



EUROPEAN
INTERNATIONAL
UNIVERSITY



Study for a FRENCH MASTER'S DEGREE

**on the fastest
growing
MIB programme
in Asia**

MIB

MASTER IN INTERNATIONAL
BUSINESS

Duration : 12 months

Students have an option of
Graduating in France

Course Fee:

RM15,900/-

Why Choose ARIX ACADEMY?

- ⇒ Obtain a globally recognised Degree awarded by European International University
- ⇒ Affordable fees with instalment payment options
- ⇒ Student will obtain membership with Malaysian Institute of Management (MIM)
- ⇒ Workshop at EIU Campus (Bangkok) - by EIU Lecture. Flight ticket, hotel included in course fees
- ⇒ ARIX Certified Certificates for each modules (8 Modules)
- ⇒ Access to over 10,000 online study materials

Course Commence : March 2018

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ARIX ACADEMY

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Why study at Arix Academy?

You will improve your leadership skills, and build your practical management competence through engagement with business

You will encounter senior business figures who will challenge your understanding of important strategic business decisions, helping you to bring innovation to problem solving

Our tailored careers support includes exclusive events and networking opportunities, one-to-one guidance and online resources

Programme Duration

12 months, Part time (Classes)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Highlights

- ⇒ Programme fully moderated & awarded by Arix Academy
- ⇒ Master's Degree will be awarded by European International University (EIU)
- ⇒ International Recognised Master.
- ⇒ Graduation Ceremony
- ⇒ Starter Pack for registered student
- ⇒ Student membership with Malaysia Institute of Management (MIM)
- ⇒ Special prepared notes & handouts
- ⇒ Flexible monthly payment (Loan)

Course Module:

1. International Economics
2. Accounting and Corporate Finance
3. Performance Measurement & Management
4. International Marketing
5. Leadership
6. Innovation & Entrepreneurship
7. Strategic Management
8. Cross-Cultural Management
9. Final Project (Thesis)

International business opens the door to various careers in management

International business studies provide you knowledge about world cultures and societies, a treasured skill by employers worldwide that search for experts that can successfully manage multiple markets.

A Master's programme in international business also qualifies you for more prestigious job opportunities such as the role of a CEO. You can even get into teaching at university level, get involved in research work, or even multilateral organisations.

Benefits of Programme

- ⇒ Opportunity to improve Academic status
- ⇒ Obtain International Recognised Masters.
- ⇒ A chance for rewarding career
- ⇒ Develop and Understanding of real Business scenario and problem solving
- ⇒ Develop Entrepreneurial skills and knowledge

Admission Requirements

- ⇒ At least 35 years of age, possess SPM and minimum 8 years working experience in Managerial position.
- ⇒ At least 30 years of age, possess Level 4 MLVK/JPK Diploma.
- ⇒ Executive Diploma/ Diploma or Bachelor's Degree from recognised institutions.
- ⇒ Business owners with more the 10 years experience in running business.

International Economics

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to improve Understanding of International Economics
- ⇒ Obtain International Recognised Certificate.
- ⇒ A chance to be more equipped to face the international business world.
- ⇒ Develop and Understanding of real Business and Economics
- ⇒ Develop and Understanding of Economics Terms, Modules and Case Studies.
- ⇒ Upgrade the level of communication
- ⇒ Scenario and problem solving
- ⇒ Develop Entrepreneurial skills and knowledge

Course Outlines:

- ⇒ Introduction what is International Economics About
- ⇒ The Ricardian Model
- ⇒ Specific Factors and Income Distribution
- ⇒ Resources and Trade(Hecsher-Ohlin)
- ⇒ Standard Trade Model
- ⇒ International Factor Movement
- ⇒ Trade Policy
- ⇒ The Political Economy of Trade Policy - Free Trade Versus Protectionism, International Negotiations.
- ⇒ Balance of Payments
- ⇒ Exchange Rate and Foreign Exchange Market
- ⇒ Money, Interest Rates and Exchange Rates
- ⇒ Price Level and Exchange Rate
- ⇒ Output and The Exchange Rate
- ⇒ Fixed Exchange Rates and Foreign-Exchange Intervention.
- ⇒ The international Monetary System
- ⇒ Macroeconomic Policy and Floating Exchange Rates
- ⇒ The Global Capital Market

Accounting and Corporate Finance

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to improve Understanding of Accounting and Corporate Finance
- ⇒ Obtain International Recognised Certificate
- ⇒ A chance to be more Equipped to face the International Business World
- ⇒ Develop and Understanding Financial Terms , Data and Analysis
- ⇒ Develop Analytical Skill on Finance, Accounting Statements , Budgeting , Assests, Inventory and etc.
- ⇒ Upgrade level of Communication in Corporate World
- ⇒ Enhance Financial Problem Solving skills.
- ⇒ Able to assess Financial Health and Fitness.

