LEADING THE ASIAN BUSINESS REVOLUTION: THE ELM WAY

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IN SEARCH OF THE NEW BUSINESS PARADIGMS

I am delighted to introduce you to our new ELM Graduate School and the philosophy and practice of the ELM Framework that I have been working on to guide our business thinking and execution.

We have been engaged in postgraduate and executive education since 1987. Recognising the fast and furious change in the global political economy, we have reorganised and reframed the HELP Graduate School to be the ELM Graduate School.

ELM stands for entrepreneurship, leadership and management (elm). This is more than a name change: it reflects our understanding of the multifaceted role of both individuals and organisations that at any one time the trinity role of entrepreneurship, leadership and management interplays to create, manage and sustain a business over different phases of its life.

The current information revolution has derailed the established order. At the same time it has provided opportunities for new revolutions in all fields of endeavour. The information revolution has reduced dramatically the cost of spreading information, but, more critically, has magnified the capacity of individuals with more knowledge to influence. And with speed.

Knowledge is power, but it is not wisdom. Indeed, the quality of leadership and management in the public and private sectors is now constantly challenged. We are in an era where we have weakened leaders and troubled leadership. They underwhelm.

CEOs cannot command, at most they cajole. Colleagues must give their cooperation; customers must give their consent. But entrepreneurs must still innovate, leaders must still challenge the status quo, and managers must still deliver.

With all the failures around us, there is much dissatisfaction about the state of thinking and practice of management. There is now a movement for radical management. The new management paradigm will take time to emerge, but it is already happening – in the revamped curricula of MBAs, in populist writings on leadership and management, and in the culture of agile organisations.

Drucker’s dictum is that the business of business is to create a customer. Probably, we should now include other stakeholders. To Arie De Geus, the duty of business is to perpetuate itself. Probably, we should now talk about our search for meaning. Why do we do business? The rise of China and the emergence of India and the rest of Asia beckon us with opportunities, but also challenge us to think anew. We need new business paradigms to fit the changing reality, as the old order of doing and managing business is in disarray.

In the present era of turbulence, most business models cannot endure the harsh world of hyper competition; strategies are now works-in-progress; execution is about Darwinian adaptiveness.

Most business models cannot survive Karl Popper’s test of falsification. They are not scientific; at best they are the art of practitioners.

In light of the above, the ELM Graduate School is exploring a paradigm shift in the way we educate executives for the new normal. The focus is on filling the personal achievement gaps that executive decision makers must have. The new competencies focus on conceptual, creative and critical thinking in the context of the shift of the scale economy to the semantic economy. Here, conventional models that prescribe glib solutions are no more adequate. We need new frameworks that can embrace fit-for-purpose models. We thus suggest the ELM Framework as a new approach to look at the three components of entrepreneurship, leadership and management as an integrated process to innovate, lead and manage business.

I welcome Dr Wendy Liow as the Dean of the ELM Graduate School. She has 25 years of senior management roles and responsibilities in Fortune 500 companies. Together with other faculty members, she will build a culture of distributed leadership with a strong shared vision to make ELM an exemplary success.

The ELM Graduate School has a growing list of postgraduate degrees, both taught and by research. Each of the programs will be led by a specialist expert.

I am pleased to inform that we have an exciting faculty that has strong academic credentials, vast professional expertise, and useful practical business experiences. We have also established strong university and industry partnerships for research, teaching and consultancy.

During the last 27 years we have grown a large alumni in Malaysia and Asia. Many of our postgraduate students hold high leadership positions and are decision makers of influence as entrepreneurs or as high level executives. Many of the alumni are also participating in our Executive Education Programs as the need to upgrade, reskill and network has a high return on investment.

I welcome you to join this growing group of influential personalities.

Datuk Dr Paul Chan
BA (Hons), MEC (Malaya), MA (McMaster), PhD (ANU)
Hon DLitt (Oxford Brookes), Hon DBA (CSturt)
Vice-Chancellor and President HELP University

Message From The President and Vice-Chancellor

The supreme art of war is to subdue the enemy without fighting. - Sun Tzu

Opportunities multiply as they are seized. - Sun Tzu
THE ELM FRAMEWORK

ELM stands for entrepreneurship, leadership and management (elm). It reflects our understanding of the multifaceted role of both individuals and organisations that at any one time the trinity role of entrepreneurship, leadership and management interplays to create, manage and sustain a business over different phases of its life.

