

# Prospectus. Master of Business Administration

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Learning  
never  
stops.



**SAITO | GBS**  
GRADUATE BUSINESS SCHOOL



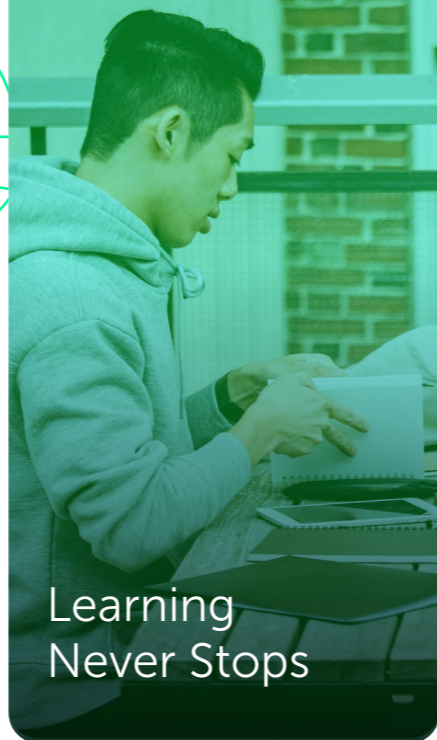
# Prospectus

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# Prospectus

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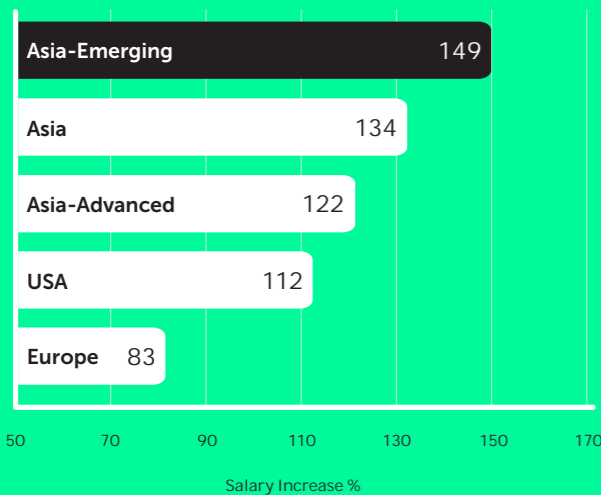
Executive  
Learning at  
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Overview

# Learning never stops.

## MBA Salary Increase Financial Times 2018



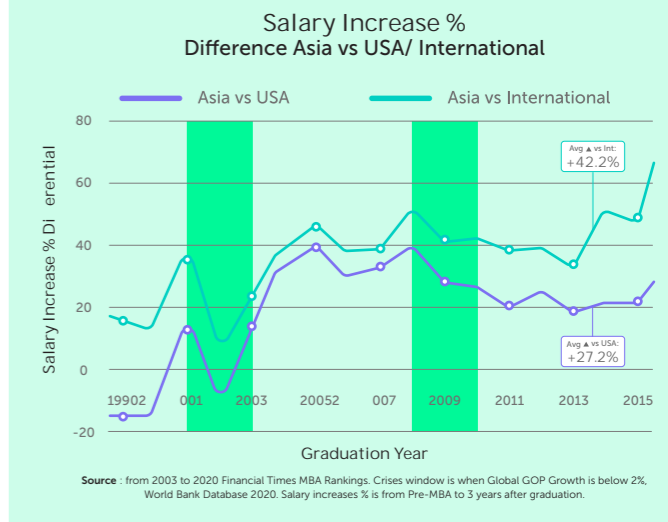
With emphasis on new methods and innovations within most industries, there is an opportunity for constant learning and improving professional skills that help to elevate performances and provide suitable career growth.

As a result, there is a rising demand for more skilled and knowledgeable managers and professionals beyond the fields of Management and Administration which can only be achieved through the academic inculcation of graduates with know-how and invaluable competencies that are relevant and necessary in the industry.

With the rise in demand, the natural occurrence is an increase in rewards or salary packages with postgraduate or executive education. In a 2018 study on the effects of a postgraduate degree on salary rise, markets across Asia has shown over 100% appreciation in the rates of salaries in comparison to the US and Europe markets that scored 112% and 84% respectively.

In Malaysia, the average compensation trend for the sign-on bonus and performance bonus was RM55,300 and RM133,500 respectively for postgraduate graduates which shows that the pursuit of academic advancements can be an attractive investment for career advancement and an opportunity to take on the timeless adage that 'Learning Never Stops.'

