

MBA

Master of Business Administration

(with Specialisations)

- Strategic Human Resource Management
- Project Management
- Strategic Marketing
- Finance
- Digital Transformation
- General Management



The University of Southern Queensland (USQ)

The University of Southern Queensland (USQ), which was established in 1967, is based in Toowoomba, Queensland. The University is seen as one of Australia's leading providers of education both on-campus and through its distance education option. With more than 75 per cent of students studying via distance or online, USQ is at the cutting edge of flexible delivery of resources and technology.

USQ has approximately 26,000 enrolments, including over 7,000 international students. More than 80 nationalities are represented throughout the student population, and about 5,000 international students study USQ programs while remaining in their home countries.

The dynamic nature of USQ provides a platform to acquire quality education in line with global trends. From Arts, Business and Education to Sciences, Engineering and Surveying, USQ continues to develop programmes that reflect the needs of today's demanding society.



SEGi University Group

For more than 35 years, SEGi University Group (SEGi) has equipped graduates from diverse backgrounds with exceptional foundations for career achievement and personal success.

It first opened its doors as Systematic College in 1977 in the heart of Kuala Lumpur's commercial district, offering professional qualifications. Since then, the Group has experienced significant growth by adapting and catering to an increasing demand for higher academic and professional qualifications in Malaysia.

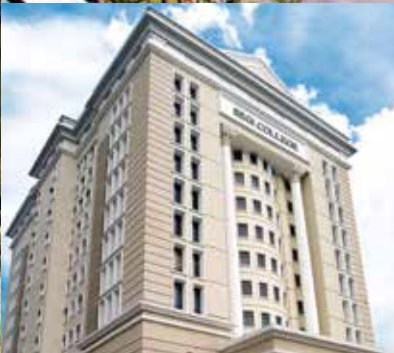
Today, the Group is one of the largest private higher education providers in Malaysia and serves more than 27,000 students through its six major campuses located in Kota Damansara, Kuala Lumpur, Subang Jaya, Seri Kembangan, Penang and Sarawak.

SEGi prides itself on offering quality programmes which are recognised internationally while also meeting the ever changing industry demands. Students are exposed to a variety of learning methods including lectures, seminars, workshops, presentations as well as practical experience in laboratories and on the job. Additionally, SEGi also draws a large number of top-notch academics and captains of industries into its community, who serve as academic advisors, lecturers, examiners and moderators.

Through these efforts, thousands of Malaysian youths and international students who have undergone studies or training at SEGi, have gone on to write their own success stories.



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The Specialist MBA

Today's business environment demands professionals with expert knowledge and business savvy. Highly acclaimed and internationally recognised, the USQ MBA programme is intended for the enterprising individuals seeking to master a specific field, while holistically combining their expertise with general management skills.

The Master of Business Administration (MBA) is an advanced academic programme for graduates from any discipline who have considerable business experience, and who have a recognised potential for advanced managerial responsibility. This programme focuses on those areas of modern management that develop judgement, skills and attitudes that are essential to managerial responsibility. Students undertaking the programme may supplement their generalist skills by exploring an area of management in depth, chosen from a Discipline Specialisation.

Suitable for executives across all disciplines, the programme offers diversity and flexibility, both in its specialisations and in the delivery of the programme. With the increasing demands of organisations today, a USQ MBA qualification which is based on coursework will improve your ability to bring about change within your current organisation.

The aim of this MBA programme is to produce graduates who have been exposed to a range of management skills and who have been trained to use these skills in a manner that will enable them to better handle the managerial demands of modern business practices.

An MBA Constructed for Professionals

- Choice of specialisations
- No dissertation required
- Flexible study schedule suitable for busy working executives
- Gain a university award identical to students studying on-campus at USQ
- Flexibility to change from off-campus to on-campus or distance learning



Graduate Career Prospects

Accelerate your career prospects and acquire strategic skills necessary to take on general management, consultancy, senior management and international roles.

The USQ MBA qualification will develop your business expertise through a deeper understanding of managing people and organisations, decision-making and problem-solving, international business environment, strategies to manage globalisation, strategic marketing and operations management.



