

# ENHANCE

your leadership potential

## Master of Business Administration - Executive (MBA Executive)

RMIT International University Vietnam was established to provide a high quality international university education in Vietnam. Today the MBA Executive program is the cornerstone of that vision of excellence.

The MBA Executive program is built on the premise that lifelong learning is important for the future progress of executives and the success of their organisations. Our educational philosophy and commitment to excellence underwrites the quality of the program. With expert lecturers and flexible delivery options, talented individuals have the opportunity to make significant contributions to their organisations and enhance their leadership potential.

Professor Julian Teicher  
Head of Centre  
Commerce and Management  
RMIT International University Vietnam

# MBA

## Executive

### A PROGRAM FOR LEADERS BY LEADERS

Specially designed to cater for career-focused individuals from middle to senior management, the MBA Executive integrates management theory with practical skills. It will provide you with the knowledge and skills required to face the challenges of today's fast-paced and increasingly complex global business environment.

The program is facilitated by a faculty comprised of local and internationally based academics, many of whom are leading researchers in their particular fields. Through them you will be engaged in a learning dialogue where you can share knowledge and develop your international networks.

With a focus on solving realistic problems, RMIT's MBA Executive program also offers you opportunity to complement your on-the-job experience with integrated and practical learning designed to increase your knowledge and extend your personal leadership skills.

The MBA Executive program in Vietnam is equivalent to that offered at RMIT in Melbourne, Australia. It provides you with resources to:

- » analyse relevant work related issues and apply what you learn into workplace solutions
- » interact with and be facilitated by lecturers with internationally recognised academic and industry credentials
- » access comprehensive learning resources and state-of-the art facilities
- » study in intensive or online learning modes designed to increase your flexibility and help you balance the demands of the professional workplace
- » enhance your program and experience with a study tour in Europe and/ or Australia.

The unique RMIT MBA Executive program provides course content that will help you:

- » develop your expertise
- » increase your leadership skills
- » build key business accumen and competencies
- » leverage personal work experiences and practices
- » apply newly acquired skills and knowledge to enhance your workplace operations
- » enhance your networking and career opportunities.

# ENGAGE

with internationally recognised experts



## PROFESSOR MARGARET JACKSON

Margaret Jackson is Professor of Computer Law and Head of the Graduate School of Business and Law at RMIT University. Professor Jackson is a Senior Research Fellow at CRC Smart Services and undertakes research in the areas of privacy, data protection and the Internet.



## ASSOCIATE PROFESSOR AMALIA DI IORIO

Amalia Di Iorio is Director, MBA Programs for the Graduate School of Business and Law and Associate Professor of International Finance for RMIT University. Her research focus is the analysis of international financial markets, in particular the investigation of exchange rate exposure. Other areas of research include derivatives, mergers and acquisitions, and funds management. Professor Di Iorio has extensive teaching experience in finance and is the recipient of a number of teaching awards. In 2007 Professor Di Iorio was awarded the Australian Learning and Teaching Council Citation for Outstanding Contribution to Student Learning.



## ASSOCIATE PROFESSOR SIVA MUTHALY

Siva Muthaly is an expert in international and cross-cultural marketing. He has previously held academic positions at the Swinburne University of Technology, University of Newcastle, Monash University, Kennesaw State University (USA), Elizabethtown College (USA) and at IPMI Graduate School of Business, Indonesia. Professor Muthaly also has eleven years of work experience at a senior management level in Malaysia. Professor Muthaly was awarded the inaugural teaching award offered by the Newcastle University Postgraduate Student Association (NUPSA) – “Teacher of the Year 2000” for his excellence in teaching at the Newcastle Graduate School of Business.



## DR HANNARONG SHAMSUB

Hannarong Shamsub is Assistant Professor of Economics and Finance at RMIT University. Dr Shamsub received a PhD in Public Finance & Investments from Southern University and A&M College, with Master's degree in Financial Economics and MBA in Finance from the University of New Orleans, Louisiana, USA. Prior to joining RMIT Vietnam in 2007, Dr Shamsub spent four years teaching managerial economics, corporate finance and investments at the School of Business, International College of the Cayman Islands, Grand Cayman. In addition to his teaching experience, Dr Shamsub has practical experience as a labour market statistics and research consultant working for the Cayman Islands Government from 2002 to 2005. Dr Shamsub has had several publications in international peer-reviewed journals.