At Saito Graduate Business School (SGBS), we provide the necessary tools to succeed at your current professional goals through our authoritative Masters of Business Administration course integrated with a Corporate Leadership Immersion for Business (CLIMB) Programme.



Throughout this Prospectus, you will find how the Saito GBS MBA will unlock your professional trajectory as we guide you through the philosophy and reality behind the course and your future with the certifications. We also would like to stake claim on being advocates of accessible learning through our own Open Distance Learning platform as well as shed light on how our flexible learning modules that include a customised MBA, short professional courses, or microcredits along with the network of knowledgeable and professional academic faculty coupled with other industry-specific students could help you plan your very own academic journey.





# Learning with us

While some great entrepreneurs, such as Bezos and Jobs, have made a career out of self-learning, it isn't always the most effective way to understand and apply difficult business scenarios without jeopardising yourself or your company.

Self-learning and learning through **carefully curated** modules with the guidance and mentorship from industry leaders are two entirely different approaches to advancing your personal development and career.

With a Saito Graduate Business School MBA, you can gain valuable opportunities to network, polish your interviewing and pitching skills in real-time, learn business concepts and apply them to real scenarios.

Our courses are also designed to be customisable and flexible in order to help those who are looking for certified ways to switch career paths or to expand their knowledge of a certain career path and enter a more elevated role in the workforce.

Ultimately, it is definitely worth remembering that choosing to continue learning is NEVER going to hurt especially when looking for new opportunities in life.

“Life is like riding a bicycle. To keep your balance you must keep moving”

– **Albert Einstein**

## Empower Your Future with a Saito MBA

-  Improve leadership and people management skills
-  Develop, advertise and sell your products and services
-  Network & create connections or partnerships
-  Manage difficult situations
-  Keep company finances healthy
-  Promote and maintain a company's positive image
-  Gather, interpret, and create reports based on industry data
-  Hire top talent and improve employee retention
-  Create hierarchies that help the company thrive
-  Make tough calls at the right time



# Choose a pathway that best empowers YOU

SAITO Graduate Business School MBA



Students can opt for the single SAITO MBA certificate. Students will be exposed to business hands-on practical sessions, mentoring and coaching by industry experts among other learning experiences.

Corporate Leadership Immersion for Business (CLIMB)



Students can choose to graduate with a Saito GBS MBA inclusive of our CLIMB programme where students will learn from industry experts in an international setting.

Chartered Management Institute Professional Certification Route (Optional)



Students can get both Saito MBA and CMI Qualification. CMI is the only organisation that can award Chartered Manager status, the highest accolade for managers and leaders. Option to join CMI professional body through paid membership.

The SAITO Graduate Business School MBA (Master of Business Administration) is a graduate degree that centers on building leadership skills and learning business principles. It also provides the opportunity to expand your professional network, gain access to new job prospects, and pivot your career while remaining resilient in an ever-changing environment.

## Platform to Launch

Our Vision

To provide educational opportunities to students that will enable them to make a positive change in their lives and to the community around them.



# Corporate Leadership Immersion for Business Programme

Students at Saito will have the option to spend a week in a country of their choosing as part of our Corporate Leadership Immersion for Business programme, acquiring foreign experience while also receiving support from experts in their chosen field.

We offer this transformational leadership programme to include an experiential immersion component so students can understand and learn how to overcome obstacles faced by successful leaders on a daily basis by examining the emerging trends in business with emphasis on strategic growth in the face of shifting demographics and innovative technologies.

