



EDINBURGH
BUSINESS
SCHOOL

UK | DUBAI | MALAYSIA



MASTER OF BUSINESS ADMINISTRATION (MBA)

KPT/JPS (R2/345/7/0228) (MQA/FA2182) 08/27

BE
FUTURE
MADE

Discover endless opportunities with **Heriot-Watt University's MBA programme**, available in Full-Time and Part-Time. With its prestigious reputation, internationally diverse faculty (based in the UK, Dubai and Malaysia), and unwavering dedication to achieving excellence, we offer an exceptional platform for you to begin your path towards professional advancement and personal enrichment.



Impact Statement

Your **Impact Statement** is a concise, powerful narrative that encapsulates your **unique journey, aspirations, and vision**. It transcends the ordinary resume, forging a compelling narrative that goes beyond qualifications and experiences.

The **Impact Statement** is more than a document; it's a declaration of purpose and potential. It serves as a catalyst for **self-reflection** and **personal development**, an instrument to articulate your **value proposition**, and a blueprint for shaping your **career trajectory**.



Find Your Purpose

A **Harvard Business Review** study suggested that **"Eighty-nine percent** of executives said a strong sense of collective purpose drives employee satisfaction; **84 percent** said it can affect an organization's ability to transform, and **80 percent** said it helps increase customer loyalty." In alignment with these findings, our MBA programme is designed to empower our students with a profound understanding of their personal and professional aspirations.



Be Mentored by Excellent Academics

Not only do our academics boast **stellar industry and academic backgrounds**, but their passion for imparting **cutting-edge knowledge** ensures a dynamic learning environment that goes beyond the conventional.



Learn Globally

Embrace a **global perspective** with our MBA programme, as we recognize the paramount importance of international experience in today's competitive job market. Backed by **QS Reports**, which highlight that **60% to 71% of employers** actively seek candidates with global exposure, our curriculum is crafted to provide invaluable international insights and the indispensable advantage in being part of a global workforce.



Engage with Industry Leaders

The **Indeed Career Guide** highlights a staggering **26%** who discovered that connecting with the right individuals is **indispensable** for their career growth, with an additional **45%** deeming it **crucial**. Unlocking the potential for success can be achieved by actively engaging with industry leaders. By obtaining insights from their experiences and fostering meaningful connections, you pave the way for a prosperous and fulfilling career.



Network with the Movers and Shakers

The **Academy of Management Journal** reveals a compelling truth: managers who achieved unparalleled success invested a remarkable **70% more time** in strategic networking compared to their less accomplished peers. At our esteemed MBA programme, students are offered unparalleled opportunities to not only **glean insights from top-tier academics** but also to mingle with the **industry's movers and shakers**, forging invaluable connections for their future success.

Our Teaching Team



DR MELISSA W. MIGIN | DIRECTOR, MBA PROGRAMME MALAYSIA

Dr Melissa is currently the **MBA Programme Director** at **Heriot-Watt University Malaysia** and currently leading the **Strategic Marketing** course on MBA. She is an experienced marketing professional with a proven track record in training and consultancy, specializing in the dynamic realms of marketing and digital marketing across diverse industries, including aviation, telecommunications, retail, and Information Technology. Preceding her involvement in academia, she garnered experience in diverse sectors, including branding, sales, logistics, as well as import and export within the construction industry. Instrumental in both local and national research grants, she has served as both Project Leader and Member, effectively translating analytical insights into actionable strategies. She has also published extensively in top-ranking scientific journals on the topic of marketing and international business.



PROFESSOR MUSHTAK AL-ATABI | PROVOST & CEO, HERIOT-WATT UNIVERSITY MALAYSIA

Professor Mushtak Al-Atabi, the **Provost & CEO** of **Heriot-Watt University Malaysia**, is a versatile scholar with interests spanning thermofluids, renewable energy, biomechanical engineering, engineering education, positive education, and academic leadership. He has authored three books and numerous research publications, receiving awards and accolades. He holds the title of Fellow of the Institution of Mechanical Engineers (FIMechE), chairs the Vice Chancellors' Council for Private Universities Malaysia (VCCPU), and serves on the Board of Directors at the British Malaysian Chamber of Commerce (BMCC). A trailblazing educator, he introduced Purpose-Led Education, the CDIO methodology, and Malaysia's first MOOC. Professor Al-Atabi is a sought-after keynote speaker & trainer, dedicated to inspiring empowering stories and positive impact.