## PROFESSOR CLIVE MORLEY

Clive Morley is Professor of Quantitative Analysis and Deputy Head, Teaching and Learning of the Graduate School of Business and Law at RMIT University. His research interests are in the application of statistical analysis and modelling techniques to business problems, including forecasting, surveys, tourism demand modelling and the impact of airlines' alliances. Professor Morley has taught quantitative techniques, economics and various strategy courses.



## DR MARCUS POWE

Marcus Powe is RMIT's Entrepreneur-in-Residence, and teaches Entrepreneurship, Strategy, Marketing and Business Planning. Dr Powe has a long career specialising in the growth of industry, community and service organisations. Dr Powe has worked with over 400 organisations in Australia, New Zealand and Singapore assisting them to create new strategic choices. Dr Powe is a registered management consultant in business planning, export planning, strategic design and organisational diagnostics.



## DR PAUL GIBSON

Paul Gibson's research interests centre on the type of constructive thinking and action that business leaders need to engage in if they are to be effective in the four areas of organisational design, business strategy, staff empowerment, and personal enhancement. In each case, the tension between competing extremes such as customers and capabilities, or present and future, needs to be overcome by development of a positive resolution.

Dr Gibson has been providing executive coaching to management clients for the past fifteen years across a range of organisations such as the Greater City of Geelong, Colonial First State Global Asset Management, BlueCross Aged and Residential Care, and Rural Northwest Health.



## DR TIEN NGUYEN

Dr Nguyen has been working in the industry for more than 15 years before joining RMIT Vietnam. His experience is in management, from project management of Public Health projects when he was at the FDA (Food and Drug Administration) and SEARAC (Southeast Asia Resource Action Center) to company management when he was the General Manager and Managing Director of ZC International Co. and Viet Empire Castings Co., respectively. Dr Nguyen was also active in international development projects, and conducted seminars in Nuclear Medicine and Radiation Dosimetry in the UN-supported Vietnamese American Youth Volunteer project. Dr Nguyen received his PhD from Massachusetts Institute of Technology in 1991, Master of Public Health from George Washington University in 2001, and BS (Honour) from Texas A&M University in 1984.



## EYTAN SCHMAL

Eytan Schmal has been in the IT and telecommunications industries for more than 25 years. He has worked across four continents (Asia, Europe, North America and Australia) participating in every level of IT and Telecom development. Mr Schmal served in various positions at service providers, software and system integrators, and network and equipment manufacturers. Mr Schmal has held various roles as a software development manager, projects and program manager, technical advisor, business developer, and consultant in various positions. Mr Schmal has also provided consulting services for individuals, organisations and to a venture capital firm, preparing and evaluating business plans, evaluating business opportunities, performing market research and business planning. Mr Schmal is a member of SAVVi, an organisation aiming in promoting entrepreneurship in Vietnam, and is a supporter of entrepreneurship activities and research.



### MATTIA MIANI

Mattia Miani is a lecturer in Marketing and Entrepreneurship at RMIT Vietnam. From 2003 to 2010 he has been working in Italy as a lecturer at the business school of the University of Bologna and as a marketing consultant and entrepreneur advising cooperative enterprises, advertising agencies, and government organisations on their communication strategies. From 2008 to 2011 Mr Miani has served as a director in the board of the Centre for Training and Initiative on Cooperative Enterprise and Business Ethics, a joint venture between the University of Bologna and the Italian cooperative movement. Before coming to Asia, Mr Miani has spent time on international assignments in the United States, Canada, Austria, Croatia and Bosnia-Herzegovina. Mr Miani is author of four books on marketing communication, with a special focus on new media. His research interests include ethics, social enterprise, and consumer behaviour.



### CHRIS DUIGNAN

Chris Duignan has been with RMIT Vietnam since July 2009. During this time Mr Duignan has taught in both the undergraduate Commerce and MBA programs. He has also recently taken a lead role in the management and development of the RMIT MBA Mentoring Program in Vietnam. Prior to joining RMIT, Mr Duignan was a coach and advisor to business owners and executives in the United States, Romania, and Vietnam. The focus of the practice has been on working with start-ups and successful small businesses. As such, Mr Duignan's practice has dealt largely with developing innovative solutions to the challenges accompanying the growth and development of companies as well as evolving markets.



