

Moulding "Management - Thoroughbred"

Looking beyond its own boundaries and constantly reinventing the programmes by incorporating knowledge in various disciplines, the School had successfully stamped its mark in the regional arena...

Offering multifaceted management programmes in marketing, human resources, technology, finance and accounting, ethic and corporate governance, leadership and entrepreneurship, sustainability and many more, the USM School of Management provides an ideal avenue for churning out management all-rounders, close to a thoroughbred.

Looking beyond its own boundaries and constantly reinventing the programmes by incorporating knowledge in various disciplines, the School had successfully stamped its mark in the regional arena through its Executive Development Programmes, Mini MBA, joint research projects, advisory services to prominent international conglomerates, and public institutions. In helping the less privileged, the School had worked with FAMA and the Ministry of Human Resources to tackle issues facing the indigenous people.

Over the years, multiple accolades had been bestowed including Malaysia's best accounting and management school and one of the best MBA programme provider in Asia. The postgraduate degrees are highly recognised by international professional bodies. At the same time, the School has been tasked to supervise two Scopus Indexed Journals - a true benchmark for a higher education entity. Join us to be part of the cohort of "thoroughbred" management professionals.

The School offers both Masters and PhD level programmes. Check out <http://www.management.usm.my/> or www.ips.usm.my for more details.



USM UNIVERSITI
SAINS
MALAYSIA

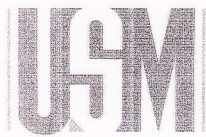


**INSTITUTE OF
POSTGRADUATE
STUDIES**

a better U

Tel: 1 300 888 876 Email: admission_ips@notes.usm.my

A unique management school



UNIVERSITI Sains Malaysia's (USM) School of Management is one of the major schools offering programmes which focus particularly on management studies. The main tasks undertaken by the School of Management are teaching of undergraduate students, conducting postgraduate programmes both at master's and doctorate levels, promoting quality research publications, providing consultancy services as well as carrying out Executive Development Programmes (EDP). The EDP is targeted at both the public and private sector.

The areas of teaching and research currently on-going in the school include the following: Leadership and Work Values, Technology Management, Financial Market-based Research, Consumer Market-based Research, Ethics and Corporate Governance, and Human Resource Management.

However, potential students have the opportunity to explore one of the following areas, which is part of the development process of the school, namely human capital development, internationalisation, customer market-based research, operations management, financial market-based research, and accountability, management and control. The niche areas in the school include entrepreneurship and enterprising culture, technology management, and international trade and finance.

Apart from running academic programmes and postgraduate research supervision, the school has also been involved in organising executive development programmes for many international firms within the Penang Free Industrial



Trade Zone, to assist companies in upgrading their social and supervisory skills.

Mini MBA programmes are also offered to top executives of local and international organisations from time to time. In its attempt to inculcate entrepreneurship values, the school has worked with several Malaysian government agencies and institutions. The School of Management has also worked with companies in the free trade

zone, in terms of joint research with companies such as Motorola, Intel and Dell. Academic staff from the school are also represented as board members of many advisory committees within the community. Sustainability projects such as 'love the river' and 'English to schools' are also regularly organised and undertaken by the school. Upon the establishment of the Sustainable Leadership project, the school engaged in some

programmes with the Royal Malaysian Air-Force and the Malaysian Prisons Department.

Recently, the Ministry of Human Resource Malaysia endorsed the establishment of 'The Sustainable Leadership Unit' with the school, which is aimed at educating and training leaders at the grass-root level on the New Economic Model, as well as moulding them to be strategic thinkers, to better manage leadership at the grass-roots. The unit is also entrusted to tackle issues within the indigenous population (orang asli). For this purpose, the School of Management works closely with such agencies as Kolej Komuniti, Fama, and the Ministry of Human Resource under the purview of Datuk Maznah Mazlan, the Deputy Minister of Human Resource, Malaysia.

So far, the school has recorded several achievements, making it continuously attractive to potential students and researchers in management. Some of the achievements of the school are as follows:

- The accounting programme

run by the school is recognised nationally and internationally by professional bodies like MIA, MICPA, CPA (Australia), CIMA (UK), ACCA and ICAEW.

- Recognition by the Malaysian Ministry of Higher Education as the Best School in the teaching of accounting and management in 2006.
- Recognition by the Malaysian Ministry of Higher Education as the Best School of Management in 2003.
- Selection by ACCSB to represent Malaysia in the survey of Malaysian Business Schools last year.
- Ranked as the 25th Best Business Schools conducting MBA programmes in Asia by *Time* magazine.

