



STI Myanmar University

The Open University of Hong Kong jointly organize

Bachelor of Business Administration in Management (Top-up) Programme

(Internationally Recognized BBA Qualification)



The Open University of Hong Kong

Established and recognized by the HKSAR Government

Chancellor: The Hon Mrs. Carrie Lam Cheng Yuet-ngor, GBM, GBS
Chief Executive of the HKSAR

Council Chairman: Mr. Michael Wong Yick-kam, MH, JP

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University Profile

STI Myanmar University (STIMU), formerly called STI Education, started in 2006 as a learning centre offering Diploma programmes in Teacher Training, Business Management and English Language. Today, it has grown to be one of the most respected and premier academic institutions in Myanmar with over 2,500 students across 3 campuses in Yangon and Mandalay offering degree and diploma programmes in Business, Finance, Health Science, Education and Engineering.

STIMU offers degree programmes at both Undergraduate and Postgraduate levels in collaboration with National Management College (NMC) under the Ministry of Education Myanmar, The Open University of Hong Kong, Mahidol University (Thailand), and the University of Bedfordshire (UK).

The programmes and courses offered by STIMU are across four major Faculties: Faculty of Health Science, Faculty of Business, Faculty of Education & Linguistics and Faculty of Engineering. Each Faculty in STIMU is staffed by an eminent roster of teaching faculty members with rich and strong academic and teaching backgrounds.

STIMU Vision

STIMU is a private higher education institution mandated to providing world class education in Myanmar. Its governance as well as management, teaching methodologies and expertise is designed towards creating a world-class academic institution which meets the interests of the country's wider community through producing an excellent group of well-rounded young professionals and leaders. STIMU's vision is to create a learning and teaching environment enriched with diverse perspectives where a university can change its students' lives and society by helping them explore a wide range of opportunities.

STIMU Mission

STI Myanmar University's mission is to be the most admired and respected educational institution in Myanmar committed to imparting world class education that will empower young people to progress to a better future and help in the growth and prosperity of Myanmar.

STIMU is committed to playing a leading role in nurturing students to be all-round leaders and professionals at a regional and international level and striving to be the positive change-makers in their communities where they can progress themselves towards a better future in today's diverse, dynamic and fast changing world. STIMU focuses on the outcomes of the students to help them become highly competent and competitive by imparting knowledge and skill sets and providing an environment that fosters academic excellence, community spirit and shared inspirations.

Values

STIMU's values are reflected in its approach to management, operations and academic missions and undertakings. These values guide the short-term and long-term goals of the university and serve as the underlying principles into which all the university's efforts in daily operations and decision-making are conducted. It is also in these values that the university's quality and standards are anchored. The core values of STIMU are Student-Centred, Equal Opportunity, Collaboration and Team Spirit, Innovation, Accountability, Transparency and Excellence.

Strategic Direction

STIMU intends to deepen its commitment and effort towards its role in providing education and learning of the highest standards in close collaboration with local industry players, academic institutions and international universities. STIMU is constantly striving to ensure that every academic programme along with its operating model and management meets the highest international standards.

International partnerships are seen as a strategic driver for various aspects of the development, growth and sustainability of the institution, and substantial benefits are gained in the areas of improved academic standards, resource sharing, and increased professional opportunities for its graduates.

STIMU's Planning Unit facilitates the institution's strategic planning. An annual university-wide strategic planning is held with the participation of the Board Committee chairpersons, all the Departments and Faculties, key officers and staff and advisers.

(STI Myanmar University website: www.stiedu.net)

2 The Open University of Hong Kong and Lee Shau Kee School of Business and Administration

The Open University of Hong Kong (OUHK) was established by the Hong Kong Government in 1989. It is one of the three local member universities of The Association of Commonwealth Universities (ACU). With the mission of 'Education for All', the University offers a wide array of programmes at Bachelor's, Master's and Doctoral levels in multi-learning modes including full-time, part-time, face-to-face, distance learning and e-learning modes to provide students with unparalleled flexibility. The insistence of the OUHK on the professional academic standard and development has been recognized and affirmed by a number of international awards and prizes. The University has received the 'Award of Excellence for Institutional Achievement in Distance Education' from the Commonwealth of Learning. Also, the International Council for Open and Distance Education has conferred the 'Prize of Excellence for Institutions' on the OUHK. The University won an international IT award 'The Stockholm Challenge Award' for its success in developing the Electronic Library. Currently, there are more than 10,000 full-time students and 9,500 part-time students at the OUHK.

