

Master of Business Administration for Asia Region



AKAMAI UNIVERSITY Hawaii, United States of America

Master of Business Administration (MBA)

The Akamai Program has been carefully designed to be convenient, relevant and to build upon the student's past work experience and current professional pursuits. It provides a choice of learning approaches to suit the student and his employer.

Rather than interrupting a student's career, this MBA Program is designed to enhance it by providing greater knowledge and understanding, new skills and qualifications, fully engaged with their current professional pursuits. Students are guided in conducting employment related scholarly research for the purpose of improving business systems and strategies. This is a highly cost effective way to gain new insights and skills, the latest information and competencies, and valuable qualifications.)

ENTRY REQUIREMENTS

- Bachelor Degree or equivalent professional qualification with two years of working experience,
- In lieu of the Bachelor's degree, applicants will be considered with a recognized Business Diploma (Associate Degree) and a minimum of five years of working experience. Such applicants will be required to submit appropriate letters of recommendation verifying they have the necessary capability and motivation to successfully complete the program within the allotted time span. Applicants accepted in the absence of the Bachelor's degree will be required by the University to add missing elements to the minimum program, as a condition for admission.
- English ability equivalent TOEFL 500 points.

GRADUATION REQUIREMENTS

Minimum Duration: 12 months

The minimum program requirement for the MBA Degree is 40 credits beyond the Bachelor degree, including the comprehensive review, and thesis project activities. Further, the participants are required to attend all of the tutorial seminars and successfully completed all the coursework assignments with cumulative grade point average of 3.0 or better, as outlined below:

ABOUT MASTER OF BUSINESS ADMINISTRATION

The Akamai University's MBA Program has been carefully designed to be convenient, appropriate, integrating and building upon the student's prior work experience and current professional pursuits. This MBA provides a choice of contemporary learning approaches to suit the student and his employer.

Rather than interrupting a student's career, Akamai MBA Program is designed to support and enhance it by structuring greater knowledge and understanding, new skills and qualifications, while fully engaged with their current professional pursuits. Students are guided in conducting employment-related scholarly research for the purpose of improving business systems and strategies. This is a highly cost effective way to gain new insights and skills, the latest information and competencies, and valuable qualifications.

ENTRY REQUIREMENTS

Entry requirements include the following:

- Bachelor Degree or equivalent professional qualification with two years of working experience, and a minimum of five years of working experience
- In lieu of the Bachelor's degree, applicants will be considered with a recognized Business Diploma (Associate Degree) and a minimum of five years of working experience. Such applicants will be required to submit appropriate letters of recommendation verifying they have the necessary capability and motivation to successfully complete the program within the allotted time span. Such applicants will be required by the University to add missing foundational elements to the minimum program, as a condition for admission.
- English ability equivalent to TOEFL 500 points.

DEGREE REQUIREMENTS

Minimum Duration: 12 months

The minimum credit requirement for a MBA Degree is 40 credits beyond the Bachelor degree, as outlines below. Students are required to attend all of the tutorial seminars and successfully complete all the coursework assignments within a timely manner, achieving a cumulative grade point average of 3.0 or better.

MBA participants complete 40 graduate credits in coursework comprising the foundational competencies in theories, principles, and practices, and the social-cultural implications of the discipline. These courses represent the essential elements, which define the field of study and establish the underlying foundations upon which participants may base their advanced professional development.

Core Modules (Required: 36 credits)

MBA 535: Financial Management (4 credits) MBA 536: Marketing Management (4 credits)

MBA 534: Organizational Behavior (4 credits)

MBA 546: Project Management (4 credits)

MBA 548: Strategic Planning & Implementation (4 credits)

MBA 550: Logistics & Supply Chain Management (4 credits)

MBA 571: Customer Relationship Management (4 credits)

MBA 519: Business Research (4 credits)

MBA 583: Strategic Human Resource Management (4 credits)

Plus the following modules

Independent Guided Studies (Required: 4 credits)

MBA 585: Management Report on Field Study (2 credits)

MBA 591: Professional Portfolio Project (2 credits)

Module Grading

Each module will have a five-part grading scheme:

- Class attendance and punctuality - 5 marks
- Depth and extent of participation in the seminar activities – 15 marks
- Summarization and comment on case studies – 20 marks
- Assigned scholarly readings and submission of essays in reply to questions– 20 marks
- Written scholarly paper of 2,000 words on an approved topic for the module.