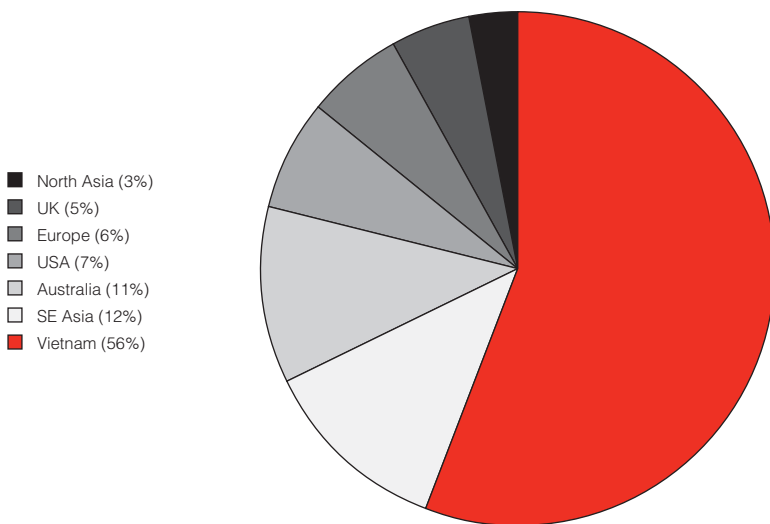
### FELIX NG CHEE YEW

Felix Ng Chee Yew is a senior lecturer in the Centre of Commerce and Management at RMIT Vietnam. Mr Yew specialises in Accounting and Finance. Mr Yew has more than 20 years of experience in education and training, teaching at both undergraduate and postgraduate levels. Prior to joining RMIT Vietnam, Mr Yew held various academic and management positions in numerous institutions and colleges in Malaysia and China. Mr Yew has also worked in the corporate sector in credit and leasing, housing development and in a publicly listed company. His core business areas are manufacturing of Industrial gases, welding equipment, ice, logistics/transportation and trading of chemicals.

# EXCEL

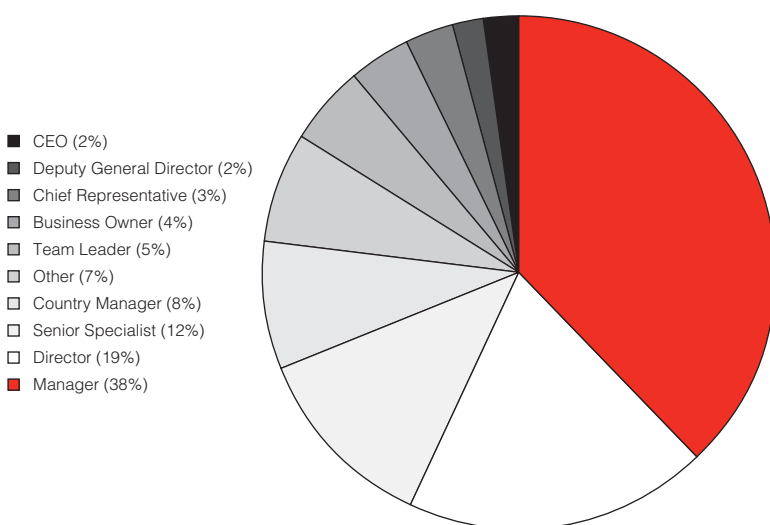
in a global learning environment

## A GLOBAL LEARNING ENVIRONMENT



RMIT Vietnam provides an international learning environment complete with sophisticated resource materials and interactive learning hubs.

## POSITIONS HELD PRIOR TO STUDY



All programs are taught in English. The dynamic teaching style is designed to encourage you to share ideas and knowledge within a collaborative and team-based learning structure.

You will not only benefit from the quality of our academic program, the expertise of the staff and the resources of the University, but also from building relationships with people like you - executives and senior managers on an upward career trajectory.

# What Others have to Say

“The RMIT MBA Executive is a challenging program that requires a commitment and willingness to learn... an extremely memorable experience... I was able to gain full understanding of the international context of the program by studying in France and Vietnam.”

Stephen Munday

“Attending the E-MBA course here is an enjoyable experience. The most valuable part is automatic membership to an “executive club” where you gain exposure to other senior managers, locals and expats, from all sorts of companies with various backgrounds and expertise. They bring into each class their real-life knowledge, wisdom and experience hard earned from Vietnamese and multinational companies. In short: you won't regret it!”

Ta Cong Tam

“The most valued aspect of my time at RMIT has been the opportunity to develop networks across different industries and learn from the experience and knowledge of other students. The lecturers combine real industry experience with valuable insight which makes learning at RMIT a real world experience. The MBA Executive is a flexible and industry related program that allows me to focus my interests in the context of broader global issues.”

