

MBA

**TRANSFORM YOUR CAREER
WITH EURO ASIAN BLENDED
TRIPLE CROWN MBA
(DUAL AWARD)**

**AACSB**
ACCREDITED

CENTRE FOR POSTGRADUATE STUDIES,
SCHOOL OF BUSINESS

THE KEDGE BUSINESS SCHOOL ALUMNI ASSOCIATION IS AN IMPORTANT WORLDWIDE NETWORK OF 70,000 PROFESSIONALS



KEDGE Business School is a dynamic business school with 9 campuses: 4 in France and 5 internationally. Ranked one of only 1% of Business Schools in the world to hold the Triple Crown (AMBA, EQUIS & AACSB).

Background of the program

The digital revolution, the emergence of new areas of economic development, and the major sociological evolutions underway are leading organisations to transform themselves radically in order to continue to develop.

They are therefore looking for leaders with new skills that will help them understand current changes and design innovative and high-performance business models.

Objectives of the program

In its construction and content, the programme will allow each participant to:

- Develop a global strategic vision
- Master the technicalities of modern business management
- Build a cohesive vision of business
- Integrate knowledge and apply it to real life situations
- Develop their personal networks and careers
- Grow their leadership skills
- Understand how to manage themselves in various business situations

Background of the program

The Euro-ASEAN Blended MBA: An Exceptional 500-hour course over 20 months, based on an innovative blended learning pedagogy combining individual work accompanied by online teachers and physical gatherings during the Master Classes

EURO ASIAN BLENDED TRIPLE CROWN MBA (DUAL AWARD)



The **KEDGE-MUST** Strategic Partnership brings together two distinguished legacies: Malaysia University of Science and Technology (MUST), founded in 1997 with MIT to drive regional technical excellence, and KEDGE Business School, a French institution dating back to 1872 and ranked among the top 1% globally. Together, we deliver a premier cross-continental MBA Program led by Global Subject Matter Experts who bridge industry practice and academic scholarship.

The Euro Asian Blended Triple Crown MBA Dual-Degree programs are designed to equip our graduates with "Triple Crown" accreditation (AACSB, AMBA, EQUIS) and are highly sought after by multinational corporations for their global leadership and cross-cultural adaptability. The "Triple Crown" is a rare distinction held by less than 1% of business schools worldwide (including KEDGE). It means the institution has successfully passed the rigorous audit processes of the three most influential accrediting bodies in the world.

Through immersive residencies, mentorship, and innovative "Fly-in" modules, participants gain exposure to global best practices while leveraging local agility. This collaboration elevates the regional workforce, sharpens leadership skills, and empowers organizations to compete internationally with a powerful Euro-ASEAN network.



AACSB : Association to Advance Collegiate Schools of Business (USA, est. 1916) is widely regarded as the gold standard in business education accreditation, rigorously evaluating a university's academic quality, faculty credentials, and research output, as well as its strategic management, ensuring students learn from qualified expert professors and confirming the overall excellence of the institution.



AMBA : Association of MBAs (UK, est. 1967) is a specialist accreditation focused solely on MBA programmes, assessing curriculum quality, cohort size, and the professional experience of participants, ensuring you study alongside seasoned professionals and preserving the real value of your network.



EQUIS: Quality Improvement System European Foundation for Management Development accreditation assessing a school's international reach, global curriculum relevance, and corporate partnerships, confirming the degree is internationally recognized and valued by employers worldwide.

MASTER OF BUSINESS ADMINISTRATION

IN COLLABORATION WITH KEDGE BUSINESS SCHOOL, FRANCE
(R2-DL/0414/7/0289) (05/31) (MQA/FA8194)

**EURO - ASIAN BLENDED
TRIPLE CROWN
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Program Overview

An internationally recognized program blending European and Asian excellence, distinguished by "Triple Crown" accreditation (AACSB, AMBA, EQUIS). With a strong emphasis on innovation, entrepreneurship, and sustainability, it equips you to tackle today's complex business challenges while preparing for global leadership. Top 1% of business schools worldwide.

This pathway offers a global focus, connecting you directly with international business leaders and immersing you in cross-cultural practices. Designed as a purposeful pause before succession, it is especially valuable for next-generation family enterprise leaders, enabling them to step beyond family dynamics into a professional, peer-driven environment.