The ELM schema integrates the role of mindset transformation with process-competency development for the three vectors of elm. We term this the mindset based competency approach to understand and use elm in strategic business thinking and operational management. The ELM Framework underlies our philosophy of the ELM Graduate School executive education and the way we teach and learn business in the HELP Group. The ELM Framework (right) synthesises relevant theoretical constructs and integrates them into a practical system of decision making process concerning elm. It is a useful tool to facilitating thinking out the right business model and strategy execution.

The ELM Framework starts with the end: that is, it is outcome based rather than problem based. VOW is the final goal. It comprises values, opportunities and wealth. Wealth in Chinese is cai, which has two meanings in written form: knowledge and material wealth. VOW can be defined in whatever way one wants to. But they must be worthy of our talents, reflective of the ethics of our personal life, and society or other centered.

What is crucial is that elm is the powerful driving force of the mindsets (CAAAC). CAAAC stands for the Contemplative, Analytic, Adaptive and Actualization and Consequential Mindsets. These specific mindsets must be interpreted as the transformative growth mindset, and not just any mindset change. The growth mindset grows the competencies of each of the elm to a higher level in order to lead every growth phase of a business.

Thus, for entrepreneurship CAAAC helps to develop competencies to focus on the 4 As and 4 Ss: from ideation to actualization and beyond. For leadership, CAAAC focuses on competencies for personal leadership mastery to alliance leadership. For management, it focuses on developing higher order competencies for global business and mega projects.

The mindset based competencies thus facilitate strategic decision making. What matters in business is that over time the leadership of the organisation would innovate expansion growth, differentiation and internationalisation (I-EDI). We use the verb ‘innovate’ rather than the noun ‘innovation’ as it reflects a conscious choice to act to improve.

With I-EDI we thus define our Direction and our Destiny, which is governed by VOW.

The ELM Framework is comprehensive and embracing, and it allows for any particular business model to be fitted in. It recognises that the phenomenon of elm is emergent, relational and contextual. ELM is a conceptual framework that is underpinned by an iterative process of systems thinking, reflection and reframing; it is thus a universal tool as it provides a guidance system for interactions, interrelationships and interdependencies. It helps to redefine and reframe the logic system of ideation, managing and leading. Besides being a conceptual framework it is also a model of modus operandi.

To the entrepreneur, ELM provides the mindset based competencies for entrepreneurial foresight and resourcefulness capability. To the leader, ELM provides the mindset based competencies for visionary leadership and global business perspective. To the manager, ELM provides the mindset based competency for business intelligence and strategic sustainability.

The ELM framework is a paradigm change in that it moves away from the problem based mindset to the outcome based mindset and the growth mindset.

The ELM approach is used in our teaching and learning both in the ELM Graduate School and in the undergraduate business courses. ELM is also the spirit in the culture of the HELP Group. This is the multi perspective lens that we use to identify, respond and adapt to the new world of business.
Welcome to the ELM Graduate School.

It is an honour to be entrusted with the leadership of postgraduate education at HELP University. After more than 25 years of leading in multinational companies, I am aware that changing socio-economic and business environments place new demands on graduate education. The growing gap between what academic institutions offer and what society and business expect of graduates requires us to constantly review the philosophical and pedagogical basis of academic programs, especially graduate programs. It is increasingly obvious that mere mastery of functional competencies is inadequate and that higher order thinking skills are needed.

Towards this end, the ELM Graduate School strives to incorporate adaptive competencies in our curricula and embed within the learning environment a more Socratic approach to pragmatic questions of business and fundamental issues of life. We aim to be a serious thought leader in this paradigm shift. Hence, the use of the ELM framework represents such an effort.

The ELM Framework focuses on the interplay of Entrepreneurship, Leadership and Management. It provides a practical approach to understanding and use of the growth mindset competencies related to entrepreneurial drive, visionary leadership and management ability. This is aimed at creating a new generation of decision makers who can cope with the new order of business life.

