

SUNWAY
UNIVERSITY



A CLASS ABOVE

MBA

MASTER OF
BUSINESS ADMINISTRATION



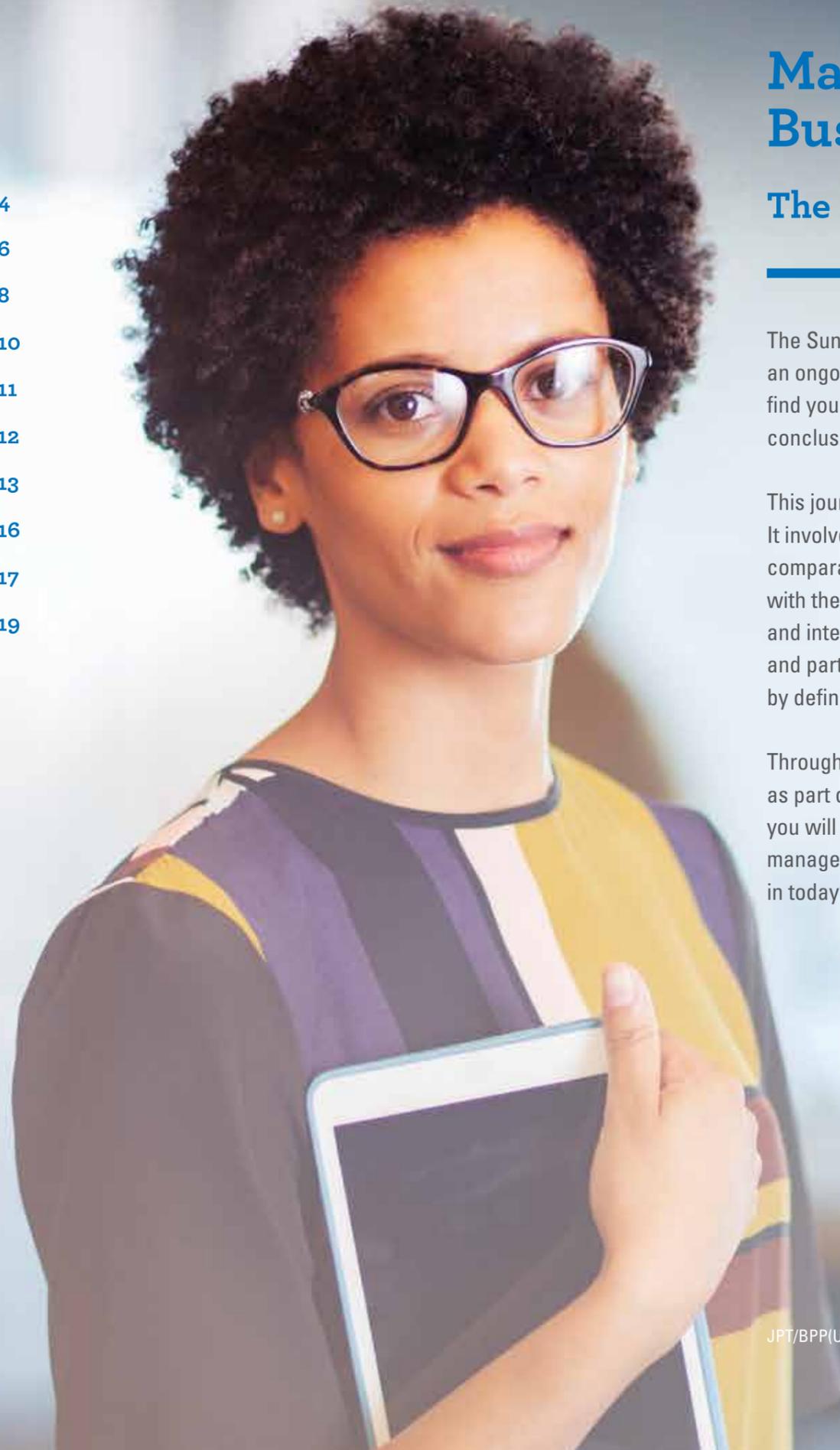
The Dual Award Programme

Validated by



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Master of Business Administration

The Dual Award Programme

The Sunway MBA learning experience is an ongoing process of discovery. You will find yourself on a journey, not simply to a conclusion, but into a wider world.

