

# MBA

MASTER OF BUSINESS ADMINISTRATION

AWARDED BY UNIVERSITY OF CHESTER, UK

ESTABLISHED IN 1839



CHESTER CITY CENTRE

UNIVERSITY OF CHESTER

TOWN CRIER IN CHESTER

*What we aspire to achieve,  
again and again.*

## VISION

To be the premier institution providing an alternative pathway to holistic education in the private education industry.

*What we live for,  
day after day.*

## MISSION

To inspire students to have passion for learning.

*What we work with,  
from now till then.*

## CORE VALUES promotes our attitude to **DARE**:

### **Dedication**

To provide quality services in all aspects of the delivery process.

### **Accountability**

To be transparent and responsible in all courses and services offered to students.

### **Reliability**

To provide consistent, dependable services in line with the terms and conditions of EduTrust.

### **Entrepreneurship**

To demonstrate at all times entrepreneurial spirit to meet the requirements for growth of the College.

Our **CULTURE** is rooted in our ...

Quality services for students.



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# WELCOME MESSAGES

## University of Chester, UK

The University of Chester (UoC) is honored to have DIMENSIONS International College as a 'Partner' to offer our Master in Business Administration (MBA) programme in Singapore.

This partnership is another step forward for UoC in realizing one of our strategic objectives which is to widen and diversify the extent of our higher education sector in Asia.

With University of Chester's commitment to maintaining consistent high academic standards, we are confident that this valued partnership to offer the MBA programme will meet the needs of aspiring students to acquire a professional qualification in Singapore.

The University of Chester would like to thank DIMENSIONS for the opportunity to strengthen our position internationally in the higher education and business market. We look forward to foster this relationship and look forward to more partnership opportunities.



**Canon Professor Timothy Wheeler, DL**  
Vice Chancellor  
University of Chester, UK





**Mr. Robin Lim**  
Principal  
DIMENSIONS International College

## **DIMENSIONS International College**

DIMENSIONS International College (DIMENSIONS) is proud to be selected by the University of Chester, UK as a partner to conduct the Master of Business Administration (MBA) programme in Singapore on a full-time as well as on a part-time basis. With the University of Chester's proven track record of delivering MBA programmes, we are assured of the benefits it will ensue to potential students.

One of our continuous efforts has been to boost our higher education programmes. Through regular introductions of programmes such as the MBA, DIMENSIONS' School of Higher Learning is able to grow in strength as a place which allows students and working adults to upgrade themselves. The MBA awarded by the University of Chester, UK is the latest programme offered at masters level by DIMENSIONS.

As we continue to build and tie-up academic programmes with overseas universities, this arrangement provides students with an alternative pathway to a holistic tertiary education with DIMENSIONS in the private education industry. Thus, we look forward to the enrolment of students in this comprehensive programme.



# SCHOOL OF HIGHER LEARNING

## DIMENSIONS' SCHOOL OF HIGHER LEARNING

DIMENSIONS' School of Higher Learning was established in line with the College's vision in providing various educational pathways to help students achieve their education dreams. It is one of the four distinct schools under the academic umbrella of DIMENSIONS.

The School offers Diploma, Degree and Master programmes in the areas of business management and finance. These programmes are conducted at DIMENSIONS' City Campus in collaboration with international education institutions such as Edexcel, University of Hertfordshire and University of Chester.

The dedicated lecturers of the School are well-experienced in delivering lessons to an international mix of students. This creates a multi-approach to learning through the diverse cultural interaction amongst students and lecturers.

The School of Higher Learning has and will continue to bring students to greater heights in their academic career.

## WHAT WILL IT BE LIKE STUDYING AT OUR CITY CAMPUS?

DIMENSIONS' City Campus was successfully acquired in August of 2011. It is the newest out of three campuses owned by DIMENSIONS and is located only minutes away from Orchard Road, Singapore's well-known shopping belt.

Likewise, our students will be able to conveniently access other popular places like Chinatown, Little India and Kampong Glam - all part of the benefits from being located right in the city centre.

The city centre of Singapore is definitely a place buzzing with life. Towering skyscrapers housing local and international businesses add to the city's sights and sounds. This setting is ideal for students who wish to witness firsthand the operations of Asia's finest hub for finance and business.

DIMENSIONS' City Campus is styled in a sleek and modern design, inside and out. Lessons will be held in classrooms eccentrically named after famous automobile brands such as Ferrari, Subaru, Porsche and Lamborghini.

After class, take a break and mingle with friends at the lounge area or prepare for an exam surrounded by useful books in the library. Other facilities to enjoy include:

- Cafeteria
- Tennis Court
- Carparks
- Reception & Admin Office

As a student studying at the City Campus, you will be able to meet a diverse set of students from the School of Higher Learning as well as the School of Languages - all with the same mission of improving their academic and life skills. Age will just be a number and cultural exchange will know no boundaries.