To actualise this, the ELM Graduate School is led by a faculty of academic experts and experienced industry practitioners. The teaching pedagogy includes, when relevant, the case method, problem-based learning, appreciative inquiry and simulation studies. Group discussion is stressed. Formal lectures and class discussions are supported by interactions with C-suite executives in the ELM Executive Education Forum where successful entrepreneurs and CEOs from Asia share their experiences.

The ELM Graduate School’s seminar program for 2014 includes these topics: The New Adaptive Organisations; Asian Disruptive Innovations; China and New Business Initiatives; Green Business Curricula; and What is the Right Culture for Business Success? In 2014, the theme of our international conference is Asian Leadership: the Next Generation.

The School focuses on mindset transformation... it is bold to question the conventional, it is experimental in thinking, and cosmopolitan in composition...

In addition to the academic programs, the School also offers customised executive education programs. We also provide organisational consulting to meet the growing demand from corporations for in-house training in a variety of areas. We also provide consultancy in developing curricula for competency based training and change management.

My own professional interest is HR Leadership and Development. This is an exciting time at the ELM Graduate School. It is cosmopolitan in its student and faculty composition; it is refreshing in its bold approach to question the conventional; it is global in its mindset; it is experimental in thinking; it is experimental in its teaching and learning. Our focus is on mindset transformation.

We welcome you to join our growing alumni to share this exciting learning experience.

Together, we can exercise our leadership to influence changes for the better in this tumultuous world.

The criterion of the scientific status of a theory is its falsifiability, or refutability, or testability. - Karl Popper

You never fail until you stop trying. - Albert Einstein
This high profile series of seminars, coinciding with the HELP convocation, is a meeting of minds between HELP Faculty and leading scholars, Chancellors, Presidents and Deans of HELP’s partner universities to deliberate global issues in education, the professions, and university innovation.

Speakers have included:
- Sir Graeme Davies, Chancellor, University of London
- Prof Ian Zimmer, Deputy Vice-Chancellor, The University of Queensland
- Prof Marnie Hughes-Warrington, Deputy Vice-Chancellor, Australian National University
- Mr Sunil Gupta, President, Fuji Xerox Asia Pacific

Leadership and Human Resource Development
- Asian Leadership
- Executive compensation: multi-nationals and local corporations
- Human capital and knowledge management
- Leadership and talent development models
- Entrepreneurship and human resource
- Human resource development and SMEs
- Cross-cultural management
- Strategy and HR management in Asian companies
- The gender gap in managerial positions

Research Focus
Economic Crime Management
- Economic crime in Asia: a comparison
- Information systems and fraud detection
- Government policy and effectiveness in curbing economic crime

Global Economics
- Multinational corporations in Asia
- Trade friction and economic growth
- Trans-Pacific partnership agreement
- Financial markets in Asia
- The service trade in Asia

Business Strategy for Sustainability
- Corporate strategies of Asian businesses
- Asian corporate entrepreneurship
- Business strategies of small medium enterprises
- Family firms and resource competency
- The ELM Framework
- Social business enterprise
- The new ecology of education
- The Board of Directors: its leadership role

Accountancy and Finance
- Accounting information systems
- Corporate performance of GLCs in Malaysia
- Performance evaluation measures in private sector firms
- Forensic accounting
- Asset pricing and capital markets
- Risk management
- Private wealth management

Area Studies
- China’s rise and the China dream
- China and the geopolitics of Northeast Asia
- China’s economic expansion and its impact on ASEAN
- The emergence of the new economies: Myanmar, Cambodia, Laos, Vietnam
- Evaluation of ASEAN and its future direction
- Political leadership and succession in Asia

Applied Psychology
- Internet addiction among teenagers
- Migrant behaviour and adaptation
- Stress and performance in the workplace
- Parenting and early childhood development
- Occupational health and safety in Asian companies
- Corporate culture and productivity

Every man is a creature of the age in which he lives and few are able to raise themselves above the ideas of the time. - Voltaire
There can never be surprises in logic. - Ludwig Wittgenstein
Dr Tim Rackett
MA (Geology) First Class Honours (Essex), PhD (Oxford)
Dr Rackett brings a wealth of multicultural know-how and expertise to teaching students from different backgrounds, enabling them to be savvy and competent global citizens. His cross-cultural understanding and fascination with cultural differences and with Buddhism brought him to Thailand where he taught philosophy, international relations and Thai culture and religion at universities. He has published on intercultural translation, social and political theory, ethics and conflict resolution. He is currently working on a book about Thai Buddhism and culture.

