



BINARY UNIVERSITY
of
MANAGEMENT & ENTREPRENEURSHIP

BGS

THE BINARY GRADUATE SCHOOL

“ THE ENTREPRENEURIAL GRADUATE SCHOOL ”

ABOUT BINARY UNIVERSITY

Established in 1984, Binary University is a 5-STAR rated (Excellent) university by the Ministry of Higher Education, the highest rating accorded to any public or private university in Malaysia. As Malaysia's First Entrepreneurship University, Binary University is specialized in producing entrepreneurial managers, entrepreneurial IT professionals, entrepreneurial accountants and entrepreneurs. The university is also the only university in the world that produces Industry Specialist Professional graduates or ISPs using a unique formula combining IPs (intellectual property) developed by the University in collaboration with global industry players. Using an extensive number of FIPs (Faculty of Industry Professionals), the university drives these IPs to bring out the maximum potential of its students through its ISP Centre of Excellence.

“No university can be the best in everything. That’s why we specialize in Management, IT and Entrepreneurship. As a specialist university, we offer two distinctive advantages; ISP and Entrepreneurism.”

A past winner of the prestigious Enterprise 50 Award, the Service Excellence Award, the Asean Business Review Leadership Award and the Asia Pacific e-Entrepreneurship Award, Binary University offer a powerful formula that not only equips its graduates with an internationally recognized degree but with industry-specific skills using the ISP graduate model. In short, the university helps to differentiate its graduates using a 2 - prong strategy:

- Strategy 1: Arm them with industry-specific skills to enhance their employability using the ISP graduate model delivered through its ISP Centre of Excellence and
- Strategy 2: Equip them with innovative entrepreneurial skills using its Comprehensive Entrepreneurial Ecosystem to help them move up the corporate ladder faster.



THE BINARY GRADUATE SCHOOL

The Binary Graduate School (BGS) was established in 1994 and is a pioneer in offering postgraduate programmes. Today, the BGS offers over 20 postgraduate programmes at PhD, Doctorate and Masters level. Students have the option of pursuing

1. A Fully Research Focused PhD
2. An Applied Doctorate in Business Administration
3. Taught Masters such as the Binary MBA or MSc Information Technology Management
4. An MSc by Research with specialisations in Accounting & Finance, Computer Science, Entrepreneurship & Innovation, Education Management, Environmental Management, HRM, Healthcare Management, Islamic Banking & Finance, International Marketing, Project Management, Quality Management, Real Estate Management, Social Entrepreneurship, Tourism Management and many more

The BGS has an extensive global alumni spanning across Europe, Middle East, Africa, Central Asia, South East Asia and the Indian Sub-Continent, most of whom are occupying respectable positions in Government and the private sector.

RESEARCH CENTERS AT BGS



The hallmark of a good university is its research focus and as a specialist university in management, IT and Entrepreneurship, the Binary Graduate School (BGS) has established 5 dedicated research centers to support its postgraduate programmes.

Each of these centers offer our postgraduate students excellent opportunities to conduct meaningful research in their chosen fields.

PUBLICATION OPPORTUNITIES

The Binary Graduate School (BGS) produces an internationally subscribed, peer-reviewed journal called **The International Journal of Management and Entrepreneurship (IJME)**. The IJME also provides a platform for our postgraduate students to publish their research and become respectable researchers.

PRODUCING ISP GRADUATES.

Today's global job market is very different; there are more graduates than jobs. Graduates need to differentiate to be relevant and marketable. That is why graduates need to arm themselves with a different kind of specialization, a specialization that can delight employers.

“As a specialist university, we differentiate our graduates by transforming them to become Industry Specialist Professional graduates or ISPs. Binary’s graduate employability rate of 96% which is among the highest in the country speaks volume of the power of ISP.”

Binary University is the world’s only university dedicated to producing ISPs: Industry Specialist Professionals. As an ISP graduate, you would not only earn a recognized degree but gain extensive practical knowledge of a specific industry through engagement with FIPs, intensive action research projects, focused industry group studies and objective centered field visits. You will be groomed throughout your course duration using a personalized study plan guided by the ISP Centre of Excellence.

As an ISP graduate in Management, IT or Entrepreneurship, you can specialize in the following industries and many more.



As a Binary graduate, you earn an internationally recognised academic degree and an ISP Certified qualification in your chosen industry of specialization.



STRENGTHS of BINARY UNIVERSITY

Academic Excellence

- Leadership comprising of highly qualified and experienced academicians.
- Winner of 36 international awards in business and IT.
- Well qualified lecturers.
- Well stocked library.
- Web portal supported learning materials.

