

Limkokwing

Postgraduate Degrees



Be MASTER of your own universe

LIMKOKWING
UNIVERSITY
OF CREATIVE TECHNOLOGY

The Global University

Global Knowledge

In a globalised world those able to interact and negotiate easily with people from other countries will enjoy better career prospects. They can also look forward to global postings in countries where they have better knowledge and understanding of their cultures.

Global Perspectives

The world is flat, levelled by technological advancements and social shifts in global economics. The dotcom boom and the rise in outsourcing, offshoring and many other world converging trends have flattened the world. In other words you can expect to have clients or an employer who lives miles away in another part of the world but your web-enabled working style would make it all seem as if they were just next door. Time, distance, geography and even language make little difference. As a professional keen to move up in your career this is the mindset to adopt and make the right choices to stay relevant and in demand.



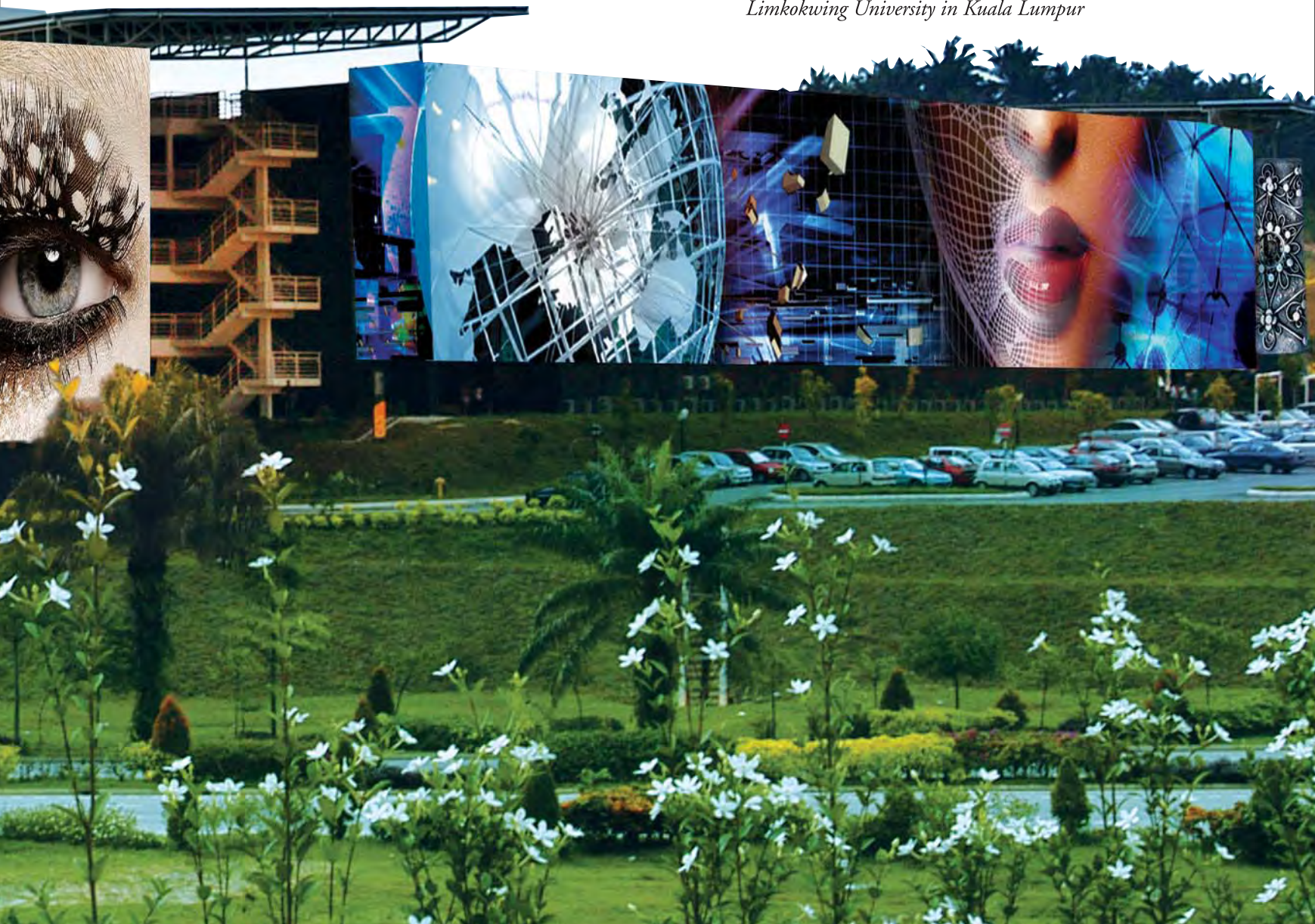
Global Networking

The Limkokwing Global Consortium of University Partners comprises some of the best universities in the world with whom we have unique business alliances that provide international benchmarking of programmes, keeping them updated and relevant to the changing demands of industry. This arrangement enables a number of outcomes that range from providing transfers for students and staff to complete degrees at various levels, short semester-studies for experience and joint delivery of innovative programmes.

Global Professional

This is a new breed of professionals who are the most in-demand in the world today because of their unique knowledge, capabilities and experience. They are highly mobile, creative problem-solvers who bring a new kind of global thinking to the organisations they are attached to.

Limkokwing University in Kuala Lumpur





Move your career to the next level

In a time that is as fast moving as today any opportunity to improve career prospects with knowledge of new technology and business methodology must be grabbed. The Limkokwing postgraduate degree programmes are tailored to suit the needs of industry professionals seeking to upgrade their status through better product knowledge, industry trends and software skills.

The Limkokwing University brings to working professionals the added advantage of its global presence where students are encouraged to understand the working cultures of both East and West. The Limkokwing qualification opens the door to careers in other countries where the ability to work with other cultures is an asset actively sought by multinational employers and organisations.

Change your life with the Limkokwing global advantage