USQ MBA - Programme Structure

FOUNDATION CORE SUBJECTS

- Managing Organisational Behaviour
- Accounting & Financial Management
- Marketing Management
- Economics for Managers

NON FOUNDATION CORE SUBJECTS

- Global Information Systems Strategy
- Leading Organisational Change
- Business Ethics & Sustainability
- Project-Based Management
- Strategic Management (CAPSTONE COURSE)



SPECIALISATIONS

STRATEGIC HUMAN RESOURCE MANAGEMENT

- Performance Management
- Global Issues in Employment Relations
- Strategic Management of HR & Innovation

PROJECT MANAGEMENT

- Project Quality, Risk & Procurement Management
- Project Scope, Time & Cost Management
- Project Human Resources, Communications & Integration Management

STRATEGIC MARKETING

- Buyer Behaviour
- International Marketing
- Services Marketing Management

FINANCE

- Finance for Executives
- Financial Markets & Instruments
- Strategic Investments

DIGITAL TRANSFORMATION

- Business Intelligence
- Digital Innovation
- Strategic Information Security

GENERAL MANAGEMENT

Any 3 Units From The Range Of Majors To Provide Students With Generalist Skills

**This brochure is correct at time of printing but is subject to change.

Please Note: Specialisations available will vary between campuses. Please contact the campus directly for further information on specialisations offered.

Key Facts

Academic Entry Requirements

- A tertiary qualification at degree or equivalent level from a recognised institution.
- Minimum of three year's full-time equivalent work experience, as determined by the Director, USQ Australian Graduate School of Business.

English Language Entry Requirements

- IELTS of 6.5 / TOEFL of 570 or equivalent.

Please Note: All applications for entry into the USQ Master of Business Administration (MBA) programme are individually assessed, and are subject to meeting the admission criteria to the satisfaction of the Director, USQ Australian Graduate School of Business.

Duration

16 Months (Full-Time)

2 Years (Part-Time)

Assessment

The USQ MBA is a coursework based programme involving a combination of assessments including assignments and examinations.

Intakes

March, July and November.

Application Procedure

We encourage all prospective students to contact our counsellors for further enquiries pertaining to our programmes. We also encourage walk-ins for one-to-one counselling and career advice as well as a tour of the campus and facilities.

Candidates are advised to bring along the following documents so that our counsellors can advise accordingly regarding admission.

- RM500 Application Fee
- Completed USQ Enrolment Application Form
- Certified true copies of Academic Certificates and Transcripts
- Updated Resume / CV
- 2 Colour Passport Sized Photographs
- Photocopy of IC / Passport
- A recommendation letter from employer
- 100 words write-up on work experience in English (if required)

Alternatively, you can submit your completed application via mail to the campus of your choice.

Description of Specialisations

Strategic Human Resource Management

Human resource management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce. Human resource management is the strategic management of an organisation's most valued assets – its people. An organisation's staff directly contribute to the achievement of corporate objectives, both individually and collectively.

Human resource managers are increasingly recognised as important contributors to overall business success. This specialisation is designed to strengthen the graduate's ability to manage an organisation's personnel by providing an overview of important business functions and key human resource areas. The emphasis is on immediate application of the knowledge, competencies, and skills necessary to integrate business and human resource strategies.

Project Management

Implementing organisational change is often undertaken as a project with time, cost and quality constraints. Project management is concerned with the planning, organisation and management of resources required for the successful completion of a specific project, goal or objective designed to bring about beneficial change or added value. Project management is required in most areas of business and therefore the influence of a project manager is not limited to any specific industry.

This specialisation is designed to sharpen your project management skills including project planning, risk management, and project procurement. With the addition of core business modules, you will also strengthen your overall business acumen to build the perspective you need to interact effectively with other managers and meet business goals. Graduates often pursue project management roles, department head / director roles or consultation roles.