The Lee Shau Kee School of Business and Administration is one of the academic schools of the OUHK. Currently, the School offers more than 60 programmes in face-to-face, distance learning and e-learning modes leading to the award of qualifications from Bachelor to Doctoral levels. The School comprises experienced academics and professionals with diverse international backgrounds to equip students not only with conventional theories, but also practical skills in business, giving them a distinct competitive edge in the ever-changing business world. Recognizing the importance of networking in the field of business, the School is active in fostering collaborations with both local and overseas tertiary institutions and professional bodies. Now it has collaborated with partners in mainland China, Australia, the United Kingdom, the United States, and European and South Asian countries. The School's business programmes are also recognized by a number of professional bodies and a range of exemptions has been granted to graduates and students.

(OUHK's website: www.ouhk.edu.hk)

3 Programme Characteristics

The Bachelor of Business Administration in Management (BBAMGT) (Top-up) Programme provides broad coverage of the key areas of management and gives students the opportunity to acquire knowledge as well as practical and intellectual skills in more than one of the following functional areas: human resource management, international business, marketing, and logistics and supply chain management. With such extensive exposure, graduates can enjoy enhanced career opportunities in a wide range of business careers.

The characteristics of the programme are:

(i) Credit-based system

The programme adopts a flexible credit system. After students have successfully completed a course, they obtain the credits of the course which are valid for lifelong.

(ii) Broad coverage

The programme offers courses in a wide range of functional areas, thus enhancing students' knowledge in different disciplines and helping them better prepare for the fast-changing yet competitive work environment.

(iii) Case study approach

The programme emphasizes the application of theories through case studies. It focuses on the understanding and application of knowledge.

(iv) Global perspective

The programme instills a global perspective by requiring students to observe and analyze international business management issues.

(v) High-quality learning materials

The course materials are written by highly qualified subject-matter experts and updated regularly. The materials also include activities, self-tests and readings which make learning interesting and effective.

4 Programme Structures and Course Fees

BBA in Management (Top-up) Programme (40 credits):

| Courses | Credits | Duration | Hong Kong Dollars * (or equivalent MMK) |
|--|---------|----------|--|
| MKT B250 Introduction to Marketing | 5 | 1 Term | 5,650 |
| MGT B345 Managing in Organizations | 5 | 1 Term | 6,050 |
| MGT B397 Global Issues in Management | 5 | 1 Term | 6,050 |
| MGT B399 Management Policy and Strategy | 5 | 1 Term | 6,050 |
| MGT B441 Human Resource Management: A Strategic Approach | 5 | 1 Term | 6,500 |
| MKT B362 Marketing Research | 5 | 1 Term | 6,050 |
| MKT B363 Consumer Behaviour | 5 | 1 Term | 6,050 |
| MKT B366 Marketing Communications | 5 | 1 Term | 6,050 |

* Note: Tuition fees are subject to a yearly review.

5 Entry Requirements

To enter BBA in Management (Top-up) Programme (40 credits), applicants must meet the following programme-specific requirement:

- (i) A recognized associate degree or higher diploma in a business-related area or its equivalent.



6 Duration of Study

The normal duration of study for the BBA in Management (Top-up) Programme is 1 year. Students are expected to complete courses as below:

| Presentation | Courses | |
|---|----------|---|
| Spring Term (Courses start in January and examinations are held in May/June) | MGT B397 | Global Issues in Management |
| | MGT B399 | Management Policy and Strategy |
| | MGT B441 | Human Resource Management: A Strategic Approach |
| | MKT B362 | Marketing Research |
| Autumn Term (Courses start in September and examinations are held in December/January of next year) | MKT B250 | Introduction to Marketing |
| | MGT B345 | Managing in Organizations |
| | MKT B363 | Consumer Behaviour |
| | MKT B366 | Marketing Communications |

Note: The offering of the above courses is for reference only and it is subject to decision of the OUHK.

