Master of Business Administration

- Ranked in the World’s Top 2% of higher education institutions (Times Higher Education World University Rankings for 2012/2013).
- Ranked in the World’s Top 100 New Universities (Times Higher Education Top 100 Under 50 Rankings for 2013).
- The only University in Western Australia to be awarded the top five-star rating for supporting postgraduate students by the Council of Australian Postgraduate Associations (CAPA, 2010).
Murdoch University is an internationally recognised institution, at which you can expect to receive a quality education within an engaging and caring environment. We are committed to excellence in teaching and research within an international context. Murdoch provides the perfect opportunity to continue your education and take the next step on a path of lifelong learning.

The School of Management and Governance is committed to serving the wider community by providing its students with education that is relevant across the areas of business, research and community involvement. The School, through the resources of Kaplan Higher Education in Singapore, offers a range of undergraduate and postgraduate degree programmes to meet the contemporary needs of the student population and the business industries in which our graduates are employed.

These programmes, which are regularly reviewed and updated, include a level of flexibility that enables students to select from a range of study options and subject matter that can accommodate double majors and double degrees.

As part of this student-oriented approach, the students are able to pursue study areas that are of personal interest, while satisfying the requirements of the business degree qualification. The relevance and flexibility of these studies will provide students with a challenging and interesting academic experience, while presenting the opportunity for the development of lifelong learning skills. Those skills, be they for employment, research or further academic study, will enable students to understand the needs of and engage with the growing global community.
Kaplan Higher Education Institute is part of Kaplan, Inc., a leading international provider of educational and career services for individuals, schools and businesses. Kaplan serves students of all ages through a wide array of offerings, including higher education and professional training. Kaplan Inc. is a subsidiary and the largest division of The Washington Post Company (NYSE: WPO). Today, thousands of students are enrolled in Kaplan Higher Education Institute in Singapore, pursuing part-time programmes that range from diplomas and degrees to MBAs.

Through collaboration with prestigious Australian and European universities, Kaplan offers career-oriented academic programmes designed to provide students with the skills necessary to qualify them for employment in the fields of Accounting & Finance, Business & Management, Communication & Media, Engineering, Hospitality & Tourism Management, Humanities & Social Sciences, Information Technology, Nursing & Allied Health and Legal.

**The Kaplan City Campuses**

Kaplan is one of the largest private education institutions in Singapore, spanning 2 campuses. The Kaplan City Campus @ Orchard is 60,000 sq ft and is equipped with 31 classrooms, state-of-the-art facilities and a comprehensive library.

The Kaplan City Campus @ Wilkie Edge has since expanded to more than 50,000 sq ft, housing the sales and academic departments to cater to the growth of the businesses. This allows students to enjoy a more comfortable campus environment. Within a 10-minute walk from Dhoby Ghaut MRT interchange station, Wilkie Edge is located along Selegie Road, near the junction of Wilkie Road and Sophia Road.
Murdoch University was established in 1973 and is committed to the pursuit of excellence and has achieved an international reputation for the quality of its teaching and research. Murdoch makes a difference – many of Murdoch’s research projects have resulted in benefits to society, including plant disease control, animal health, clean air, waste treatment and environmental technology. The university takes pride in the fact that it has some of the best qualified academic staff in Australia.

As one of Australia’s leading universities, Murdoch University is a progressive, dynamic and modern institution with an international reputation for quality teaching excellence, research and student satisfaction. Today, Murdoch is home to 9 academic schools, with more than 22,500 students and over 2,000 staff, including 2,000 overseas students from around 100 countries studying in Perth, and another 6,500 studying offshore. Murdoch prides itself on having dynamic staff, state-of-the-art facilities, exceptional student services and a wide range of undergraduate and postgraduate courses.

In addition, Murdoch’s extensive network of industry links are a strong foundation for generating quality research and consultancy.

Murdoch University was founded as a research-led university. For more than 35 years it has contributed to the development of new knowledge. The University’s status as a world-class research university was confirmed by 2012 Excellence in Research for Australia with 85 per cent of research rated as world standard or above.

