIONAL BEHAVIOR
The objective of this course is to be familiar with the main influences on organizational behavior and, accordingly, to provide some of the tools and insights necessary to understand and analyze the characteristics of human beings and organizational situations in order to contribute to the long-run survival of an organization.

216 CONSUMER BEHAVIOR
The study of consumer behavior is essential for successful marketing. This course will provide important knowledge and principle regarding consumer behavior and implications on marketing will be emphasized. Interdisciplinary approach covering all behavioral sciences such as anthropology, sociology, social psychology and economics will be used.

217 BUSINESS COMMUNICATION
This course aims to acquaint students with the nature and complexity of communication, barriers to good communication, and guidelines for effective communication.

221 BUSINESS ETHICS
This course is designed to increase the awareness towards social problems and responsibility in all aspects of business relationships with community, government and society in general. Topics include consideration and acceptance of broader extra-legal and extra market criteria for measuring business performance, definition of norms in community related terms, and moral stans on issues related to economics interests of prevailing social structure and norms.

222 CHANGE MANAGEMENT
Managing change effectively is a challenge for most organization in today’s competitive environment. Change management is a special discipline which required specific competencies, skills, attitudes and behaviors. This course helps participants develop the skills and tools necessary for effective change management.

223 LOGISTICS & SUPPLY CHAIN MANAGEMENT
The main objective of this course is to provide students with an awareness of the emerging need for a better understanding of logistics and supply chain activities in the contemporary, dynamic global business environment. The course intends to cover the required analytical skills in solving business problems effectively, such as, demand forecasting, transportation economics, operations management, warehouse management, distribution management, and related financial issues.

224 CUSTOMER RELATIONSHIPS MANAGEMENT
The course intends to provide students the proactive approach to understand the organizations customers, their strengths and weaknesses as well as their direct needs and links with the organization. The study will include the use of accounting data to examine customer profitability, as well as to test their loyalty and future potential.
225 CAPITAL MARKETS
The course covers practical issues in the international capital and money markets. Portfolio investment and tactical assets allocation, technical analysis, style investment and style switching strategies, options, trading and other derivative securities, company valuation etc., are also covered in the course.

226 ORGANIZATIONAL DESIGN & DEVELOPMENT
The course intends to provide students with the fundamentals of structural design of organizations and its development throughout the life of organizations. The emphasis will be to design an organization in the context of social cultural framework.

227 MARKETING RESEARCH
This course intends to provide some knowledge and skills in managing markets, it will supplement especially to the marketing management. The main focus is identification and generation of market relevant information needed for managers. It will cover the nature and benefits of conducting market research, types of market information, and the procedure involved in carrying out a research project.

228 INSURANCE
This course provides an overview of property, liability, life and health insurance with special reference to problem of the insurer. Specific topics considered are: insurance as function of business management, types of insurance, regulation of insurance, principles of insurance contracts, insurance marketing, underwriting, adjustment, finance and rating.

As a professional with many years of experience in engineering field, I decided to pursue a business management programme to broaden my existing technical skills with business management knowledge.

By emphasizing both theory and its applications, MBA Programme from YUEco boosts my professional performance. Lectures in this programme are combined with case studies, classroom discussions and practical assignments which enhance my understanding on business management ideas and theories.

Through extensive networking with executive level classmates and MBA alumni, studying MBA Programme in YUEco gives opportunities to join top management positions or to be a successful entrepreneur. The horizon of success is unlimited. Pleases join our EMBA Programme now.

Aung Zaw Latt
EMBA1-32
EMBA 17th Batch
The diploma in Management and Administration (DMA) Programme is a sister Programme of the Master of Business Administration (MBA) Programme offered by the Department of Management Studies, Yangon University of Economics. The DMA is a postgraduate diploma offered on a part-time basis for people who for various reasons are not able to attend the full time MBA Programme.

The DMA was founded in 1955 by a group of academics from the faculty of the Department of Commerce and Administration Studies of the University of Rangoon (now Yangon University) headed by the late Professor William Paw in collaboration with exchange professors from the University of Utah and also intellectuals who were senior officials from various ministries.

The DMA was originally designed to provide efficient managers and skilled administrators to meet the growing demands of the business and industries that emerged in the post independent rehabilitation and development. The programme was highly successful, attracting participants from both public and private sectors. It introduced novel teaching methods such as the case methods whereby interactive and participative approaches are used to give the participants the opportunity to develop their capabilities to the fullest extent.

The focused structure of the DMA has undergone a series of transformations and adaptations to cater to the changing political and economic environments. However, the ultimate objective DMA has always been the provision of modern managerial skills and state of the art techniques to people both from the state and private organizations. Thus the DMA has not only survived in different political and economic systems, but also grown with the years.

To achieve an MBA has been a dream of mine, and I have managed to bring this dream to reality because of this programme. I have accomplished, learned (both from our mentors and colleagues), and applied the teachings far more than I had expected. To say that I am grateful is an understatement.

Throughout my career as a director specializing in Engineering, I have experienced obstacles in directing my subordinates. I pretty understand the breadth and depth of management theories, skills, and application because of the programme and its excellent mentors. Their hands-on method of education made me realize my own personal flaws and taught me ways to improve and better myself as not only a director, but also a leader in the company.

This programme also ensured that we bond by encouraging us to do external activities, which has been a great joy and a pleasant reminder of my college days.

I entered the programme, as a director who only had herself to rely on, but I leave as a leader with applicable knowledge and a network of brilliant minds.

Ouhmar Lwin
EMBAII -28
EMBA16th Batch