7 Conferment of Award

Upon successful completion of all prescribed courses, students will be granted the degree certificate and transcript of the Bachelor of Business Administration in Management in Hong Kong.

8 Application Procedures

Applicants can apply through STI Myanmar University with application fees HKD300 (or equivalent MMK) as per the following procedure:

- (a) Complete the Application Form with three passport size photos.
- (b) Complete the Admissions Supplementary Form.
- (c) Attach certified copies of:
 - (i) Curriculum Vitae
 - (ii) National Identity Card or passport
 - (iii) All academic qualifications
 - (iv) English test results or other evidence of English competency
- (d) Upon successful admission, full one-year tuition fees must be paid in MMK in cash or bank transfer to the STI Myanmar University account.
- (e) The Open University of Hong Kong will issue a student ID number and card via STI Myanmar University.

The application deadline for Spring Term admission is 18 December 2018.

For further information about the programme and application procedure, please contact STI Myanmar University at:

Address

Campus 1 (MICT Campus)

Address: Building 10, MICT Park, University Hlaing Campus, Hlaing Township, Yangon, Myanmar

Telephone: +95 09955123446-49, Fax: +95 1 652315

Campus 2 (Downtown Campus)

Address: No. 377, Upper Shwe Bon Thar Street, Pabedan Township, Yangon, Myanmar

Telephone: +95-1-377988, 378166, 09-420183155, 09-420131730

Campus 3 (Mandalay Campus)

Address: No. B15/16, Between 66th and Thazin Street, Chan Myar Tharzi Township, Mandalay, Myanmar

Telephone: +95 97 83800062~64

URL : www.stiedu.net

Email: info@stiedu.net



10 Course Description

MKT B250 Introduction to Marketing (5 credits)

This course aims to introduce learners to the concept of marketing in the business environment, and to provide them with the opportunity to apply marketing principles, theories and concepts in real cases based on the organizational objectives and other reasonable conceptual frameworks faced by marketers. The course also aims to equip learners with the skills to develop a marketing plan within the Hong Kong marketplace.

MGT B345 Managing in Organizations (5 credits)

This course aims to provide students with theoretical perspectives and related course concepts for the study of organizational processes and issues.

MGT B397 Global Issues in Management (5 credits)

This course aims to stimulate learners' awareness and interest in management within a study framework, as well as in the real cut-and-thrust of the business world. The course also aims to hone learners' skills in observation, evaluation and analysis of controversies and dilemmas facing managers in various types of organizations. Finally, the course aims to develop learners' ability to formulate independent opinions on a wide range of global issues in management.

MGT B399 Management Policy and Strategy (5 credits)

This course aims to enhance students' ability to view business as an integrated whole. It provides students with an understanding of the factors that contribute to the long-term performance of a business, and introduces tools and frameworks for strategic analysis and management. The course also helps students to better comprehend the ways that business entities can develop and maintain competitive advantages.

MGT B441 Human Resource Management: A Strategic Approach (5 credits)

This course is designed to develop students' awareness of the linkages between strategic business imperatives, human resource management strategies and their implementation. Students will develop an understanding of various issues on the resources available to the organization and the means to make better use of human resources. Also, they will be made aware of the linkage between the fundamentals discussed in the units and the human resource management practices adopted at local, regional and global levels.

MKT B362 Marketing Research (5 credits)

This course aims to develop in learners a thorough understanding of: the marketing research process; research design; data collection and measurement; sampling design; and data analysis, interpretation, and presentation.

MKT B363 Consumer Behaviour (5 credits)

This course aims to provide students with core concepts, frameworks and tools used by marketers when analysing, interpreting and predicting consumer responses to marketing efforts, and the opportunity to apply these in marketplace situations.

MKT B366 Marketing Communications (5 credits)

This course aims to equip students with an understanding of relevant tools, techniques, theories and frameworks needed by marketers to develop an integrated marketing communications (IMC) strategy and a corresponding promotional mix.

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