

A master's the Blue Ocean way

THERE are many reasons why students choose to study for a postgraduate degree. In Malaysia, they basically fall into two categories. The first category covers senior executives who have quite a few years of working experience and are looking to pick up skills and expertise to prepare for higher level, policy-making positions in their respective industries. The second category includes those who want a look into further technical specialisations in their own field.

There has also never been a better time to upgrade one's skills and qualifications than during an economic slowdown. The Malaysian government has recently, as part of its economic stimulus plan, allowed for various categories of Malaysians to apply for scholarships to pursue their postgraduate and doctorate degrees.

In line with this, the Masters in Business Administration in UCSI University has taken a more global approach by incorporating the Blue Ocean Strategy (BOS) principles within its syllabus as an integrated approach to strategise at the system level where BOS requires organisations

to develop and align the three strategy propositions: value proposition, profit proposition and people proposition. In other words, the BOS aspires to provide thought leadership and real world business practices to inspire, empower, and support businesses, communities and nations to be innovative in creating real value and benefits to meet human needs.

According to Dr Dominic Lau, Associate Professor of the Faculty of Management and Information Technology at UCSI and Director of the BOS Applied Research Centre, "Our graduates are equipped with the knowledge and skills required to become effective practitioners and lead researchers. Upon completion of their postgraduate degrees, the students would be able to demonstrate professional competencies in one or more specialisations, evaluate and make strategic decisions, employ a range of analytical techniques to



An MBA student presenting her case study.

solve problems and be equipped with communication skills to interact with various levels of staff within the organisation they will work with".

Graduates from this programme would also be able to effectively convert theory and concepts into practice, and understand the relationship between the various functions of an organisation and

the industry they are in.

UCSI University's Faculty of Management and Information Technology will also be introducing an innovative learning method that deploys technology to augment conventional learning. Students will be able to learn directly from world renowned practitioners such as Professor W. Chan

Kim, an expert in innovation and business strategy as well as author of BOS, via video conferencing. Lectures can also be deployed to UCSI University's various campuses in Sarawak and Terengganu simultaneously using this method. The small class size further contributes in creating a collaborative and highly interpersonal environment for excellent student interaction and dialogue.

The UCSI-Blue Ocean Strategy Regional Centre (BORSC) which is located at the UCSI University Kuala Lumpur campus is the Official Regional Representative for Blue Ocean Strategy Businesses in Malaysia, Australia, Canada, China, India, Indonesia, Philippines, Singapore, Taiwan, and Thailand. This expansive network enables students to tap into international industry expertise.

For more information, visit the UCSI University website at www.ucsi.edu.my