Various social enrichment activities are organized by each School for the benefit of the students. This includes industrial visits or friendly competitions, so be sure to keep your eyes and ears open for any upcoming events.



Students in University of Chester, UK

## IN COLLABORATION WITH UNIVERSITY OF CHESTER

The University of Chester is one of United Kingdom's oldest institutions of higher education. Founded in 1839 by a small group of prominent local figures – among them Britain's greatest 19th century prime minister, William Gladstone – the University draws its strength from a history longer than that of most other British universities.

## ABOUT CHESTER BUSINESS SCHOOL

The Chester Business School has a proven track record of attracting some of the brightest minds from across the globe. Their portfolio of undergraduate and postgraduate programmes has a strong international focus and is constantly being updated to give students the latest professional and research-based knowledge.

Through excellent links with industrial and professional bodies, the School is kept informed of the ever-changing global business environment. This would help shape and develop the School's curriculum and further customise management development programmes.

## THE UNIVERSITY AFFILIATIONS

The University of Chester is a member of the Association of Commonwealth Universities (ACU), the world's first and oldest international university network, established in 1913.

Furthermore, the Chester Business School is a member of the Association of Business Schools (ABS). The ABS is the voice for the UK's Business Schools and independent Management Colleges and sets the agenda for business and management education in the UK within an increasingly international environment.



University of  
Chester

**3<sup>rd</sup>**

Most improved institution in the UK according to the Guardian Subject League Table 2013 .

**38<sup>th</sup>**

Rank out of 116 in Business and Management Studies in the UK according to the Guardian Subject League Table 2013

**46<sup>th</sup>**

Rank out of 120 Higher Education Institutions in the UK by the Guardian League Table 2013

**84%**

Overall satisfaction rate of the University - the highest score it has ever achieved and 2% higher than the national average in 2011.

**81%**

Success rate of graduates securing a graduate level job after completing their course in 2011.



# WHY CHOOSE THE CHESTER MBA

The University of Chester's MBA is designed to provide aspiring managers and those wishing to accelerate their management careers with the knowledge and capability to think and work strategically as well as the softer skills needed to succeed as a leader of people and change.

Below are some other benefits of choosing the Chester MBA:

## TIME IS OF THE ESSENCE

Full-time students will be able to complete the MBA course within the 12-months programme; while part-timers will be able to complete the course in just 15 months. Maximum allowed period of completing the MBA course is 36 months.

## A GLIMPSE INTO INFINITE WISDOM

The MBA provides a deeper understanding and updated knowledge of manager development, management of people and finance, customer and relationship management, management of change and leadership and corporate strategy.

Contemporary management ideas and techniques are fused with exemplary practice from the private and public sectors to unreservedly capture the essence of each module. There is a strong focus on proven methods of management learning including Action Learning, Problem Based Learning and Experiential Learning.

## TRANSFORM YOUR BUSINESS OUTLOOK

The University of Chester Business School has a highly successful track record of delivering MBA programmes to managers and leaders in world class private and public organisations.

The University of Chester's MBA is designed specifically to enable leaders and managers to make lasting contributions to organisational direction and transformation. The learning methods used enable the application of business and management principles and theories directly into leadership practice and organisational policy making.





## COURSE OUTLINE

The MBA curriculum consists of 8 modules.

### Leadership Learning and Continuous Professional Development

**Credit Points: 20**

This module aims to enable the students to analyse and evaluate organisations, management and leadership processes and practices and work roles using a range of theoretical tools. Upon completion, students should be able to analyse the evolution and nature of contemporary management and leadership.

### Marketing Across Boundaries

**Credit Points: 20**

The module is to enable students to critically evaluate the analytical models and concepts that underpin market analysis and the marketing process and how they apply in business. Students are expected to explore issues and apply knowledge concerning practice of marketing in rapidly changing business contexts through the use of case study.

### Finance for Managers

**Credit Points: 20**

This module explores the major areas in financial accounting, management accounting and investment decision. It is intended to enable students to critically analyse and interpret data, and by the integration of theory and practice, investigate and apply relevant tools to the assessment of a variety of financial problems in organizations.

### Leading and Managing People

**Credit Points: 20**

This module aims to develop a critical understanding of the theories, concepts, and techniques employed in strategic human resource management and to assess the contribution of HR practices to the achievement of organisational goals. Students are expected to synthesise knowledge and experience of managing and leading people to develop appropriate responses to differing situations.

### International Business Strategy

**Credit Points: 20**

This module is intended to develop new approaches to understand and cope with the far reaching changes and analyse and evaluate the various strategies available to organisations. Successful students shall be able to critically evaluate the influence of practical issues and problems including appreciation of the significance and sources of competitive advantage.

### Strategic Management

**Credit Points: 20**

This module aims to develop students' knowledge and analytical skills in implementing strategy. It explores both the rational and creative approaches to the development of successful corporate strategy in an organisational context, including the critical analyse of strategic choice, resource and decisions.