It is time to get out of your comfort zone and take a leap of faith in your abilities and change your job prospects with better knowledge through better exposure. Only Limkokwing can help you expand with global experiences that add value to your credentials.

- Limkokwing has campuses in key places in 3 continents - in Europe we are in London; in Asia we

are in Kuala Lumpur, Kuching, Beijing, Jakarta and Phnom Penh; in Africa we are in Gaborone, Botswana.

- Limkokwing has affiliations with universities in 76 cities in 70 countries.
- Limkokwing has over 16,000 students from over 100 countries pursuing their higher education at our campuses worldwide.

Global perspectives vital for career success

There are ample opportunities for our students to gain from the unique multicultural intermingling of a nature that is unprecedented and unmatched by any other institution of higher education in the world. There is opportunity to cross borders to conduct research in specialised areas.

Who should do a Limkokwing postgraduate degree?

- Working industry professionals who require

global exposure to enhance their careers.

- Academics who need to refresh their skills in line with industry advancements and global trends to improve their teaching capability.
- Fresh graduates who wish to specialise and need the added status that a postgraduate degree will provide.

Internationally recognised innovative postgraduate degrees

- MA of Communication (KA7340)
- MBA in Communication & Public Relations (KA7617)
- MA in International Contemporary Art & Design Practice (KA7788)
- MBA in Human Resource Management (KA7626)
- MBA in Finance and Banking (KA7627)
- MBA in Leisure & Tourism Management (KA7616)
- MBA in Multimedia Management (KA7618)
- MBA in Sports Management (KA7619)

Most innovative campus environment

The Limkokwing University is unlike most universities. It began as one of Malaysia's top communications companies that ventured into education. The communications business still forms an important activity that provides vital support to the university. The university is, therefore, piped in to industry needs.

Converting research into content

As research will form a significant component of postgraduate studies the Limkokwing University provides a variety of opportunities for students to:

- Conduct their research in any of our campuses worldwide
- Access our global network of university partners in 70 countries for research purposes
- Publish their research through the university to document their findings
- Develop their research into innovative outcomes that are captured as documentaries, the establishment of branding galleries, new packaging, and new business units.
- Present their research to our industry partners where new outcomes can be sought for product or business innovation.

