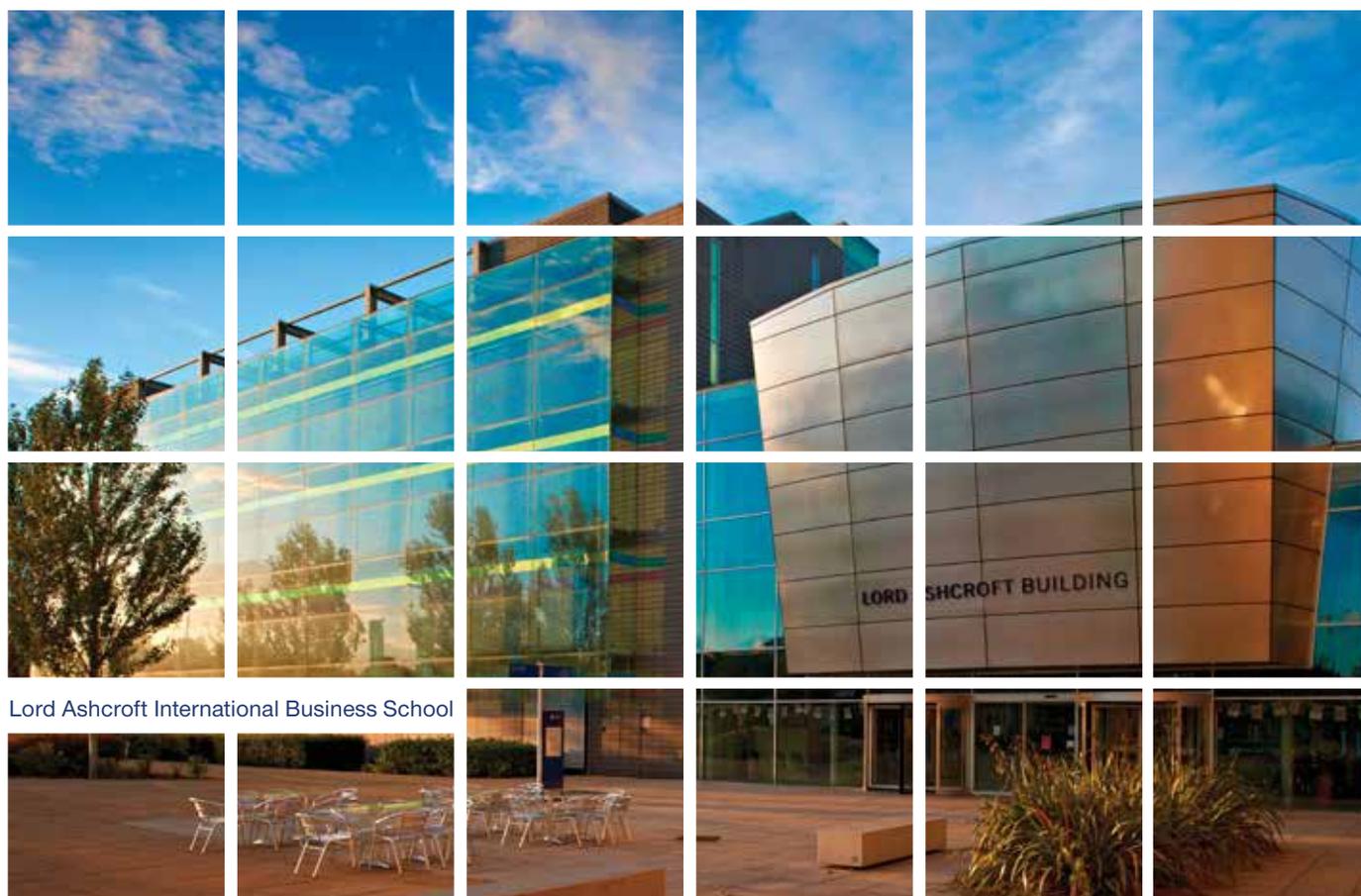


The ANGLIA RUSKIN MBA



Lord Ashcroft International Business School

Master of Business Administration

N/345/7/0555: KPT/JPS(MQA/FA4522)04/19

ANGLIA RUSKIN UNIVERSITY



“ Throughout its 150-year history, Anglia Ruskin University has offered undergraduate and postgraduate education characterised by breadth and flexibility as well as academic excellence.

