



Executive Masters' Programs

Blended Learning Approach/Hybrid Learning



Strategic Partner and Authorised Education Provider:



BIOGRAPHICAL SKETCH

DR. ABDUL HAMID BIN HJ. ABDULLAH

- **Dr. Abdul Hamid bin Hj. Abdullah is the Group Managing Director & Principal Managing Consultant of EMC Group of Companies. He holds: FASHRM; Ph.D (Bus. Amin.-HRM) (AeU, M'sia); M.Sc. (Virginia Poly. Inst.& St. Univ., USA); B.Sc.(Hons.)(Idaho St. Univ., USA); Dip. Sc. & Ed. (UPM, M'sia); PG. Dip. HRM (Lincolnshire & Humberside, UK). He, too, is a Fellow of ASHRM, and a Research Fellow at SOM, AeU.**
- **He is a former teacher (Anderson School, Ipoh, Perak), a former lecturer (UTM), and has served both local companies and MNCs in the capacity as Senior HR Practitioner (Sr. Manager/Director). Among companies he served includes: SME Group of Companies, Penang Seagate, and Gateway Inc.. He has more than 28 years of working experience.**
- **He has presented at Conferences – both national and international levels including in Malaysia, Singapore, Negara Brunei Darussalam, Republic of India, Republic of Indonesia, Kingdom of Thailand, United Arab Emirates, and the Kingdom of Saudi Arabia. His presentations and international refereed journal articles can be viewed via his personal blog (<http://aha.emcgroup.com.my>).**
- **His areas of interest and specialisation are: Organisation development, Formulation of HR policies, Compensation & benefits, Competencies management and profiling, Performance management & improvement, HR certification, Strategic human resource management, Talent management, Leadership development, Management development, and Strategic management.**

ABOUT AeU

Asia e University (AeU) is a dual-mode multinational university (public funded-private University) set in Asia in 2007, by Asians under the Asia Cooperation Dialogue (ACD).

Its establishment is an initiative of Malaysia, as prime mover for e-education, with the support of the 31 ACD member countries as confirmed by the Islamabad 2005 and DOHA 2006 ACD Ministerial Meetings.

AeU collaborates with Institutions of Higher Learning (IHLs) and training centres in the 32 ACD countries to offer academic programs and training to all in Asia. AeU's programs and products focus on affordability, accessibility, and marketability.

AeU also acts as a facilitator for the mutual accreditation and recognition of degrees and academic programs among Asian Institutions of Higher Learning (IHLs). AeU also act as an enabler for IHLs in Asia to leverage on each other's resources and facilities including sharing of academic and professional programs.

ABOUT SPEED

SPEED (School of Professional & Executive Education) plays an important role in imparting dynamic skills, knowledge and experience to the 21st century executives in the pursuit of lifelong learning ventures.

It provides balance mixtures of executive training for working adults in the private and public sectors and creates flexible, accessible, and open entry education via web learning technologies, classroom lectures or a unique blend of both.

Its offerings are delivered by multinational, multicultural faculty through strategic alliances with local and international institutions.

A number of Executive Education programs which include Executive Certificates, Executive Diplomas, and Executive Masters are being offered to meet diverse educational needs and professional goals of discerning learners.

Background of EMC*i*

EMC Management Centre

- EMC Management Centre was incorporated in 1996 to meet the strategic demands of the nation which include the provision of Education Programs, Professional Programs, Training Programs, In-House Programs & Consultancy Services
- EMC Management Centre is the parent of EMC Group of Companies. EMC*i* is a subsidiary company of EMC Management Centre.





Strategic Partners of EMC*i*



Executive Masters' Programs



What is Executive Education in AeU

- ❖ The programs are more industry based rather than academic based.
- ❖ Flexible entrance qualifications into programs as it depends on years of experience in the subject matter/domain of expertise.
- ❖ Assignments are workplace / industry related .
- ❖ Enables articulation to MQA accredited programs offered by AeU (Present status of the accepted students).
- ❖ Courses are delivered by facilitators with sufficient years of working experience in the subject matter/domains of expertise.