This journey is unlike any other. It involves more interaction than comparable programmes: interaction with the real world, in all its complexity and interaction with one's peers and partners. Because leadership, by definition, is collaborative.

Through facing live, practical challenges as part of our Action Learning concept, you will discover how to apply the latest management thinking and act effectively in today's business environment.

Meanwhile, via our unique Mindful Manager experience, you will discover so much more about yourself, as a strategic leader and a member of an inclusive team of like-minded pioneers.

Lancaster ranks among the top business schools in the world, and it was also one of the first and has maintained a continuing track record of innovation and leadership. Throughout, you will find you are encouraged to question and connect everything you do, everything you know and everything you are. This is how, working together, we will help you to keep on discovering new potential.

The journey never ends.

It's time to move up.

You want to lead bigger teams doing bigger things. You want to learn how to think differently about your job, your industry, and the business world. You want to make your mark. And you want to do it all without losing any of the career momentum you've built.

Welcome to the Lancaster-Sunway dual-validated MBA programmes. You'll enjoy the benefits of joint degrees from internationally-ranked business schools while continuing to work full-time. In contrast to many part-time programmes which require regular attendance evenings or weekends, our programmes are packed into short, intensive modules to help you balance your academic development with ongoing life commitments. Each module starts with a 2-week online course that gives you an initial overview of the subject followed by intensive Friday to Sunday class time polished off by a face-to-face experiential workshop. You'll work in teams, collaborate with world-class professors, and gain insights to position you to become a sought-after business leader poised to inspire change and create a legacy.

The Lancaster-Sunway MBA is designed for experienced executives aiming to advance their knowledge and skills to gain a deeper understanding of the business environment. Through advanced management practices and applied learning projects, graduates of our academically rigorous and demanding programmes emerge with a broader perspective and the tools needed to increase their impact. You'll find the environment at Sunway University is both stimulating and supportive and will help empower you to harness your full potential. Your classmates will bring diverse professional backgrounds and experiences to the programmes which will help promote collaborative learning and give you the opportunity to join an elite forum for innovation and leadership.

Your opportunity to move up is waiting. Come join us for a truly transformational experience.

Professor Steve Williams
Dean and Professor of Management
Sunway University Business School



Our part-time MBA is perfectly designed for busy managers and entrepreneurs alike. For those who want to improve their knowledge of business and develop their ability to lead and manage people and businesses, our course provides an exceptional grounding.

The course design gives you the time to focus in depth on each area, while minimising the impact on both your work and family life. Add to this the practical focus of our teaching and assessment and you have an outstanding MBA Dual Award Programme. Throughout the course, we will stretch you with challenging ideas and help you apply your new knowledge back into your business or organisation straight away.



Chris Saunders
Director of the
Lancaster Executive
MBA





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I was able to leverage my MBA knowledge in my salary negotiations whilst still on the programme and gained an immediate 10% increase. After completing the programme I was able to secure a position in one of the largest accounting software providers in Malaysia as Head of Operations.

Zaid Zainal
MBA 2014

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An important chapter of my MBA journey was the completion of the Mergers and Acquisitions module with the Lancaster cohort. This was a great experience to learn and work with a very diverse group of people that come from 22 countries, which makes this learning experience so valuable. Prof. Duncan Angwin did a fantastic job in facilitating the learning through an intensive M&A simulation game. It elevated our integrated learning to a higher level which encompassed finance, organisational behaviour, research methods, operations management, negotiation skills, strategy, change management and many more. It was a fruitful and meaningful learning experience.