Its appearance in the Times Higher Education World University Rankings is due to the constant improvement in recent years in our core missions.

Our excellent staff have gained for the university a significant reputation equal to the best in the world in many areas. It is my intention that together we shall achieve international recognition as a model new university, innovative, distinctive and excelling at what we do.

”

Professor Iain Martin
Vice Chancellor
Anglia Ruskin University

The Anglia Ruskin MBA is accredited to the Association of Business Schools (ABS) – a body representing UK leading business schools.

Why choose the Anglia Ruskin MBA?

The ARU MBA provides a broad, analytical and integrated study of business and management, with emphasis on introducing students to the practicalities of employment in the business world, including self-employment.

This MBA offers a strong core curriculum, with an emphasis on equipping middle/senior managers with the strategic leadership attributes needed to operate and manage organizations. Leaders need to be able to think critically and creatively as well as to have effective personal skills such as critical self-awareness and reflection, listening and self-management. Students will be able to understand, respond to and lead change with a strong practical and professional orientation.

Lord Ashcroft International Business School

The Lord Ashcroft International Business School (LAIBS) is one of the largest Business Schools in the east of England with nearly 100 full-time teaching staff and 6,000 students from over 100 countries.

LAIBS has built an enviable reputation as a centre of excellence for business and management in the United Kingdom and in many other countries in the world. We have well established partnership agreements with higher education institutions across Europe, in North America, the Caribbean and Malaysia and these support the School's distinctive international mission.

All our programmes of study have been designed to ensure flexibility, choice and relevance. Our business courses are structured to encourage students to develop their creativity, enterprise and problem-solving abilities as part of a wide range of relevant work skills that will make them attractive to potential employers.

The Lord Ashcroft International Business School



Professor Simon Down
Deputy Dean, Research and Enterprise
Anglia Ruskin University

“ Managing organisations is a complicated business.

Organisations need to generate surpluses, be efficient, keep investors and stakeholders happy, invest in the future, motivate and train staff, innovate and deal with a very challenging environment. Anglia Ruskin University, with its focus on innovation and entrepreneurship, based on exciting research, continues the tradition of producing talent to fulfil the highest industry expectations. ”

Leader in Management and Enterprise Practice and Research

The award-winning Lord Ashcroft International Business School boasts two centres of excellence.

- The Institute of International Management Practice (IIMP) conducts research that is of value to professional practitioners and policy makers as well as academics
- The Centre for Entrepreneurial Development and Research (CEDAR), set up to advance enterprise education, is the first university enterprise centre in the UK to be awarded the Institute of Enterprise and Entrepreneurs (IOEE) Centre of Excellence status.

(The IOEE is the first learning Institute dedicated to recognising the profession of enterprise and entrepreneurship in the world.)

Some Recent Successes

- Winner in partnership with Barclays Bank of the prestigious National Targetjobs 2013 People Awards against a strong field that included the Bank of England, Deloitte, Accenture, Aviva, Ernst & Young, Rolls Royce and Siemens
- Winner in partnership with Barclays Bank of the Talent Attraction and Management Category at the prestigious Chartered Institute of Personnel and Development (CIPD) National 2012 People Management Awards
- As a testimony to the strength of the Accounting faculty of LAIBS, accounting students achieved an 80% pass rate in the ACCA December 2012 exams, compared with an average of 45% for the 200,000 students worldwide
- Recipient of the ACCA Gold approval under the Approved Learning Partner student tuition programme in recognition of the quality of tuition provision and support for ACCA students.



Dr Robin Gowers
MBA Course Leader



Salient Features of the ARU MBA

- Prepares candidates for employment in management roles and to make a significant contribution to their employers
- Provides students with a broad awareness of organizational issues
- Examines the implications of management theories in understanding senior management roles and responsibilities
- Provides more functional specialist knowledge of Business Management such as finance, human resources, strategy and marketing
- Engages students in high-level strategic analysis and facilitates them in developing the personal attributes critical to leadership success
- Enables candidates to understand, respond to and lead change with a strong practical and professional orientation
- Inclusion in ARU's extensive business and alumni networks in the UK and Europe for students' future career and business success
- Benefit from links between the ARU MBA and international partner institutions fostered through international websites, residentials and conferences
- Access to the Anglia Ruskin Virtual Learning Environment (VLE) to support the MBA programme, eg accessing online course materials.