Objectives of AeU's Ex. Master Programs

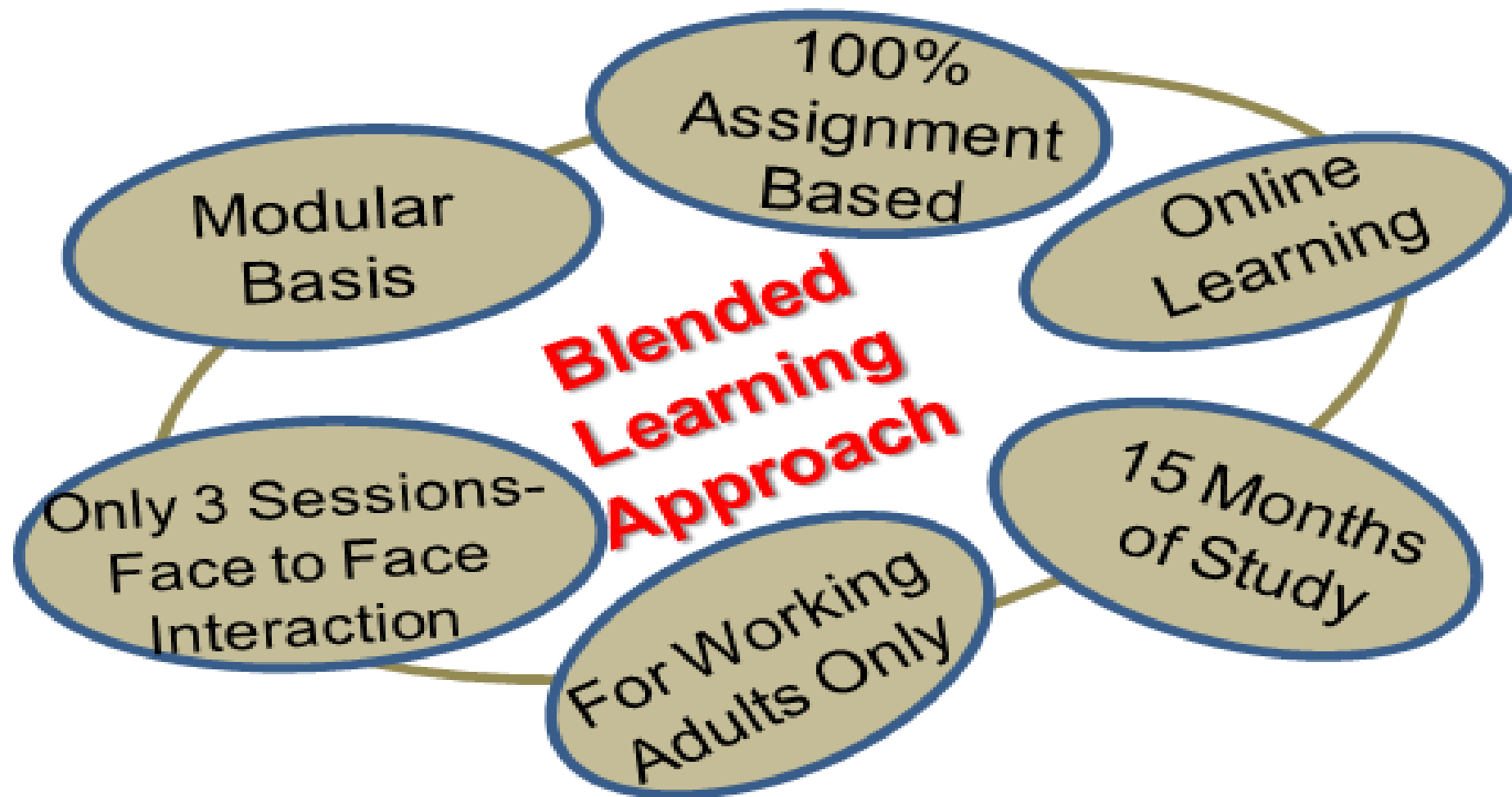
- ❖ Develop dynamic, innovative and capable leaders
- ❖ Develop analytical and decision making skills
- ❖ Prepare students to face global challenges
- ❖ Enhance career development opportunities
- ❖ Expose to skills, competencies real time shared experiences
- ❖ Acquire broad overall knowledge and practices on productivity improvement.