DR JAY WASIM | HEAD OF DEPARTMENT, BUSINESS AND MANAGEMENT, MALAYSIA

Originally from our Edinburgh campus, **Dr Jay** is currently leading the **Developing and Executing Strategy, Entrepreneurship and Creativity** and **Entrepreneurial Venturing** courses on our MBA in Malaysia. Previously he has been the Global course leader for Developing and Executing Strategy. He led several digitisation, growth, diversification and optimisation projects with companies of all sizes in multiple industries and sectors. He has been involved with over 100 industrial projects predominantly focusing on strategy and innovation. With a PhD in Strategy, Enterprise and Innovation, he has published in leading international journals and raised significant external funding for research and consulting. He is also a Fellow of the Royal Society of Arts, Manufactures and Commerce and the Advance Higher Education.



DR GOWRIE VINAYAN | ASSOCIATE PROFESSOR

Dr Gowrie is a qualified **Project Management** person and is leading the **Developing Successful Projects** course on MBA. Her scholarly efforts are devoted to areas of Operations and Production Management, Project Management and Supply Chain Management. Prior to joining the academia, she was with a multinational organization where she received extensive industry exposure in Project Management, Logistics, Warehousing and Procurement. Besides lecturing, she has also designed and conducted trainings related to Project Management and strategy execution to working adults.



DR DAVID BARRON | ASSOCIATE PROFESSOR

Dr David is currently an **Associate Professor** and brings with him a wealth of experience in research administration. Prior to joining HWUM, David worked at Perdana University as the Deputy Director and Reader in the Centre for Psychological Medicine. He also has teaching and psychology technician experience from his time at the University of Westminster, as well as research assistant experience at the University of Strathclyde. In addition to his academic achievements, Dr David is a frequent speaker at international conferences and has made appearances on television and radio programmes to discuss his research. He is also a prominent science communicator and author, with experience in television, radio, and digital and print media.



DR RICKY WONG | HEAD OF DEPARTMENT, ACCOUNTANCY, ECONOMICS & FINANCE, MALAYSIA

Dr Ricky is leading the **Financial Decision Making** course and is a qualified Chartered Accountant. His professional affiliation includes holding the esteemed title of fellow member of the Association of Chartered Certified Accountants (ACCA) - United Kingdom, and membership in the Malaysian Institute of Accountants (MIA), which accords the FCCA and C.A.(M) designations, respectively. He holds an MBA in Finance & a doctoral degree in Accounting from the University of Malaya. His research interests mainly focus on corporate motivations for the dissemination of voluntary corporate risk disclosures (CRD). Prior to joining the academia, he accumulated more than 15 years of industry experience in several publicly listed companies, mainly in the areas of auditing, financial analysis & management reporting. This experience culminated in his appointment as a Senior Accountant with Malaysia Airlines and later as Assistant Vice President of a banking group in Malaysia.



DR HUI HON CHUNG | ASSISTANT PROFESSOR

Dr Hui is leading the **Economics of Business** course. He was an economist in a central bank before becoming an academic. With over 20 years of teaching experience, he has taught an extensive range of courses such as risk management, quantitative techniques, research methods, and a variety of economics courses across the pre-university, undergraduate and postgraduate levels. He has published and continues to work on research in the fields of real estate economics and financial economics, the latter focusing mostly on the emerging discipline of digital finance (fintech and digital currencies). In the last 5 years, he has accumulated a total of 3 competitive research grants. He is also a regular reviewer for peer-reviewed academic journals and currently mentors a number of undergraduate students. He is a member of the Malaysian Economic Society and Pacific Rim Real Estate Society.



DAPHNE LIM | ASSISTANT PROFESSOR

Daphne is leading the **Leadership Theory and Practice** course. She is an ordinary member of the Malaysia Institute of Human Resource Management (MIHRM) and a HRDF certified trainer. Prior to joining Heriot-Watt University, she was an HR practitioner administrating and developing the work in the health care, education, and other services industry. In addition, she is involved in providing HR consultancy and delivering corporate training for upskilling business leaders. Her research specialisation includes career development, human capital, human relations, employee well-being and sustainable development. She won the 'Best Paper' Award in the 8th National Human Resource Management Conference in 2018. Recently, she was the recipient of Heriot-Watt University Malaysia Learning and Teaching Oscar's Award 2023 (Innovation in Teaching category).

Teaching and Assessment

Teaching is delivered through **seminars** and **classes**, which creates a **dynamic environment** for students with **diverse experiences, backgrounds** and **cultures to share and exchange knowledge** in a rich learning environment. These intensive seminars are delivered in **English** by our **global campus faculty** and **CEO Faculty**.

