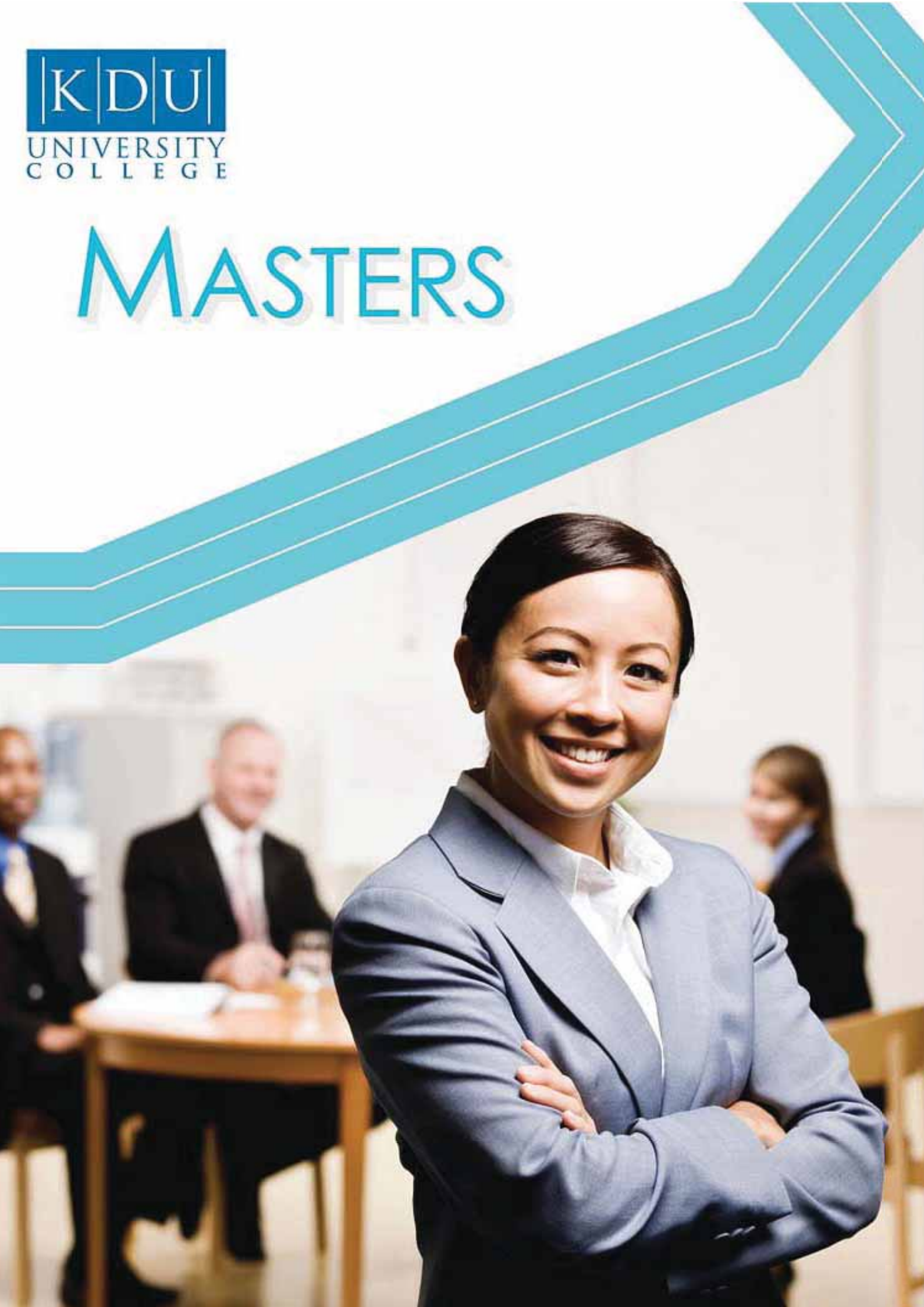




# MASTERS





Artist impression of KDU University College Glenmarie campus.  
Scheduled for completion in 2014.