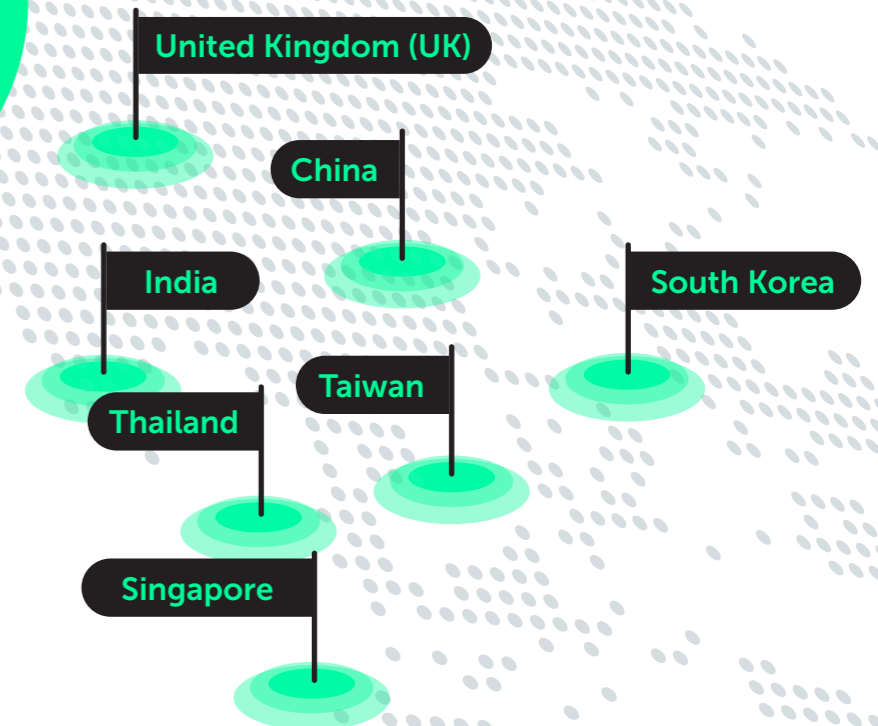
Our facilitators will help students distill leadership lessons and apply them to their own personal and professional lives. The purpose of our programme is to drive cultural and behavioural changes, and shift the mindsets of aspiring future leaders.

Life-changing travel cultivates a global perspective and open-mindedness - two significant traits of a great leader.

The goal of this programme is for our students to be inspired to become great leaders and global thinkers who seek to make positive change in their own communities.



Immerse yourself in fast paced business destinations across the world







Reminder  
Our courses are  
customisable

## 100% Industry Relevant

- Faculty with diverse industry experience.
- Continuous learning through practical assessments.

## Leadership Immersion

Gain exposure in countries like United Kingdom (UK), India, Singapore, Taiwan, Korea, Thailand or China.



Recognised by internationally renowned institution.



## Fully Flexible

Personalised learning experience and multiple options of learning to complete your course

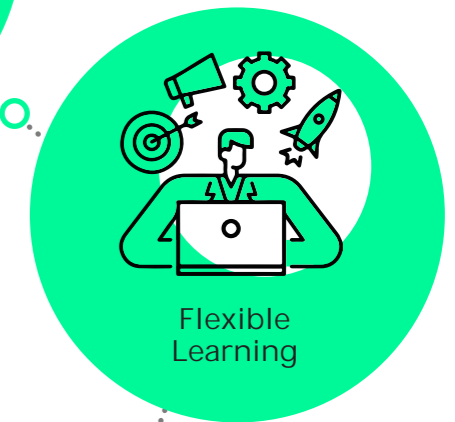
- Face-to-face classes (F2F)
- Online Learning (OL)



Personalised  
Mentorship



Industry Learning  
Journeys



Flexible  
Learning



Networking  
Engagements

# Personal & professional growth





Greater  
network &  
net worth

# Designed with learners in mind



## Professional Endorsement and Accreditation by CMI

The Chartered Management Institute (CMI) is the only chartered professional body for Management and Leadership and remains the only organisation to award the Chartered Manager status - the ultimate management accolade. CMI has been promoting the highest standards in Management and Leadership excellence for over 60 years with over 100,000 members globally, and a rapidly growing membership in Malaysia and the region. Saito students will have the option to obtain a professional certificate from CMI on top of their Saito MBA certificate.

### Saito Learners Benefits:

- Learning with Chartered Status embedded (with selected courses)
- Opportunities for progression from further learning through to Chartered Manager Status - the highest accolade in Management
- Gain industry recognition and connect with a vast network of professionals as a CMI Community member
- Access to digital resources, online webinars and our online resource portal, ManagementDirect
- Mentoring programmes professionally endorsed by the CMI which provide practical support to managers at all career levels. Saito's MBA has the industry certification or endorsement by professional qualification which will enhance our students' employability by improving and upgrading their professional skill sets. The programme can be offered to train or retrain civil servants and general working adults. Besides that, students have the option to join the Corporate Leadership Immersion for Business (CLIMB) programme as well.





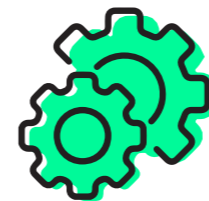
### MBA in Bite Sizes

Too tied up with work and endless deadlines? Not to worry. You can take our Saito MBA in bite sizes to meet your busy schedules. Our modules can be micro-credential to cater to busy corporate employees.



### Global Classroom

Our MBA programme features a worldwide classroom with sharing sessions with our Professor of Practice and Industry Mentors from local and abroad. Students will be exposed to a diverse range of global classroom lecturers with extensive expertise.