Through collaborative and experiential learning, shared challenges, and real decision-making, participants sharpen strategic thinking, build credibility, and develop future skills to lead your enterprise.



Mode of Study

Full Time or Part Time



Course Duration / Intake

Minimum 20 months
May Intake

Flexible Blended Learning Structure

Learn 70% online and 30% face-to-face delivery mode designed for you to develop your career while reskilling your skills with a prestigious MBA

Dual-Degree Award Recognition

Graduated with two MBA degrees, one from MUST and one from KEDGE Business School, and enrolled as a student at both universities.

Practical & Industry-Focused Curriculum

Go beyond textbooks. Learn real business projects and challenges, gaining practical skills you can apply immediately in your workplace.

"Fly-in" International Faculty

Professors fly in to teach you directly, delivering the same high-quality European education right here in Malaysia, and your online learning is led by global faculty members

Course Modules

Modules Topic

- 1 Managerial Economics (Local Topic 1)
- 2 Leadership
- 3 Business Analytics (Local Topic 2)
- 4 Finance & Management Accounting + Corporate Finance
- 5 Managing Information Systems
- 6 Marketing Management
- 7 Global Corporate Strategy
- 8 Human Resource Management (Local Topic 3)
- 9 Corporate Social Responsibility (CSR)
- 10 Digitalization of Businesses

Modules Topic

- 11 Supply Chain Management
- 12 Project Management
- 13 Product Management & UX Design
- 14 Digital Marketing
- 15 Change Management
- 16 Customer Centricity to New Business Models
- 17 Negotiation
- 18 Personal Development
- 19 Capstone Project Proposal
- 20 Capstone Final Project

Minimum requirements

- A Bachelor's degree (Level 6, MQF) in related fields with a minimum CGPA of 2.50 as accepted by the HEP Senate; OR
- A Bachelor's degree (Level 6, MQF) in related fields with a minimum CGPA of 2.00 and not meeting CGPA of 2.50 can be accepted, subject to a rigorous internal assessment; OR
- A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience, subject to a rigorous internal assessment; OR
- A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing pre-requisite courses; OR

All international candidates who have graduated from degree programs where English was not the medium of instruction must meet the English Language Proficiency requirements as accepted by the Ministry of Higher Education Malaysia, by obtaining a minimum score of:

- IELTS (International English Language Testing System) : 6.0
- TOEFL iBT (Test of English as a Foreign Language - Internet-Based Test) : 60
- PTE (Pearson Test of English) : 59
- Linguaskill : 169
- ELS (English Language Services) : 109
- Cambridge English Qualifications and Tests (B1 Preliminary, B2 First, C1 Advanced, C2 Proficiency): 169
- OET (Occupational English Test): 250
- A Pass at Level 7 Accreditation of Prior Experiential Learning (APEL) assessment by Malaysian Qualification Agency (MQA). OR
- Other equivalent/related qualifications to a Bachelor's degree (Level 6, MQF) recognised by the Malaysian Government.

Application process

- Requests are considered only after submitting your application and upon official admission.
- The scholarship committee evaluates merit-based factors: background, motivation, nationality, admission scores, and project.

MEET YOUR EDUCATION CONSULTANT

1

Upon receiving your enquiry, MUST Education Consultant will provide guidance on your career path, taking into account your highest qualifications, professional experience, and future aspirations

SUBMIT REQUIRED DOCUMENTS FOR VERIFICATION

2

All applicants must provide the necessary documents for verification.

SCHEDULE A PRE SCHOLARSHIP INTERVIEW

3

Applicants are required to schedule a scholarship interview for verification.

REGISTER TO YOUR MBA PROGRAM

4

Applicants are required to complete registration to enroll in the MBA program

GET READY FOR YOUR CLASS

5

Get ready, your class is about to begin!

SCHOLARSHIP ELIGIBILITY

Scholarship eligibility is reserved for deserving candidates who demonstrate genuine motivation, consistent commitment, and the ability to meet academic and professional requirements. Up to 40% Scholarship are provided for successful Candidates.