“The establishment of Limkokwing in London marks a pioneering endeavour to integrate Asian, African and Western values, traditions, creativity and technology in education; one that will broaden the cultural and intellectual learning experience of the student; one that will open minds to new ideas and perception.

We wanted to create a two-way traffic in education between Asia and the world. Not one way, with the students heading West but two-way with students heading East too.

We believed it was important to reverse the flow because an education with a Western bias is no longer sufficient in the world today.”

Professor Emeritus Tan Sri Dato' Dr Limkokwing
Founder President
Limkokwing University
1 October 2007

“We are all excited by the opportunity to be working so closely with such an inspirational university as Limkokwing which, in our view, has been a leading light in Asia for many years. By setting up its campus in London, I am confident Limkokwing University will prompt further change in British educational institutions as we continue to reinvent ourselves and become more relevant to today's world.

In my view, Limkokwing University, with its internationally acknowledged experience in delivering skills-driven programmes can confidently be expected to make a strong contribution to the British education sector.”

Professor Dr Michael Thorne
Vice-Chancellor, Anglia Ruskin University, UK
1 October 2007

MA OF COMMUNICATION

This course focuses on the nature and functions of communication theory. It examines the role of theory in understanding communication events, and explores various advanced communication theories as applied to professional communication.

The objectives are to expose students to the changing media landscape, as a result of the rapid development in the field of communication technology. Students will continue to understand how the new media environment affects our economical growth, political scene, and social system. Lastly, students will explore how the information superhighway has its effects on mass communication and its society.

Learning Outcome

The course aims to develop theoretical understanding and practical vocational skills to facilitate the planning, implementation and management of communications strategies, in the local and international context. Graduates benefit from exposure to the most advanced mindset and practices, especially in terms of computer mediated communications. It also includes practical input from top industry media professionals with the involvement in 'real' case studies.

Entry Requirement

- Pass a recognised Bachelor Degree programme or equivalent; in the relevant field with a minimum 2nd Class Lower
- The University will consider applications with

advance standing; and those in possession of either equivalent post graduate credits from any other Higher Education Institute; or relevant work experience.

Programme Structure

Semester 1 (9 credits)

Mass Communication Theory • Strategies for Professional Writings • Public Relations in Organisation OR Advertising Management

Semester 2 (9 credits)

Communication Research Methods • Intercultural Communication • Public Relations Campaign OR Advertising Campaign Planning

Semester 3 (9 credits)

Professional Communication Ethics • Public Opinion Research OR Consumer Behaviour Research • Issue & Crisis Management OR Account Planning

Semester 4 (9 credits)

Negotiation & Conflict Management OR Advertising Creativity • Project Paper OR Independent Study

Choose any TWO of the following:

Seminar in Communication Theory • Electronic Advertising • Group Communication • Decision Making & Problem Solving • Seminar in Persuasion & Attitude Change • Communication in Human Resource Development • Video Production • Audience Analysis

Career Opportunities

Graduates of this course will be able to seek employment in the corporate sectors, advertising, and the banking industries as managers where effective communication is vital.

MBA IN COMMUNICATION & PUBLIC RELATIONS

As today's leading organisations pursue business opportunities and grapple with complex public policy issues, effective communication coupled with good public relations has never been more crucial. The development of new technology, the increasing needs and demands of informed consumers, the changing needs of diverse interest groups and a sophisticated public will add to the challenge of public relations today. The MBA in Communication & Public Relation meets this challenge, while anticipating the issue of tomorrow. This course provides the students with an understanding of different options that they may use in their future management activities. It equips them with basic management tools such as principles of management, accounting, marketing, financial and human resource management; and organizational management, thrust and strategy which they can use to their competitive advantage. This is strengthened by the major thrust in public and organizational communication and public relations practices.

Learning Outcome

The course aims to further educate individuals who have completed related degree programmes to incorporate principles of research in art and areas of communication that will help students to achieve professional results in aesthetic design and cultural arts. These can be incorporated into communication and public relations to reach a broader audience.