Yap Hong En (John)
MBA 2016

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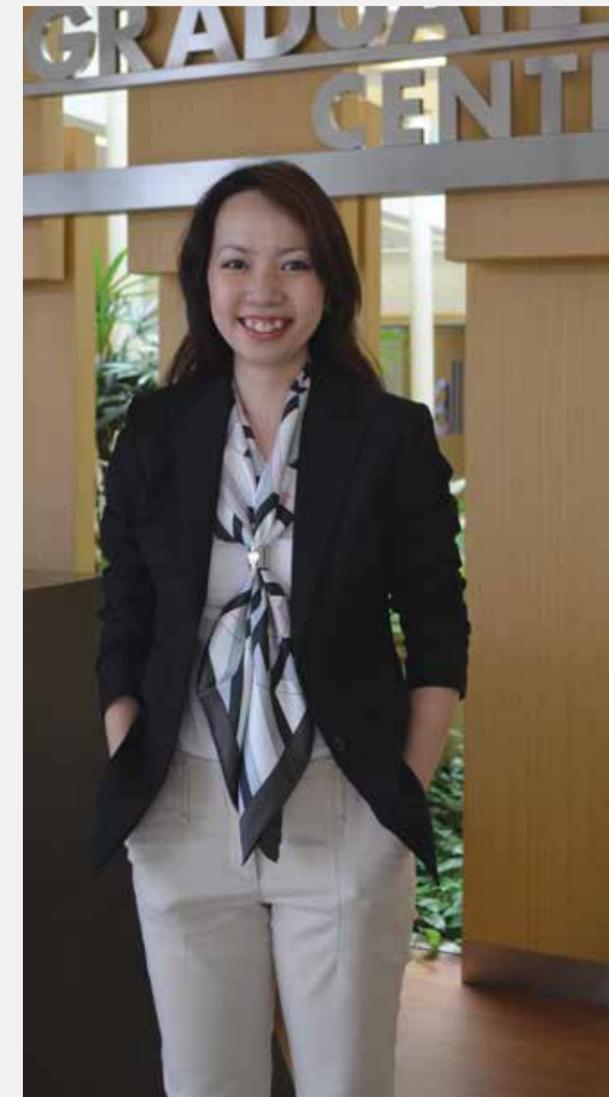
Balancing between work, family and studies is an immense challenge but working mother Loo Hoey Theen graduated with flying colours!

Having multiple roles, self discipline, a supportive family and encouraging superiors helped greatly in coping with different tasks. The support I received was like a five-star hotel service. Apart from an accessible on-line research database from home, the facilities at Sunway are excellent. The nursing room for example allowed me to concentrate on my studies while my nursing needs were met.

The lecturers are dedicated, friendly, supportive, approachable and knowledgeable. They are always keen on enhancing and improving our learning experience.

Loo Hoey Theen
MBA 2014

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Master of Business Administration

The Dual Award Programme

The MBA Dual Award programme is a two-year, part-time programme designed to develop your knowledge, skills and capability, improving your career prospects and your ability to lead and manage. It is taught in three-day blocks, over a weekend, to minimise the impact of work. One module is delivered every six to seven weeks which provides you with a greater flexibility to manage your work-life balance. The majority of assessment is work-based so between modules you will be applying your

learning directly to your role and your organisation.

Intertwined with the modules is a personal development stream, facilitating the growth of your leadership and management abilities. By building on your strengths, broadening your self-awareness and improving your decision making, this will have a major impact on your continuing career advancement.

Key features:

- Intelligent modular design that minimises interruptions to your working life while optimising the use of work-based assessments. Develops you and benefits your organisation at the same time.
- The chance to specialise in one of four areas:
 - Leadership
 - Strategy
 - Finance
 - Healthcare
- Blended learning, allowing you to manage your own time through a flexible mixture of online and face-to-face learning.
- A focus on personal development, including our unique Mindful Manager experience.
- Action learning, enabling you to apply your new knowledge instantly.
- Taught by internationally respected tutors and practitioners.

The Healthcare stream is designed especially for those who work in healthcare, or who are considering a move into healthcare management. This specialism is endorsed by the NHS Leadership Academy in the UK.

The Sunway/Lancaster MBA Dual Award programme starts in September and runs for 24 months.

A fundamental characteristic of the MBA Dual Award programme is the fully integrated pedagogy, with sequential action learning experiences and modules, which build upon your knowledge.



Business School Faculty with the September 2018 Intake

MBA Dual Award Programme Modules

Induction

Designed as a gentle return to study for busy managers, this starts online with exercises, pre-reading and a 'back to study' guide. It includes an introduction to the concept of the Mindful Manager.

Leadership and Organisational Behaviour

The module focuses on the world of work, considering leadership in the context of issues such as motivation, culture, power and structure. You will evaluate your own practice using frameworks and tools with real practice relevance.

Business Economics

Grasping the fundamental concepts of economic analysis aids good decision making. This module develops your knowledge by demonstrating the relevance of these concepts and building your understanding of microeconomic and macroeconomic problems related to business.