As a prestigious, forward thinking university with an international reputation and a wealth of expertise, Murdoch is definitely your choice for a world-class degree.

### Why Choose Murdoch University?

- Ranked in the World’s Top 2% of higher education institutions (Times Higher Education World University Rankings for 2012/2013). Murdoch was also one of only two Western Australian universities to make it into the Times Higher Education World University Rankings 2012/2013.
- Ranked in the World’s Top 100 New Universities (Times Higher Education Top 100 Under 50 Rankings for 2013).
- 1 of only 7 universities in Australia to be awarded the top five-star rating for the resource available to postgraduate students by the Council of Australian Postgraduate Associations (CAPA, 2010).
- The only University in Western Australia to be awarded the top five-star rating for supporting postgraduate students by the Council of Australian Postgraduate Associations (CAPA, 2010).
- 1 of the few approved universities (Law Degree) eligible for admission to the Singapore Bar, Singapore Ministry of Law (http://www.mlaw.gov.sg/practising-as-a-lawyer/unis/which-are-the-approved-universities.html).
- Member of Association of Commonwealth Universities (ACU).
- 9 out of 10 undergraduate students would recommend Murdoch to others (Murdoch Graduate Report 2009).
- The University’s research was ranked “well above world standard” in the areas of physical chemistry, crop and pasture production, resources engineering and extractive metallurgy, agricultural biotechnology, clinical sciences, immunology and medical microbiology (http://www.arc.gov.au/era/outcomes_2012/institution/MUr).
- Member of the Innovative Research Universities Australia (IRU Australia).
- The Melinda and Bill Gates Foundation has chosen Murdoch University to help in finding a cure for HIV.
- Two thirds of the research assessed by Excellence in Research for Australia (2010) was rated as world standard.

### Professional Accreditations and Memberships

- CPA Australia (Associate membership & enrolment in the CPA Programme)
- Institute of Chartered Accountants in Australia (ICAA) (Enrolment in the CA Programme)
- Economics Society Australia (Associate membership)
- Australian Human Resources Institute (AHRI)
- Singapore Human Resources Institute (SHRI)
- Council for Australasian University Tourism and Hospitality Education (CAUTHE) (Membership)
- Australian Computer Society (ACS)
- Australian Psychology Accreditation Council (APAC)
- Australian Psychological Society (APS)
The Master of Business Administration is the premier and most popular business qualification. People at the beginning of their careers, irrespective of industry sector, tend to specialise. If successful, they can rapidly develop to become respected professionals in one area of expertise.

The MBA is essentially a generalist qualification designed to broaden the students’ exposure in all the major functions of a business or organisation and equips students to make a contribution at a strategic level. The MBA does not make students experts in all of the various functions of an organisation but provides sufficient knowledge for them to understand the various facets of an organisation so as to formulate successful strategies. In effect, the MBA has the potential to offer the ambitious manager a wider range of career opportunities and the chance of assuming a higher level of job responsibility.

The Master of Business Administration provides a comprehensive exposure to the key analytical tools required to make sound business decisions. The MBA covers key functional areas such as Marketing Management, Organisational Behaviour and Management, Accounting for Managers, Business Finance, Human Resource Management, Risk Management and International Business.

The Murdoch MBA degree accepts degree holders from a variety of different disciplines and backgrounds. Graduates can find promising careers in a variety of industries in banking, financial services, consultancies, marketing, education, administration, IT, international business, as well as in government and the public sector. In Australia, Murdoch MBA graduates have an employment rate of close to 100 per cent of those seeking work, with average salaries of AUS$92,276 and maximum of AUS$360,000. The private sector dominates and the public sector accounts for around 18 per cent of graduates.
A typical trimester is a 4 month period covering a full study load of 3 units, although students have the flexibility to allocate their study load whereby they can study less than 3 units. However, any reduction in the number of units studied in the trimester will increase the length of study.