### Tailored Corporate MBA Programmes

Saito's MBA custom programmes are tailored to align with your company goals, values, technology, and people. We leverage on the creativity, innovation and digitalisation in business, working closely with clients in order to create learning experiences that match their expected outcomes. We are most successful with companies that are interested in making fundamental, strategic changes in the way they do business. Your top executives will meet with the Saito MBA team to share your own imperatives, culture, and purpose before we customise programmes that address the key challenges and provide improvements to achieve the overall organisation's goals.



Students will be able to explore business trends for the 21st century with focus on strategic growth amid demographic changes and disruptive technologies, while also learning how to respond in international business environments globally.



### International Networking

Students have the opportunity to network with our international partners from Thailand, China, Vietnam, United Kingdom (UK), Indonesia, India and other countries. This can be done through our mobility or students' exchange programmes which will help them boost their learning experiences by engaging with international contacts.



### Industry Led MBA

Our MBA programme is industry-focused, with modules that are relevant to industry needs and demands. We also use applied and work-integrated learning to boost the employability of our MBA graduates. This exposes students to real-world professional difficulties while also igniting their interest in fields such as human resources, marketing, and management.

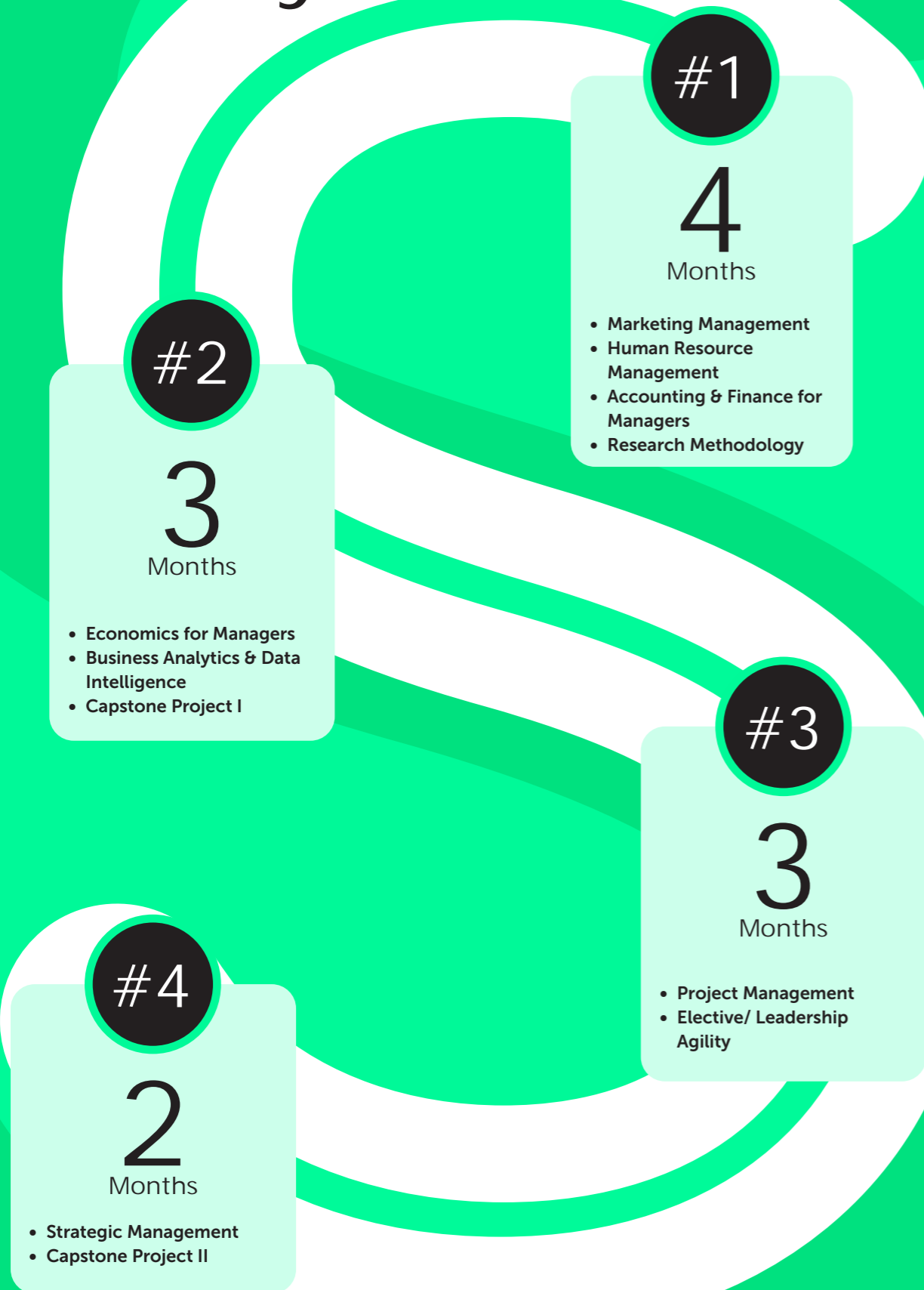


### Sustainable and Purposeful Learning

Businesses and organisations are the emphasis of our MBA programme. Some of our modules are aligned with the Sustainable Development Goals (SDGs) that focuses on ecological, social awareness, sustainable leadership, and progressive thinking. We ensure our students will have a positive impact on society as a result of their learnings.



# A 12-month journey



# Programme Structure

## Core Modules

**#1**

**Marketing Management**

Credit 4 ●●●●

OL  Final Assessment   
F2F  Coursework

Learn how marketing functions connect with other business and operational functions. This module also exposes students to modern marketing concepts, methods, and techniques used by large corporations.

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**#2**

**Human Resource Management**

Credit 4 ●●●●

OL  Exam   
F2F  Coursework

Get accustomed with understanding the competitive value of human capital and development in the organisations. This module also focuses on current issues and practices associated with workforce management, including staffing, performance management, development of employees, and more.

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**#3**

**Accounting & Finance for Managers**

Credit 4 ●●●●

OL  Exam   
F2F  Coursework

Knowledge in accounting and finance can provide an understanding of accounting and finance tools and concepts in using financial information to make sound decisions. These include the use and interpretation of financial reports and budgets for planning, controlling, evaluating and analysis of business.