Business Ethics and Sustainability

In an increasingly interconnected, interdependent and uncertain world, the responsibilities of managers and leaders are embracing wide ethical, environmental and social issues. This module aims to prepare future decision-makers for the associated problems of corporate life.

Accounting and Finance for Managers

It is crucial for managers to understand the role and purpose of finance in organisations, be it the financial reporting requirement, internal decision making or the capital structure decision. This module provides a general understanding of theoretical and practical financial issues, particularly the use of financial information and analysis in strategic decision making.

Marketing Management

Working out how to win in your market is a key leadership skill. This module explores how organisations research, segment and attack markets. You will develop a practical understanding of marketing and its impact on overall success. Through discussing ideas, tools and frameworks, you will learn how to challenge and improve the planning and implementation of marketing strategies in your own organisation.

Operations Management

This aims to improve your understanding of operations management and its contribution to the success of an organisation. You will explore the key integrating role of operations as the connection between strategy and the delivery of a product or service to a customer. The tools and concepts covered apply to both manufacturing and service operations and so will be relevant for all organisations.

Entrepreneurship and Innovation

'How are you entrepreneurial?' This module invites you to consider this question. It represents the overview of the main concepts relevant to entrepreneurship across diverse contexts, encouraging you to think entrepreneurially and to examine entrepreneurial solutions to challenges big and small.

Global Strategic Management

Business success hinges on strategic thought and problem solving. You will develop the capability and gain a strategic framework through which ideas and concepts covered in previous modules can be integrated. This will equip you with a holistic understanding of organisational issues, allowing you to develop appropriate strategic options. Giving you a view of strategy from the perspective of a general manager, the module considers the implementation of strategy, examining appropriate strategies for leading and managing change.

Business Research Project

This final capstone subject allows you to investigate in depth an area of major importance for you or your organisation. You select your own topic and conduct a detailed piece of research in order to develop a set of actionable recommendations. The project is undertaken with the support of an academic supervisor.

Electives

Our elective modules allow you to tailor your course to meet your career needs. The majority of these electives are delivered entirely online, allowing you to work virtually with MBA students from other locations around the world. Managing Strategic Change, Leadership/HR and Mergers & Acquisitions are amongst the current modules available.

One elective, "International Business in Context", is delivered face to face, overseas. You will learn about the economy and different aspects of doing business in the country. Speakers will include international faculty, government officials and business enterprise owners. There will be a number of company visits as well as cultural experiences over the one week module.

Selecting the best

Our selection process is competitive. Successful candidates come from a great diversity of industries and backgrounds, but what they have in common is true potential and the drive to achieve. We want to identify the best applicants who will get the most out of the programmes – a new generation of leaders.

Entrance Requirements

- A Bachelor's degree with a CGPA minimum of 2.5, or equivalent.
- Professional/Managerial of 5 years work experience since graduation. Preference will be given to those who can demonstrate that they have strong business experience, and have held significant managerial responsibilities.
- An entrance essay.

- English language proficiency, an IELTS (academic) test score 6.5, or SPM B3 or above or O level English with grade C or equivalent; Alternatively, an undergraduate degree taught solely in English.
- An Internet-based TOEFL result of at least 100 overall (with no less than 22 in each element) or
- A Pearson PTE Academic result of at least 70 overall (with no less than 55 in each element).

If you do not manage to meet our English language requirements, you have the option to join an IELTS English language course in Kuala Lumpur to get you up to the level needed for the MBA.

If you have a non-standard background and would like advice about your suitability, or if you would like to know about the English language requirements at our overseas locations, please contact the MBA Admission Team.

Applications

The programme begins in September each year. Places are very limited, and competition is intense.

Fees

For full details of the fees please see our website.

Assessment Methods

- Coursework & Online Test
- Examinations/test in most modules
- Business Research Project

Bursary

There are two bursaries available to applicants, a standard bursary and a high achiever/high potential bursary.

The high achiever/high potential bursary is limited to a small number of number of students only, it is of a greater value than the standard bursary and also has an earlier application cut-off date.



Who's it for?

The MBA Dual Award is designed for ambitious, time-hungry professionals who want to optimise their studying by balancing it with work and family life. We understand the pressure of having multiple priorities and the MBA Dual Award Programme is specifically designed to fit. Modules are run every six or seven weeks on a Friday from 7pm to 10pm and Saturday and Sunday 9am to 6pm in our purpose built Graduate Centre on campus.