During the course, students will be able to explore the concepts and principles of management including roles, skills and functions. Besides that, the students will also look into the historical development,

theoretical aspects and practical applications of the managerial processes. They will be exposed to the ethical dilemmas faced by managers and the social responsibilities of businesses.

Entry Requirement

- Pass a recognised Bachelor Degree programme or equivalent in the relevant field; with a minimum 2nd Class Lower
- The University will consider applications with advance standing; and those in possession of either equivalent post graduate credits from any other Higher Education Institute; or relevant work experience.

Programme Structure

Semester 1 (12 credits)

Management • Managerial Accounting • Marketing • Quantitative Business Methods

Semester 2 (15 credits)

Financial Management • Human Resource Management • Managerial Economics • Strategic Management • Case Study Analysis

Semester 3 (9 credits)

Public Communication • Public Relations • Organisational Communication • Practical Applications in Public Relations • Project Paper

Career Opportunities

Graduates of this course will find opportunities as Marketing Directors, Advertising Agents, Managers, Public Relations Directors and Public Relations Analysts.

MA IN INTERNATIONAL CONTEMPORARY ART & DESIGN PRACTICE

Limkokwing University of Creative Technology has been on a mission to promote Creativity and Innovation locally and internationally. Find new ways of expressing yourself in this flexible post graduate programme.

This pathway will provide the basis for a contemporary discourse centred on the notions of internationalism in the Creative Industry. We are in an expanding information society which transcends geographical boundaries. A Designer working in the field can communicate and have an actual dialogue with various parties on the other side of the world.

This programme will seek to enable designers to pursue an MA whilst developing their work in the field at a distant site; as well as locally. The programme is based on individual projects. The initial submission for the pathway is to outline a proposal for projects that can be researched on; and developed at any chosen site. This is then completed in the advanced academic environment of the University.

Entry Requirement

- Pass a recognised Bachelor Degree programme or equivalent; in the relevant field with a minimum 2nd Class Lower
- The University will consider applications with

advance standing; and those in possession of either equivalent post graduate credits from any other Higher Education Institute; or relevant work experience.

Programme Structure

Semester 1 (9 credits)

Locating Practice • Practice Development • Practice Management

Semester 2 (9 credits)

Advance Professional Practice • Professional Practice Seminar • Professional Practice Documentation

Semester 3 (9 credits)

Outline Proposal Development • Research Plan Development • Study Case Analysis

Semester 4 (6 credits)

Contextualisation & Methodologies • Research and Practice

Semester 5 (6 credits)

Final Project Execution • Project Realisation

Career Opportunities

Media and Creative Industries; Commercial and Independent projects, Film Industry Archive/ documentation, Communications, Television, Animation, Advertising, Research, Artist or Designer.

MBA IN HUMAN RESOURCE MANAGEMENT

The MBA in HRM program is designed to meet the needs of a broad but unique population of graduates and working adults. Students will learn concepts and skills to effectively disperse human resource within the organisation. Topics covered are such as training and development, strategic staffing, labor and employment law, managing organizational change, compensation and benefits, leadership and team building. In addition, students will also learn the human resource issues triggered by technology and the international business environment; and how to apply the knowledge as a human resource manager or personnel officer in a business or public organization to help organizations increase employee efficiency and productivity. This will help students to have greater awareness of the challenges in the global business. It will also enable them to develop the tools, competencies, and long-range mindset needed to meet these challenges.

Learning Outcome

Emphasis is placed on providing an education which reflects modern employment issues, current trends and policies that affect personnel decisions in the modern corporate environment and:

- solid conceptual grounding in HRM
- develop competencies to become highly effective individually and with others
- develop and demonstrate these competencies with hands-on learning, including actual consulting projects and services to the community
- undergo rigorous assessment of their overall accomplishments
- to fast track successful and rewarding careers

Entry Requirement

- Pass a recognised Bachelor Degree programme or equivalent; in the relevant field with a minimum 2nd Class Lower
- The University will consider applications with advance standing; and those in possession of either equivalent post graduate credits from any other Higher Education Institute; or relevant work experience.

