



Preston University, Alabama, USA

**MASTER OF BUSINESS ADMINISTRATION  
(Management)**

Through Distance Learning Part-time  
with workshop support

## The University

Preston University is a privately-owned university located in Alabama, USA that caters to the needs of students from around the world who desire to further their formal education. It offers Associate, Bachelors, Masters and Doctor of Philosophy (PhD) degrees in a variety of disciplines.

Preston University is licensed by the Alabama State Department of Education and authorized to confer Associate, Bachelors, Masters and Doctoral degrees, and is a member of the Association of Collegiate Business Schools and Programs.

Preston University serves the diverse needs of individuals through high quality Distance Education programs, providing the opportunity for students to study and learn through classroom study or in their own homes at their own pace.

Preston University aims to develop graduates to be successful operators on the international business stage. The goal of all Preston University degree programs is to offer students the opportunity for personal growth and development, skill enhancement, and professional advancement by providing high quality education designed to develop well-rounded individuals who possess both vocational and people skills.

Students can now take advantage of today's advanced electronic technology to pursue a unique learning mode with Preston University to complete the final year of its Bachelor in Business Administration (Management) through a Distance Learning Program.

Kolej Unistate offers you the support to obtain this much sought-after American degree by providing you Training Workshops and Seminars.

Kolej Unistate has built a great reputation of excellent undergraduate and postgraduate education teaching experience. Its course review exercises, conducted by independent overseas university panel members have been given top ratings.

**“I now stand out among my peers as a very well-spoken Commercial Manager, applying my classroom Management experiences onto my work. My degree from Preston University has helped me enhance my career. The financial rewards are quite impressive.”**

*Yvonne Yow, Commercial Manager, Multinational Corporation*

## Master of Business Administration

- 100% assignment-based seminars
- Action-based learning (role play, brainstorming and presentations)
- Highly practical and challenging curriculum
- Interactive program empowering participants to achieve personal goals
- Industry experienced facilitators

The mission of today's senior manager is to achieve a sustainable competitive advantage for the company by creative management which integrates financial, human and other resources to meet the needs of the marketplace. Today's climate of change, globalization and complexities in business require a different mindset of senior managers and executives, who will think and act in innovative ways to meet these current and future challenges.



**“Would you like to get ahead in your career? Preston University can help you achieve your goals. It is the key to success and wealth.”**

*Lance Cheang, IT Entrepreneur*

The aim of this program is to help you develop appropriate practices that are most suitable to your own dynamic business environment. This program is particularly attractive to managers who recognize the need to strengthen management knowledge for career enhancements but whose work and personal commitments preclude them from other MBA programs which require full time study or a long period of part time study.

## Program Outline

### Quality Management

This course is designed to guide the student towards an in-depth understanding of the principles, techniques and applications of quality management in modern organizations.

### Organizational Development

The student will study the perspectives, historical background, methodology and theoretical framework for human behavior in organizations. Particular attention is placed upon organizational dynamics, environmental factors, management issues, technology, design, culture and organizational change.

### Globalization of Business

This module focuses on how businesses become and remain international in scope. It covers the philosophy, concepts and principles of managing international enterprises, both large and small. Case studies are used extensively to illustrate the issues faced and approaches used by global companies

### Strategic Management

This module will enable the student to understand high-level business decisions based on competitive pressures, global marketplace concepts and availability of resources such as personnel, finances, plant and equipment capabilities and raw materials. The class will also focus on corporate structures and how to develop solid business plans.

### International Leadership

This module guides the student toward an in-depth understanding of the factors, traits, behaviors and attributes associated with effective leadership in today's work environment.