7 core courses and **2 elective courses** are required for the **MBA degree**. Students will benefit from **48 hours of interaction** for each core course. Each course is assessed by a **24-hour online written examination**.

Core MBA Courses

PEOPLE, WORK AND ORGANISATION

Focuses on understanding workplace behavior and its impact on performance. It covers individual differences, group dynamics, and organizational factors, enabling students to enhance performance in various settings.

FINANCIAL DECISION MAKING

Empower students with accounting and financial tools to interpret data from various sources and make impactful decisions. It covers key accounting and finance topics, including management accounting tools, financial management, and risk management.

DELIVERING SUCCESSFUL PROJECTS

Empower students with skills to plan and execute projects for business success. It emphasizes a holistic approach, linking organizational strategy to project success criteria. This managerial-oriented course aligns with professional standards (PMI, APM, IPMA, ISO) and integrates concepts through a comprehensive longitudinal case study.

ECONOMICS FOR BUSINESS

Develops decision-making skills and the ability to interpret economic information. It covers fundamental concepts, market dynamics, government roles, and macroeconomics with a business focus, concluding with a research activity.

STRATEGIC MARKETING

Equips students with tools for proactive marketing decisions that align with the firm's conditions. It emphasizes managing resources to achieve organizational goals in chosen markets with a customer-centric approach, championed by top management.

LEADERSHIP THEORY AND PRACTICE

Effective leadership is paramount for organizational success, according to the CEO Institute. This course distinguishes leadership from management and explores its strategic and operational applications in developing organizations.

DEVELOPING AND EXECUTING STRATEGY

"Developing and Executing Strategy" is the MBA program's capstone course, centered on long-term strategic management. It provides a practical framework for informed decision-making, benefiting not only senior managers but also those aspiring to such roles.

CEO Faculty

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In the pursuit of excellence, an MBA journey is not just about acquiring knowledge; it's about igniting curiosity, embracing challenges, and fostering a dynamic mindset. Elevate your learning experience, for it is in the transformative moments that true leadership is forged.

Dr Joshua Netto
President of Project Management Institute Malaysia and
Director of Turner & Townsend



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Remember, success isn't solely about what you know but also about who you know. Build enduring connections, for networking is a timeless narrative in every industry.

Dato' Mohammad Faiz Azmi
Board Member Securities Commission Malaysia and Former Executive Chairman, PwC



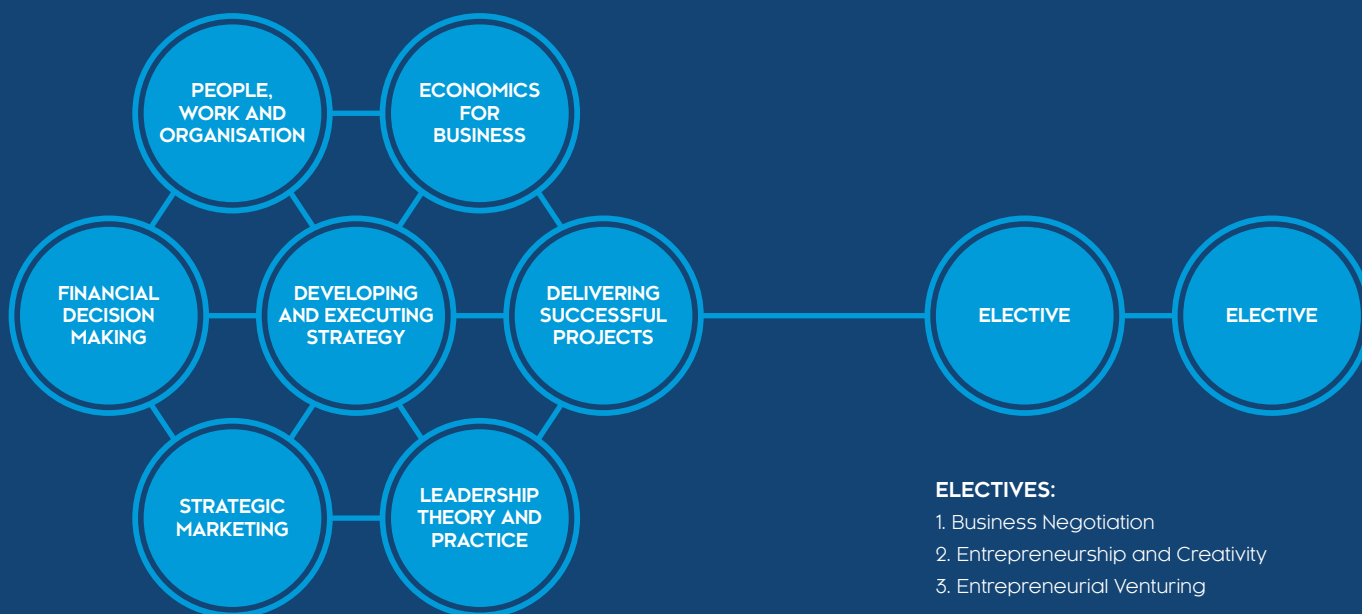
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Success truly emerges from a solid foundation. It involves consistently making the right decisions, repeatedly, and the MBA programme you enrol in is designed to provide you with the clarity needed to consistently make those correct decisions.