**Weeks 1 to 12**
- Seminar
  - 108 Contact Hours
  - 3 Classes Per Week

**Week 13**
- Study Break

**Week 14**
- Assessment Period for Final Examinations

This programme is supported via Internet access to Murdoch University's online library & resources and faculty visits.

**Graduation & Recognition**

Students who successfully complete the programme will be awarded the prestigious Master of Business Administration. The degree will be the same as that awarded to on-campus students of the university. Graduates will be allowed to use the title MBA (Murdoch) after their names. Presentation ceremonies are held yearly in Singapore and graduation twice a year in Perth. Graduates are encouraged to attend the degree convocation in Perth with their families whenever possible.

**Assessment Scheme**

MBA students are formally assessed by presentations, seminar participation, written assignments and examinations. For the convenience of working executives, examinations are held locally on weekends and/or weekday evenings at the end of every learning cycle. The assessment method may vary according to individual unit requirements.

**Programme Management**

The Master of Business Administration programme is managed by a professional management team at Kaplan Higher Education Institute. The team ensures that in addition to classes, students will be supported by a programme manager. They will receive regular programme newsletters via email, academic support system via email/Internet and study notes. Programme managers will also provide assistance with scheduling, study group formation, Kaplan City Campus library membership, assignment and examination management, student liaison and organisation, etc.
### Accounting for Managers

This unit provides the basic understanding of accounting required in other postgraduate units and in management practice in the world of business. The coverage is comprehensive and user-oriented, with emphasis placed on the accounting information needs of managers. This unit provides a practical understanding of how to analyse some of the information that can be obtained from the accounting system to assist in management decision-making. It will also provide students with an understanding of how external financial statements are prepared.

### Strategic Marketing Management

This unit is designed to acquaint students with the marketing function as it is used within a business organisation. Topics include the role of marketing; marketing decision making (market segmentation, consumer behaviour, the marketing mix); product planning and development; distribution; promotion; pricing; marketing strategies and control and evaluation of marketing management. Students will be exposed to some of the critical issues in international marketing and global distribution. Activities include the use and discussion of audiovisual material.

### Law for Business

This unit introduces students to legal concepts that they may encounter as managers. Topics include the role of law in Australia, the law of contract and tort law. Special topics of relevance will also be covered.

### Organisational Behaviour and Management

This unit introduces students to concepts and theories of organisational behaviour useful to managers. The unit considers behavioural impacts at the individual, group and organisational levels. Topics include motivation, job attitudes, stress, issues of group processes and relations, leadership, communication, power and conflict and organisational structure and design. Theories of how to manage the organisation during times of change and development will be a focus. The unit combines lectures and tutorials and has a practical, problem solving and experiential approach.

### Business Finance

This unit examines the financial management issues of a business entity. The tools used by financial managers are introduced and applied in a variety of long and short term financing and asset management contexts. Topics include financial mathematics, capital budgeting, risk and return relationships, cost of capital and working capital management.

### Strategic Decision Making

This capstone unit assumes a senior management perspective and is concerned with the overall strategies, objectives and policies of the organisation. Topics include strategy analysis, formulation, implementation and evaluation; strategic portfolio, risk and diversification; organisational culture and systems in strategy making; organisational change; competitive advantage; and declining industry environments; and managing strategic change and organisational renewal. There will also be a strong focus on the global competitiveness of companies, industries and nations.

### Organisational Change, Management and Consultancy

This unit focuses on the role of the human resource consultant, whether internal or external and the provision of services and methodologies about organisational change. The consultancy process is discussed in terms of adopting an approach that is appropriate for the organisational environment, the consultant client relationship and the needs and capabilities of the client. Topics include legal and ethical issues in consulting, the consulting process, consulting skills, marketing, consulting services, data gathering and analytical techniques and proposal and consulting report writing.

### Economics and Business Strategy

Increasing competition and rapid technological change mean that, more than ever before, managers must have a sound understanding of the economic fundamentals of business enterprises, the operation of markets and the role played by governments. In this unit particular emphasis is given to the strategic interdependence of many businesses and their efficiency.