Narelle Farmer

# EXTEND

your management knowledge

The MBA Executive program fosters leadership and strategic thinking. It has a strong emphasis on corporate social responsibility (CSR), governance and developing the skills required to be a successful leader.

The program consists of 12 courses. Together they provide the optimal combination of knowledge and skills in the areas of:

- » Strategy and Planning
- » Leadership and People Management
- » Managerial Knowledge and Practice.

Extension options provide you with study alternatives such as:

- » international study tours
- » exchange programs
- » online delivery modules.

## OUR COURSE MODEL

The face-to-face component of the MBA Executive program is delivered intensively with ongoing learning support through online and other means.

Lecture: 4 days/course,  
Friday – Monday  
8.30am – 8.30pm

Facilitators: Course facilitators are available for out-of-session support and consultation

Frequency: 6 courses per year

## WHAT WE DO AND HOW

Each course is facilitated by an expert in the field - your course lecturer. In addition, you will be assigned an RMIT Vietnam tutor (Lecturer) to assist you from the start of the course (3 weeks before the first weekend intensive) until course end (4 weeks after the 4-day intensive). He/ she is available to answer your questions via e-mails and/or discussion board, collect and assess tasks.

## YOUR COMMITMENT

Each course is designed to provide a combination of pre-course preparation, face-to-face intensive course work, and group and/or individual assessment tasks. Assessment tasks occur before and after the 4-day intensive and include:

- » Pre-course preparation - reading packs and/or 'blackboard' downloadable materials and tasks
- » Written Assessment 1 (due one week before the face-to-face session starts)
- » Intensive introductory session (4-day face-to-face delivery)
- » Written Assessment 2 (due one week after the face-to-face session)
- » Written Assessment 3 (due four weeks after the face-to-face session)

» Additional presentation assessment(s) may be required during the 4-day

These activities are supported through:

- » Online discussion boards
- » Syndicates who share ideas online
- » Syndicate (group assessment) or individual consultation.

## Business in a Global Context

This is the foundation course in the MBA Executive. Its purpose is to provide you with an insight into the frameworks and issues that underpin the business and social environment. Areas covered include: organisational behaviour and design; economic systems and globalisation.

## Accounting for Business Decisions

This course provides you with an understanding of the fundamentals of accounting in the financial decision-making process. Areas covered include: accounting recording; reporting system; analysis and interpretation; key measures of financial performance; budgets and cash flow analysis.

## Business Strategy

This course will increase your capability to analyse a business strategy. Areas covered include: strategic management process, tools and techniques of strategic analysis; strategy formulation and implementation; business, corporate and network level strategy; and business planning.

## Marketing

This course will enhance your capability to understand the marketing function and the implementation of marketing tools, techniques and processes to achieve optimal organisational outcomes. Areas covered include: statistics; ethics; pricing; segmentation; positioning and strategy.

## Leading People and Organisations

This course deepens your understanding of the complexities of managing people and leading teams. You will examine key literature and important concepts related to the practice of management. Areas covered include: management systems; resources; and leadership theory.

## Financial Management

Corporate managers are concerned with acquiring, financing and managing assets. To make effective decisions they must understand the markets in which organisations operate. Areas covered include: micro-economics; demand and supply analysis; market structures and financial risk.

## Entrepreneurship and Venture Creation

New business ventures and entrepreneurship are exciting challenges in business practice. Areas covered include: entrepreneurship; innovation; new venture creation; information sources; advisory services; acquisitions; the role of government; financial and legal issues.

## Corporate Social Responsibility and the Law

Organisations and business work within a legal regulatory structure and to the relevant laws. Areas covered include: Corporation Law, the Trade Practices Act, Contract Law; Governance; ethics; as well as the legal challenges involved in operating globally.

## Change and Innovation

Successful organisations develop organisational structures, processes and procedures that facilitate change. This work-integrated learning (WIL) course includes: change management; organisational innovation and entrepreneurship; industry-based problem solving and investigation.

## Research Project (Company based)

This double-weighted course is designed to develop and strengthen your problem solving skills, enabling you to analyse and solve complex business problems (using quantitative and qualitative techniques), assess risk and make thoughtful and insightful executive decisions. Areas covered include: use of research methodology appropriately within the context of an organisation and report writing.

## Strategic Business Leadership

This course will draw together the knowledge and skills developed throughout the MBA Executive program. The course will focus on the practical aspects of management and business leadership with an emphasis on corporate decision-making in an international setting.