## about KDU

As a pioneer in private, tertiary education in the region, KDU University College sets itself apart by focusing on quality partnering with top universities around the world. The institution is inspiring its students to greater heights. With more than 48,000 alumni, the institution has built a strong presence in the region.

### Our Vision & Mission

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#### *Vision:*

- To be the premier education provider that benefits society

#### *Mission:*

- To provide superior learning experiences in a caring and conducive environment for our students to realize their full potential to become individuals who are successful and relevant; and will contribute positively to society;
- To recognize our employees as our single most important resource to be nurtured in a caring and conducive environment for them to realize their full potential; and
- To create and enhance value for all our stakeholders

### Our Belief

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Regardless of academia or life in general, KDU believes that people should learn more from people and not just from books.

### People Inspire People

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This is not just KDU's tagline but it embodies the college's mission to provide superior learning experiences in a caring and conducive environment for its students to realize their full potential. Here at KDU, the lessons are learnt but the people are celebrated for the inspiration they bring to each other.

### Our Future

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KDU is growing in stature and is now moving ahead into very exciting time with its 'University College' status. The KDU Bachelor programmes are designed to be highly industry relevant, KDU graduates would be grounded with strong foundation in character and knowledge in their specialization.

A new campus is being developed for another 10,000 students at Glenmarie by 2014.

# Masters Programmes



## Master of Business Administration in International Hospitality Management

KP/JPS(KA9017)07/13

The programme's objective is to equip students with the skills necessary for eventual higher level management in the hospitality industry. The core focus is on strategic planning and development, and managing service organizations in a regional and international setting. Possible industry sector of employment: hotels, restaurants, public / private transport systems (airlines, cruise liners, etc.), resorts, and all other service related industry which is the largest industry sector in the world.

- Personal Development Planning IV
- Studying at Masters' Level (Research Methodology)
- Economic and Financial Project Appraisal in the Hospitality Industry
- Event Management
- Service Operations Management
- Strategic International Marketing Management
- Enterprise Development in the Hospitality Industry
- Asia Pacific Business Cultures
- Contemporary Issues in Strategic Management
- Management Research Report (MRR)

**Duration :** 12 months (Full time)  
24 months (Part time)

**Offered at :** KDU DJ Campus

**MBA awarded by: IMI University Centre, Switzerland**

About IMI: IMI University Centre is a Swiss private university teaching tourism, hospitality, event management & culinary in Lucerne. The centre is accredited & recognised by: The Federation of Swiss Private School (VSP), The Quality Assurance Agency for Higher Education (QAA), Swiss quality label for further education institutions (EDUQUA), The British Accreditation Council for Independent Further and Higher Education (BAC), The Association for Tourism & Leisure Education (ATLAS), Pacific Asia Travel (PATA), The Swiss Association for Quality & Management System (SQS), ISO 9001:2000 certification

Staff teaching the programme:

**Dr. L.J. Fredericks**

Forty Five (45) years teaching experience; 30 years in postgraduate level. Former Deputy Vice Chancellor, University of Malaya (1979-1983); Former Director: Sunway College (1989-1991), Help Institute (1991-2000), Charles Sturt University (2000-2001); International Consultant on Economics and Rural Development Programs; over 60 journal (research) publications on economics and rural development.

**Dr. Ow Tuck Joon**

Thirty Nine (39) years teaching experience. Adjunct Professor, facilitator and lecturer for MBA, DBA and Ph.D programmes in: Charles Sturt University, University of West Sydney MBA, Nottingham Trent University MBA, American University of Hawaii MBA, University of Queensland MBA, University of Leicester MBA, Lansbridge University Canada MBA, and Heriot Watt University MBA. Published Three (3) books in Accounting and Financial Management for the Malaysian Institute of Bankers and the Malaysian Institute of Management.

**Dr. Dimitrios Diamantis** (Greek/ British)

Visiting lecturer from Sheffield University (UK), IMI University Centre (Switzerland), Double Ph.D. holder from University of Surrey (UK), and Bournemouth University (UK). Editor: International Journal of Hospitality Knowledge Management. External Examiner for Manchester Metropolitan University (UK) MSc and MBA programmes.

