

Universiti Putra Malaysia

Wednesday, 06 February 2008

Last Updated Thursday, 06 March 2008

Universiti Putra Malaysia
Graduate School of Management
UPM Serdang
43400 Selangor

Malaysia Course Information Two-Year Full-Time, Part-Time Courses offered MBA with concentrations in Finance, Marketing, Human Resource Management, International Business and General Management

Program Features The MBA can be completed in 18 months Language of Instruction

English Program Website http://gsm.upm.edu.my/mba_main.htm Admission Requirements: candidates must hold the following qualifications:

Applicants are required to have an Honours Degree with a CGPA of at least 2.750 or its equivalent; or, Applicants have obtained a professional qualification certificate which is recognized as being equivalent with (i) above; or, Applicants with a CGPA below 2.750 will be considered should they have passed the GMAT (Graduate Management Admission Test) with a minimum score of 550 or with working experience of at least five years at the management level of an organisation;

Applicants with CGPA below 2.500 will be considered should they have passed the GMAT (Graduate Management Admission Test) with a minimum score of 550 or with working experience of at least ten years at the middle management level of a public company or a government department; or Applicants have obtained whatever other qualification that is approved by the UPM senate.

Applicants must have proficiency in the language according to the requirement of the University. With the growth of the business society, people need to better equip themselves to the needs of today's organisations. The Master of Business Administration programme prepares students with the knowledge of essential aspects of management, its basic disciplines, quantitative approaches and techniques, and their applications on business problem. GSM offers a uniqueness in its programme. What's unique about this programme is that it does not only emphasise on the academic issues but also the practical realities of the business world today. GSM provides candidates with the ability to manage people and ideas in order to think strategically, making effective and efficient decisions quickly, and acting as a visionary to move an organisation further in a rapidly changing environment. Knowledge from this programme would enable candidates to raise the effectiveness of managerial performance by developing skills in analysis, judgement and implementation.

The purpose of this programme is to provide comprehensive information to students of all the courses offered with regards to the important aspects of management and its application in confronting problems in a business entity.

Based on the basic and also the specialisation courses, this programme will provide an opportunity for the students to further strengthen their knowledge in the specialised fields being offered such as Finance, Marketing, Human Resource Management, International Business and General Management.

Specialisations: Finance

The Malaysian market is constantly changing. With the uncertainty of the economic growth, candidates need to know how to manage changes and complexity. Understanding the business portfolio is the most important constraint in a finance industry. GSM will improve candidates' understanding in financial management, analysis of investment with the approach on portfolio theory.

Marketing Marketing realises the existence of customer satisfaction, wants and needs. Customers are known to have higher expectations toward products and services and more choices than ever before. To increase the customer's satisfaction level, customer relationship is vital to an organisation. To establish a good long-lasting relationship with customers, planning and developing strategies becomes the main issue. With the marketing approach that GSM adopted, candidates will learn the way towards developing successful competitive strategies, which can be applied to a wide range of business situations.

Human Resource Management

Managing people at work is a key point for a successful organisation. Candidates need to be approached in the area of hiring, selecting and training. GSM provides candidates with important factors of managing people inside and outside their organisation. Candidates will also be taught of how to hold the company together. To receive an application form and brochure, please send a

RM1.00 stamped (within Malaysian), self addressed envelope

(35cm x 25cm) together with a RM10.00 postal order payable to
“Bendahari, Universiti Putra Malaysia”. Completed forms must be submitted to the address
below:

Graduate School of Management

Universiti Putra Malaysia
43400 UPM Serdang
Selangor, Malaysia

downloaded from the website at

Application forms also can be
<http://gsm.upm.edu.my>