Basic Concept of Blended Learning/Hybrid Learning

Blended learning/hybrid learning refers to the provision of **flexible** educational opportunities in terms of **access** and **multiple** modes of knowledge acquisition. It is a growing global trend in reaching out to more students.

- **Flexible:** The availability of choices for educational endeavours anywhere, anytime and anyhow.
- **Access:** Opportunity made available to all, freeing them from constraints of time and place. And this is important for busy working professionals like you.
- **Multiple:** The use of various delivery systems and learning resources.

Blended Learning Approach



Why This Program – BLA?

- Flexible & Practical!
- You have the tacit experiences!
- You have the experience BUT lack the paper qualification!
- You are a busy executive!
- Impossible to FAIL!
- Staggered and well spaced out – Not taxing!
- You already are a Senior Practitioner. Cannot leave employment!
- You are a busy executive and engaged – parenting!

Benefits of the Programs' offered by EMC*i*

- ❖ The programs – Executive Masters' are basically designed for the busy working professionals.
- ❖ It has observed that the regular face-to-face programs are too demanding for all the modules. The working professionals are a busy lot and find it over demanding.
- ❖ By this method of Blended learning, its penetration to potential students can be extensive.
- ❖ The student is expected to avail himself / herself for only seven (7) days for face-to-face interaction.
- ❖ The duration of the programs is approximately 15 months of study, or lesser.

Benefits of the Programs' offered by EMC*i*

- ❖ Syllabus developed based on industry needs
- ❖ Programs taught by qualified and experienced facilitators
- ❖ Only 3 classroom / face-to-face interactive sessions (total 7 days, (Stages of 2 + 3 +2).
- ❖ Enhancing industrial networking
- ❖ Interactive hands-on exposure



Academic Loading

NO	ELEMENTS	LOADING (HOURS)
1	Modules (Classroom)	70
2	Preparation of assignments	220
3	Preparation of Case Study Analysis	60
4	Expected self – reading <i>(24 hours per module)</i>	264
	Preparation of project work	180
	Total	794

Who Should Attend

- ✓ Supervisors, Administrators, Executives, Managers, General Managers, Director, Business Owners

Course Duration

- ✓ The duration of these Programs are approximately fifteen (15) months of study. These programs will be conducted on part-time basis.

Admission Requirement

- ✓ Working adults with an Executive Diploma, or its equivalent qualification and a minimum of 5 years working experience *OR*
- ✓ Working adults of 35 years and above with minimum of SPM/STPM level qualification, *OR* its equivalent

Learning Methodology



- Participative Lecturettes
- Classroom / Face-to-face interactive sessions
- Online Learning
- Discussion
- e-Library
- e-Book
- Online request / discussion



The Session will be highly interactive in nature.

Award

This Executive Master Programs are offered by the School of Professional & Executive Education (SPEED), Asia e University (AeU). EMCi is the Strategic Partner and Authorized Education Provider. Successful participants will be awarded the Executive Master Program. This is a School of Professional & Executive Education (SPEED), AeU, Award.

Only one (1) category of credential will be awarded:-

Ex. Master with Merit

The Executive Master with Merit will be awarded to participants upon attaining the required academic standards as set forth by the Course Tutors and the Executive Master Program Board of Examiners.

