



Special offer: MSU offers distinguished MBA programmes with various specialisations.

MSU students get to rub shoulders with leading CEOs

THE Graduate Management Centre (GMC) of the Management & Science University (MSU) organises seminars, industrial visits and business activities for its MBA students. These are the kinds of activities continuously being organised by the GMC.

All of MSU's MBA students will have the opportunity to interact with leading industrialists or CEOs from different industries or countries.

By the time the students complete their studies; they would have improved their knowledge, strategic thinking skills, developed a substantial network of international contacts and garnered a wealth of experience at the same time.

A seminar was recently held at the GMC to offer information and insights into "Doing Business in Vietnam" for the enrichment of its MBA students.

Two of the speakers were Tran Khanh Lam and Tran Hai Chau from Ho Chi Minh City. Both of them are certified accountants and auditors.

In his opening, Tran Hai Chau revealed that the fast growing economy in Vietnam has attracted foreign investors to the country.

The government has implemented a number of important regulatory changes over the past years which have improved its business environment and the ease with which business can be done. A lot of wireless Internet access can now be found in major cities.

The government has also reduced taxation rates to attract foreigners to invest in specific sectors of busi-

ness, such as agriculture, for example.

Important information regarding the practicalities of conducting business in Vietnam was shared for the benefit of the MBA students. There is tremendous growth potential in the food industry in Vietnam due to the large populations centred in cities and urban areas.

There are also opportunities for the export and manufacture of halal products in Vietnam catering to the existing and planned halal restaurants in Vietnam.

"The challenges of doing business in Vietnam require an understanding of the different business culture and building relationships with the local authorities.

"As information is important to ensure business ventures are successful, we are willing to share our experience to assist those who are interested in doing business in Vietnam," said Tran Hai Chau.

The MSU offers distinguished MBA programmes with specialisations in entrepreneurship and innovation, finance, international business, global marketing and organisational leadership.

This programme provides students an experiential learning environment for studies in cross-cultural communications, the opportunity to build a global network and the possibility to create future international career opportunities.

The MSU has also established collaborative educational links with a number of top overseas universities across the world.

Registration for the July intake is now open.

□ For more information, call 03-2273 6410, e-mail to gmc@msu.edu.my or visit www.msu.edu.my.