Dr Jennifer Mailley
BSc Hons (Medical Biochemistry) (Lancaster), MSc (Crime Science) (Loughborough)
Dr Mailley worked as a forensic scientist with the UK Home Office, specialising in serious crime investigation. She developed a specialism in Environmental Criminology, an area of Criminology concerned with how the immediate environment affects human behaviour. She was Project Manager for an ASEAN project which trained officers in using forensic science to investigate the illegal wildlife trade. Her other research interests are the use of incentives and social policy to alter human behaviour, and using forensic science in criminal investigations.

Prof Dr Mohan Gurubatham
MA (MassComm), MA (Mass Comm) Lancaster, PhD (Learning Sciences and Organisational Behaviour) (Iowa)
Professor Mohan acquired many years of consulting experience in global technology consulting firms in technology, change management, e-branding and learning. He is a TC3 firms working member of the International Federation of Information Processing within UNESCO and is in charge of working the best practice and research on ICT and education.

Dr Frances Lee
BA (Malaya), PGCE, ACAD Dip Ed, MEd Psych, PhD (London)
Dr Lee's involvement in teacher education began in 1982 at the Institute of Education, Singapore, where she was drawn to early childhood education while working on a project funded by the Bernard van Leer Foundation. It resulted in the publication of a book, Growing Up in Singapore, the Preschool Years, her interest in ECE continued when Edith Cowan University, Western Australia, appointed her as the Malaysian coordinator of the ECEI degree in 1993. Since then, her professional passion has focused on providing mature students with ECE experience a second chance for tertiary education. ECE scholarship in its own right has become her lifelong pursuit.

Dr Jim Lai
MBA (City), PhD (Acct Fin) (City) MCM, CIMA, ACCA, MA
Dr Lai has held numerous senior corporate positions and performed crucial tasks (restructures, systems and turnaround) in leading companies like Grant Thornton Consulting, Price Waterhouse London, British Airports Authority. He is head of Corporate Advisory Services at Grant Thornton Consulting, specialising in Corporate Restructuring, Corporate Finance, Strategy and Forensics. In academia, Dr Lai lectured MSc Stock graduate students at the London Business School, and was Director of Studies at City Banking College, London.

Michael M Dent
DipM, MSc (City), MPhil (London Business School), MCM
Michael's working career has been spent in the service sector, mostly in travel and logistics. He possesses strong team building, communications and cross-cultural skills. He re-entered academia in 2019 following senior management positions in Brussels, Miami, London and Kuala Lumpur. Michael has considerable experience in a number of corporate and product line integrations. His major experience is in market segmentation, product development and pricing. He is a past member of the UK Superbrands Council and a regular external speaker on competition and integration issues.

Prof Dr Ir Tan Ka Kheng
BSc (Birmingham), MSc (Cal ifornia, Berkeley), PhD (Canad a), PIChem, CEng, CEng, MIET, PEng
Prof Tan is a Chemical and Environmental Engineer with over 30 years' experience in academics and four industries in industry. He has provided consultancy and expert advice for government agencies, the World Bank and private firms. Prof Tan has authored the Transport Hydromechanics Instability Theory, which has been presented to the Peruvian Congress, Beijing Geology University, IUTAM Symposium, Cambridge University and Tsinghua University. He has published in leading international journals.