In addition to the achievements mentioned above, the quality of teaching and research, and the quality of publications recorded in the school makes it the first choice destination among prospective students of management. Additionally, the following qualities make the School of Management different. It:

- provides quality education with dedicated academic staff having good track records in terms of research and publications,
- has a well-structured postgraduate education backed by dedicated supervisors,
- is highly recognised by national and international professional bodies,
- is proactive as seen in its close relationship with the industry,
- manages two *Scopus Indexed Journals*,
- has been endorsed by the Ministry of Human Resource to establish the Sustainable Leadership Unit.

For more information regarding academic programmes, research and other programmes visit, www.management.usm.my or www.ips.usm.my



Placing emphasis on real business environments

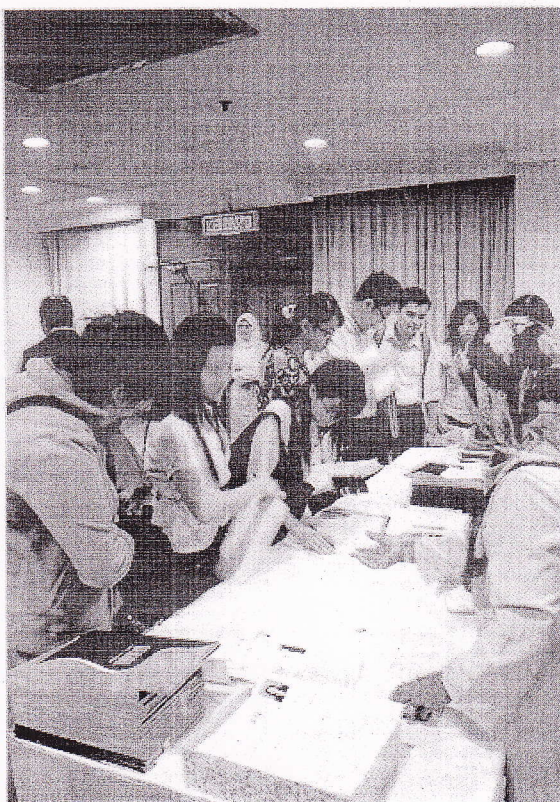
THE USM Graduate School of Business (gsb@usm) was formed as a separate faculty in 2008 to focus on postgraduate programmes. Prior to this development, it was one of the principal functioning units of the School of Management. Presently, GSB offers postgraduate programmes, carries out research, and engages in community outreach, as well as provide training and consultancy services.

Academic programmes of gsb@usm include Masters in Business Administration (MBA), Doctorate in Business Administration (DBA) and Doctor of Philosophy (PhD). To provide opportunities for students interested in pursuing an MBA, GSB offers the following programmes: MBA (MBA), MBA International Business (MBA IB); MBA Sustainable Development (MBA SD); MBA Online (OMBA) and MBA Service Science and Management (MBA SSME). USM is the first university to offer OMBA, MBA SD and MBA SSME programmes.

The research niche of GSB is business sustainability within economic, social, and environmental contexts. Therefore, gsb@usm is fast gaining momentum in forming close partnerships with business and commerce, and focusing on the application of theory to the real business environment. Simultaneously, collaborations and strategic alliances are being established with the other universities in Malaysia and abroad, transdisciplinary (hybrid) research in liaison with other disciplines (medicine and engineering), government agencies (such as SIRIM), and selected industries (health, tourism, manufacturing, banking and finance) are being rigorously promoted.

Research is conducted in various areas including sustainable development, CSR, marketplace behaviour, business ethics, financial reporting and audits, accountability and performance measurement, innovation management, business innovation technology, value chain and Halal issues among others, using challenges from a real business environment as the focal point for the development of curricula. In the future, GSB plans research that would use the multidimensional, transdisciplinary (hybrid) approach and also explore smart partnerships and strategic alliances with local and international universities, government agencies, and professional bodies as well as selected industries like health, tourism, manufacturing, banking and finance.

In industry and community networking, gsb@usm



organises and supports various programmes, activities, consultancies, and trainings tailor-made for businesses, NGOs, and targeted at the bottom billions living in developing countries.

This is made through philanthropic programmes and win-win collaborations with partners from the industry and in the community, in line with its function to help initiate, match and facilitate these activities. This year, GSB signed memorandums of understanding with CIMA, S.P. Jain Institute of Management and Research Mumbai, Universitas Internasional Batam and Universitas Puncak Buana, for student and staff exchanges and for research collaborations.

