

THE University of Strathclyde Business School is one of the largest schools in Europe. Incidentally, it also has one of the largest MBA programmes in Britain.

The school in Glasgow, Scotland, was the pioneer of the one-year, full-time MBA in 1966, the part-time MBA in 1976, and the distance learning MBA in 1983. It was awarded the Queen's Award for Export Achievement for its open learning programme in 1993, and the Association of MBAs has also accredited all its MBA programmes.

Well regarded by its peers, it is also one of 27 business schools in the world to have the triple accreditation, AMBA, EQUIS and AACSB.

Nevertheless, Prof Colin Eden, its associate dean and director of the International Division, believes that the school has been hiding its light under a bushel.

The school, he says, is particularly strong in the field of strategy and strategic management. A leader in this field and in management science, he has formed a strategy team together with Kees van der Heijden, emeritus professor of strategic management, that would be hard to match anywhere within Europe.

"The school is on the leading edge of theory development. Management relevance is very much about what we are,"

FLEXIBLE MBA

Strathclyde allows you to move from one delivery route to another.



he says.

Strathclyde offers a flexible MBA, but rest assured that the same degree would be achieved whichever study route is followed. Moreover, students can move from one delivery route to another, dependent on circumstances, such as

job relocation.

The school prides itself on its "holistic" approach to management education. The MBA is structured around a core general foundation level, complemented by a series of electives, allowing students to design a programme to meet their pre-

Multiple sites: The international MBA route allows students to study for a Strathclyde MBA at any of the school centres.

ferred career aspirations.

The international MBA route allows students to study for a Strathclyde MBA at one or more of the school centres established in Hong Kong, Singapore, Greece, Shanghai, Malaysia, Switzerland, Bahrain, Oman, Dubai and the latest addition, Abu Dhabi.

Strathclyde faculty members teach at all of these centres with local support. Except for the full-time programme, all the alternative routes allow students to "learn as they earn". This learning method is popular and account for 90% of Strathclyde students. Students are provided with study materials such as textbooks, study guides, tutorials and access to Britain's largest virtual library, Info Trac Web.

□ For more information, call CDC Management Institute at 03-7660 8950 or e-mail to enquiries@cdc.edu.my.