Dr Anasuya Jegathevi
BSc (Hons) Eng, First Class Honours, PhD (Imperial College London)
Dato' Dr Thong Kok Cheong
BSc (Computer Eng) First Class Honours, PhD (Imperial College London)
Dato’ Dr Thong’s stint at Shell included experience in strategic planning, and performance and budget planning. He was Chief Corporate Planner of the Shell Group in Malaysia from 1991 to 1995. Later he ventured into property development, manufacturing and trading. His current interest is in consultancy, property development and investment. He is a director of Grand Battery Technologies Bhd. He has undertaken projects and for the federal and state governments of Malaysia, the Asian Development Bank and the UK. His interests are scientific and include Asian studies (notably China and India), the sociology of business, globalisation & social economy, change management, theory, models of capitalism and the institutional basis of economic and business models.

Dr Sien Ven Yu
BSc (Hong Kong) CompSci(Maths), MPhil, PhD (Massachusetts) Computer & Information Technology
Dr Sien worked extensively in the commercial software development field, particularly in consultation, design and development of application software for multinational companies in London. She has excelled in research skills for undergraduate programs, and in Object-Oriented Systems Development subjects for undergraduate and postgraduate programs. Dr Sien’s research interests include software modeling and software engineering education.

Prof Dr Andjelko Simic
Dip Econ(Bulgaria), Grad Dip Econ (New South Wales, Australia), MCom, PhD (Bulgaria)
Dr Simic's varied career covers economics, tourism, international marketing, political marketing, information and media, environmental studies and diplomacy. He held senior posts in the United Federation of Travel Agent’s Associations (UFTAA), and served as Croatia’s Ambassador, Minister for Foreign Affairs and Special Representative to the ASEAN. He was lecturer and visiting professor at universities and institutions in the US, Croatia, Japan, the Republic of Korea, Vietnam, Malaysia and Indonesia. He has published books on tourism business and management, and on Cross Border Cooperation in Europe with emphasis on Croatia.
Programs

Business and Management

Master of Business Administration
The HELP MBA equips candidates with leadership and management competencies for personal and professional advancement. Its flexible modular structure makes it highly attractive and popular for busy working adults, as well as a wide diversity of students from Asia Pacific, Europe, Central Asia and Africa. Candidates learn in a dynamic and multicultural environment and form useful networks across continents.

Master of Entrepreneurship
The MEntrep program provides promising entrepreneurs and corporate intrapreneurs with the necessary knowledge and management and technical competencies to activate and commercialise new business ventures, and plan and execute business strategies in private or public sector organisations.

Master of Executive Management
The MExecMgt equips junior executives and middle managers with the knowledge, skills and capability in the areas of corporate and business strategy, innovation, leadership and governance to enable them to advance to senior and high management roles. The specialist curriculum incorporates learning modules like Cultural Intelligence, Negotiation, Conflict Resolution, Statistics and Knowledge Management.

Master of Project Management
The MProjMgt nurtures executives and administrators into thinking and effective project managers. They learn to be proficient in areas like managing costs and risks, resolving conflicts and examining supply and value chain, and acquire competency over a broad spectrum of general management disciplines that includes leadership, strategy, ethics and investigative case studies. Success in project management strengthens candidates’ CVs for senior positions and qualifies them for management consultancy careers.

Accounting and Finance

Master of Accounting and Finance
More accountants are helming large corporations and taking up key positions in the corporate world. This program provides an advanced study of accounting and financial management, enabling graduates to extend their academic training to the frontiers of professional knowledge, and enabling professional accountants to take stock of and enhance what they have learnt in practice. MAF graduates are eligible for up to two exemptions for the CPA Australia professional exams.

Reason has always existed, but not always in a reasonable form. - Karl Marx

It always seems impossible until it’s done. - Nelson Mandela
To understand the heart and mind of a person, look not at what he has already achieved, but at what he aspires to do.

- Kahlil Gibran

Master of Corporate Governance
The 2007 financial crisis underscored the importance of acquiring knowledge and expertise in developing a code of best practices in corporate governance. This program provides candidates with a comprehensive knowledge of the theories, principles and practice of Corporate Governance, with a clear focus on ethical issues in the conduct and regulation of business. They develop a good understanding of corporate structures, processes, policies, roles and responsibilities that is crucial for the proper direction and control of businesses and organisations.

Graduate Certificate in Accounting
A program specially developed for graduates without qualifications in accounting and finance to enable them to qualify for admission into professional accountancy bodies.