Research Excellence

- 5 dedicated research centres.
- Won numerous nationally competitive research grants.
- Produces the International Journal of Management & Entrepreneurship subscribed by universities globally.
- Research publications in top-tier journals by our members of the academic team.

THE HALLMARK OF BINARY UNIVERSITY

Management Excellence

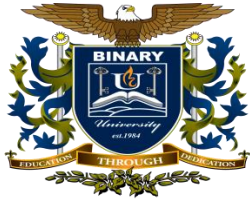
- Excellent track record of over 30 years in the higher education sector.
- Chairman appointed to the highest policy making body of the Nation, the National Higher Education Council
- Won the SME Platinum Award for Leadership.
- Won the Asean CEO Leadership award.
- Won the Asia - Pacific Kris Leadership award.
- Top management team leadership comprises of a total of 225 years of experience.

Industry Excellence

- Only university that produces Industry Specialist Professional (ISP) graduates.
- Supported by a dedicated ISP Centre of Excellence.
- Guided by a team of over 180 Faculty of Industry Professionals (FIPs) with substantial experience.

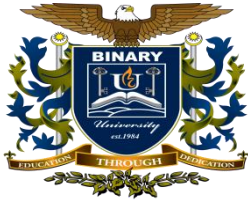
Entrepreneurial Excellence

- Only university that has a comprehensive entrepreneurial ecosystem.
- Over 530 real entrepreneurs in its network.
- Dedicated 3rd Generation incubators.
- Global presence in Europe, Central Asia, Africa and Indian Sub - Continent to connect with budding entrepreneurs.
- Drives the entrepreneurial spirit using its Entrepreneurism pillar in all its degrees.
- Winner of the National inter - varsity Entrepreneurship competition.
- Has 2 dedicated research centres of excellence in entrepreneurship; ACE & CSE



PHD DOCTOR OF PHILOSOPHY

<p>Introduction:</p>	<p>The Doctor of Philosophy (PhD) is the highest research based academic degree one can earn from a University. By its very nature, a research degree is an individual pursuit. The Binary PhD is unique in that it is a milestone-based PhD, thus students are well-guided to achieve each milestone throughout their journey to successfully completing the PhD. Students will design and develop their own research strategies, pursue original lines of thought and present novel research findings. In this way, every PhD candidate will create a singular piece of work that will make a significant contribution to their personal and career development.</p>
<p>Programme structure :</p>	<p>The normal period of study is 36 months for full time students and 48-72 for part time students. In year one, students are required to undertake a structured and intensive research training program. Its purpose is to expose the student to core research skills such as qualitative and quantitative data analysis, research design and data collection. In subsequent years of study, students undertake research in their chosen field of. This is done with the guidance of their academic supervisor. Colloquiums. Workshops and seminar are provided to assist the students throughout the program. The program is completed by submitting the final thesis for examination.</p>
<p>Areas of Research:</p>	<ul style="list-style-type: none"> ▪ Entrepreneurship ▪ Quality Management ▪ Finance ▪ Islamic Banking ▪ Education Management & etc. ▪ Human Resource Management ▪ Marketing, Logistics Management ▪ Information Technology Management
<p>Supporting Research Centers:</p>	<ol style="list-style-type: none"> 1. The Centre of Social Entrepreneurship (CSE) 2. The Centre Advancement of Management (CAM) 3. The Asia Centre of Entrepreneurship (ACE) 4. The Centre of Women Leadership (CWL) 5. The ICT Centre of Excellence (ICT)
<p>Publication :</p>	<p>The BGS produces an internationally subscribed journal, the International Journal of Management and Entrepreneurship (IJME). PhD candidates can use the IJME to publish their research work.</p>



DBA

THE DOCTOR OF BUSINESS ADMINISTRATION

<p>Introduction:</p>	<p>The Binary DBA is an applied management programme designed to advance the professional development of practicing managers and professionals from diverse fields. This programme helps to develop leading edge thinking skills by providing one the opportunity to research into intellectually demanding management issues, particularly relevant to your organization or industry.</p>
<p>Program Aim:</p>	<p>The aim of this programme is to equip Senior Managers and CEOs with contemporary management thinking and research skills to enable them to take their organizations to greater heights. Upon completion of this programme you will be able:-</p> <ul style="list-style-type: none"> ▪ To cultivate the ability to critically review findings in current management and business research. ▪ To understand and apply new management knowledge to complex organizational issues. ▪ To increase your awareness of professional practice in leading and managing organizations with particular emphasis an adopting entrepreneurial approaches that use creative and innovative solutions.
<p>Areas of Research:</p>	<p>Entrepreneurship, Human Resource Management, Marketing, Logistics Management, Finance, Innovation, Information Technology Management, Quality Management & etc.</p>
<p>Taught Modules and Thesis.</p>	<p>The program compromises of two parts namely:- Part 1 : 8 taught modules focused on contemporary issues. Part 2 : An applied research thesis of 70,000 words.</p> <p>The taught modules are as follows :-</p> <ol style="list-style-type: none"> 1. Research Methodology. 2. Transformational Leadership. 3. Strategic Management in Action. 4. Global Issues in Entrepreneurship. 5. International Marketing. 6. Financial Management. 7. Human Resource Management. 8. Management Issues.



