



OPEN UNIVERSITY MALAYSIA

Institute of Professional Development
School of Lifelong Learning

EMBA PROGRAMME

IPD-OUM



HRDF
PEMBANGUNAN SUMBER MANUSIA BERH.
MINISTRY OF HUMAN RESOURCES



Global Executive
ACADEMY

**GRADUATE ACADEMY FOR
PROFESSIONALS**



Open University Malaysia (OUM) is a University founded in August 2000 by Multimedia Technology Enhancement Operations Sdn. Bhd. (METEOR), a consortium of 11 public Universities in Malaysia, in response to the invitation by the Minister of Education to set up an open university. Its official launch on 26 August 2002 was graced by the Prime Minister of Malaysia then, YAB Dato' Seri Dr. Mahathir Mohamad. OUM adopts the motto, 'University for all', as she believes in the democratisation of education; giving everyone a chance at self-actualisation and fulfilling their potential. Though OUM history does not go as far back as many other Universities, the numerous internationally recognised prestigious awards that it has won over the past years has shown its tremendous growth and its status as a reputable University in Malaysia.

Some of the awards are:

- ❑ **E-learning Recognition Award by Eszterhazy Karoly College, Hungary**
- ❑ **Technology Business Review Award for Excellence in Education Management- Provision of Continuous Education**
- ❑ **Best Paper Award at the 20th Asian Association of Open Universities, Kunming, China**
- ❑ **Awards of Excellence for Institutional Achievement in Distance Education**
- ❑ **Asia HRD Congress 2009 Award (Contribution to the organisation)**

Institute of Professional Development- Open University Malaysia (IPD-OUM) is officially established by OUM to provide specialised programmes dedicated to working professionals to enhance their competencies and add value to their career in this increasingly competitive working environment.

Some of the many dynamic organisations that have benefited from IPD-OUM programmes are **AEON group, Panasonic Malaysia and Samsung.**



GRADUATE ACADEMY FOR PROFESSIONALS

Global Executive Academy (GEA) is an Executive Training Center with global partnerships in countries like Malaysia, Australia, USA, UK, Japan, China and Singapore. GEA focuses on providing top notch internationally recognized education to all our attendees.

Why GEA?

- ▣ Specially tailored curriculum by our experienced advisors and trainers for working Professionals
- ▣ Exclusive and outstanding curriculum based on International standards
- ▣ Rigorous Quality checks by educators around the world with years of experience in various industries
- ▣ Practical application of knowledge is a major part of our curriculum
- ▣ Internationally recognized Programs accredited by our reputable partner Universities
- ▣ Platform not just for Professionals to upgrade their skills set, but also to share and exchange their experiences in their professions and gain useful real life practical knowledge
- ▣ Frequently conduct talks graced by internationally reputable speakers
- ▣ Platform to network with high net worth and talented individuals from around the world

Global Executive Academy is also a registered company under the **Companies Commissions of Malaysia** and has been approved to join **Pembangunan Sumber Manusia Berhad (PSMB)** family of Approved Training Providers with **Category A license**.



Global Executive
A C A D E M Y

**GRADUATE ACADEMY FOR
PROFESSIONALS**

Who should do this programme

In today's fast paced global economy, it is important to constantly upgrade your skills and knowledge in order to remain competitive in the international job market. Executive Masters in Business Administration (EMBA) aims to provide the essential training for working professionals to not just remain competitive but also to tap into the talents of each individual and transform them into valuable leaders, thereby giving them a distinct advantage in rising towards greater career achievements.

It is therefore an ideal course for those who want to:

- 1. Upgrade their skills and knowledge**
- 2. Remain competitive in this global economy**
- 3. Progress in their career**
- 4. Take on leadership roles in their organization**
- 5. Aspiring entrepreneurs**
- 6. Change career path to management focus role**

About the Programme

The EMBA is specially designed to:

- ❑ Develop the competencies of professional individuals for effective managerial functions in any sector, globally.
- ❑ Enhance the leadership and management skills of its attendees to meet the increasingly demanding work requirements due to the pressure of globalisation.
- ❑ Gain exposure to a variety of industries internationally, through peer discussions and sharing of industrial knowledge by our veteran lecturers.

Programme Objectives

At the end of the program, attendees should be able to understand and/or apply:

- ❑ Effective leadership skills
- ❑ The five tasks of strategic management
- ❑ Effective decision making & planning skills
- ❑ Analysis of organizational situations to propose improvement of efficiency & effectiveness
- ❑ Organizational behaviour theories for creating of harmonious organizational culture
- ❑ Negotiation and conflict management skills to build stronger teams
- ❑ New technologies in management and work design, organizational culture and organizational change and development
- ❑ Good management practices and Corporate social responsibility
- ❑ Techniques of increasing organisation resources and generating new source of revenue



Global Executive
A C A D E M Y

**GRADUATE ACADEMY FOR
PROFESSIONALS**

Programme Benefits

At the end of the programme, attendees will be able to use Executive Masters in Business Administration (EMBA) with their names and gain relevant advantages of its prestige. With this qualification, it will open more doors for better career options, promotion opportunities and greater earning power, worldwide.