Innovations and future prospects

Early this year, a new unit called SERVE-U (Sustainable Enterprise Research and Value Enhancement Unit), the business advisory unit of GSB was formed. Since its formal establishment, it has conducted various training programmes, consultation and executed various research contracts. Several training programmes were conducted for Institut Latihan Kemahiran MARA, Institut Keusahawanan Negara and also the industry. SERVE-U is constantly involved in

the following activities, to ensure that the vision and mission of the unit are achieved, which include regular discussion series with the Industry Advisory Panel, Industry visits, and two-way forums, continuous open dialogue sessions with policy makers and organisations that are committed to the development of sustainable enterprises, compilation of quality data via market research, business intelligence and data mining, carrying out case studies on industry or business related issues, conducting training programmes, forging strong collaborative network with business organisations, industry associations, government agencies, and consulting groups nationwide. GSB's activities are strongly supported by the ALUMNI and the Graduate Business Club.

To further widen its scope and explore other horizons of research and collaboration, GSB has planned some interlinked research projects for the future, including the following:

- Cross-cultural studies which make significant impact on real business concerns such as communication, leadership, and management.

- Disruptive innovation is linked to business model innovation because 'disruptors'

create growth in the industries which they penetrate or create entirely new industries through the introduction of products and services that are dramatically cheaper, accessible and more convenient. Therefore, future research must focus on how to identify the disruptive products and services and then study the relevant strategies needed to commercialise these disruptors.

- Ecopreneurship, which would be linked to business model innovation, for example, eco spa and ecotourism. An ecopreneur is an innovative fusion of entrepreneurial spirits with ecological passion for the environmental system involving living organisms and natural environment. Hence, ecopreneurs would seek to adopt and implement sustainable business practices that are commercially viable whilst maintaining economic, social, and the environmental equilibrium.

- Health and Wellness research, covering a wide range of prospects for GSB-USM. For example, HIV/AIDS research is known to be linked to business concerns in their treatment strategies, tools, and techniques.

- Ergonomics, concerned with the efficiency and effectiveness of people and technology. Ergonomics research would also be conceived as multidisciplinary, involving health (wellness, lifestyle, comfort, efficiency, safety, security, productivity), manufacturing (attire, tools, toys, furniture, fittings), and cost-benefit concerns.

- HALAL Community research; a multidisciplinary collaboration which would involve industrial food technology, agri-/agro-/aqua-culture services industries. Some examples of research planned in this area include ethics and values in Islam, Islamic Marketing for Muslim and non-Muslim consumers.

- Experimental economics, also a multidisciplinary research planned to involve the impact of art and music on business decision making.

- Sustainable development research involving the role of the regulators and stakeholders in integrating issues of sustainability (society, environment and economy) into their operations and strategy.

With all these developments, gsb@usm aims to become the Centre of Excellence for Sustainable Business Education in Asia. Therefore, its academic, research, advisory services and community outreach are pillars upon this issue.

From the academic perspective, gsb@usm is the first university to offer the MBA programme in sustainable development. This programme offers four specialised

courses concerning sustainability and the main objective of the programme is to produce business leaders who are not only able to make decisions focusing on the 'bottom line figure', but also who are able to consider the impact of their decisions on the society and environment.

This programme is strongly supported by the ProSPER.Net (Promotion of sustainability in postgraduate education and research network), which is a network of several leading higher education institutions in Asia and the Pacific, committed to work together to integrate sustainable development into postgraduate courses and curricula. The creation of the network and implementation of joint activities are currently supported by the Japanese Ministry of Environment.

Key achievements

Since its establishment in 2008, gsb@usm has made some remarkable achievements. The most important are the following:

- MS 9001:2008 accreditation
- Approval from MOHE for all the six academic programmes received in December last year
- Interactive platform for its online MBA programme and the first IPTA to offer OMBA programme
- Nominated as one of its active schools to use the online learning management system developed in USM

- Listed as one of the 50 Leading Business Schools of the Muslim World

- Offers MBA Sustainable Development — the first to be offered in Malaysia, which would equip managers with the appropriate knowledge to make decisions and consider the impact of their decisions on the local environment, in addition to the economy.

- Offers MBA SSME — the first to be offered in Malaysia, to cater for the needs of the service industry.

- GSB integrates consultancy and training in its programme. Therefore, the students have the opportunity of applying the theories taught in classroom. In other words, GSB graduates could be considered as full-fledged consultants by the time they leave the university.

- MBA programme works closely with CIMA (Chartered Institute of Management Accountants) and IIAM (Institute of Internal Auditors Malaysia) in its electives. The elective papers will be jointly taught by them and a certificate will be given to those who have passed the electives.

For more details on how to be part of this great team, please log on to www.gsb.usm.my or www.ips.usm.my