Educational Outcomes

- Enable individuals to acquire the specialist knowledge, skills, and competencies in various specialisms
- Develop individuals who are in the middle management to assume much higher responsibilities in the private sector
- Expose and keep the individuals abreast of the economic changes and globalisation that are taking place globally
- Able to contribute to the industrial sector, which is an important challenge to ensure the realization of developed status of our Nation by 2020
- Enable individuals to be at the forefront of knowledge and innovation that will enable them to raise their competence bar

Program Details



AeU's Executive Masters' Programs

**Executive Master In Business Operations Management
(EMBOM)**

**Executive Master in Human Resource Management
(EMHRM)**

**Executive Master In Business Project Management
(EMBPM)**

**Executive Master In Plantation Management & Technology
(EMPMT)**

EXECUTIVE MASTER
In
BUSINESS OPERATIONS MANAGEMENT



Learning Outcomes

- ❖ Enable the individuals to acquire the specialist knowledge, skills and competencies in various integrated disciplines of business management.
- ❖ Expose and keep the students abreast of economic changes and globalization that are taking place and hence the importance for developing a challenging business strategy.
- ❖ Strategize the business operations through maximization of available resources to ensure higher productivity.
- ❖ Acquire new management tools, techniques and practices.

Assessment Mode

EXECUTIVE MASTER IN BUSINESS OPERATIONS MANAGEMENT ASSESSMENT MODE

Module	Title	Mode of Assessment
1	Organizational Leadership and Management	Assignment
2	Business Strategy and Strategic Management	Assignment
3	Corporate Financial Management and Decision Making	Assignment
4	Strategic Human Capital Management	Assignment
5	Operations Strategy	Assignment
6	Logistics and Supply Management	Assignment
7	Quality Systems Management	Assignment
8	Perspectives of Project Management	Assignment
9	Strategic Marketing Management	Assignment
10	Business Ethics and Corporate Governance	Assignment
11	Research Methodology	Attendance
12	Case Study Analysis	Submission (Individual)
13	PROJECT WORK	Submission (Individual)

EXECUTIVE MASTER *In* HUMAN RESOURCE MANAGEMENT

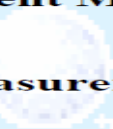


Learning Outcomes

- ❖ Acquire knowledge, skills and competencies in various disciplines of business management as desired by the industry.
- ❖ Develop participants in middle management to assume higher responsibilities in management.
- ❖ Strategize the management practices and operations in line with changing organizational strategy and global changes.
- ❖ Keep abreast of the management concepts and practices as used and practiced globally.
- ❖ Acquire with new tools, management tools, techniques and practices.