The assignment must include full references to the academic literature that has informed the paper.– 40 marks

Attendance Required

Students are required to attend all support seminars and to submit assignments in a timely manner. A maximum 60 days is allowed for submission of all assignments following the residential seminars. Should students experience health problems, work-related issues, or family emergencies, they may request a 30-day extension in writing by email, fax, or post, to be received at EDS within seven days beyond the assignment due dates.

Students receiving approval for extensions must submit completed assignments for the modules, to be received by EDS prior to the expiration of the extension or receive a grade of non-completion (NC) for the module. Should a student not submit assignments in the 60 day time allotted and fail to submit in writing for the extension as stated, EDS is required to submit a letter of academic probation. The letter of academic probation shall require the students submit the late assignments within 14 days or receive a grade of non-completion (NC) for the module. A grade of non-completion (NC) will require the student to re-enroll and retake the module, to remain in good standing toward their degree.

Standard, Minimum-Maximum Degree Periods

The standard degree period is two years for Master program. The minimum required enrollment period for Master program is one full calendar year from the date of initial registration. The maximum periods allowed for program completion is four years for Master program.

TUITION FEES

The Akamai MBA tuition fee is US\$6,900 on full payment upon registration; and it is US\$7,300 if paid by two installments. Students who opt for the two-payment plan must make their second installment payment before commencement of the 2nd Residential Studies in Penang, Malaysia.

Residential Fees in Penang

MBA students are required to attend three residential studies session in Penang, Malaysia.

Students need to pay USD690 per Residential session to cover the cost of hotel accommodation

for 9 days and 8 nights in twin-sharing room, breakfast & lunch during the studies session, airport pick-up, welcoming dinner, Penang Heritage City tour and other miscellaneous cost.

ABOUT AKAMAI UNIVERSITY, HAWAII, USA

Akamai is legally established by corporate charter in 2002 and operating in good standing as a non-profit degree-granting institution under the laws and regulations of the United States of America and the State of Hawaii. Akamai operates as a federal and state tax-exempt institution of higher learning for the purpose of providing advanced studies, research and community service worldwide. Akamai is an international university with academic, corporate, and community service affiliations in many nations. Akamai is internationally accredited by the International Distance Education Accreditation League (IDEAL). IDEAL is a member of the National Network of Quality Assurance Agencies (NNQAA), an association of recognized accreditors in the Philippines. For further details on Akamai University, please visit www.akamaiuniversitu.us

Akamai is internationally accredited by the International Distance Education Accreditation League (IDEAL). IDEAL is a member of the National Network of Quality Assurance Agencies (NNQAA), an association of recognized accreditors in the Philippines. Please view the Akamai certificate of accreditation at:

http://www.akamaiuniversity.us/pdf/Akamai_Accreditation_Certificate.pdf.

ABOUT EDS BUSINESS SCHOOL, MALAYSIA

EDS Business School founded by Dr. Ben Lee in 2002 is internationally recognized as a premier training and executive development organization, and world-class nurturer of talent, satisfying a rapidly growing demand for skills development training among educational leaders, professionals, entrepreneurs and executives in the Asia-Pacific Region. EDS operates world class advanced management trainings and networking activities in Malaysia, Singapore, Philippines, Vietnam, Hong Kong, China, USA and Macedonia, Eastern Europe, and is best known for providing state-of-the-art training in management principles and leadership practices through a unique Executive Open Learning Programs.

EDS Business School is established to meet the rapidly growing demand for skills development training needs by academia, NGO leaders, professionals, business owners and executives in the Asia-Pacific Region to provide up-to-date management knowledge and leadership practices through its unique (Executive Opening Learning) training model.

EDS has initiated formal training associations with universities and colleges in the Vietnam, Philippines, Malaysia, Singapore, Hong Kong, Macedonia, Ghana and the USA. Further, EDS served as the catalyst in the establishment of an international open learning consortium in the Philippines, bringing higher learning institutions into cooperation, expanding access to educational opportunities, providing for capacity-building, and upgrading university and college teaching faculties toward earning higher academic qualifications. For further details on EDS, please visit www.eds2u.blogspot.com.