MASTER OF BUSINESS ADMINISTRATION (MBA)

CREATING INDUSTRY SPECIALIST PROFESSIONALS

Introduction:	The MBA is a premier business qualification sought after globally. Most good MBAs in the global market either prepares you to become a functional specialist or a generalist. The Binary MBA is different, it is the World's First Industry- Specialist MBA specially designed to address the shortage of hybrid managers who possess a sound academic foundation plus industry-specific skills. The Binary MBA has an extremely strong alumni around the world occupying respectable positions.
Program Aim:	The Binary MBA aims to produce Industry – Specialist Professionals who possess in – depth practical knowledge of a specific industry. The Binary MBA also equips one with problem-solving, analytical leadership and entrepreneurial skills to not only function as an effective manager, but be able to drive their organizations to greater heights.
Taught Modules and Thesis.	<ol style="list-style-type: none">1. Managing Environment2. Corporate Entrepreneurship3. Managerial Economics4. Marketing Management5. Accounting for Business Decision Making6. Management of Technology7. Decision Making Techniques8. Financial Management9. Leadership10. Human Resource Management11. Strategic Management12. Research Methodology + Thesis
Career Opportunities:	General Manager, High- End Management Consultant, Investment Fund Manager, Marketing Manager, Sales Manager,



MSc IN INFORMATION TECHNOLOGY MANAGEMENT

CREATING TECHNOLOGY MANAGERS OF THE FUTURE

Introduction:	The School of Technology Management or STM at Binary University is among the oldest IT schools in Malaysia. It is a pioneer in offering industry relevant programs and among the first to offer postgraduate degrees in IT and computer science. The MSc ITM which has an alumni spanning across the globe and its graduates are much sought after by employers because of the industry-specific skills they possess.
Program Aim:	The aim of the MSc ITM is to produce hybrid IT managers who are proficient in both the technical aspects of Information Technology and the management aspects of a business enterprise. By producing technology-savvy business decision makers who understand how current and emerging technologies can best be applied to make their organizations more profitable, productive and competitive, Binary graduates are well-positioned to face the new challenges new of in the 21st century.
Taught Subjects:	<ol style="list-style-type: none">1. Software Development Methodologies2. ICT resource Management3. Financial Management4. Corporate Entrepreneurship5. Human Resource Management6. Electronic Commerce7. Professional Issues in Computing8. IT Project Management9. IT Strategic Planning10. Object Orientated Programming11. Software Engineering12. Research Methodology and Thesis
Career Opportunities:	IT Project Manager, Network Manager, Cyber Security engineer, Software Development Manager, IT Manager, IT Architect, Systems Manager, Data Processing Manager, Systems Software Manager, Chief Information Officer, IT Consultant, Network engineer, Director of Information Technology and etc.

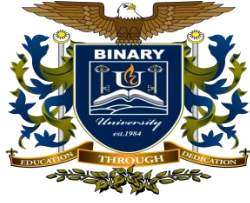


MSc IN ACCOUNTING & FINANCE

(BY RESEARCH)

