The EASB East Asia Institute of Management: On the go, the way to go

An EASB education is the perfect fit for postgrad-seeking professionals.

With schedules and everyday lives getting more jam-packed, professionals nowadays are searching for the essential yet flexible MBA programmes. East Asia Institute of Management (EASB) offers just that with the MBA programme awarded by Edinburgh Business School (EBS), Heriot Watt University. “EBS programmes are portable, flexible, and able to cater to the lifestyle of busy professionals as well as aspiring full-time students,” says Eric Lim, Director of the EASB School for Postgraduate Studies. “Programmes can be ‘classroom on-the-go.’”

As flexible as they are, EBS programmes still provide the same top calibre education traditional institutions do. The school makes use of the CESIM Business Management Simulation, an online platform that reconstructs and reflects real-world challenges and results with accuracy, in order to help students test their classroom knowledge and practically apply their skills in managing corporations.

“While undertaking a Master’s programme with Edinburgh Business School, students are acquainted with knowledge on the business environment and the influences that shape the industries. We provide a wide coverage of key management disciplines, such as people skills, economics, marketing, accounting and more,” says Lim. Classes are taught by qualified lecturers from the industry, and the programme content is regularly reviewed by industry practitioners to ensure that students can keep up with current business trends and relevant issues.

An Approved Learning Partner of Edinburgh Business School, Heriot-Watt University, where 40% of Fortune 500 companies have students take their Masters in Business Administration, EASB also provides the Masters programme through EBS in the Chinese Language too, to help cater to a wider range of prospective students.

More than textbook knowledge, the EBS programme provides students with avenues for making connections and expanding their networks. The school’s diverse mix of international students from Denmark, Switzerland, Mongolia, Chile, UK, New Zealand, China, Vietnam, India, Indonesia, Myanmar, Malaysia and Singapore, is perfect for acquiring and establishing important global business connections.

Several student successes are proof of this. One student, Pamela Ardana, leveraged her vast network to expand her business, No Faux Official, a bag retail company. In just six months, the company already has appointed retail representatives in China, Thailand, Hong Kong and Indonesia, and she will be looking to expand the business into the Middle East, to countries such as the United Arab Emirates and Kuwait. Miss Ardana credited the lecturers and her fellow school mates for sharing their knowledge and experiences with her, which turned out to be helpful information when she kick started her business.

“We have another student from China, Guo Saiwei who has teamed up with fellow classmates to establish a Chinese ‘Groupon’ equivalent portal called http://huayutuan.com/,” recounts Mr. Eric Lim. “Saiwei has also started his unique mineral water business, ‘Bello,’ and has leveraged on the knowledge he gained from the programme and his network of his Indonesian and Malaysian classmates to venture into the Indonesia and Malaysia market,” he adds.

The EBS MBA programme, is also available in a few specialisms, including Strategic Planning, Human Resource Management, Marketing and Finance. For more information, visit www.easb.edu.sg or email enquiries@easb.edu.sg.

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