

# UTM IBS MBA nurture the Seeds of Excellence

Providing a good head start for individuals to establish Business & Corporate Careers



**G**lobal competitiveness is one of the major indicators for successful nation building. Today's leaders are shaping our industries, our economies and our societies. UTM International Business School (UTM IBS) gives a good head start for individuals seeking to establish business and corporate careers. Established in 1997, the UTM International Business School (UTM IBS) started out as an International Graduate Program offering business, management and economic courses at Universiti Teknologi Malaysia (UTM). UTM IBS was then upgraded to a Center of Excellence and recently to a full fledged Faculty with a vision to establish as a leadership position in post-graduate management education.

UTM IBS first introduced its MBA Techno-Entrepreneurship in collaboration with Cranfield University, one of the top five

universities in United Kingdom then. In addition, the MBA Strategic Management was introduced in 2000 when the need for unique elements in business management was realized. Such elements are research, finance, economic analysis, marketing, designing strategic plans and IT strategy. These elements complement each other and therefore are crucial for companies' sustainability.

The school also began offering an Executive MBA (EMBA) in 2007 designed for working people who have gained extensive working experience and are interested in pursuing further business education, but without holding a bachelor's degree. MBA Healthcare Management also launched on the same year focuses particularly on management and healthcare as practised in hospitals and medical centres.





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The development of strategic thinking to be focused in this MBA Program, permits participants to approach complex organizational scenarios, and consequently gain market opportunities in the context of globalization of businesses towards gaining competitive advantage for the healthcare business.

UTM IBS is offering a new MBA programme to meet the needs of the workforce who want to acquire knowledge in business administration. Since the industry demand on workforce possessing variety range of skills, this program allows students to choose courses that they are truly interested in with a variety of elective courses. With this, they can plan and select the appropriate industry skills.

According to the Deputy Dean Academic & Internationalization, Assoc. Prof. Dr. Wan Khairuzzaman Wan Ismail, this programme will equip managers with contemporary knowledge and relevant competencies to manage organizations and strategic thinking skills required for managing change effectively in the business world.

It also enhances leadership traits and qualities that will support overall organizational strategies and skills in enhancing

career and business advancement. The new programme is targeted at individuals preparing for an advanced career in management such as entrepreneurs, senior managers and middle managers. It is a taught course programme, with a total of 12 courses and a graduate project. Students can complete the programme between 1 ½ to 4 years.

"The unique teaching methodology at UTM IBS include interactive action learning, assimilating a wide variety of concepts, frameworks and techniques amongst members of working group," Dr Wan Khairuzzaman added. "This teaching methodology would enhance students with necessary tools and skills to thrive in their professions while building the right attitudes for leadership."

The program is expected to commence in September 2011. For more information, please visit

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