CREATING GLOBAL FINANCIAL LEADERS FOR THE CORPORATE SECTOR

<p>Introduction:</p>	<p>Whether you are in America, Asia, Africa or anywhere else in the world, the top news in major newspapers are always related to accounting and finance. Following the financial crisis, serious questions of accounting, auditing and corporate governance have become the norm. Many areas of finance have become highly sophisticated due to the transformation brought about by technological developments, the globalization of capital markets, financial engineering and changes in regulations. These changes and trends have created an increased demand for a new breed of professionals with strong analytical ability and specialist knowledge in the field of accounting and finance.</p>			
<p>Program Aim:</p>	<p>The MSc in Accounting and Finance is a specially designed program to equip students with the contemporary knowledge and skills to help meet the financial goals of an enterprise. The aim of the program is to equip students with essential accounting and finance capabilities including critical analysis, research as well as analytical and numerical skills. The program will provide students the opportunity to acquire specialized knowledge in international accounting, global financial markets, finance and investment.</p>			
<p>Areas of Research:</p>	<p>Alternative Accounting Standards, Insider Trading, Auditors' Opinion Decisions, Auditing as a Socially Constructed and Influenced Process, Employee Stock Options, The Effects of Regulation on Financial Institutions' Decisions, Investment Management, Tax Policy, Implications of social networks on the capital market, Financial accounting information, Corporate governance, Sustainability accounting and reporting.</p>			
<p>Taught Modules/ Workshops</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Advanced Management Accounting</p>	<p>W2 Module Analysis of Corporate Financial Information</p>	<p>W3 Module Finance Management in Action</p>
<p>Career Opportunities:</p>	<p>Investment Manager Security Analysis Head, Portfolio Manager, Corporate Finance Executive Head of Corporate Restructuring, Regulation Compliance Manager, Financial Consultant & etc.</p>			



MSC IN HUMAN RESOURCE MANAGEMENT (BY RESEARCH)

PRODUCING HR PROFESSIONALS

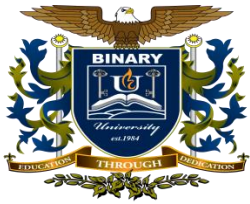
<p>Introduction:</p>	<p>As global workforce continues to evolve and change in tandem with the demands of the 21st Century Workplace, HR functions and the roles of the HR professionals have become more complex. CEOs and C Suite executives today recognize the role played by the HR professional to the success of an organization. HR professionals have to address new challenges that workplace which include emerging technologies, talent management as well as the presence of Gen Y and Gen X in the same organization with different demands, aspirations and ways of working.</p>			
<p>Program Aim:</p>	<p>The aim of this program is to equip students with contemporary knowledge and skills in Human Resource Management (HRM). It focuses on the role of HRM in human capital development with emphasis on the increasing challenges of talent management and globalization. It also address on how HR can shape a strategic and competitive advantage for the organization.</p>			
<p>Areas of Research:</p>	<p>Leadership and culture, Talent recruitment, retention and development, Employee Engagement, Human Capital Management, Green HRM, Learning Organization, Managing Diversity, Change management, Performance management and etc.</p>			
<p>Taught Modules/ Workshops.</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Change Management In Action</p>	<p>W2 Module Global Talent Management</p>	<p>W3 Module Strategic Human Resource Management</p>
<p>Career Opportunities</p>	<p>Graduates from the programme will be able to embark in a wide variety of careers in Human Resource Management which includes being a Director of HR, Talent Management Manager, HR Consultant, Training Manager, Recruitment Head and etc.</p>			



MSC IN INTERNATIONAL MARKETING (BY RESEARCH)

PRODUCING INTERNATIONAL MARKETING PROFESSIONALS FOR THE GLOBAL ECONOMY

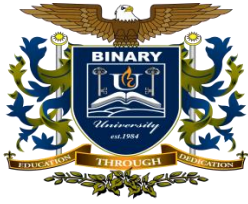
<p>Introduction:</p>	<p>Traditional marketing conventions, such as borders and information flow limitation has been replaced by new ones such as access to information, Search Engine Marketing (SEM) and social media. Today’s marketing managers need to be innovative, multidisciplinary and customer focused. In a globalized economy, a marketing manager is expected to lead at both tactical and strategic level in the rapidly changing economy. In an age where the consumer determines the market place, companies are compelled to adapt to the evolving needs of the international marketplace. As a result, businesses need professionals who can help their organizations to devise and implement innovative, creative and competitive strategies in international marketing.</p>			
<p>Program Aim:</p>	<p>The aim of this program is to equip students with a sound knowledge and skills in International Marketing. It focuses on the role of market expectations in international arena with emphasis on the increasing challenge of talent management and globalization.</p>			
<p>Areas of Research:</p>	<p>Retail management, Marketing Intelligence, Corporate Brand Management and Reputation, Internet Marketing, Brands and Consumers, Marketing Research, Influence of culture concerning advertising strategies of international companies, Transformative events in global markets & Competitive intelligence strategies in market success.</p>			
<p>Taught Modules/ Workshops.</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Strategic Global Marketing</p>	<p>W2 Module International Business Environments</p>	<p>W3 Module International Benchmarking & Branding</p>
<p>Career Opportunities:</p>	<p>Students will be able to pursue a career in many areas including international marketing, export marketing, marketing research, marketing consultancy, services marketing, social media marketing, direct marketing, digital and interactive marketing and etc.</p>			