Programme Structure

Semester 1 (12 credits)

Management • Managerial Accounting • Marketing Management • Quantitative Methods for Business

Semester 2 (15 credits)

Financial Management • Human Resource Management • Managerial Economics • Communication & Negotiation in Employee Relations • Organisation Behaviour

Semester 3 (15 credits)

International Human Resource Management • Human Resource Development • Compensation & Negotiation in Employee Relations • Strategic Management • Project Paper

Career Opportunities

An MBA in Human Resource Management can be used to pursue a wide variety of career opportunities. This program will help prepare graduates for senior or leadership positions in the Human Resource Department. For example, as Directors of Human Resources, Director of Industrial Relations, Compensation Managers and many others. Students can also use their applied knowledge to pursue careers in HR and management consulting.

MBA IN FINANCE AND BANKING

MBA in the finance specialisation helps students to acquire the knowledge of financial management and advanced skills in assessing financial risks and rewards, so that you can direct organizations in ways that optimize their value and enhances their skills and business acumen. Students will study courses in areas like portfolio management, global finance, financial markets, corporate financial analysis, decision making and learn to apply financial theories to real decisions.

Learning Outcome

The aims of MBA in Finance and Banking curriculum are two fold:

- Equip students with the knowledge of various finance topics and how they are interrelated.
- Encourage students to develop their thinking and analytical skills.

With finance education a student will be equipped with the tools to understand the function and applications of financial markets, the acquisition and allocation of funds for public and private sectors in domestic and international organisations, and also learn to assess and utilise financial information.

Programme Structure

Semester 1 (12 credits)

Management • Managerial Accounting • Marketing

Management • Quantitative Methods for Business

Semester 2 (15 credits)

Financial Management • Human Resource Management • Managerial Economics • Strategic Management • Case Analysis

Semester 3 (15 credits)

Modern Security Analysis • Portfolio Management • Fund Management & Treasury Operations • Bank Management • Project Paper

Career Opportunities

With an MBA and a specialisation in finance, opportunities in the corporate world are greatly enhanced. Graduates are typically found in the following employment:

- Large and small sized industrial firms (which may be manufacturers of automobiles, steel, household appliances and electronic equipment)
- Service-oriented firms (electric power, real estate and retail firms)
- Financial institutions (banks, state and federally chartered savings and loan associations, and insurance companies)
- Non-profit enterprises (universities, labor unions and foundations) and private businesses.

MBA IN LEISURE & TOURISM MANAGEMENT

It combines the very best of a general MBA with further specialized knowledge in the area of leisure and tourism management. It is oriented towards key qualifications required for management positions in the tourism and leisure industry. It aims to convey specialized knowledge, methods and skills interrelated with industry practices. The course is designed to bridge professional competencies with analytical and theoretical experience in order to meet the strategic challenges faced in the operations of the leisure and tourism industry world-wide. The course has been developed in close collaboration with the leisure and tourism industry as well as the other business organisations in mind.

Learning Outcome

To provide the best educational experience in this unique and exciting program, the MBA in Leisure and Tourism Management is highly competitive and selective. The benefits of this programme are:

- **Valued Skills and Knowledge**
Management skills which have been carefully developed in an experiential environment are highly valued. Knowledge derived from leading edge Master level courses, adds further value.
- **Multi Skilled**
The depth of knowledge derived from Master classes, ensures that our graduates have skills which can be applied to business decisions.
- **Combined specialist and generalist programs**
Our graduates are able to combine specific skills and knowledge from a specific discipline together

with a general management MBA. With this, graduates will be able to contribute effectively towards an organization.

Entry Requirement

- Pass a recognised Bachelor Degree programme or equivalent in the relevant field; with a minimum 2nd Class Lower
- The University will consider applications with advance standing; and those in possession of either equivalent post graduate credits from any other Higher Education Institute; or relevant work experience.