Finance

The field of finance refers to the concepts of time, money and risk and how they are interrelated. Previously, the finance department within an organisation was mainly concerned with profit maximisation but more recently their focus has changed to share wealth maximisation. Often, the finance department is headed by, or directly linked to, the top level management of an organisation and is involved in each and every area of the business from the day to day running to taxation, accounting, auditing, budgeting and estimating/managing cash flows.

The objective of this specialisation is to develop a broad but critical understanding of the major areas of finance and enable the student to apply this theoretical understanding to the practical management of the financial affairs of a business, both domestically and internationally. Graduates will gain a broad understanding into the application of financial management, financial institutions and investment strategies, essential to a variety of roles within the management structure of an organisation.

Strategic Marketing

Marketing is the critical driving force of any successful organisation and an effective marketing strategy can be the difference between being one step ahead of the competition or losing out on market share. Marketing is the process of focusing on the satisfaction of consumer needs through the planning and execution of the marketing mix (Product, Price, Place, Promotion) for products, services or ideas to facilitate exchange between an organisation and its consumers.

The objective of this specialisation is to increase knowledge and enhance skills of professionals who already have experience in the area of marketing. The goal is to develop increased sophistication relative to marketing decisions, and prepare students to pursue careers or further study at advanced levels. Students will gain the skills and knowledge required to develop new product strategy, determine consumer desires and needs, enhance distribution, and to stay on the cutting edge of trends, preparing students roles in consultation, brand management, market research, international marketing and marketing of services.

Digital Transformation

In today's competitive business environment the collection, retention and interpretation of information plays a critical role in the performance and success of any organisation. The information revolution has continued to build and as a result information systems professionals are increasingly involved in the managerial, operational and decision-making activities of numerous organisations across various industries that require efficient and effective analysis, design and management of information.

The objective of this specialisation is to develop management skills for the effective use of information in the enterprise within the global environment. The practice of information systems management is built on technical and managerial skills drawn from the fields of business management, information technology, finance, economics and quantitative methods. MBA students with a concentration in information systems will find their degree of value to a wide range of firms operating in today's global environment.

General Management

The General Management specialisation aims to develop the integrated knowledge and skills required for effective leadership and management within a competitive business environment with an emphasis on technology, quality, diversity and sustainability. Students will gain knowledge of diverse managerial areas such as strategic decision-making, managing and mentoring colleagues, managing complex change within organisations, management effectiveness and efficiency and management for sustainability. Students will be able to select from a variety of modules allowing them to tailor the course to meet their specific requirements or a specific sector.

the best in you, made possible



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SEGi University (KPT/JPT/DFT/US/B36)

No. 9, Jalan Teknologi,
Taman Sains Selangor,
Kota Damansara, PJU 5,
47810 Petaling Jaya,
Selangor Darul Ehsan.
Tel: +603 6145 1777
Fax: +603 6145 1666
E-mail: infokd@segi.edu.my
TOLL FREE: 1800-88-7344



SEGi College Subang Jaya (B4P8001)

City Campus, Persiaran Kewajipan,
USJ 1, 47600 UEP Subang Jaya,
Selangor Darul Ehsan.
Tel: +603 8600 1888
Fax: +603 8600 1999
E-mail: infojs@segi.edu.my
TOLL FREE: 1800-88-8622

SEGi College Kuala Lumpur (JPWP178)

Bangunan SEGi, 33-35,
Jalan Hang Lekiu,
50100 Kuala Lumpur.
Tel: +603 2070 2078
Fax: +603 2034 2759
E-mail: infokl@segi.edu.my
TOLL FREE: 1800-88-8028

SEGi College Penang (187620-W)

Wisma Greenhall,
43, Green Hall,
10200 Penang.
Tel: +604 263 3888
Fax: +604 262 2193
E-mail: infopeg@segi.edu.my

SEGi College Sarawak (IPTS/SV.1031/42/88)

211 Jalan Bukit Mata Kuching,
93100 Kuching, Sarawak.
Tel: +6082 252 566
Fax: +6082 231 355
E-mail: infoawk@segi.edu.my
TOLL FREE: 1-300-88-7344

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