Kamarul A Muhamed
Founder and Group Chief Executive Officer, Aerodyne Group
Aerodyne was ranked as the world's #1 drone service provider for two consecutive years by Drone Industry Insights (DII) in 2021 and 2022.



Programme Structure



ELECTIVES:

1. Business Negotiation
2. Entrepreneurship and Creativity
3. Entrepreneurial Venturing

Scholarships and Bursaries

EDINBURGH BUSINESS SCHOOL SCHOLARSHIP*

Edinburgh Business School is thrilled to announce the availability of **exclusive scholarships*** for our prestigious **MBA programme** at the renowned **Heriot-Watt University Malaysia** campus. Secure your future with this incredible opportunity now!

ALUMNI DISCOUNT*

We are proud to provide **20% tuition fee discount*** for all **alumni** of Heriot-Watt University who have studied for **at least one year or more** at any Heriot-Watt campus.

PROFESSIONAL BODIES BURSARY*

A **10% tuition fee waiver*** is offered to all members of the following **professional bodies**, and also to all **spouses** and/or **children** of the members.



SHAPING ENTREPRENEURIAL WOMEN SCHOLARSHIP*



Our Edinburgh Business School is in collaboration with the **30% Club Malaysia** to establish the **Shaping Entrepreneurial Women Scholarship***. This initiative offers **working women** a valuable opportunity to join our MBA programme.

HERIOT-WATT CORPORATE PARTNERSHIP POSTGRADUATE BURSARY*

The **Heriot-Watt Corporate Partnership Postgraduate Bursary*** is a concession package for students who are applying to our **postgraduate programmes** in a **group of more than 1** from the **same company**. This is applicable for local, international, part-time or full-time students.



Please contact the Scholarship Office at myscholarship@hw.ac.uk for further information.

*Terms and conditions apply

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The MBA programme gave me a deep understanding of business functions and the skills to analyse complex problems, develop strategies, and make data-driven decisions. It also offered project collaboration and networking opportunities with diverse professionals.

Yang Fatimah Kamarulzaman
Internal Auditor
PETRONAS Chemical Group Berhad
Class of 2022

“

Edinburgh Business School MBA provided excellent global exposure through the lectures and expanded network besides shaping personal branding and providing a diverse career advancement opportunity.

Sharmila Gunasekaran
Marketing & Strategy Lead
GSK Pharmaceutical Malaysia
Class of 2021

“

With the unique Edinburgh Business School MBA, I'm impressed with the balance of theoretical and practical business knowledge, and the valuable exchange among peers from different industries. I now have a growth mindset helping my career progression.

Jim Lee Loong Cheong
VP, Decision Management
Alliance Bank Malaysia Berhad
Class of 2019



HOW TO APPLY



Heriot-Watt
University
Malaysia accepts
applications all
year round.

APPLY ONLINE

You can apply online for our programmes at <https://bit.ly/HWApply>. You must create an account to use the online application form. You don't have to complete the application in one session; you can save the information you have already entered and return to complete it at a later date. There is a help facility on each page of the online form.

SUPPORTING DOCUMENTS

Please remember to upload supporting documents so that we can make a decision on your application. This includes proof of English language proficiency and original or certified copies of academic transcripts.

Please refer to the supplemental item checklist on the Online Application form:

► <http://bit.ly/hwumaccount>

See website for details of fees:

► www.hw.edu.my/fees

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www.hw.edu.my

Open for consultation:
Monday to Friday (9am - 5pm) and Weekends (10am - 4pm) except Public Holidays

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As of December 2023