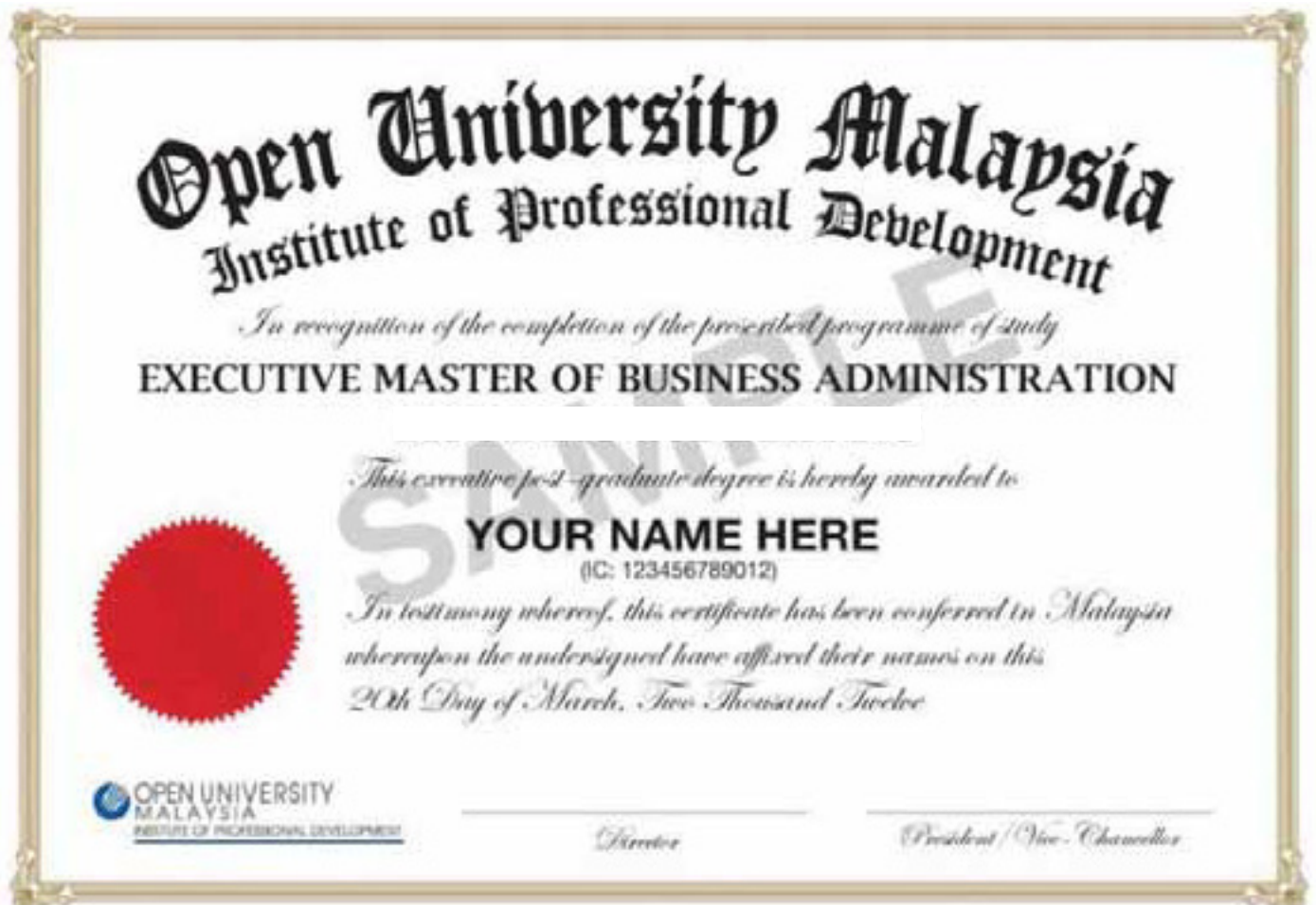
❑ **68% of MBA students received new responsibilities while enrolled in the programme and 37% were promoted during that time. ***

❑ **Salary and bonus packages of recent Executive MBA Programme graduates increased by 16.3% from programme start to programme end.**

***(Executive MBA Council Study, 2010)**

Accreditation

This programme is fully accredited by Institute of Professional Development- Open University Malaysia (IPD-OUM), a reputable University. Upon successful completion of the programme, students will be awarded the title of Executive Masters in Business Administration (EMBA) and receive a certification from IPD-OUM.



Global Executive
ACADEMY

GRADUATE ACADEMY FOR
PROFESSIONALS

Programme Structure

This **EMBA** programme is of international standard and will provide attendees with added advantage and recognition worldwide.