More details regarding course content can be found on our website

[www.rmit.edu.vn](http://www.rmit.edu.vn)

# EXPLORE

new ideas within a global context



## A PROGRAM DESIGNED FOR MANAGERS

The RMIT MBA Executive will enhance your capabilities in both business and professional knowledge areas. It will promote expertise and leadership for career advancement through an emphasis on:

- » Developing your key competencies
- » Leveraging your work experience and practice
- » Introducing knowledge that can enhance your workplace practice and opportunities.

The program is comprised of 12 courses. It provides the optimal combination of knowledge and skills in the areas of:

- » Strategy and Planning
- » Leadership and People Management
- » Managerial Knowledge and Practice.



The extension options provide you other study alternatives including access to courses delivered in Australia and through study tours.

## SHARING KNOWLEDGE & EXPERTISE

One of the many benefits of studying at the Executive level is in sharing knowledge and expertise with other managers across a range of industries. Facilitated by course experts, you will engage in group discussion and syndicate group work. This will provide you with the networking and learning opportunities to advance your skills, collaborate on assignments and projects, and enable you to engage with like minds on practical, 'real' business issues and cases.



## YOUR PERSONAL PROGRAM ADVISOR

RMIT Vietnam recognises the challenges facing executives to manage competing work pressures, study and maintaining a level of work-life balance. Undertaking a Masters program is a serious commitment. During your study time with us, RMIT Vietnam will provide a Personal Program Advisor who will support you in managing any issues that may arise.



## A DEDICATED COURSE TUTOR

In addition, each course has an assigned RMIT Vietnam academic who will provide the personal support, answer questions you may have based on the course materials, and be available for syndicate groups in the period leading up to assessment.



## COMMUNICATION EXCHANGE

During the program you will be introduced to ways of engaging with others so as to understand different perspectives, see applications across different industries and be introduced to new concepts or approaches. You can learn much from debating your ideas with others. Online discussion boards and virtual syndicate discussion groups are encouraged and the technology and platforms are in place to engage in online communication exchange between Vietnam and others undertaking the program at other locations.



## INTERNATIONAL STUDY OPPORTUNITIES

One of the many benefits of studying within an international and globally focused university such as RMIT is the opportunity to engage with others around the world. During your study within the RMIT Vietnam MBA Executive program you will be offered a range of opportunities to study overseas. A study tour to Europe, intensive courses at our campus in Melbourne Australia are some of the ways you can extend your learning and networking experience. For those who would prefer to undertake the program in Vietnam, there will be chances to engage with others who elect to study part of their program in Vietnam as well as engaging with the international study environment of the program.

# ENROL

to advance your career

## ENTRY REQUIREMENTS

### Academic

The MBA Executive program has two entrance pathways:

1. Academic + work experience
2. Management + work experience

A bachelor degree in any discipline from a recognised tertiary institution and evidence of substantial, relevant work experience. Typically this will consist of at least five years experience in a managerial position since completion of an undergraduate degree.

OR

Entry may be granted to applicants who do not have an undergraduate degree but can demonstrate through professional work experience their capacity to successfully undertake this program. Typically this would consist of at least 8-10 years of business experience, at least five of which must have been in a management role.

## THE ENROLMENT PROCESS

1. English language study and/or testing
2. Application submitted
3. Application reviewed
4. Candidate interview
5. Official letter of offer sent
6. Acceptance by applicant
7. Enrolment payments made
8. Confirmation
9. Orientation
10. Course commences

## WHEN TO APPLY

The MBA Executive offers every February. Places are limited and interested managers are encouraged to apply early to ensure they have the necessary experience and English language levels to fully participate in a program of this level.

### English language

All courses are conducted in English. This provides the basis for international business practice to be conducted either in Vietnam or globally. Non-native English speaking students must provide evidence of one of the followings:

- » Successful completion of RMIT Vietnam English Advanced Level (Level 7)\*; or
- » IELTS 6.5+ (no band below 6.0); or
- » TOEFL scores with minimum:
  - Paper based 580+(TWE 4.5+);
  - Computer based 233+(TWE 4.5)
  - Internet based 92+ (no band below 20)

Note: TOEFL and IELTS results are recognised for two years from the test date. RMIT English results are recognised for one year from the test date.