Psychology
Masters in Counselling
The MCounselling program aims to produce professional counsellors who are capable of meeting the mental health needs of society. It addresses issues in social psychology, developmental psychology, testing and assessment, group work, research methodology, ethics in the helping profession, and career guidance and development. Graduates will be able to work in a variety of settings as trainers and facilitators, human resource personnel, guidance counsellors or even operate their own professional counselling practice.

Master of Clinical Psychology
Clinical psychology is an applied field of psychology that focuses on the understanding, assessment, diagnosis and treatment of psychological dysfunctions. The MCPsy develops competent clinical psychologists who are equipped with a holistic knowledge of psychology, innovative skills and a professional attitude to serve a diverse population in the assessment, diagnosis and intervention of a wide range of psychological disorders.

Master of Managerial Psychology
The unique MMP program combines the study of management and applied psychology to develop versatile leaders, managers and supervisors to enhance the management of human relations and organisational effectiveness for maximum productivity. The course content is global in nature and draws from professional research and publications, and from the consultancy experience of facilitators with multinational corporations.

Master of Science in Economic Crime Management
Economic crime afflicts businesses, corporations and governments, destroying profitability and economic viability. This program develops skills and expertise for CEOs, CFOs, COOs, legal practitioners, the police force, bankers, auditors, accountants and insurance agents to recognise, manage and prevent economic crime. It explores economic crime, white collar crime, business crime and corruption from the perspectives of accounting, fraud management, information technology, law, management and psychology.

Real knowledge is to know the extent of one's ignorance. - Confucius
Hide your strength, bide your time. - Deng Xiaoping

Master of Applied Psychology in Coaching
Professional coaches used to be hired only by large companies, but there is growing evidence of high ROI on hiring professional coaches for corporate leaders and executives. With its unique blend of psychological principles and coaching skills, this program develops coaches who have the ability to understand people, as well as the skills to help them achieve their full potential.

TESL
Master of Education in Teaching English as a Second Language
Teachers of English as a Second Language are in demand all over the world. In Malaysia, there is an acute shortage of such teachers. The HELP MED TESL is designed to train graduates aspiring to become English teaching professionals with the necessary knowledge and skills to effectively teach English as a Second Language. Students will be equipped with excellent skills and capabilities for professional employment in the field.

Research Degrees
Master of Philosophy
The MPhil program is especially suitable for academics, researchers and consultants who will be prepared for independent research upon having acquired adequate mastery in specialized areas at the undergraduates level. Candidates will be taught quantitative and qualitative methods before embarking on a research topic of their choice under an assigned supervisor, finally submitting a 50,000 word thesis which they will defend in a viva voce examination.

Doctor of Philosophy
The PhD program provides an opportunity to develop candidates’ knowledge through independent research in a specific or multidisciplinary field by advanced research culminating in the submission of a 60,000 word thesis. The focused research and training in the program enables them to make an original contribution to both theory and practice in their field, as well as enhance their academic rigour and intellectual capability to enable them to comment on and analyse global issues with confidence and authority.

Doctor of Business Administration
The HELP DBA is more than an academic program or a course for practising professionals. It provides an opportunity for mature individuals to train their intellectual resources honed from a mature and fulfilling career experience to explore business and global issues from a fresh and personal angle. The DBA is about personal growth and leadership transformation, a powerful statement about personal significance. The program is led by Datuk Dr Paul Chan, a social entrepreneur and an innovator in private tertiary education. He leads a team of thought leaders and practitioners from a wide spectrum of disciplines and life experiences.
ILLUSTROUS ALUMNI

Throughout the years ELM has produced numerous Achievers who have excelled in many fields. Here are their success stories.

Dr Karl Ng is Head of the Capability Development Department at the Multimedia Development Corporation (MDeC). He obtained his MBA (Distinction) and DBA from the Charles Sturt University program at HELP University.

Yang Yang (Chongqing, China)
Master of Business Administration

“The two years I spent at HELP widened my horizons and paved the way for success in my job. Marketing Management and Strategic Management were the crucial modules, so very relevant in my career.”

As International Area Manager of the Sany Group, Yang Yang helped grow the group’s business in Northern Europe. Sany is one of China’s top three construction engineering and machinery equipment companies, operating in 130 countries.