Programme Structure

Semester 1 (12 credits)

Management • Managerial Accounting • Marketing • Quantitative Business Methods

Semester 2 (15 credits)

Financial Management • Human Resource Management • Managerial Economics • Strategic Management • Case Analysis

Semester 3 (15 credits)

Travel & Tourism • Event Management in Leisure & Tourism • Management of International Tourism • Recreational Management • Project Paper

Career Opportunities

Tourism Marketing, Hotel Marketing, Travel Marketing, Airline Operations, Government Tourism Departments, Travel firms research departments, Travel firms, Hotels and Leisure complexes.

MBA IN MULTIMEDIA MANAGEMENT

The course deals with various research topics around the question how multimedia data can be managed effectively and efficiently in information systems. The Multimedia Management programs provide non-business graduates who are in management positions, or who aspire to be in management positions, with contemporary management skills and knowledge in their areas of responsibility. The Master of Multimedia Management equips students with the essential management knowledge and an appreciation of the latest technologies; much broader than their initial specialisation. Students undertaking this course will study on the creative aspects of multimedia design and production, and project management. This programme is aimed at students from a variety of backgrounds and experience who wish to further their understanding and skills in multimedia, web design and production without concentrated emphasis on technology-related issues. This degree provides students with design and specialist skills for digital media, underpinned by a thorough grounding in multimedia production. Graduates may typically find employment in web and multimedia design and development, digital media industries, consultancy, teaching and research.

Learning Outcome

The MBA in Multimedia Management aims to produce graduates with a broad range of multimedia production skills and management skills, in addition to an in-depth understanding of how multimedia and the Internet is revolutionising the current industry. The benefits for our graduates are:

- A sound and broad knowledge of the design of multimedia applications and an appreciation of the various skills required;

- The ability to function effectively as an individual and in project teams, whether as manager, leader or team member;
- A thorough understanding of the way end-to-end enterprise-wide technologies are changing the way business is conducted;
- An understanding of the changing face of multimedia, in relation to both acceleration in the use and development of technology, and its impact on society.

Entry Requirement

- Pass a recognised Bachelor Degree programme or equivalent in the relevant field with a minimum 2nd Class Lower
- The University will consider applications with advance standing; and those in possession of either equivalent post graduate credits from another Higher Education Institute; or relevant work experience.

Programme Structure

Semester 1 (12 credits)

Management • Accounting for Managers • Marketing Management • Quantitative Methods for Business

Semester 2 (15 credits)

Financial Management • Human Resource Management • Managerial Economics • Knowledge Management
• Interactive Multimedia

Semester 3 (15 credits)

Multimedia Project Management • Strategic Management
• Technology & Innovation • Multimedia Marketing
• Project Paper

MBA IN SPORTS MANAGEMENT

The Sports Management programme provides non-business graduates who are in management positions or those who aspire to be in management positions, with contemporary management skills and knowledge in their areas of responsibility. The Master of Sports Management equips students with the essential management knowledge and an appreciation of the latest technologies and to give them an insight on a much broader perspective.

Learning Outcome

To provide the best educational experience in this unique and exciting program, the MBA in Sports Management is highly competitive and selective. The benefits are:

- The ability to function effectively as an individual and in sports teams, whether as manager, leader or team member;
- The communication and management skills required to successfully manage sports development and training projects;
- Been prepared for the rapidly evolving sports industry by developing their life-long learning skills and flexibility of mind; and
- A thorough understanding of the way end-to-end enterprise-wide technologies are changing the way sports businesses are conducted and managed.

Entry Requirement

- Pass a recognised Bachelor Degree programme or equivalent; in the relevant field with a minimum 2nd Class Lower
- The University will consider applications with advance standing; and those in possession of either equivalent post graduate credits from any other Higher Education Institute; or relevant work experience.