Language: Conducted fully in English

Mode of delivery: Blended mode of self managed learning, discussions, face to face tutorial and online support system. Applied learning is the main focus as we recognizes the importance of being able to apply the skills and knowledge learned in the EMBA for our working professional attendees, as well as the essentiality of being in touch to the latest and best industry practices.

Duration: 12 months

Number of modules: 12 modules, each module consists of 3 lessons.

Lesson timing: Weekends, 8.30am to 5pm for the convenience of our working professional attendees.

Lecturers: Core modules are all conducted by Lecturers from IPD-OUM main campus, electives modules by our experienced and knowledgeable lecturers.

Assessment: 50% coursework & 50% Final Examination. The equal emphasis on coursework and examination highlight the importance of practical industry application of knowledge.

Programme Curriculum

Core Modules

- Marketing Strategy
- Business Research Methods
- Organizational Management
- Corporate Communications

Electives

- Strategic Management
- Human Resource Management
- Corporate Governance
- Marketing Management
- Entrepreneurship
- Information Technology for Managers
- Managerial Finance
- Leadership



Global Executive
ACADEMY

**GRADUATE ACADEMY FOR
PROFESSIONALS**

Your Personal Investment

RM 18 500, excluding application fees.

Payment Mode

- EPF
- Company Sponsorship (HRDF claimable)
- Self contribution
- Bank loan

Admission Requirements

All applicants should fulfill the following requirements:

- Working adults with an IPD-OUM/UTM Executive Diploma or its equivalent and a minimum of 5 years of working experience OR
- Working adults of 35 years and above with minimum of SPM/MCE qualification with 10 years of working experience

Applicants who do not fulfill the above requirements can be placed on special consideration if he/she has ample work experience. Special admission will be considered on a case by case basis

How to apply ?

Interested applicants please complete the following:

- Duly completed application form (download form from our website or collect a form from our office)
- Photocopy of all supporting documents (Certificates & Transcripts)
- Application fee of RM 400 (RM 200 to Institute of Professional Development- Open University Malaysia; RM 200 to Global Executive Academy Sdn Bhd)

**Please complete the above application process and mail/send in person to
Address: 16-01 Jalan Kolam Air 1, Nong Chik Heights, Johor Bahru
80100.**

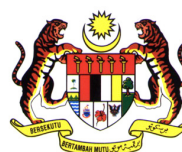
(Offer letter will be emailed to you if you are eligible to come on board the programme. You must confirm acceptance within 2 weeks of notice.)

NEED MORE DETAILS?

**Please call Ms Siva at (Mob 0167121465)
Programme Consultant
Executive MBA**



PEMBANGUNAN SUMBER MANUSIA BERH.
MINISTRY OF HUMAN RESOURCES



**Global Executive
ACADEMY**

**GRADUATE ACADEMY FOR
PROFESSIONALS**

FAQs

1. Why GEA-OUM?

- ❑ Applied learning focused
- ❑ Top notch curriculum
- ❑ Exposure to a variety of case study
- ❑ Completed in 12 months
- ❑ Experienced & knowledgeable Lecturers/facilitators
- ❑ Faculty of facilitators with industry contacts
- ❑ Platform to network with experienced and reputable individuals in their various industries
- ❑ Frequent talks by renowned and experienced global corporate leaders
- ❑ Access to OUM's expansive digital library

2. What award will I receive upon successful completion?

- ❑ Executive MBA from IPD-OUM (Institute of Professional Development- Open University Malaysia)

3. How can I finance the programme?

- ❑ EPF
- ❑ Company Sponsorship
- ❑ Personal Savings
- ❑ Bank loan

4. What is the duration of the programme?

- ❑ 12 months for 12 modules
- ❑ Will receive the award in the next convocation
- ❑ IPD-OUM convocation is held yearly in November

5. When & Where will the lesson be conducted?

- ❑ When: During Weekends. 8.30am-5pm
- ❑ Where: Johor Bahru, Malacca (Call our programme consultant for further details)

6. What is the mode of delivery?

- ❑ Hybrid Methods: Face to Face tutorial, Discussions, Online resources
- ❑ Corporate Training Style
- ❑ Encouraged to discuss with Lecturers & peers on module related issues in your own organization for real life example and practice of applied learning

7. What will the assessment consist of?

- ❑ 50% Coursework
- ❑ 50% Final Examination

8. Which reputable companies benefited from IPD-OUM?

- ❑ Nestle
- ❑ Toyota Boshoku
- ❑ AEON group
- ❑ Samsung
- ❑ Panasonic Malaysia

9. Who are the faculty members?

- ❑ Core Modules: Lecturers from IPD-OUM main campus
- ❑ Electives: Our experienced and knowledgeable lecturers with years of industry relevant experience

10. Any other benefits?

- ❑ Be notified & join our seminars conducted by world renowned individuals.
- ❑ Chance to network with reputable individuals from their various industries



Global Executive
ACADEMY

**GRADUATE ACADEMY FOR
PROFESSIONALS**