MSc IN PUBLIC MANAGEMENT (BY RESEARCH)

CREATING DYNAMIC PUBLIC SECTOR PROFESSIONALS

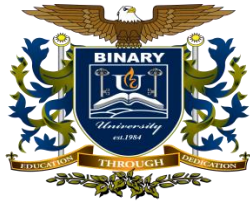
<p>Introduction:</p>	<p>Public policies and Public Management around the world are revolutionized in the light of the age of information. New trends such as public expenditure rationalization, economic liberalization, public management, the globalization of economic activities and social processes are making demands on public sector management operations. Facing these challenges requires a new breed of policy makers and managers who are acquainted in local and international concerns and issues, multi-disciplinary in their approaches and multi-skilled in the discharge of duties and responsibilities.</p>			
<p>Program Aim:</p>	<p>The aim of this programme is to create a new generation of public practitioners armed with analytical, managerial and leadership skills to deal with changing demands affecting public organizations locally, regionally, nationally and internationally.</p>			
<p>Areas of Research:</p>	<p>Public Finance, Public Administration, Reform and Modernization, Project Management, Local and National Governance, Law and Public Affairs, Government in Business, Human Resource Management, E-Governance & Public-Private Partnership International Relations & etc</p>			
<p>Taught Modules/ Workshops.</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Public Policy and Innovation</p>	<p>W2 Module Leadership in Public Sector</p>	<p>W3 Module Public Private Partnership</p>
<p>Career Opportunities</p>	<p>Graduates will be able to contribute in various roles in the sector public, non-profit organization sector, international agencies, Public Affair relations, public interest law, multi-lateral agencies as well as CSR initiated bodies and in international relations. Graduates will be able to work in federal, state, or local government agencies creating policy, overseeing agencies, or analyzing efficiencies, non-governmental sectors and civil societies.</p>			



MSC IN REAL ESTATE MANAGEMENT (BY RESEARCH)

MOULDING A NEW CADRE OF REAL ESTATE PROFESSIONALS

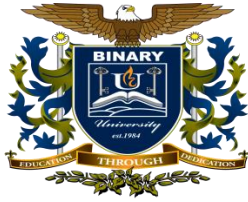
<p>Introduction:</p>	<p>As economic conditions improve and the pace of development accelerates, forward-thinking real estate leaders must position their firms to seize new growth opportunities and maximize asset values. A successful real estate manager must adopt innovative ways to lead real estate organizations through periods of market and industry change, examine land valuation and market demand meet rising customer expectations as well as manage projects across vendors, suppliers, and capital sources efficiently. With endless prospects in the field of estate management, there is a dire need for a new cadre of qualified real estate professionals who have the foresight to capitalize on new business opportunities.</p>			
<p>Program Aim:</p>	<p>The aim of this program is to enable students to understand the workings of the real estate sector, acquire and contemporary techniques used in real estate analysis. Graduates will also gain key skills that can enhance their career development global real estate sector.</p>			
<p>Areas of Research:</p>	<p>Best Practices, Property Valuation, Housing Markets & Finance, Real Estate Securitization, Real Estate Development, Land Use Policy, Real Estate Investment Strategy, Real Estate Investment Trust (RIETS), Urban Development, Real Estate Laws & Regulation in the Real Estate Industry.</p>			
<p>Taught Modules/ Workshops.</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Real Estate in the 21st Century</p>	<p>W2 Module Property Valuation</p>	<p>W3 Module Real Estate Investment</p>
<p>Career Opportunities</p>	<p>Graduates of the MSc Real Estate Management program can choose from a variety of real estate career paths including development, private equity, investment banking, asset management, lending and consulting. In addition, real estate knowledge is important for generalists seeking careers in management consulting, organization planning and strategy, small business as well as pursuing entrepreneurial.</p>			



MSC IN PROJECT MANAGEMENT (BY RESEARCH)