**EXECUTIVE MASTER IN HUMAN RESOURCE MANAGEMENT
ASSESSMENT MODE**

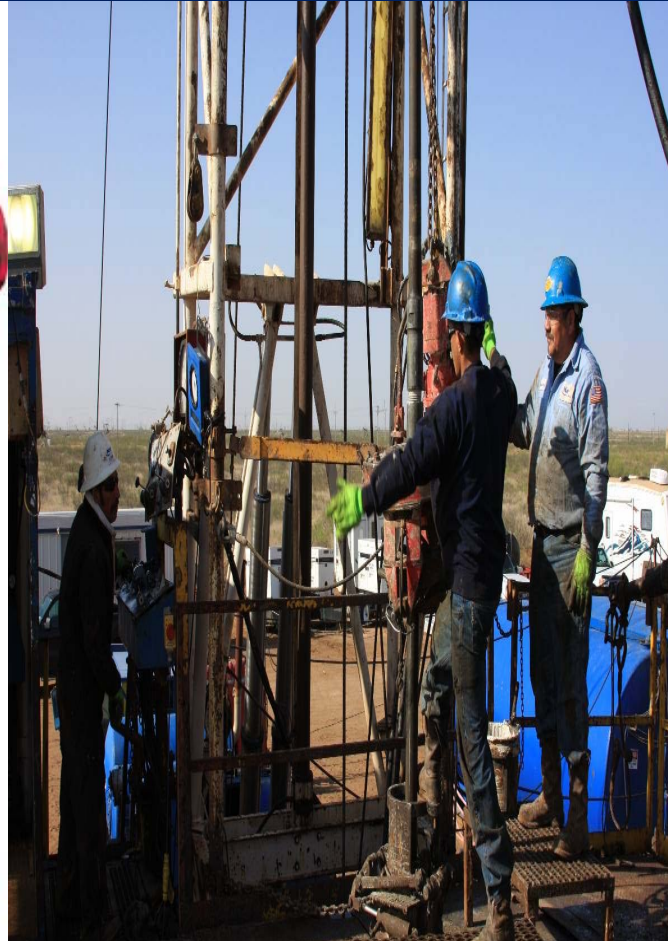
Module	Title	Mode of Assessment
1	Perspectives of Human Capital Management	Assignment
2	Human Capital Performance Technology and Improvement	Assignment
3	Talent Management and Practices	Assignment
4	Measurement and Assessment of Human Capital Management	Assignment
5	Strategic Human Capital Management	Assignment
6	Organizational Consulting and Facilitation	Assignment
7	Compensation and Rewards Management	Assignment
8	Human Capital Planning and Acquisition	Assignment
9	Human Capital Development and Leadership	Assignment
10	Strategic Labour Relations	Assignment
11	Research Methodology	Attendance
12	Case Study Analysis	Submission (Individual)
13	PROJECT WORK	Submission (Individual)



EMC

A Partner in the Learning Process

EXECUTIVE MASTER *In* BUSINESS PROJECT MANAGEMENT



Learning Outcomes

- ❖ Acquire knowledge, skills and competencies in project management and related disciplines desired by the industry.
- ❖ Develop participants in middle management to assume higher responsibilities in project management in organizations.
- ❖ Strategize project management activities to remain competitive.
- ❖ Keep abreast of the changing practices globally in elevating the professionalism of Project Management.
- ❖ Acquire with new tools, techniques and practices in elevating the field of project management to the next level.

**EXECUTIVE MASTER IN BUSINESS PROJECT MANAGEMENT
ASSESSMENT MODE**

Module	Title	Mode of Assessment
1.	Perspectives of Project Management	Assignment
2.	Project Planning	Assignment
3.	Project Cost & Financial Management	Assignment
4.	Project Risk Management & Project Evaluation	Assignment
5.	Project Quality Management	Assignment
6.	Leadership & Human Capital Factors	Assignment
7.	Project-Contract Management	Assignment
8.	Project Scheduling, Monitoring & Control	Assignment
9.	Project Management and Information Communication Technology	Assignment
10.	Project Termination	Assignment
11.	Research Methodology	Attendance
12.	Case Study Analysis	Submission (Individual)
13.	PROJECT WORK	Submission (Individual)

A Partner in the Learning Process

EXECUTIVE MASTER IN PLANTATION MANAGEMENT & TECHNOLOGY (EMPMT)