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**#4**

**Economics for Managers**

Credit 4 ●●●●

OL  Exam   
F2F  Coursework

An introduction to microeconomic and macroeconomic principles that include market equilibrium, consumer/producer theory, international trade and market structures, and more. This module imparts applicable knowledge in regards to the importance of economics concepts and application in the business operations.

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**#5**

**Research Methodology**

Credit 3 ●●●

OL  Final Assessment   
F2F  Coursework

Get first-hand insights into the research process and writing of a dissertation and work towards the development of critical thinking, information search, collection, organisation and presentation, time management and independent learning. This module will also detail research methodology relevant to conduct business research (Capstone Project) which requires them to develop from idea generation to problem solving in business field.

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**#6**

**Business Analytics & Data Intelligence**

Credit 4 ●●●●

OL  Exam   
F2F  Coursework

Explore two essential concepts in the field of business analytics: Big Data and Innovation. This module stresses on the importance of Big Data as well as the 14 theories of innovation and intelligence as well as the importance in developing and managing businesses.



#7

### Project Management & Consultancy

Credit 3 ●●●●

OL  Final Assessment   
 F2F  Coursework

Get familiar with the tools surrounding project management and consultancy that includes customer surveys, business plans, IT analysis, and more. This module develops necessary skills to perform at optimal levels such as group dynamics, client management, and more.

#8

### Strategic Management

Credit 4 ●●●●

OL  Exam   
 F2F  Coursework

Embrace the full process management and learn the set of managerial decisions and actions that determine the actions and long-term performance of a business including environmental scanning, strategy formulation and implementation, competitor analytics and more.

#9

### Capstone I & II

Credit 6 ●●●●●●

OL  Final Assessment   
 F2F  Coursework

Express a new point of view or idea to improve businesses from different perspective with the guidance of our faculty and application of knowledge such as idea generations, project timelines, strategic analysis, and more.

## Elective Modules

#1

### Digital Marketing Landscape

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

Get a clear overview of the digital marketing world including concepts like ad networks, data management platforms, agencies, publishers and more. Then, learn how to use time-proven frameworks to execute, analyse, and assess your campaigns according to your set objectives.

#2

### Freight Intermediaries & Operations

Credit 4 ●●●●

ODL  Final Assessment   
 F2F  Coursework

Recognise the end-to-end processes and operations among the various freight intermediaries in Malaysia especially cargo and carrier intermediaries. Learn also about the sub-components of the carrier like shipping agents, NVOCC, air, sea and land transport agents, and more.