\* A dedicated Business English program operates at RMIT from 2012

## FURTHER INFORMATION



For further information visit [www.rmit.edu.vn](http://www.rmit.edu.vn)  
or contact the Student Recruitment office:

### **RMIT International University Vietnam**

Saigon South campus  
702 Nguyen Van Linh Boulevard  
Tan Phong Ward, District 7, Ho Chi Minh City  
Tel +84 8 3776 1369  
Toll Free 1800 588865  
Fax +84 8 3776 1399  
Email [enquiries@rmit.edu.vn](mailto:enquiries@rmit.edu.vn)



Hanoi campus  
Handi Resco Building  
521 Kim Ma Street, Ba Dinh District, Hanoi  
Tel +84 4 3726 1460  
Toll Free 1800 599965  
Fax +84 8 3726 1469  
Email [hanoi.enquiries@rmit.edu.vn](mailto:hanoi.enquiries@rmit.edu.vn)



Note: As of February 2012, the MBA Executive is offered nationally and internationally to senior managers for study at the Saigon South campus. Managers interested in studying in Hanoi are encouraged to express their interest. Should sufficient numbers be identified, RMIT Vietnam will consider offering the program at both locations.

## English for Business

Programs specifically designed for business professionals who want to increase their English language skills prior to commencement. Applicants should enquire directly to the District 3 campus in HCMC.



Pham Ngoc Thach campus  
21 Pham Ngoc Thach  
District 3  
Ho Chi Minh City

# EXECUTE

your plan for the future today

## STUDY TIMETABLE AND YEARLY CALENDAR

Studying at RMIT Vietnam will provide you with the opportunity to manage the demands of work with those of the course. Designed to provide maximum access and flexibility, the program is a blend of intensive lectures, supported group work and international exchange.

The face-to-face component of the MBA Executive program is delivered intensively with ongoing learning through online and other means.

Intensive course delivery: 4 days/course  
Friday – Monday  
8.30am – 8.30pm

Sequence of course: 2 courses every 4 months (approximately)

The MBA Executive also offers a flexible learning experience in Melbourne, Ho Chi Minh City, Hanoi and online via RMIT's online portal. Additionally, there are opportunities for overseas study tours and other intensive course deliveries, often combined with MBA Executive students from other RMIT campuses in the world.

## PROPOSED PROGRAM CALENDAR\*

| M  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 2  |   | S |   |   |   |   |   |   |   |    |    |    |    |    |    | A  |    |    |    |    |    |    | 1  |    |    |    |    |    |    |    |    |
| 3  |   |   |   | B |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    | C  |    |    |    |    | S  |    |
| 4  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    | 2  |    |    |    |    |    |    |    |    |    |    |    |
| 5  |   | B |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    | C  |    |    |    |    |    |    |    |    |    |    |
| 6  | S |   |   |   |   |   |   |   |   |    |    |    |    |    | A  |    |    |    |    |    |    | 3  |    |    |    |    |    |    |    |    |    |
| 7  |   | B |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    | C  |    |    |    |    | S  |    |    |    |
| 8  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    | 4  |    |    |    |    |    |    |    |    |    |    | B  |    |    |    |
| 9  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    | C  |    |    | S  |    |    |    |    |    |    |    |    |    |    |
| 10 |   |   |   | A |   |   |   |   |   |    |    | 5  |    |    |    |    |    |    |    |    |    |    |    | B  |    |    |    |    |    |    |    |
| 11 |   |   |   |   |   |   |   |   |   |    |    | C  |    |    | S  |    |    |    |    |    |    |    |    |    |    |    |    |    |    | A  |    |
| 12 |   |   |   |   |   | 6 |   |   |   |    |    |    |    |    |    |    | B  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| 1  |   |   |   |   |   |   | C |   |   | S  |    |    |    |    |    |    |    |    |    |    |    |    |    | A  |    |    |    |    |    |    |    |
| 2  | 7 |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    | B  |    |    |    |    |    |    |    |    |    |    |    |    |    |
| 3  |   |   |   |   |   |   |   |   |   |    | C  |    |    |    | 8  |    |    |    |    |    |    |    |    |    |    | B  |    |    |    |    |    |
| 4  |   |   |   |   |   |   |   |   |   |    |    |    |    |    | C  |    |    |    | S  |    |    |    |    |    |    |    |    |    |    |    |    |

Legend (\*): A: Assignment 1 B: Assignment 2 C: Assignment 3 S: Course Materials Issued

Intensive class: ■ weekend ■ weekday

\* RMIT International University Vietnam reserves the right to vary the specified information in this Brochure