CREATING WORLD - CLASS PROJECT MANAGERS

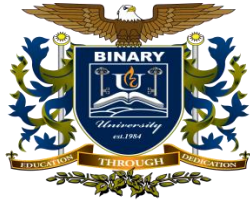
Introduction:	<p>Project Management is a key skill necessary for managers and leaders to set clear objectives, create a realistic plan of action and work together with their team to see the project through to successful completion. Successful project management today involves increased demand for quality, delivery on time, strict adherence to budget and required regulatory controls , hence the sharp rise in demand globally for qualified project managers across various industries.</p>			
Program Aim:	<p>This programme empowers individuals to become more effective leaders and team members to strategically execute projects, programme and portfolios. Students will work individually and in groups, in simulated project teams and learn how to create a realistic project plan using proven tools and techniques.</p>			
Areas of Research:	<p>Quality Management for Project Managers, Trends in Project Management, Project Management Models, Leadership in Projects, Knowledge Management Projects, Project Fast-Tracking, Project Management Strategies, Planning and Control, Process Improvement Trust, Negotiating and Contracting.</p>			
Taught Modules/ Workshops.	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Project Management in Action</p>	<p>W2 Module Project Risk & Cost Management</p>	<p>W3 Module Human Resources & Procurement</p>
Career Opportunities	<p>Graduates of this program will have acquired specialized skills that can enhance their employment prospects in the field of project management in ICT, Construction, Oil & Gas, Manufacturing Services as well as in the public sector where demand for the project management professionals are increasing globally. Among the jobs you may apply are Project Leaser, Program Manager, Project Quality Manager, Risk Manager, Project Procurement Manager, Project Planner etc.</p>			



MSc IN ENTREPRENEURSHIP & INNOVATION (BY RESEARCH)

CREATING CUTTING EDGE ENTREPRENEURS AND INNOVATORS

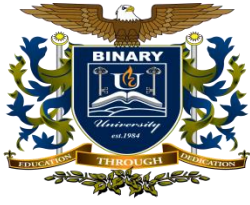
<p>Introduction:</p>	<p>Entrepreneurial and innovative human capital play a pivotal role in helping business of any size to become highly competitive as well as to grow exponentially. In addition, with over 260 million people unemployed in the world today, there is a dire need to create a huge number of youth entrepreneurs in every nation who can help create new types of businesses using emerging technologies and capitalizing on new opportunities. This specialized program meets the two objectives outlined above.</p>			
<p>Program Aim:</p>	<p>The primary aim of this programme is to create graduates with an entrepreneurial mindset with advanced knowledge and skills necessary to assess and implement new ideas, develop entrepreneurial management practices as well as create a supportive environment that foster and enable innovation. The secondary object is to equip students with necessary skills to conceive, create and nurture new enterprises and appreciate the vital role that innovative entrepreneurs play in our society and economy.</p>			
<p>Area of Research:</p>	<p>Innovative Entrepreneurs Value-Centered Innovation ,Governance and management of innovative enterprises, Strategies of commercializing technological innovation, Entrepreneurial finance, private equity industry, Start-up innovation, Entrepreneurial accountability, New Venture Creation, Innovation process ,Innovation Thinking and etc</p>			
<p>Taught Modules/ Workshops</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Entrepreneurship Action</p>	<p>W2 Module Value Centered Innovation</p>	<p>W3 Module Managing Growth</p>
<p>Career Opportunities:</p>	<p>Intrapreneurs and entrepreneurs are scarce resources that are needed across various industries. Career opportunities abound for those who have in-depth knowledge and research skills in areas of Entrepreneurship and Innovation. Graduates can work in companies that focus on research and development like information technology, pharmaceuticals, biochemistry, biotechnology and biomedicine. In addition graduates can work in consultancy firms, research institutions and universities or embark on a business start –up and become your own boss.</p>			



MSc IN COMPUTER SCIENCE (BY RESEARCH)

PRODUCING SOLUTIONS FOR THE REAL WORLD

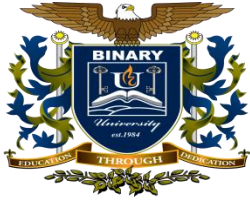
Introduction:	<p>Computer science underpins all the technological advancements in the today's world and impact on all aspects of our lives interactions. This program is designed to develop your expertise in an advanced area of computer science. You will acquire specialized research skills and in-depth knowledge in your chosen area of specialization which will enable you to become highly employable.</p>			
Program Aim:	<p>The aim of the MSc in Computer Science is to equip students with the advanced knowledge in computer science, and specialized research skills to succeed in the ever growing computer oriented professions. It also serves as a stepping stone towards pursuing further research in computer science or related fields. The programme focuses on research and problem solving, rather than on particular programming languages or hardware platforms.</p>			
Area of Research:	<p>Artificial intelligence, Data Analytics , Social Computing , Computer-aided design and VLSI, Interactive systems, Robotics, Computer Vision, Software systems, Gaming applications, Computer Security , System development & Evaluation, Medical Imaging and etc.</p>			
Taught Modules/ Workshops	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Big Data Analysis</p>	<p>W2 Module Current Issues in Computing</p>	<p>W3 Module Innovation & Research Commercialization</p>
Career opportunities:	<p>Career opportunities for computer science graduates exist in programming and software development, information systems operation and management, telecommunications and networking, computer science research, web and internet, graphics and multimedia, training and support. In addition students with a Master in Computer Science can seek employment in computer systems and applications.</p>			