“ The Anglia Ruskin MBA is internationally recognised. It is a generalist masters degree designed to cover, analyse and explain business management practices. This is achieved by studying subjects that are of key relevance to managers in both private and public sector organisations. With the level of changes occurring because of the financial crisis, globalisation, technological advances and political upheaval, it is vital for managers to understand how this could affect the companies that they work for. By achieving insights into the main trends, MBA graduates will have a deeper understanding and be able to make better quality decisions. ”

DETAILS

Assessment

Each credit-rated module is assessed by an assignment, often work or case-based. There are no formal examinations. This ensures that learning is context-specific and transferred to the organisation.

Assessments have a strong practical and professional orientation, enabling students to develop a range of practical management skills relevant to senior roles in their organisation. Work-based assignments are used where relevant and practical, to help them to relate their learning to their work environment, increase their knowledge of that environment, help raise their profile and ensure their sponsor gains immediate, practical benefits.

The Pedagogy of the Anglia Ruskin MBA

The ARU MBA is designed for students who have gained a considerable degree of subject knowledge and proficiency from their undergraduate studies, experience of the workplace, or both. Our approach to study is essentially one of critique and evaluation, using the results of current and recent research and case studies to analyse, evaluate and appraise established methods, practices or techniques.

Teaching input is provided via a wide range of approaches, including lectures, seminars, video and case studies. Particular emphasis is placed on team teaching and the setting of work-based tasks at strategic level.

Learning strategies include syndicate work, group presentations, working with local business organisations and self-managed learning.

Postgraduate Major Project

An important component of the course is the 15,000-word postgraduate dissertation, supported by the Research Methods for Business and Management module, and often related to studies in one or more other modules. Candidates are expected to display a considerable degree of proficiency in research methods, and be able to apply such methods to a real-world problem in a practical and business-like manner. They are required to demonstrate knowledge of the strengths and weaknesses of their chosen methods, and discuss how they worked within or overcame such weaknesses. Additionally, they are expected to criticise their own work, both from a methodological and practical standpoint.

Duration

1½ years part-time; weekend classes
3 trimesters per year, 10-12 weeks per trimester

Entry Requirements

- A Bachelor's degree with a minimum CGPA of 2.50 out of 4.00 or its equivalent as accepted by the HEP Senate; or
- A Bachelor's degree with a CGPA below 2.50 out of 4.00 or its equivalent, subject to a minimum of 5 years of working experience in a relevant field.
- For postgraduate studies, international students are required to achieve a minimum score of 6.0 in IELTS or its equivalent.

Assessment

- Assignments
- Project work
- Case study
- Verbal and visual presentation
- Postgraduate Major Project

Intake

January and September.

MODULES

MOD001228

Marketing Management

This module traces the developments in marketing (theories) and how it has, in practice, reacted to the changing demands of stakeholders and customers. It demonstrates how the market has strategically reacted to the impact of customer value imperatives.

MOD000978

Decision Making and Problem Solving

This module examines various approaches to making decisions and solving problems in a business environment. Theoretical, behavioural, quantitative, qualitative and practical aspects are reviewed, examined and applied.

MOD000986

Financial Statement Analysis

Students will gain an appreciation of the two core themes in financial management, namely, the relationship between financial risk and expected return, and the overriding objective of maximizing shareholder wealth.

MOD001120

Organizational Behaviour

The nature of organizations, the role of management and its relationships with the environment are issues which are undergoing continual redefinition. Leading individuals, groups and organizations effectively is the key to managerial experience. Yet, it could be your most difficult challenge as a manager. The module is designed to help you meet this challenge.

MOD001112

Business Analysis Project

This module simulates the problems (issues) that real-life managers deal with and requires you to test some of your proposed solutions. The focus is on some aspect of competitive advantage and how this is reported in published information and also in financial reports and statistics.

MOD001093

Entrepreneurship and Innovation

This module assesses the significance of entrepreneurs in society and the economy. Entrepreneurs often innovate: new ideas, new methods, new products, new processes, new markets and new business models. Entrepreneurs tend to start-up and grow an idea. Some entrepreneurs sell their growing enterprise and start again – serial entrepreneurs.

MOD001115

Strategic Management

The success of an organization depends on its ability to craft and execute relevant and effective strategies. However, issues of strategic importance to an organization, whether private, public or third sector, are often very complex. In order to deal with strategic issues, managers must be able to understand and structure complex situations in systematic and useful ways.