Building Your Network

One of the most important benefits a student gains from an MBA is a lifelong selection of ambitious achievers from their cohort. In order to facilitate this Lancaster University hosts an annual Alumni dinner in Kuala Lumpur for its and Sunway University's MBA current students and alumni. We also run several master classes throughout the year featuring some of our leading academics.



The Answer!

The 2016 class towards the end of their programme finally discovered the answer to Life, the Universe, and Everything! And decided to design their own T shirts and Hoodies to celebrate their achievement.



Graduation

The Graduation ceremony at Sunway Convention Centre, 2018. MBA Programme Leader, Dr Michael Dent with the proud Graduates.



Features

Blended learning

With flexibility being so critical, we have designed the MBA Dual Award to combine online and face-to-face learning. Each core module will be blended with five to six hours of online learning, allowing you to take control of your learning and progress at your own pace, working at times which are convenient for you.

Modules, interactive workshops and work-based study

The programme is delivered via a series of highly interactive workshops. These combine new ideas and theories from tutors with in-depth discussing ensuring you learn as much from each other as you do from us. We employ a range of practical activities, designed to reinforce your learning and make it useful for you. In between modules, you will undertake self-study, applying new knowledge in practice. This is supported by tutors and our virtual learning environment (VLE).

Leadership Practice and the Mindful Manager

Beginning in induction and running through the programme, there is a powerful, practical focus on developing the skills you need to lead others. As part of this, MBA deals with fundamental behaviours, attitudes and processes that underpin management, with a view to remoulding your thinking. It is designed to shape your development as an aspiring senior manager and help you build the skills to succeed at the most senior levels.

Career Advancement

The chances are that you will begin the MBA Dual Award programme with specific career objectives in mind. Since the programme is designed to transform the way you think and act, you may also find yourself reappraising your options. Whatever you want to achieve and whenever you need our support – before, during and after the programme – you will have full access to our expert careers assistance.

How to Apply

1. Contact us

The first thing you should do if you are interested in our MBA programme is to email us for an informal conversation. Email us at mba@sunway.edu.my

2. Application Process

You will need:

- A detailed and updated CV
- Certified copy of your degree certificate
- Certified copy of your degree transcript
- GMAT score report (if applicable)
- IELTS/PTE score report, or O Level results
- Two references (at least one professional)
- A personal statement

If you do not have all the required documentation you should indicate when any missing items will become available upon submitting your application.

You may submit the Application Form together with the supporting documents by email to mba@sunway.edu.my or direct to the MBA office.

You will be requested to bring along your application in hardcopy if you have been shortlisted for an interview.

Selection Process

1. Application Review

Once we have received your application and evaluated all essential supporting documents and test scores, a decision will be made regarding whether to shortlist you for interview. Incomplete applications will not be evaluated. Unsuccessful applicants will be notified by email.

2. Interview

If we shortlist you for interview, we aim to offer you an interview within two to three weeks. We interview all suitable applicants, either face-to-face or by telephone.

3. Offer

We aim to notify you of our final decision within one week of the interview. If we offer you a place, we ask that you respond within three weeks of receiving your formal offer. An offer is only valid while there are still places available on the programme.



I am delighted that you are considering the Lancaster/Sunway University MBA programme. As you have been reading through the pages of this brochure, I am sure that you are looking for one or more of the following: great career prospects, a flexible curriculum, an exceptional learning experience, relevant accreditations, and a global alumni network.

I believe that you will agree with me that this dual award programme offers you a good balance of theory and practice coupled with international recognition. Combining all these aspects together enables you to acquire and develop the skills and capabilities required to successfully take on the challenge of the dynamic business arena.

Filling in the application form costs nothing and early acceptance will secure your place on the programme, which can be deferred for one year if you wish.



Professor Chaiporn Vithessonthi
Associate Dean (Postgraduate and Research) and
Professor of Finance
Sunway University Business School



The Lancaster & Sunway Teams



Dr Stephen Eldridge, Dr Robyn Remke, Chris Saunders, Gillian Parry, Dr Martin Friesl, Emma Mein and Dr Robert Demir



Priscilla Yeak, Farah Iryanie Zaruddin, Siti Rohaidah Shamsudin and Dr Michael Dent



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This brochure is valid for our 2019 intakes.

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