

A portrait of Professor Al-Vincent Martin, a man with dark hair, a mustache, and glasses, wearing a dark suit, white shirt, and a yellow and black checkered tie. He is seated and looking towards the camera.

Business management with a technology, innovation focus



THE Universiti Teknologi Malaysia-International Business School (UTM-IBS) initially started out as one of the Strategic Business Units (SBU) of the Faculty of Management and Human Resource Development.

However, in 1997 the IBS was upgraded from a centre of excellence to a full fledged faculty and it now stands as a separate body. This move was based on an opinion by Wallace B. Dorham, a past Dean of the Harvard Business School, who suggested a business school should be 'lifted bodily out of its surroundings and developed as an entity'.

The creation of UTM-IBS was to create an entity that focuses solely on technology and innovation business management, in line with UTM's core strength in science and technology.

Variety of MBAs

UTM-IBS was the first school in the country to introduce an MBA in Techno-entrepreneurship and was also the first local business school to introduce the MBA in Strategic Management.

These programmes are offered with the vision to establish leadership positions in postgraduate business education.

UTM offers graduate studies for all its Bachelor Management programmes. Students have a choice to continue pursuing their postgraduate studies at UTM or at other institutions of higher learning.

"At UTM we offer Masters of Management (Technology) from the Faculty of Management and Human Resource Development in our Johor Bahru campus. UTM-IBS also offers MBA programmes to its Bachelor of Management graduates," says Associate Professor Dr Mohd Hassan, Dean of UTM-IBS.

Beginning this September, UTM-IBS will offer Integrated MBA programmes to all final year undergraduate students. Qualified students will be able to enrol in four MBA courses which can be transferred to the UTM-IBS MBA programme once they have completed their undergraduate programmes at UTM.

In order to qualify for a master's programme, candidates will need to meet the basic requirements of a bachelor's degree with honours and exceed the English language proficiency quotient stipulated by the IELTS and TOEFL. In addition, candidates would need to have more than two years of working experience.

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by acquiring more knowledge in business management and entrepreneurship," says Associate Professor Hassan.

Coursework based

Currently, all MBA programmes conducted in UTM-IBS are coursework-based, however, students are encouraged to publish their research work when they have completed their graduate project.

"Some of their projects have been published in academic journals and book chapters," says Associate Professor Hassan with pride.

This provides UTM-IBS the differential advantage to distinguish itself from other higher learning institutions.

Case methods are widely used at UTM-IBS along with other innovative and interactive teaching methods. Recently, a number of UTM-IBS' faculty members underwent a training session by the Harvard Business School on case teaching methods.

Associate Professor Hassan says that the MBA in Strategic Management is the most popular choice of postgraduate programmes because of its programme structure that is relevant to a student's workplace.

"Moreover, it equips modern managers with sufficient preparation and more knowledge to face the rapidly painstaking business environment," he adds.

Part-time students make up approximately 60 per cent of the total active student population at UTM-IBS whereas the population of the local students at UTM-IBS also stands at 60 per cent of the same total number, Associate Professor Hassan says.

Former UTM undergraduate students only make up between 30 and 40 per cent of the total student population as most of them choose to pursue their master's degree at other institutions.

Forming partnerships

Collaborations are not new at UTM-IBS as it collaborated with Cranfield University, one of the top five universities in the UK in 1997. The MBA in Techno-entrepreneurship was introduced through that collaboration.

In addition, UTM-IBS has collaborations with Kolej Teknologi Darulnaim (KTD) which will expand its MBA centres to east coast of Malaysia. UTM-IBS is also at the initial stage collaborations with the Faculty of Management, University of Warsaw, the Asian Institute of Management from Manila and a few other institutions from Indonesia.

UTM-IBS has big plans for the future. It is currently waiting for the final approval on its DBA programme.

"The school also intends to introduce new MBA courses with specialisations in Business Innovation, Islamic Business, International Business, Human Capital Management, Project Management and Bio-Business," explains Associate Professor Hassan.

It is with no doubt that UTM-IBS has grown in leaps and bounds since its establishment 14 years ago. It also shows that the school is well on its way of achieving its vision to be the beehive of knowledge and business wisdom.

For more information on the programmes offered at UTM-IBS, please visit www.ibs.utm.my