MOD001105

Research Methods for Business and Management

This module provides the appropriate knowledge and skills needed to plan and carry out effectively a piece of small-scale business/management research. Candidates are taught the essential steps in the research process such as topic selection, literature review, research design, quantitative and qualitative methods, data collection and analysis, and report writing. The methods learnt here are applied in the preparation of the dissertation.

MOD001170

Postgraduate Major Project

The dissertation allows candidates to demonstrate at an advanced level important intellectual and practical skills acquired in the Research Methods module. These skills are valued by employers and as the dissertation is the candidate's own work, it is proof that he/she has mastered them. Length of dissertation: 15,000 words.

FACULTY



Mr Lawrence Chew Seng Chen | ICAEW, MIA, CIB, CIMA, ICOSA
Head, Centre for Business Programmes

Mr Chew is a chartered accountant and a former banker. His career of more than four decades covers the fields of audit and accountancy, banking and corporate finance. After working ten years in London as a chartered accountant, he resumed his banking career in Malaysia, serving as manager, chief internal auditor and vice-president. He

currently heads the Centre for Business Programmes at HELP College of Arts and Technology. Before that, he was Director of the Centre for Applied Finance and Economics at HELP University.

Mr Chew has taught professional accounting programmes like ACCA and MIA QE, as well as the University

of London programmes. He has also conducted continuing professional development (CPD) seminars/workshops, covering International Financial Reporting Standards (IFRS), Fraud and Creative Accounting and Complex Group Accounts.



Dr Chan Teng Heng
BSc Hons (Malaya),
MBA (Aston), PhD (London)

Dr Chan was Director of Undergraduate Studies at Nanyang Technological University and examiner for the University of Singapore's Institute of Management. His key research areas are knowledge management and thought leadership. He has consulted for clients like the Cranfield School of Management, Nanyang Business School, Panasonic, and the Singapore government. He was also a management consultant to foreign embassies, oil and gas firms and the Commonwealth Secretariat.



Dr Ng Chee Heng
BEd Hons (USM), MSc, PhD (UPM)

Dr Ng has been in the teaching profession and administration for 18 years before he joined the private higher education sector. He was a senior lecturer at Stamford College and was the Assistant General Manager of the Institute of Postgraduate Studies and Research at Universiti Tunku Abdul Rahman (UTAR).

At HELP CAT, Dr Ng oversees the ARU business programmes at the undergraduate and postgraduate level.



Mr Brendan Ho
MBA (Bath), Dip Mktg (CIM), DIMP
(MIM), Certified Trainer (MHRDF)

Mr Brendan Ho is an organisational behaviourist. He consults, trains and coaches for organisations in the development of leadership and organisational culture. His clients include leading organisations, MNCs and companies in Asia. He is a curator of Flipboard USA in Leadership with 34,000 readers worldwide. Brendan has been teaching graduate courses in Asia for over 20 years in Leadership, Ethics, Organizational Behaviour and Management, Entrepreneurship and International Business. Currently he is the Southeast Asian partner of the Currency Supply Chain Solution / Institute of the University of the West of England, Bristol.



Dr Nicholas Lum Yew Choe
BCom Hons (Melbourne),
MCom (Hons), PhD (Victoria)

The variety of positions held by Dr Lum includes manager of a leading multinational bank, managing consultant of CBSH Consulting, and Manager of investor relations in Sunway Real Estate Investment Trust (Sunway REIT). Currently he is Director of the Global Association of Risk Professionals (GARP) Malaysia Chapter and Director of IVOS Education. In academia, Dr Lum has taught or headed MBA programmes of Malaysian and UK and Australian partner universities. Since 2012 Dr Lum has taught numerous master's programmes at HELP University, including MBA, Master of Executive Management, Master of Accounting and Finance, Master of Corporate Governance and Master of Entrepreneurship.

HELP COLLEGE OF ARTS AND TECHNOLOGY

Registration No: KP/JPS/DFT/US/W09 | (Co No: 243934-D)

Level 1-7, Kompleks Metro Pudu, 1 Jalan Metro Pudu 2, Fraser Business Park, 55200 Kuala Lumpur.

Tel: 03-2788 2000 Fax: 03-9222 8000 Email: enquiry@helpcat.edu.my



603-2788 2000



www.helpcat.edu.my



facebook/helpcat.malaysia