MSC ISLAMIC BANKING & FINANCE (BY RESEARCH)

ADVANCING CONTEMPORARY FINANCE

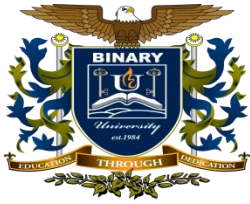
<p>Introduction:</p>	<p>The Islamic Banking and Finance (IBF) industry has grown rapidly as more of the world's current 1.6 billion Muslims seek investments that comply with their religious belief. Today, IBF has moved beyond borders and religions and is growing 50 per cent faster than the transitional banking sector.</p> <p>Malaysia is accredited as being the global leader in Islamic Banking and Finance. As such, pursuing the MSc IBF in Malaysia would allow one to acquire cutting-edge knowledge and skills in IBF.</p>			
<p>Program Aim:</p>	<p>The MSc in Islamic Banking & Finance offers an innovative approach to acquiring contemporary knowledge in Islamic Banking & Finance. The programme aims to develop professionals in Islamic Banking and Finance by equipping them with the tools and techniques to methodologically resolve specialized issues in this field.</p> <p>The programme is led by qualified practitioners of Islamic Banking and Finance as well as experienced academic researchers. Students will be able to enhance their knowledge as well as develop and gain industry experience that will give them the cutting edge in the Islamic Banking and Finance field.</p>			
<p>Areas of Research:</p>	<p>Operational risk management in Islamic Banks, Service quality measurement in Islamic Banks, Islamic financial instruments development, Performance and efficiency of Islamic banks and Wafq, Takaful, Performance measurement of Islamic Banks, Applying AAOIFI Accounting standards in Islamic banking sector, Corporate and Shari'ah governance for Islamic banking and finance, Islamic banking and finance law, Performance of Islamic Mutual Funds, Fiqh Muamalat in Islamic Banking and Finance & etc.</p>			
<p>Taught Modules/ Workshops</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Islamic Banking & Finance in Action</p>	<p>W2 Module Islamic Economics</p>	<p>W3 Module Islamic Financial System</p>
<p>Career Opportunities:</p>	<p>Risk management, Global reconciliation, Revenue assurance, Retail banking, Liquidity management, Investment management, Shariah Governance, Islamic Finance Product development.</p>			



MSC IN QUALITY MANAGEMENT (BY RESEARCH)

CREATING TOP CLASS QUALITY MANAGERS FOR THE GLOBAL MARKET

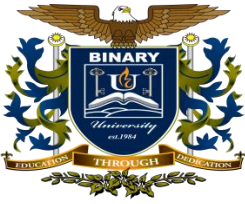
Introduction:	In an era of constant innovation and technology, a modern and successful manager must continuously assess, guide and direct the quality of the products and services provided by an organization based on the needs of the consumer. As such, having in depth knowledge of the contemporary aspects of quality management is a vital contributing factor towards the success of the organization.			
Program Aim:	The aim of this programme is to equip students with a sound understanding of total quality management, performance management and strategic quality management as well as to be aware of the tools and techniques available to implement quality initiatives.			
Areas of Research:	Quality Improvement, Management System Integration, Technology Integration, Supply Chain, Total Quality Management, Productivity Improvement, Innovation.			
Taught Modules/ Workshops.	CORE 1 st Module Research Methodology	W1 Module Service Quality	W2 Module Quality Management in Action	W3 Module Innovation & Quality
Career Opportunities:	There is strong demand for business professionals with technical expertise in Quality Management processes and international standards. Graduates can look forward to rewarding careers in industries such as manufacturing, construction/engineering, education, healthcare, information technology and government services.			



MSc IN TOURISM MANAGEMENT (BY RESEARCH)