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MEET OUR FACULTY

Inspiring minds, Shaping Futures



Prof. Dr. Premkumar Rajagopal

President of Malaysia University of Science and Technology

A 13 years experienced academic leader and certified Supply Chain expert, skilled in Supply Chain Innovation, Strategic Planning, Industry 4.0, and Professional Training. President of ISCEA Malaysia with prior experience at Intel Technology Sdn Bhd in supply chain and logistics, bringing strong industry and academic expertise.

KEY EXPERTISE

Supply Chain Management
Logistics & Operations
Strategic Management & Leadership
Geopolitics



Prof. Emeritus Dr. Barjayoi Bardai

Provost (Deputy Vice Chancellor), Professor Emeritus in Economics and Finance, MUST

Veteran academic and industry expert with a career spanning since 1975, transitioning into the Islamic finance sector with specialization in venture capital financing. He is actively teaching and supervising postgraduate and PhD programs across leading universities.

KEY EXPERTISE

Capital Financing
Corporate restructuring
Economics and Finance
Geopolitics



Prof. Dr. Shaheen Mansori

*Provost (Deputy Vice-Chancellor), MUST
Dean of School of Business*

Senior Professor with 17 years of experience in marketing, specializing in CX, ESG, and AI to drive human-centered and sustainable business transformation. Bridges academia and industry to deliver innovative, future-ready strategies that enhance organizational performance and societal impact.

KEY EXPERTISE

UX Experience (UX)
Strategic Planning
Product Management
Marketing & Sustainable Business Development



Prof. Dr. Hervé REMAUD

*Senior Professor of Marketing, France
Director KEDGE International MBA programs*

A 25 years experienced professor and skilled in **Consumer Behavior, Market Research, Integrated Marketing, and SPSS**. Strong professional with a Doctor of Philosophy (PhD) focused in Agricultural Economics and Management from Ecole nationale supérieure agronomique de Montpellier.

KEY EXPERTISE

International Marketing Management
Data Analytics
Retail and Brand Strategy
Agri Food & Rural economics
Consumer behavior and Market Analysis

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Prof. Dr. Wynand Goosen

*Professor in Management & Strategic Initiatives,
City of Johannesburg, Gauteng, South Africa*

A Professor, CEO, and strategist specializing in human capital, innovation, and global strategy, and a PhD supervisor at SIMI Swiss, contributing to research, international collaboration, and academic development.

KEY EXPERTISE

Entrepreneurship & Business Incubation
Strategic Leadership & Execution
International Collaboration & Policy Development



Ms. Amelie Quintana

Lecturer / Trainer

A skilled academic and Co-founder of Sustain Consulting, a CSR and sustainability advisory and training firm. Specializes in CSR strategy, CSRD compliance, and ESG reporting and legal expertise.

KEY EXPERTISE

Sustainability consulting and organizational transformation
Legal and regulatory advisory in sustainability practices
Corporate training and executive education in CSR



Prof. Dr. Mehran Najmaei

Professor in Management, Economic and Finance, Germany

An experienced academic with over 20 years of teaching expertise in International Business, Trade Management, Economics, and Finance, affiliated with CBS International Business School.

KEY EXPERTISE

Strategic Business Planning
Social Media Analytics & Regression Analysis
SME Strategy & Development
Marketing Research & Data Analysis



Dr. Gilles Vallet

Senior lecturer in Project Management

Chartered Engineer from École Polytechnique and founder of Highware, with over 20 years of expertise in project engineering. Has led and advised 1,000+ industrial and scientific projects globally, and developed widely used training programs impacting over 100,000 professionals.

KEY EXPERTISE

Project engineering and project management
Project governance and PMO (Project Management Office)
Systems engineering (telecommunications, embedded systems)

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Ms. Elisabeth Laubel 

Lecturer / Trainer

An experienced lecturer specializing in Leadership and Human Resource Development, with over 15 years of experience in career management, employer branding, and training. GenAI trainer, empowering organizations and individuals to build digital capabilities and adapt to evolving workplace demands.

KEY EXPERTISE

Generative AI & Digital Upskilling
Leadership & People Development
Employer Branding
Career Coaching & Talent Development



Dr. Durairaj Veeraiyah 

Senior Lecturer in Sustainable Transportation and Environment

An accomplished Principal Consultant and Senior Lecturer, also being a certified HRDC Accredited Trainer & Certified Sustainable Supply Chain Professional (ISCEA), with strong expertise in strategic advisory, academic leadership, and industry-focused training.