Course Outlines:

- ⇒ Essentials of Accounting and Finance
- ⇒ Types of cost data and cost analysis
- ⇒ Contribution Analysis
- ⇒ Break-Even and Cost-Volume-Profit Analysis
- ⇒ Relevant Cost and Making Short-Term Decisions
- ⇒ Forecasting Cash Needs and Budgeting
- ⇒ Cost Control and Variance Analysis
- ⇒ Managing Financial Assets
- ⇒ Managing Accounts Receivable and Credit
- ⇒ Managing Inventory
- ⇒ The Time Value of Money
- ⇒ Capital Budgeting Decisions
- ⇒ Improving Managerial Performance
- ⇒ Evaluating and Improving Your Department's Performance
- ⇒ Sources of Short-Term Financing
- ⇒ Considering Term Loans and Leasing
- ⇒ Long-Term Debt and Equity Financing
- ⇒ Interpreting Financial Statements
- ⇒ Accounting Conventions and Recording Financial Data
- ⇒ Assessing Financial Health and Fitness

Performance Measurement & Management

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to improve Understanding of Performance Measurement & Management
- ⇒ Obtain International Recognised Certificate
- ⇒ A chance to be more Equipped to face the International Business World
- ⇒ Develop and Understanding of Performance Management
- ⇒ Develop and Understanding of Economics Terms, Modules and Case Studies
- ⇒ Upgrade the level of communication in Terms of Performance Management.
- ⇒ Learn and Master the Skill of using Balance Scorecard in you Organisation
- ⇒ Develop Motivation and Goal setting Skills

Course Outlines:

- ⇒ Essentials of Performance Management
- ⇒ Performance Appraisals
- ⇒ Training Needs Analysis
- ⇒ People Performance Potential model
- ⇒ The Seven Habits of Highly Effective People
- ⇒ Balanced Scorecard
- ⇒ Goal Planning
- ⇒ Time Management Techniques
- ⇒ Stress and Stress Management
- ⇒ Assertiveness Techniques and Self-Confidence
- ⇒ Body Language
- ⇒ Kotter's Change Model
- ⇒ Mcgregor XY Theory of Management

International Marketing

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to improve Understanding of International Marketing
- ⇒ Obtain International Recognised Certificate.
- ⇒ A chance to be more Equipped to face the International Business World.
- ⇒ Able to Develop a Global Vision through Marketing Research
- ⇒ Develop and Understanding of Marketing Terms, Modules and Case Studies.
- ⇒ Upgrade the level of communication in Terms of International Marketing
- ⇒ Scenario and Problem Solving Skills
- ⇒ Develop Integrated Marketing Communication and Personal Selling Skills.
- ⇒ Learn International Negotiation skills.

Course Outlines:

- ⇒ About International Marketing
- ⇒ The Scope and Challenge of International Marketing
- ⇒ Culture, Management Style, and Business Systems
- ⇒ Developing a Global Vision through Marketing Research
- ⇒ Global Marketing Management: Planning and Organization
- ⇒ Products and Services for Consumers
- ⇒ Products and Services for Businesses
- ⇒ International Marketing Channels
- ⇒ Integrated Marketing Communications and International Advertising
- ⇒ Personal Selling and Sales Management
- ⇒ Negotiating with International Customers, Partners, and Regulators

Leadership

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to improve Understanding of Leadership
- ⇒ Obtain International Recognised Certificate.
- ⇒ A chance to be more Equipped to Face The International Business World.
- ⇒ Develop and Understanding of real Leaders Role.
- ⇒ Develop and Understanding how to Improve Productivity.
- ⇒ Communicate as a Leader
- ⇒ Improve you Inter-Personal and Communication Skills
- ⇒ Develop Integrated Leadership Skills

