

MEDIUM : THE STAR

DATE : MAY, 7 2015

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Mastering management skills

THERE is an increased demand for talent with international expertise in the areas of management. This increase is seen among the top MNCs (Multinational Corporations) in Malaysia, such as Petronas, Shell, Intel, DHL, Celcom Axiata, Maxis, Hewlett Packard, KPMG International, Western Digital, Ernst & Young and Toyota.

To complement the need for talents with international expertise, the Management & Sciences University (MSU) offers the Bachelor in International Business through its Faculty of Business Management & Professional Studies (FBMP).

At MSU, the study of issues and problems arising from the management of international, multinational and global organisations is extensively dealt with through its International Business programme.

The programme has been developed to prepare students for the dynamic field of international business and management. Its thorough academic approach gives particular attention to the students' analytical skills.

Areas of study within this programme include differences in legal systems, political systems, economic policy, language, accounting standards, labour standards, living standards, environmental standards, local culture, corporate culture, foreign-exchange market,



MSU gives priority to quality education and the importance of creative teaching methodologies towards producing quality graduates.

tariffs, import and export regulations, trade agreements, climate and education.

The programme provides an opportunity for employment in functional areas, such as marketing, finance, human resource manage-

ment or operations in multinational companies either in Malaysia or anywhere in the world.

Students can pursue interesting careers within the international business and related professions, such as International Marketing

Manager, International Sales Representative, Global Distribution Manager and Global Logistics, International Trade Manager.

The recognition of any institution of higher learning lies in the strength of its programme

and faculty members. While ensuring the requirements of academically qualified faculty members are being met, MSU further fortifies its brand image through the deployment of international visiting professors and institutional collaborations.

Its Global Mobility Programme (GMP) assists students towards enriching their academic pursuits at international level. Students may choose from over 40 universities located in the US, the UK, Australia, South Africa, Japan, New Zealand, India and Indonesia to complete their degrees or for semester exchange.

This opportunity will further enrich the students' development and enhance their standings for a better career prospect.

Apart from the International Business programme, FBMP also offers Bachelor and Diploma programmes in the specialisation of Industrial Management, Human Capital Management, Retail Management, Psychology with Marketing, Law and Commerce and Islamic Management.

■ For details on MSU's programmes for the coming intakes, call 03-5521 6868, e-mail enquiry@msu.edu.my, SMS MSUINFO (space) name (space) e-mail to 019-341 9152 / 016-356 8251 / 012-249 6551 or visit www.msu.edu.my