

Strathclyde MBA offers the best 'Outcome'

THE Strathclyde MBA focuses on the 'Learning Outcome' a candidate achieves while reading the MBA. Chok Hak Leong demonstrated that he not only achieved the Learning Outcome, but did so with an overall distinction in last year's graduation.

Chok is the general manager and sales director for LANXESS - Functional Chemicals for the Asean, Australia and New Zealand region at Bayer (Malaysia) Sdn Bhd.

"One of the important thinking concepts and processes I have learned from the Strathclyde MBA programme was scenario thinking and planning.

"It is a 'looking into future thinking process' about what is going to happen in the future, weighing the impact of these futures and defining the degree of uncertainty of the futures.

"I learnt the process of moving from blue-sky thinking to exploring the knowledge without a reductive and exclusive approach, and then making sense of this information.

"It helps us to build alternative futures as the context for strategy building in an organisation," said Chok.

"Another useful tool that I have learnt was Business Idea of an organisation, which is the organisation's mental model of the forces behind its current and future suc-

cess."

Chok said the Strathclyde MBA provided him with a structured way of learning and opportunities in exploring theories, practices in management and strategy formulation.

He said that anyone who attempted to read a book on management would note that it was often flooded with perspectives, definitions and theoretical models, all attempting to guide managers towards the most effective and efficient way of managing people, most of which failed to give solutions to managing issues.

"Through theory, which is usually founded on collective hindsight and research of common practices, managers can broaden their knowledge and equip themselves with a variety of tools.

"However, as none of the currently available theories and tools can prescribe precise solutions, the challenge facing managers is to know when and to what extent these theories and models should be used in practice."

Other programmes are the MSc in Operational Research and MSc in Marketing by mixed-mode learning.

Full-time postgraduate programmes enquiries about Glasgow are welcomed.

For details, call CDC Management Institute at 03-76608950 or email enquiries@cdc.edu.my