Maggie Chuah (Malaysia)
Master of Entrepreneurship

“I strongly endorse the belief that ‘Entrepreneurs are the engine of economic growth’. Learning to be entrepreneurial is equivalent to acquiring a living skill. A living skill is also a survival tool that enables one to face and manage challenges and achieve the success which is so liberating.”

Maggie is a self-employed entrepreneur with a Bachelor of Engineering degree from the University of Salford.

Melvin Koh (Malaysia)
Master of Entrepreneurship

“To be on top, we must learn to trust our instincts, yet remember our values, lead with wisdom, and most importantly to put into application whatever advice, lessons, knowledge and skills that we have gained from the good lecturers of HELP University. I am truly thankful to HELP and its faculty for all that I have gained. The program has helped me tremendously to turn practice into results in today’s challenging business environment. And I know that it will help all my fellow graduates on their journey towards a meaningful life.”

Melvin has been instrumental in spearheading the growth of two businesses in the United Arab Emirates.

Leena Zahir Hussain (Maldives)
Master of Business Administration

“The MBA course was pertinent with practical value. It’s demanding, but with sufficient flexibility in its structure to enable me to complete it successfully. This was important for me as a wife and mother. I was particularly impressed with the course coordinators who provided excellent counselling with pastoral care that fully justified my faith to enrol in the program.”

Leena is a Deputy Director of the Ministry of Finance and Treasury in the Maldives.

Lin Lifeng (Shanghai, China)
Master of Business Administration

Upon completion of the Bachelor of Business and the MBA at HELP, Lin Lifeng returned to China to assist in developing his family property construction business which soon became one of the fastest growing in the industry with successful operations in Shanghai and Nanjing. Harnessing the management skills and strategic advantages he learned, Lifeng also co-owns, directs, and manages a second property development venture, expanding the scope of the family’s business.
In matters of conscience, the law of the majority has no place. - Gandhi

Ir Jan Kadlec (Slovakia)  
Master of Business Administration  
Jan is senior consultant at Capgemini Prague with a passion for corporate strategy, operations excellence and corporate finance. He pursued his studies in International Finance Management and Business Administration in Slovakia, Austria, Germany and at the ELM Graduate School in Malaysia.

You Pow Jack (Malaysia)  
Master of Accounting & Finance  
“The MAF is a program which prepares professionals to become all rounders as the modules enabled us to keep updated in parallel with the dynamic business environment. The modules in the MAF program comprise ‘hot’ discussion topics such as corporate governance, business ethics and finance.”

JoAnn Loo Siew May (Malaysia)  
Masters in Counselling  
“Studying counselling may not have been the most natural choice for me, given my background in the corporate world. But what I gained in the process was more than I had hoped for; it made me re-examine my life from all perspectives and enriched it with not just knowledge but people who bring meaning to my life. To me, it is not just about learning to become a counsellor, but becoming a person.”

Sandy Yao Nanxi (Xian, China)  
Master of Business Administration  
Sandy beat 200 candidates for the position of Purchasing Manager with Applied Materials, USA, the world’s largest manufacturer of nanometer semi-conductor materials. Sandy is playing an active role in building Xian into China’s key technological industrial centre.

Alaa Tarig Ahmed (Bahrain)  
Master of Entrepreneurship  
Alaa Ahmed, a founding member of the Bahrain Women’s Association, chose the MEntrep to develop her competence and confidence in empowering people, especially women, in leadership and entrepreneurship. She has visited the tsunami’s stricken areas of Sri Lanka to support recovery efforts. “The tsunami is no longer in many people’s minds, but the orphans there cannot forget”, she said.

Ronald Leong (Malaysia)  
Master of Managerial Psychology  
“As a practical person, I believe in continuous education for career progress and for enhancing my understanding of meaning in life. The experience I had with the Master of Managerial Psychology raised the bar for me in the aspects of knowledge and skill sets, and provided the context for me to apply the lessons of Managerial Psychology in the financial services industry. Now the direction is clear for me to move forward to achieve my goals.”