Course Outlines:

- ⇒ About Leadership
- ⇒ Leadership Roles
- ⇒ The Job Of An Effective Manager
- ⇒ Developing Effective Leadership Skills
- ⇒ Building A Highly Motivated, High-Performance Team To Drive For Result
- ⇒ The Strategies To Improve Productivity
- ⇒ How To Improve Inter-Personal And Communication Skills
- ⇒ Integrated Leadership
- ⇒ Leadership Philosophies
- ⇒ Hersey and Blanchard's Situational Leader

Innovation & Entrepreneurship

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to improve Understanding of Innovation & Entrepreneurship
- ⇒ Obtain International Recognised Certificate
- ⇒ A chance to be more Equipped to Face the International Business World
- ⇒ Develop and Understanding of Entrepreneurship Concept and Mindset
- ⇒ Understanding the Entrepreneur Strategies
- ⇒ Upgrade understanding on Strategy and Innovation.
- ⇒ Develop Entrepreneurial Skills and Knowledge

Course Outlines:

- ⇒ Entrepreneurship Concept
- ⇒ Entrepreneurship mind set
- ⇒ Misconceptions About Critical Thinking
- ⇒ Improving our Thinking
- ⇒ Social Media Marketing
- ⇒ Thinking Skill in the Age of Globalisation
- ⇒ Red VS Blue Ocean Strategic
- ⇒ BOSI Quadrant of Entrepreneurial DNA
- ⇒ PR Smith's SOSTAC® marketing planning system
- ⇒ Experiential Learning
- ⇒ Strategy and Innovation
- ⇒ 8 Habits of Highly Effective Entrepreneurs

Strategic Management

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to improve Understanding of Strategic Management
- ⇒ Obtain International Recognised Certificate.
- ⇒ A chance to be more Equipped to Face the International Business World.
- ⇒ Develop and Understanding of real Business Strategies
- ⇒ Develop and Understanding of Strategic Management Terms, Modules and Case Studies.
- ⇒ Upgrade the level of Strategic Planning and Prepare Case Analysis
- ⇒ Develop Strategic Management Skills and Knowledge

Course Outlines:

- ⇒ What is Strategic Management
- ⇒ Key Terms in Strategic Management
- ⇒ Financial & Non Financial Benefits of Strategic Management
- ⇒ Effective Strategic Management
- ⇒ Setting Business Vision & Mission
- ⇒ The External Assessment
- ⇒ Industry Analysis: The External Factor Evaluation (EFE)
- ⇒ The Internal Assessment
- ⇒ Strategy Analysis and Choice
- ⇒ Management and Operations Issues; Implementation issues
- ⇒ Strategy Review, Evaluation and Control
- ⇒ Global/ International Issues
- ⇒ How to prepare and present a Case Analysis

Cross-Cultural Management

Programme Duration

1 months, Part time (Class)

Teaching Methodology

All modules in the program are taught by experienced lectures with Master or Doctoral degree. Modules are taught through lecture, discussions, group presentations, exercises and case studies.

Benefits of Programme

- ⇒ Opportunity to Improve Understanding of Cross-Cultural Management
- ⇒ Obtain International Recognised Certificate
- ⇒ A chance to be more Equipped to Face the International Business World
- ⇒ Develop and Understanding of Cross Cultural Management
- ⇒ Develop and Understanding of International Legal Environment and Political Environment
- ⇒ Upgrade the level of Cross Cultural Communication
- ⇒ Understand International Cultures , Management Styles and Business Systems
- ⇒ Develop Entrepreneurial Skill in Assessing Global Markets

Course Outlines:

- ⇒ Global/International Issues
- ⇒ Business Ethics/ Social Responsibility/ Environmental Sustainability
- ⇒ Four Types of Organisational Culture
- ⇒ Environmental Adaptation Needed
- ⇒ Developing a Global Awareness
- ⇒ Cultural Dynamics in Assessing Global Markets
- ⇒ Elements of Culture
- ⇒ Culture, Management Style, and Business Systems
- ⇒ The Political Environment
- ⇒ The International Legal Environment
- ⇒ The Americas, Europe, Africa, and the Middle East
- ⇒ The Asia Pacific Region