

## Malaysian Business Management Journal (MBMJ)

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## Editorial

Business management focuses on the organizing, planning and analysing of business activities that are required to efficiently manage and run a business. For the aspiring entrepreneurs and business leaders, a business management degree is consistently a popular choice. It provides the academic knowledge and skills to pursue global career opportunities and helps develop a broad understanding of businesses and specific areas such as finance and human resources. A business management will help gain in-depth knowledge and understanding of the core elements of business and management. It provides industry insights, such as market trends and industry reports, which can prove to be invaluable and will be encouraged to apply academic theory to real-life business situations.

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