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Nurturing innovative, responsive future business leaders

MAHALIZA MAHADHIR

THE Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia is poised to make its mark as a world-class centre of excellence in postgraduate business and management education. With myriad achievements under its belt, the school aspires to be among the World's Top 100 Business Schools by 2015.

According to Professor Dr Noor Azizi Ismail, Dean of OYAGSB, students will experience a specially designed curriculum that not only emphasises economic and business issues, but places great emphasis on the impact the students will bring about to society and environment.

Backed by a comprehensive pool of experienced local and international faculty in every aspect of business management, OYAGSB aims to nurture future business leaders with a vast international perspective, excellent decision making abilities, entrepreneurial skills, and the capacity to execute changes for the betterment of business, society and environment.

OYAGSB graduate students are afforded the opportunity to choose from an array of courses and research degrees to become effective business

leaders ready for the competitive global job market. Deputy Dean, Associate Professor Dr Faridahwati Mohd Shamsudin, says "The MBA and DBA programmes incorporate important elements of internationalisation and experiential learning, which ensure student engagement as they will be exposed to a whole new experience involving the extensive use of case studies and participation of corporate leaders."

OYAGSB recently introduced an innovative programme portfolio, the Executive Development Program (EDP). EDP aims to assist senior management executives to make the right decisions in face of business turbulences and provide leadership to their organisations by a unique mix of the latest knowledge and skills, situation-based action learning and leisure activities.

The EDP offers two types of programmes – Customised Programmes (CP) and Open Enrolment Programmes (OEP). CP is based on the needs of the organisation, while OEP caters to the general needs of the industry. Current OEP on offer are the Advanced Management Program (AMP) and 360 degree Leadership Program (3LP).

OYAGSB is also actively involved in global partnerships in teaching and research. To date, it has international collaborations with reputable business schools from Indonesia, Thailand, India, South Korea, and China. In addition, OYAGSB founded the World Association of Business Schools in Islamic Countries (WAIBS). Together with other co-founding institutions of higher learning in different parts of the world, WAIBS is poised to be an important platform in which business schools in OIC member countries work hand-in-hand to develop and implement various academic and non-academic activities to assist Muslims in particular, in strengthening their socio-economic standing on the world stage.

With the numerous accolades received and successful joint ventures abroad, Professor Dr Noor Azizi is confident that OYAGSB is moving in the right direction. "Despite all the challenges we face, our innovative approach and determination will certainly see us through to realise our goal of becoming one of the world top business schools in the region by 2015."

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*At the launch of **The First Convention of The World Association of Business Schools in Islamic Countries (WAIBS)** are (from left) the Vice-Chancellor of UUM, Professor **Datuk Dr Mohamed Mustafa Ishak**, former Prime Minister **Tun Mahathir** and the Dean of OYAGSB, **Professor Dr Noor Azizi Ismail**.*