### Human Resource Management

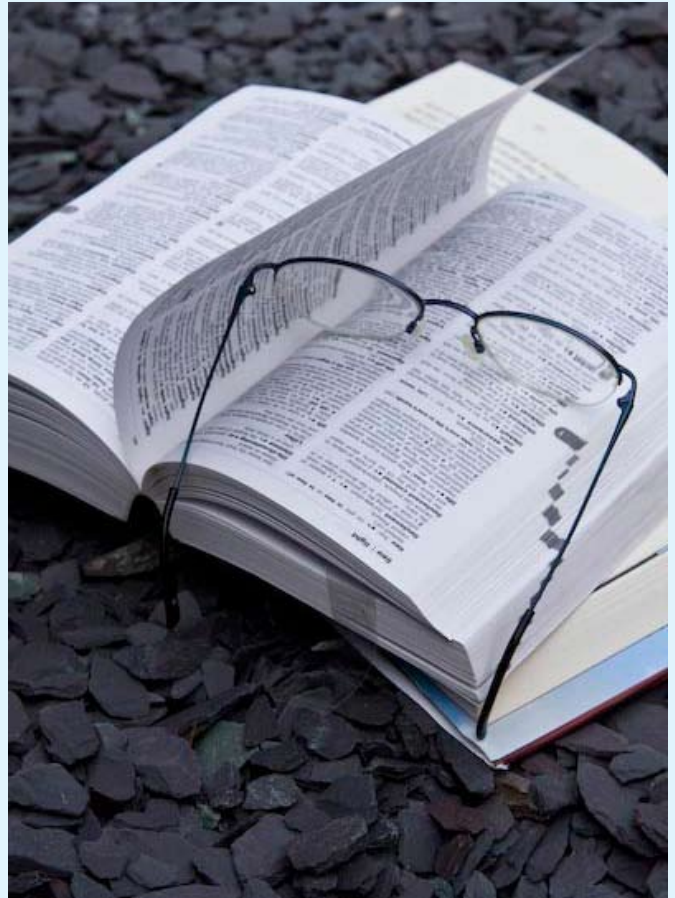
This Human Resource Management module is designed to give the student insights into how to develop comprehensive guidelines, procedures and policies for application in modern business, industry and public sector organizations.

### Finance & Accounting for Executives

This module provides the student with the insights and approaches needed to gain an understanding of financial statements from the perspective of the senior executive and presents analysis techniques to help with executive-level decision making.

### Management

This is designed to guide the student towards an in-depth understanding of current thinking about management principles and techniques.



### Management Information Systems

This module provides an understanding of the concept of information systems, especially the idea of systems analysis. It covers computer software, hardware, terminology and communications systems enabling students to apply the systems concept of information technology to practical organizational situations.

### Advanced Marketing Management

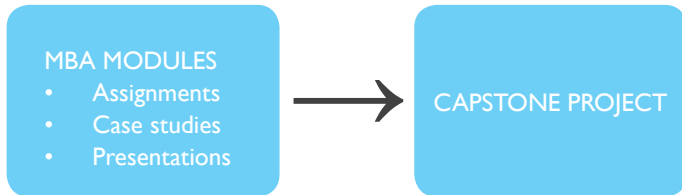
This module examines the marketing system, relationship with the socioeconomic system and reciprocal influences affecting the management of marketing. It studies the trends in the structure of marketing institutions, processes and practices. Consideration will be given to customer attributes, behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies using research, product development, pricing, distribution structure, and promotion.

### MBA Capstone Course Project

A capstone experience requiring the student to integrate all that has been learned during his or her course of study into a major project of the student's choice. Usually, the project involves an in-depth analysis of an existing company from the perspective of a consultant looking into the company.

## Program Structure

The Preston University, headquartered in Montgomery, Alabama, USA offers this program comprising 10 modules and a Capstone Project. Participants are admitted on a rolling intake basis. As such, the program can be completed in 12 months through a flexible and dynamic mode of learning. The program provides a total of approximately 200 contact hours. One module takes place each month making it an excellent format for busy executives and managers.



## Program Details

- 10 modules + 1 Capstone Project
- 36 semester credit hours of course work & Capstone Project
- 12 months

Weekend seminars once a month  
 Fridays - 6.30pm - 10.00pm  
 Saturdays & Sundays - 9.00am - 6.00pm

## Peer Group Networking

Participants come from various industries in different responsibility sectors. This program brings together peers from diverse contexts and experiences, who discuss and share each other's perspectives. Each participant is a highly motivated and successful individual who will contribute actively to the learning experience in class.

## Assessment Method

Each module is assessed through an individual assignment, case studies and presentations. Participants are sometimes allocated marks for their participation in the seminar.

## Admission Requirements

- Related Degree from an approved university AND 2 years management level experience, OR,
- Related Diploma / Advanced Diploma AND 3 years management level experience (validation required), OR,
- Mature candidate; minimum age of 27 with 4 years management level experience (validation required)

## Fee Structure

Enrolment Fee	RM 300 (upon enrolment)
Course Fee* Monthly Installments	RM 19,800 OR RM3,600 x 1 month RM1800 x 9 months
University Registration	USD 800 (payable by third month)
Exemption Fee	RM500 per subject exempted

\* Course Fee includes books, notes and assessments

## How to Apply?

Submit an application form with:

- 3 (color) passport-sized photographs
- 1 set of certified copies of Bachelor Degree / Advanced Diploma / Diploma
- 1 set of personal resume
- 1 set of letter of employment
- Processing fee of RM 300

## Contact us at:

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