Programme Structure

Semester 1 (12 credits)

Management • Managerial Accounting • Marketing • Quantitative Business Methods

Semester 2 (15 credits)

Financial Management • Human Resource Management • Managerial Economics • Strategic Management • Case Analysis

Semester 3 (15 credits)

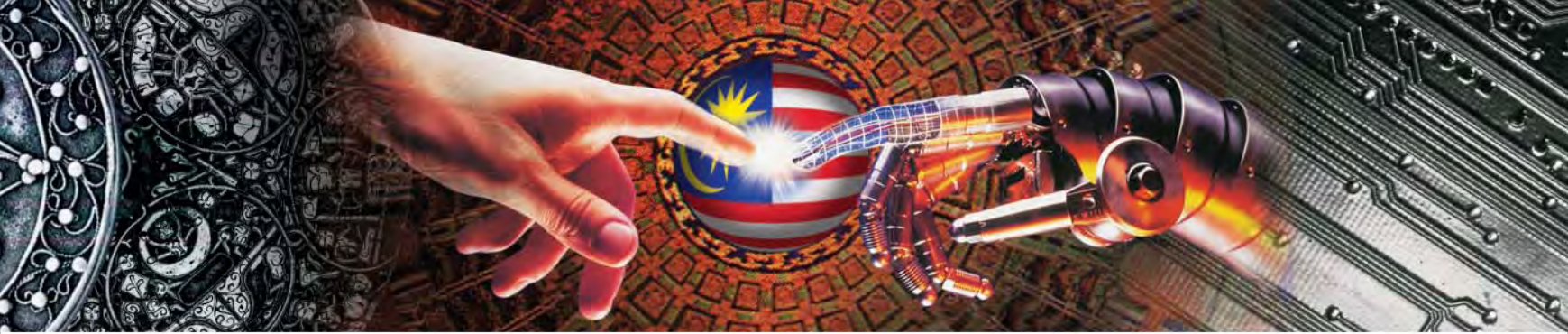
Sports Marketing Management • Financial Management Applications for Sports • Sports Management • Media Relations & Sports • Project Paper

Career Opportunities

Career opportunities exist in sport development and administration, sports events management, sports tourism, corporate sports hospitality, health and fitness, the marketing of sports services and products; and education.

Choose to complete your postgraduate degree at one of the world's most innovative universities that is changing global views on higher education.





ONE UNIVERSITY

An innovative intercontinental learning pathway that provides unique experiences to create

THREE CONTINENTS

highly competent global graduates to manage 21st century challenges.

“Today Limkokwing University is recognised as one of the leading universities of its kind. With its wide network of partner institutions, Limkokwing University’s presence abroad provides a strong platform to spearhead the globalisation of Malaysian education.”

Prime Minister YAB Dato’ Seri Abdullah Haji Ahmad Badawi • Official opening of Limkokwing University United Kingdom • 1 October, 2007



BRANDING MALAYSIA FOR THE WORLD

Limkokwing is the only university traversing the world carrying the Malaysian flag high through three continents. We are exporting the Malaysian expertise and experience through our own campuses in Europe, Asia and Africa as well as through our strategic collaborations with universities and colleges in 66 countries. With our investment and global marketing of Malaysian education, the country is closer to achieving its aspirations of raising the number of foreign students in Malaysia from 50,000 to 100,000 by 2010.



GLOBALISING MALAYSIAN EDUCATION

Limkokwing has opened the door, giving the world a glimpse of the high standards of Malaysian education. What we are pioneering today is benefiting other Malaysian tertiary institutes of higher education in their recruitment and in their entrepreneurial efforts to connect with the right university partners worldwide. We are expediting the globalisation of Malaysian education through our bold initiatives and aggressive marketing that is giving Malaysian education the competitive edge to succeed in the global arena.



DRIVING INNOVATION FOR EDUCATION

Limkokwing is creating waves around the world in an area dominated by advanced countries. Education is among the most respected sectors and through Limkokwing Malaysia is gaining global recognition for innovation in education. Established institutions of higher education in many parts of the world, including Britain are studying our innovative concepts where education works with industry to make learning relevant to 21st century challenges.



Driving Innovation for Education

www.limkokwing.edu.my

2,000,000 hits a month from over 160 countries

This is testimony to how globalised we have become and in the process we globalise Malaysian education.

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