**Dr. Rod Allan A. de Lara**

Programme Leader MBA in International Hospitality Management (IMI University Centre), Former Senior Economic Specialist for the Philippine Government's House of Representatives

**What you should know about our MBA...**

- Accredited by MQA.
- It is the only Swiss master programme available in Malaysia.
- This course is taught by highly qualified local and international lecturers, and visiting lectures from IMI University Centre.
- Its core focus is on strategic planning and development, and managing service organisations in a regional and international setting.
- The programme uses a lot of real business simulation exercises/ projects e.g. 'Actual Business Consultancy', 'Stock Market Simulation', 'Beefeater Restaurant Service Management Simulation (Business Game Software)', etc.

## Master of Science in Business Information Technology

KP/JPS(KR10684)08/14

Students from the programme may embark on a variety of careers in areas such as information management, business systems and analysis, BIT consultancy, BIT development management, education and training.

Skills gained during the programme enable students to choose either general managerial or consultancy and training roles.

- Business Systems
- Database Programming and Web Development
- Communication Technologies
- Research Methods
- Project Management Studies
- BIT Consultancy Project
- Information, Systems and Organisation
- Masters Dissertation

**Duration :** 1 year (Full time)  
2 years (Part time)

**Offered at :** KDU DJ Campus

**M Sc awarded by: Northumbria University, UK**

About Northumbria University: Renowned for preparing students for the world of work. Rated The Times Best New University 4 times & 3 years in a row. Excellent performance in UK quality audits. Top among UK modern universities. Sixteen of its subject areas have been awarded 22 out of 24 by the UK Quality Assurance Agency. All subjects have scored over 20 points bringing an average score of around 22 points.

### **The Master of Science programme is:**

- Accredited by MQA.
- Recognised by the British Computing Society.
- A modular-based learning course.
- Taught by highly qualified academics; many with at least 10 years of experience in related industries.
- Recognised for EPF withdrawal and bank loans.
- All students carry out a consultancy project with a local company, involving real business problems which students tackle in partnership with the organisation.

Staff teaching the programme:

**Dr. Ow Tuck Joon**

Thirty Nine (39) years of teaching experience.  
Adjunct Professor, facilitator and lecturer for MBA, DBA and Ph.D programmes in: Charles Sturt University, University of West Sydney MBA, Nottingham Trent University MBA, American University of Hawaii MBA, University of Queensland MBA, University of Leicester MBA, Lansbridge University Canada MBA, and Heriot Watt University MBA. Published Three (3) books in Accounting and Financial Management for the Malaysian Institute of Bankers and the Malaysian Institute of Management.

**Dr. Rod Allan A. de Lara**

Programme Leader for MBA in International Hospitality Management (IMI University Centre), Former Senior Economic Specialist for the Philippine Government's House of Representatives.

**Mr. Chia Weng Soon**

Twenty Five (25) years of industry / teaching experience in various positions like software developer, Senior System Analyst and Manager, who has a Special interest in development process and methodologies, software design patterns to framework. A great believer of Spring Framework, Hibernate Object Relation Mapping Software and rule engine as a driver for software implementation.

**Mr. Leong Mun Chak**

Eighteen (18) years of industry / teaching experience in various positions like product Manager, Divisional Manager, Associate Professor and Founder and consultant of LMC Learning, Petaling Jaya.

Professional Accreditation from the Project Management Institute (PMI)

– Project Management

Professional (PMP) designation Member of the Project Management Institute (PMI)

Member of the Institute of Electrical and Electronics Engineers (MIEEE)

Associate Member of the UK. Institution of Electrical Engineers, UK (AMIEE)



Guest Lectures by NU staff



PEOPLE  
INSPIRE  
PEOPLE



**KDU COLLEGE SDN BHD** (76997-T)

**DAMANSARA JAYA CAMPUS**

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Email : best@kdu.edu.my Website : www.kdu.edu.my

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