### Preparing for Research

**Credit Points: 20**

This module aims to provide students with the opportunity to devise a personal programme of academic research and to build the necessary skills to undertake a personal programme of academic research. It also aims to enhance students' project planning, presentation, critical reflection & study skills.

### Management Project

**Credit Points: 40**

This module provides students with the opportunities to critically evaluate and select appropriate research methods in order to undertake an extended piece of research with minimal intervention that produces a rigorous write-up of the work undertaken - including self-reflection.

## ASSESSMENT

Combination of assessment methods including Case Analysis, Presentation, Assignment, Individual and Group Project, Test and Examination.

The assessment methods and weighting of each module are listed below:

Modules	Assessment Methods (Weighting)	Grading Criteria
Leadership Learning and Continuous Prof. Dev.	Quizzes (60%); Assignment (40%)	The grading criteria is based on the University's Generic Marking Criteria in 10 classifications to evaluate a student's Knowledge and Understanding, Intellectual / Cognitive Skills, Practical Skills and Transferable / Key Skills in term of percentage.
Marketing Across Boundaries	Assignment (100%)	
Finance for Managers	Quiz (25%); Assignment (75%)	
Leading and Managing People	Quizzes (60%); Assignment (40%)	
International Business Strategy	Assignment (100%)	
Strategic Management	Quiz (25%); Assignment (75%)	
Preparing for Research	Research Proposal (100%)	
Management Project	Research Project (100%)	

# SUIT UP IF THIS MBA SUITS YOU

The University of Chester's MBA is suitable for the following groups of people:

- Fresh university graduates who intend to acquire higher level of management knowledge and skills for study and career advancement; or
- Candidates with working experience who intend to differentiate themselves in the commercial world by acquiring a higher degree.
- Candidates holding senior position in a corporate environment who aspire to upgrade their management skills and knowledge for their career need.

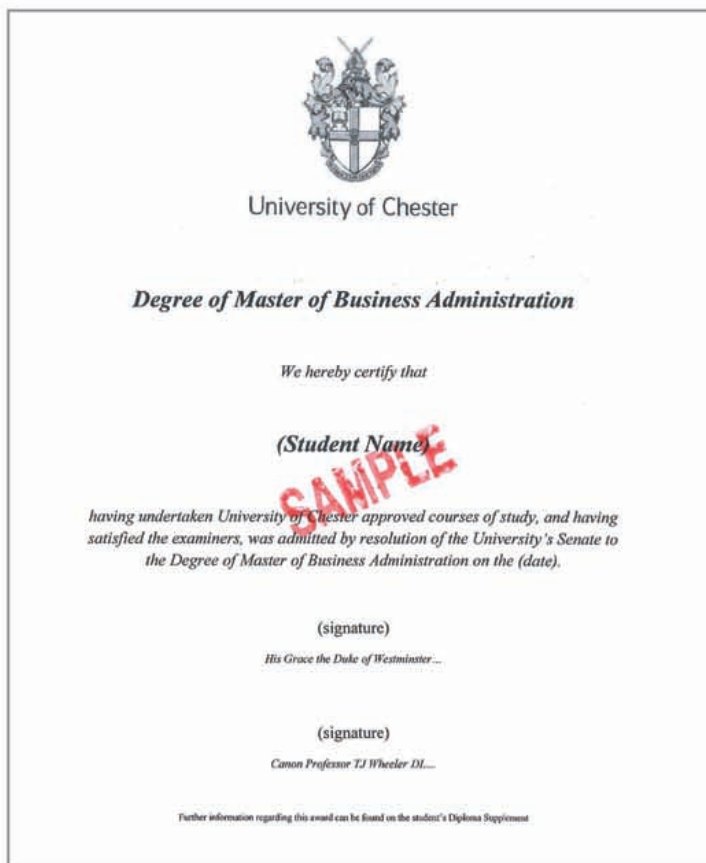
## ADMISSION REQUIREMENTS

- Age: Applicants must be at least 21 years old.
- Academic Qualification: A honours degree or professional qualification from recognized institution or equivalent; and preferably have two years of business working experience at supervisory level. Applicants without working experience is required to complete an intensive "Bridging Programme" prior to admission.
- English Proficiency: English proficiency must be at least IELTS 6.5 or CAE Level 6, or have completed Intensive English at equivalent level.



Graduates from University of Chester, UK

## MBA CERTIFICATE SAMPLE



## AWARD

Upon completion, students will be awarded the Master of Business Administration by University of Chester. This degree is equivalent to that awarded to graduates who studied at the Chester Campus.

## FOR ENQUIRIES AND APPLICATION

- To apply online, download the Application Form from:  
<http://前程.tw/college/dimensions/>  
<http://前程.cn/college/dimensions/>  
fill out and send it along with other credential to: [piecltd@gmail.com](mailto:piecltd@gmail.com)
- 前程留學中心 <http://goabroad.com.tw/>  
前程留學中心 <http://gostudy.com.cn/>  
Tel: 台灣 0987799502  
香港 6120 0744  
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