### Effective Leadership

This unit will explore the nature and role of leadership using selected readings, case studies, discussion and practical application. Issues such as “What is leadership?”; “What do leaders do?” and “What determines a leader’s success or failure?” will be tackled, as well as the key question, “What is the difference between leading and managing?”

### Dispute Management

This unit discusses the full range of mechanisms available for international commercial dispute resolution. Principal focus will be on the processes of international and domestic commercial negotiation and arbitration. International commercial negotiation and arbitration are major growth areas of dispute management practice, possibly the most widely used dispute resolution methods in international business. Students will study the practice and the law relating to international commercial arbitration and negotiation plus various sets of commonly applied international arbitration rules and negotiation tactics.

### Project Management

This unit provides a generic approach to project management and is applicable to any project. You will gain a solid understanding of the various elements of project management including planning, organising, controlling, scope management, meeting project objectives and attaining project success. You will be able to analyse the performance of a project during the execution phase; describe the major functions of project management and how they are applied.

### Risk Management

This unit discusses an integrated risk management framework that can be applied to a wide range of industries. It includes private and public risk management principles. Risk control, risk assessment and implementation of risk management in particular industries will be discussed through case studies. The unit also covers issues such as risk transfer, contractual issues in risk management and loss exposures. On completion of the unit, students should have a comprehensive understanding of risk management techniques and risk management planning.
FEE SCHEDULE & APPLICATION

Fee Schedule

Please refer to the insert for the information on:
• Tuition Fee
• Non-tuition Fee
• Refund Policy
• EduTrust Certification

For more information, please contact our programme consultant or email info.sg@kaplan.com

Entry Criteria

The MBA course accepts a wide range of qualifications. These include:
• A recognised Bachelor Degree or higher with 2 years of working experience.
• Applications with relevant professional qualifications or work experience will be considered on case-by-case basis. The final decision rests with Murdoch University.

Additional Entry Requirement:
• Applicants are required to meet Murdoch University’s English language requirement.

Admission to the Programme

Participants are selected on the basis of the unique qualities each will bring to the synergy of the group as a whole. A blending of diverse backgrounds creates special challenges and opportunities for participants to benefit from the experience and perspective of others.

Study Loans

Study loans are available with most banks and financial institutions. Interested candidates may contact:

POSB : 6333 0033 www.posb.com.sg
Maybank : 1800 629 2265 www.maybank.com.sg
NTUC Thrift : 6238 0550 www.ntuchrift.com.sg
TCG Ltd : 6319 3700 www.tcc.org.sg
RHB Bank : 1800 323 0100 www.rhbbank.com.sg

Closing Dates

Deadlines for application for each term intake are contained in the application forms. Usually, the university takes about 2 weeks to process each application. Therefore, it is advisable for potential students to apply for admission at least 2 weeks before the start of each intake.

Who to Contact

For enquiries on this course, send “KAP-463N” via sms to 9677 7598 or enter it at http://ask.kaplan.com.sg

For other information on Murdoch University’s programmes, please scan the QR code or contact:

Telephone : 6733 1877
Facsimile : 6225 3605
Email : info.sg@kaplan.com
Kaplan Website : www.Kaplan.com
Murdoch Website : www.murdoch.edu.au

Checklist

Have you:
☐ Attached a complete official transcript of your tertiary record from each institution you have attended?
☐ Attached a photocopy of the 1st page of your passport/identification card?
☐ Submitted digital passport-sized photo?
☐ Signed and dated your application?
☐ Included your application fee?

The full application package should be sent to:
Director, Murdoch,
Master of Business Administration Programme (Part-time)
Kaplan Higher Education Institute
Kaplan City Campus @ Wilkie Edge
8 Wilkie Road, #02-01, Singapore 228095

Murdoch University and Kaplan Higher Education Institute reserve the right to alter, amend or delete any programme, fee, course, admission requirement, mode of delivery or other arrangements without prior notice.

The information contained in this brochure is correct at time of print (August 2013).
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