



CDC Management Institute is the international partner of the University of Strathclyde and handles enquires and provides information for its full-time MBA.

Invest in a Strathclyde MBA

ANYONE wanting a Master of Business Administration (MBA) today faces an incredible choice of about 50 MBA programmes in Malaysia/Singapore, and the number is growing.

According to Anthony Vaz, an MBA programme lecturer in Malaysia, one way to make a choice is to undertake comprehensive research of all programmes and institutions.

Although this is a useful exercise, it is time consuming and much of the information will be of limited value.

Increasingly, newspapers and specialist journals conduct ranking exercises and produce league tables for business schools and MBA programmes. There are a number of problems associated with the rankings.

The first is that, although in some cases the media do take a responsible and professional approach to this type of research, there have been times they have fallen short of acceptable standards in terms of data collection, analysis and the presentation of results.

The second is that such league tables assume that the needs of all students are the same. Third, the rankings generally use different yardsticks

to measure and these yardsticks are not always explicitly stated.

Finally, these league tables are almost always based on the institution's domestic operations and fail to measure the quality and content of their off-shore distance learning.

Sources of information which are consistently rated as the most useful are "word of mouth" testimonials from MBA students and alumni, visits to the institution and or its agent through which it offers the MBA and "reputation", says Vaz, who is also a founder member of the University of Strathclyde Alumni of Malaysia (US-AM).

Talking to students and alumni of a particular programme is "a must" as these individuals have direct experience of the institution and its programme and will be able to give you personal insights that you will not get from traditional media sources. They will also invariably give you "straight" answers.

Visiting the institution and its agent and reviewing their facilities, the programme materials and talking to representatives from the institution, preferably academics who have in-depth knowledge of the programme,

is an equally important source of reliable information.

Finally, the "reputation" aspect should not be ignored. First, make sure reputation is founded on reliable and objective measurement. Second, that the reputation is founded not on one but a string of successive media ratings. Lastly, that the reputation be founded on the history of the institution's MBA programmes.

The MBA has become a lucrative industry and domestic markets in the US, Canada, the UK and Australia are saturated with providers. In the UK alone, there are more than 300 programmes.

Consequently, "foreign" providers have increasingly turned their attention to Asia. Thus, in choosing which distance learning MBA programme to enrol in, you need to be savvy and check the programmes and institutions carefully before you make what will probably be one of the largest investment decisions of your life.

For more information, call CDC Management Institute at 03-7660 8950 or email enquiries@cdc.edu.my. Full-time postgraduate programmes enquiries to Glasgow are also welcome.