Ronald Leong is the CEO and Executive Director of Deakin International. He is also currently Vice-President of the Financial Planning Association Malaysia (FPAM).

Michelle Cheong (Malaysia)  
Master of Clinical Psychology  
“The Master of Clinical Psychology program is a comprehensive, practical and challenging program designed by a team of dedicated and passionate psychologists who have unerringly identified the nation’s mental health needs. I am privileged to have learned from this distinguished program. I’ve been pushed beyond my comfort zone in many areas, but working with encouraging coursemates and under expert facilitators, I am enjoying my journey to becoming a successful clinical psychologist.”

Michelle has a bachelor of Arts in Psychology from the University of Queensland.

Mr David Stearman (UK)  
MSc Economic Crime Management  
“Bank frauds in the UK made me realise the kind of sophisticated methods used by criminals. The new generation of criminals are young, computer savvy and hard to catch with normal methods. One has to be as good or better than them, and this is why the HELP MSc in Economic Crime Management is a useful tool for acquiring the necessary skills and know-how to beat them at their own game.”

David Stearman is a decorated ex-officer of the UK police force. He is the recipient of the Police Long Service and Good Conduct Medal, and the Queen’s Jubilee Medal. He played a pivotal role in uncovering a £12 million fraud case in the UK, resulting in successful prosecution and confiscation of assets. His MSc dissertation is a comparative study of how Malaysia and the UK deal with the proceeds of confiscated cash and goods.

Lt-Col Ismail bin Haji Mogiri (Malaysia)  
Master of Business Administration  
“Education is a life-long journey. The MBA experience contributed to a paradigm shift from my background in military strategy and planning to strategic business management. It has also given me the added value of becoming a more rational, open, flexible and wiser person.”

Col Ismail used his MBA skills and experience to good effect as Staff Officer Grade I at Army Logistics Command KL, managing finance, contracts and procurement for the Armed Forces and handling ISO and TQM for the Logistics Command.
**POSITIONING**

**Professional Development**

The School of Executive Education is dedicated to offer professional development seminars, customised short courses and certificate programs in a broad range of disciplines. It draws from the breadth and depth of the expertise and experience of the HELP faculty members and that of HELP’s partner universities to develop programs that focus on providing the skills and understanding to navigate the changing landscape of competition, management and leadership.

The programs will address organisation-wide competencies of different career stages and relevant business challenges to prepare candidates for jobs and the future.

Programs and courses can be designed and customised to suit the needs of any organisation, situation or agenda. They can also be developed from any topic or module from the extensive range of bachelor’s or postgraduate programs and disciplines at HELP, including programs from our prestigious partner universities and organisations.

Our list of distinguished clients includes Great Eastern Life, MINDA, ECM-Libra, Bank Negara Malaysia, Maxis, DiGi and Naza.

**COLLABORATION**

**Pembangunan Sumber Manusia Bhd (PSMB)**

As an approved training provider with PSMB, we provide training to enhance the development of a highly skilled, versatile and adaptable workforce.

**University of Malaya**

Joint research projects in the social sciences, management, business and accounting with Malaysia’s premier university.

**SME Corp Malaysia**

A partnership to implement the SME@University Program which provides a structured learning opportunity to the CEOs of Small Medium Enterprises.

**University of Queensland**

Opportunities for training and joint research for HELP staff at a top Australian university.

**Chester University, UK**

Pedagogical and skills upgrade for HELP faculty by Chester University which has a history of over 170 years in educational training.

**Derby Online Learning**

HELP University collaborates with University of Derby Online Learning to offer the first UK awarded online qualifications in Asia. Candidates can now gain industry-accredited degrees from one of the UK’s leading providers of online learning.

Through the practical application of innovative thought, the University of Derby has been offering online courses for over 10 years and with more than 17,500 students from over 120 countries. With expert online tutors and learning content specifically designed for online learning, the HELP-Derby Online Learning facilitates professional advancement in a flexible learning environment. Candidates also benefit from a dedicated online support team who will remain a key support contact throughout the course, enabling candidates to study from anywhere in the world.

**ELM TEAM**

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“The supreme art of war is to subdue the enemy without fighting.” - Sun Tzu, The Art of War.