

Strathclyde's strategy for success

THE University of Strathclyde Business School is one of the largest schools in Europe with one of the largest MBA programmes in the UK.

The school 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. In 1993, it was awarded the Queen's Award for Export Achievement for its open-learning programme.

All its MBA programmes have been accredited by the Association of MBAs.

It has five applicants for every place and it is well regarded by its peers.

It is also one of 27 business schools in the world to have the triple accreditation of AMBA, EQUIS and AACSB.

Nevertheless, its associate dean and director of the International Division, Professor Colin Eden, said that the school had been hiding its light under a bushel.

The school, he said, was strong in the field of strategy

and strategic management.

He is himself a leader in this field and in management science.

Together with Emeritus professor of strategic management, Kees van der Heijden, Eden believes Strathclyde had a formidable strategy team that would be hard to match in Europe.

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

The business school is set in Glasgow, Scotland's commercial capital, at the University of Strathclyde.

Strathclyde offers a flexible MBA, but whatever study route is followed, the same degree is achieved.

The international MBA route allows students to follow the open-learning approach, studying for a Strathclyde MBA at one or more of the centres the school has established in Hong Kong, Singapore, Greece, Shanghai,

Malaysia, Switzerland, Bahrain, Oman, Dubai and the latest addition, Abu Dhabi.

Strathclyde faculty teaches at all of these centres, with local support.

With the exception of the full-time programme, all the alternative routes allow students to "learn as they earn".

These learning methods are popular and account for 90 per cent of Strathclyde's students.

Students are provided with textbooks, study guides, tutorials and access to the UK's largest virtual library, Info Trac Web.

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

Inquires about full-time postgraduate programmes in Glasgow are welcomed.

For details, call CDC Management Institute at 03-7660 8950 or email enquiries@cdc.edu.my