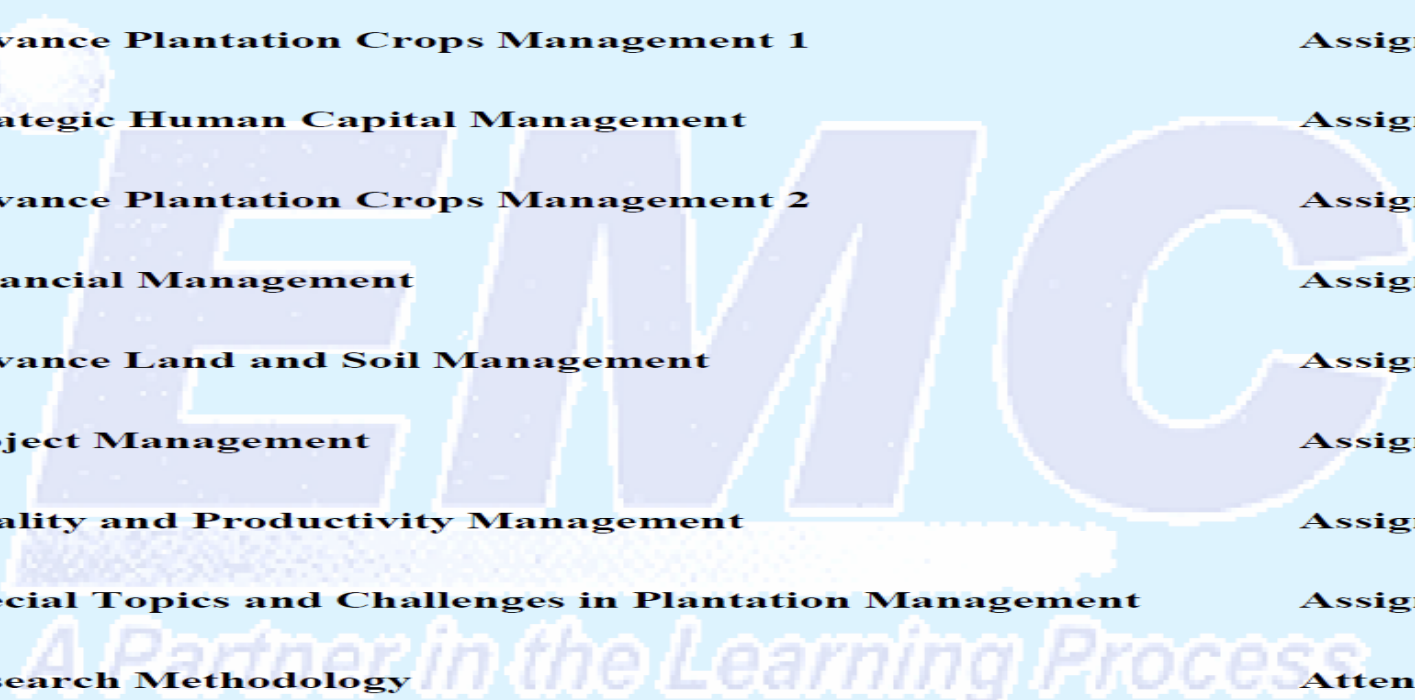


Learning Outcomes

- ❖ Acquire knowledge, skills and competencies in various disciplines of business management as desired by the industry.
- ❖ Develop participants in middle management to assume higher responsibilities in management.
- ❖ Strategize the management practices and operations in line with changing organisational strategy and global changes.
- ❖ Keep abreast of the management concepts and practices as used and practiced globally.
- ❖ Acquire with new tools, management tools, techniques and practices.

**EXECUTIVE MASTER IN PLANTATION MANAGEMENT &
TECHNOLOGY
ASSESSMENT MODE**

Module	Title	Mode of Assessment
1	Business Strategy and Strategic Management	Assignment
2	Organizational Leadership and Managing Change	Assignment
3	Advance Plantation Crops Management 1	Assignment
4	Strategic Human Capital Management	Assignment
5	Advance Plantation Crops Management 2	Assignment
6	Financial Management	Assignment
7	Advance Land and Soil Management	Assignment
8	Project Management	Assignment
9	Quality and Productivity Management	Assignment
10	Special Topics and Challenges in Plantation Management	Assignment
11	Research Methodology	Attendance
12	Case Study Analysis	
13	PROJECT WORK	



GRADUATION





2nd CONVOCATION

22 APRIL 2012 • KUALA LUMPUR
1 UNIVERSITY 31 COUNTRIES





ACU
asiaeuniversity

3rd CONVOCATION

SUNDAY • 21ST APRIL 2013 • KUALA LUMPUR

1 UNIVERSITY 32 COUNTRIES





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THANK YOU VERY MUCH