#3

### Integrated Digital Marketing Strategy

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

This module focuses on evaluating and combining ideas to create a single, encompassing marketing plan that encompasses engagement with customers and prospects to embark on their journey of awareness to loyalty and advocacy.

#4

### Managing People & Organisation

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

This module presents central topics in management theory, research, and application with emphasis placed on the role of managers in balancing, coordinating and integrating individual and organisational needs. Learn the skills to analyse, develop, and implement appropriate solutions.

#5

### Risk & Crisis Management

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

Discover the fundamentals of identifying and controlling a multitude of business risks that can threaten the profit viability of an organisation. Learn to identify the leadership qualities needed and steps required to manage and handle any crisis in an organisation.

#6

### Warehousing & Distribution Network

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

Learn the principles and systems inherent in world-class warehousing and distribution systems which include inventory control, material handling and packaging, and distribution systems in a supply chain that allow product accumulation, consolidation, and customisation. The module uses individual and group projects to teach the principles of warehousing and distribution systems.

#7

### Digital Media

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

This module provides a tour of opportunities and strategies associated with various paid media channels, and guidance in drafting a paid media marketing plan that addresses organisation marketing objectives.

#8

### Strategic Innovation

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

The module focuses on the strategic management of technology and innovation from a general manager's perspective. Learn the strategy and philosophy to aid in managing technological resources to produce maximum output and efficiency.

#9

### People & Culture

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

Engage in the world of international business by knowing the people and culture of your potential global counterparts. Take on some of the most interesting cultural experiences such as Drama, Entertainment, Dance, Yoga, Wellness, and more.

#10

### MBA Field Study

Credit 4 ●●●●

OL  Final Assessment   
 F2F  Coursework

Learn on the road and experience a new environment while you expand your network with the people you will engage with during the MBA Field Study module. Pick from Penang, China, and India as one of your destinations to expand your managerial and cultural horizons.





# Expanding knowledge with our diverse faculty

**Shaping minds and moulding the next generation of leaders. At Saito GBS, we are no different as we have invested in securing the top talents and experts in their field to help guide you in this academic-focused efforts for your professional future.**

We pledge to connect you with the leading experts and professionals in their respective fields as they work with your needs to succeed at the highest levels within your discipline. Their vast experience in handling real-life situations as well as their ability to orchestrate efficient solutions are pivotal in encouraging holistic development without disconnecting from the current industry standards and practices.

Get to know our Academic Faculty that drives the development behind the modules presented at Saito GBS..





# Executive learning at SPEED

Be comfortable with learning at your own pace and according to your priorities by selecting any course module and completing it as a stand-alone module while attaining official certification and microcredits that can be transferred when enrolling in a full course.

On a more fundamental scale, there is a multitude of courses designed specifically to help enrich your experiences and stay relevant in the aggressively fast-paced changes of the professional world.

Developed by Saito Professional & Executive Education (SPEED), our courses are aimed to align the expertise of some academics in the local, regional and international industries to deliver high-quality programmes that meet the needs of organisations and governments. We are geared towards the rapidly emerging Fourth-Industrial Revolution, which has necessitated the urgent upskilling, reskilling, and multiskilling of the human capital of this nation.



We also provide customisable experiences and modules for organisations across a multitude of industries for various levels within the corporation.



### Certification

- Certificate in Risk Based Thinking
- Certificate in Systematic Inventive Thinking
- Certified Customer Service Manager
- Certified Productivity & Quality Specialist
- Certified Sales Professional
- Professional Certificate in 6 Sigma Green Belt
- Professional Certificate in Advanced Quality Auditing
- Professional Certificate in Coaching & Counselling
- Professional Certificate in Digital Marketing
- Professional Certificate in Hospitality Management
- Professional Certificate in Retail Management
- Professional Certificate in Security Management

### Executive Development

- Certified Management Development Programme
- Emerging Leaders Programme
- Executive Development Programme
- Leadership Development Programme
- New Managers Programme
- Senior Management Development Programme

### Soft Skills

- Business Writing
- Change Management
- Creative Thinking
- Crisis Management
- Emotional Intelligence in Workplace
- Finance for Non-Finance Manager
- Human Resource Management
- Knowledge Management
- Leadership
- Performance Management
- Personal Branding
- Sales & Marketing
- Teamwork
- Time Management

### Professional English & Enrichment

- Basic English
- Business English Communication Skill
- Customer Service
- Elementary & Conversational English
- Workplace English



### Team Building

- Culinary Team Building
- Indoor Team Building
- Treasure Hunt Team Building
- Outdoor Team Building





Contact  
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start your  
journey

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