PRODUCING DYNAMIC TOURISM SPECIALIST MANAGERS

<p>Introduction:</p>	<p>Tourism is a dynamic, continuously growing and developing industry. The World Travel and Tourism Council states that tourism accounts for 8% of the world's jobs and has the highest potential for growth which has been phenomenal generating high levels of revenue and employment. The numbers of international tourist arrivals are constantly rising.</p>			
<p>Program Aim:</p>	<p>The MSc in Tourism Management is a specific industry focused programme designed to prepare students for senior management-level careers in the Tourism Industry. This programme is to meet the challenges through activities in strategic planning, market research, e-commerce, project management and other specific management functions which are becoming significant and demand international and intercultural approach.</p>			
<p>Areas of Research:</p>	<ul style="list-style-type: none"> ▪ Destinations ▪ Tourism Planning ▪ Marketing ▪ Tourism Research Issues & Methods ▪ Economic Issues ▪ Tourism Impacts ▪ Tourism Trends ▪ Cultural Tourism 			
<p>Taught Modules/ Workshops</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Tourism Management in action</p>	<p>W2 Module Tourism Services Marketing</p>	<p>W3 Module Tourism Strategy and Innovation</p>
<p>Career Opportunities:</p>	<p>The Tourism industry makes up a significant part of the economy, directly and indirectly providing employment to numerous individuals. From sales and marketing to guest services, accounting, maintenance, management, fitness, housekeeping, catering, entertainment or grounds management, the list of opportunities goes on:</p> <ul style="list-style-type: none"> ▪ General Manager ▪ Product Manager ▪ Marketing Manager ▪ Business Development Manager ▪ Conference Organizer ▪ Corporate Travel Consultant ▪ Retail Travel ▪ Retail Travel Consultant 			



MSc IN EDUCATION MANAGEMENT (BY RESEARCH)

PRODUCING EDUCATION LEADERS OF THE FUTURE

<p>Introduction:</p>	<p>Management in education consists the process of planning, organizing, directing and controlling the activities of an institution by using to the optimum human, material and financial resources so as to effectively and efficiently accomplish the function of teaching, extension work and research. The MSc in Education Management provides opportunities for academic and professional development that encourages intellectual engagement, reflection and debate.</p>			
<p>Program Aim:</p>	<p>The aim of the program is create to proactive leaders and managers in our educational ministries, departments and schools. The programme equips students with specialized knowledge, attitudes, work ethics and values that will enable them to create a congenial learning environment and empower them to carry on social changes for the attainment of the aims and objectives of the education systems.</p>			
<p>Area of Research:</p>	<p>Curriculum development, Testing and examinations, Educational Pre-school Psychology and primary education, Child behavior, Sociology in education, TESL, Vocational education, Sports and co-curricular activities</p>			
<p>Taught Modules/ Workshops</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Education Management in Action</p>	<p>W2 Module Leadership Policy & Strategy</p>	<p>W3 Module Management of Resources</p>
<p>Career opportunities:</p>	<p>As a graduate of this programme, you will develop your leadership and managerial career prospects, nationally or internationally, through the development of relevant skills, knowledge and experience. Graduates can expect to attain senior leadership and management positions in educational settings, departments of education or related agencies, private institutions and training organizations.</p>			



MSC IN ENVIRONMENTAL MANAGEMENT (BY RESEARCH)

PRODUCING ENVIRONMENTALLY CONSCIOUS AND RESPONSIBLE LEADERS

<p>Introduction:</p>	<p>Environmental management is an issue of critical importance in attaining the sustainable development goals (SDGS) as agreed by leaders of all Nations. From improving a company’s competitive edge in complying with environmental legislations and addressing the global challenges of climate change and energy conservation, environmental management affects us all. As such, national governments, local authorities, industrial companies, commercial enterprises, conservation agencies as well as environmental consultancies and multinational organization are keen to recruit well qualified individuals who possess a broad range of environmental management knowledge and skills.</p>			
<p>Program Aim:</p>	<p>The aim of this programme is to equip students with specialized research skills with a sound knowledge of environmental management. The programme provides students with the necessary competencies to function effectively in complex environmental management settings and prepares graduates to act in an environmentally proactive manner when making decisions concerning policy, resource utilization and production.</p>			
<p>Areas of Research:</p>	<p>Conservation and Management Ecosystem , Energy and the Environment, Environmental Impact Analysis, Human Dimensions of Environmental Management, Sustainable Land Management Use and Policy, Industrial Ecology and Green Design, Water Resources Management and etc.</p>			
<p>Taught Modules/ Workshops.</p>	<p>CORE 1st Module Research Methodology</p>	<p>W1 Module Sustainable Development</p>	<p>W2 Module Environmental Management In Action</p>	<p>W3 Module Environment Impact Assessment</p>
<p>Career Opportunities</p>	<p>Career opportunities abound for students possessing qualifications in environmental management as there are numerous career opportunities in government agencies, banking sector, business entities in the environmental sector and other agencies that deal with environmental issues in their work, national parks and wildlife reserves, conservation organizations and multilateral agencies.</p>			



BINARY UNIVERSITY
of
MANAGEMENT & ENTREPRENEURSHIP