MODULE DESCRIPTIONS

MBA 519: Business Research (4 credits)

Through seminar participation and guided independent study, participants shall acquire an understanding of relevant skills necessary to successfully undertake a meaningful professional research investigation. Topics emphasize the importance of scholarly background reviews, formulating and articulating the research question, and relating the research question to available methodologies. Participants will examine the expectations of high quality business research in the field of human resource management with focus upon qualitative inductive research methodologies, and qualitative and quantitative methods of data production and analysis.

MBA 534: Organizational Behavior (4 credits)

Participants examine the importance of management and organizational behavior to the overall success of the business firm. Topics include study of individual behavior and motivation, group behavior, organizational politics, organizational design and effectiveness, organizational process, leadership, communication and decision making.

MBA 535: Financial Management (4 credits)

Participants are provided a financial management overview including accounting, cash management, ratio analysis, cost accounting, pricing ratio, planning and budgeting, and investment appraisal. The course module will also explore international business and financial management issues.

MBA 536: Marketing Management (4 credits)

Topics include studies in marketing and the marketing environment including marketing segmentation, product, distribution and price issues, buyer behavior and market information, marketing communications, and international marketing issues and strategic market planning. Participants explore industrial production and services marketing.

MBA 546: Project Management (4 credits)

This module provides a survey of the essentials of project management. Topics explore strategic context of projects, project planning, controls, information systems, EVMS and termination. Participants also examine organizational design, organizing for project management, project authority and maturity; interpersonal dynamics, project leadership, communications and working with project teams; cultural considerations and continuous improvement, and a study of alternative teams and considerations for the future.

MBA 548: Strategic Planning & Implementation (4 credits)

This course examines the strategic management process. Participants receive instruction in effectively establishing company direction, completing industry analyses, evaluation of company resources and competitive capabilities, strategic competitive advantages and strategic implementation. Topics also examine business models and strategies in the Internet era, building resource strengths and organizational capabilities.

MBA 550: Logistics & Supply Chain Management (4 credits)

This course covers the major elements of logistics management including gaining competitive advantages through logistics and supply chain, the customer service dimension of logistics, measuring logistics costs and performance, benchmarking the supply chain, the challenge and trend towards globalization in the supply chain, logistics pipeline management and strategic lead-time management, just-in-time and 'quick response' logistics, developing the logistics organization, managing the supply chain as a network and managing the supply chain of the future.

MBA 571: Customer Relationship Management (4 credits)

Topics include studies on how managing customer relationships can drive profit, generate higher margins, and increase customer loyalty; the IDIC framework (Identify-Differentiate-Interact-Customize) designed to help a company build valuable customer relationships and to help students learn the fundamentals of increasing customer value; pioneering theories and principles of individualized customer relationships; and an overview of relationship theory.

MBA 583: Strategic Human Resource Management (4 credits)

The course provides an overview of basic principles of selection and recruitment, as well as the current trends in that area. It will emphasize the value and the strategic implications of good selection for an organization and it will explain concepts and selection tools, such as job analysis and psychometric testing, interviews, CVs, references etc. The course focuses on the organizational reward system and specifically on issues of fair compensation and benefits as well as on how they can be aligned with the overall strategic goals of the corporation. The main components of a compensation system such as job descriptions, analysis and evaluation, pay structures and salary surveys will be explained and an overview of incentive plans e.g., merit pay, gain sharing, profit sharing, stock options, ESOP will also be provided.

MBA 585: Management Report on Field Study (2 credits)

Participants prepare an effective management report summarizing the observations and experience during the guided industrial visit, emphasizing what they have learned and describing how to apply what they have learned for the benefit of their career and their employer. Students clarify both the favorable and unfavorable conclusions and inferences from their field study observations, and present statements regarding how the new learning can be effectively applied within the student's own career environment.

MBA 591: Professional Portfolio Project (2 credits)

Participants assess the relevant elements of their background and training and prepare a major presentation of their professional portfolio and CV under the mentorship of management faculty. Participants gather supporting documentation and present a formal portfolio presentation for review and commentary by faculty. The objective of this portfolio activity is to require the participant to reframe thinking regarding background and training to view transformational elements in professional achievements and advancements over the life of the management career. The chief outcome of the project is the presentation of a case study in essential elements of effective management with the participant's own background as the case study under investigation.

CONTACT INFORMATION

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