KEY EXPERTISE

Operations Management
Transportation Management
Supply Chain Consulting
Business Strategy



Assoc. Prof. Dr Anthony Vaz 

Senior Lecturer

Associate Professor specializing in Operations Management and Supply Chain Management & Sales and Operations Planning. Research expertise in bridging theory with real-world application, particularly in areas related to management, operations and business strategy with practical skills and critical thinking,

KEY EXPERTISE

Business Development
Demand Supply Planning
Project Management
Supply Chain Management



Dr. Kamal Abdul Razak 

Senior Lecturer

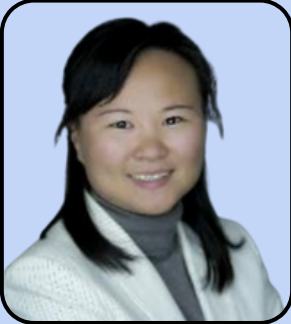
An experienced academic and business professional with strong expertise in entrepreneurship, strategic management, and international business. Focuses on bridging business theory with real-world practice through applied teaching, research, and industry engagement.

KEY EXPERTISE

Entrepreneurship & Innovation
Business Development
Corporate Business Strategy

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Inspiring minds, Shaping Futures



Assoc. Prof. Dr. Cuiling Jiang

Assitant Professor of International Business, France

An accomplished academic with over 9 years of teaching experience at KEDGE Business School, specializing in **International Management** and **Human Resource Management**.

KEY EXPERTISE

International HRM
Talent Management
Cross Cultural Management



Assoc. Prof. Dr. Kambiz Zare

Associate Professor, France

An experienced academic at KEDGE Business School specializing in **international business, geopolitics, and global economic systems** over 6 years.

KEY EXPERTISE

International Business & Global Trade
Regional Integration & Economic Development (CSR & SDGs)
International Economics & Financial Systems
Risk Management & Decision Making



Assoc. Prof. Dr. Khashayar

Associate Professor in Business Analytics & Power BI Specialist, MUST

An advanced professor specializing in Business Analytics, AI, and Digital Transformation, focused on data-driven decision-making. A Microsoft Certified Trainer (MCT), he delivers professional training and consultancy to companies.

KEY EXPERTISE

Business Analytics
Digital Transformation
Artificial Intelligence (AI)
Microsft Power BI



Prof. Dr. Aleksej HEINZE

Associate Professor in Digital Marketing, France

A researcher and educator with 8 years of experience specializing in **Digital Marketing, Digital Transformation, and Digital Pedagogy**. Focused on leveraging digital tools to drive transparency, innovation, and social impact.

KEY EXPERTISE

Digital Marketing & Enterprise 2.0
Search Engine Optimization(SMO) & Social Media Optimization
Marketing Development

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Prof. Dr. Yahia H. Zoubir 

Professor in International Relations Management

A 28 years experienced and skilled academic in International Relations Management and Geopolitics, specializing in global policy analysis, diplomacy, and strategic geopolitical risk

KEY EXPERTISE

Global affairs consulting and advisory

International business and cross-cultural management

Strategic and political risk assessment



Assoc. Prof. Dr. Harwindar Singh 

Senior Lecturer in Strategy, Corporate Finance & Supply Chain

A 18 years experienced academic in Strategy, Corporate Finance & Supply Chain and also serving as a financial strategist for public and private sector SME's with Business Transformation Models and Roadmap for Value Creation.

KEY EXPERTISE

Financial Analysis

Corporate Training and Business Consulting

Corporate Finance and Accounting

Strategy and Leadership



Dr. Vijayan 

*Associate Dean of School of Business, MUST
Senior Lecturer in Human Resource Management*

A senior academic with over 13 years of experience in teaching Management, with a specialization in Human Resource Management. He is highly skilled in lecturing, instructional design, curriculum development, public speaking, and management.

KEY EXPERTISE

Human Resource Management

Operational Management

Business Research Methodology

Strategic Development



Dr. Alex Ng 

*Executive Director of Cheng & Co, Seremban Branch
Associate Professor in Global Corporate Strategy*

With over 9 years of lecturing experience, he is a seasoned academic and industry practitioner. He specializes in Corporate Strategy, Business Development, and Communications, bringing a strong blend of academic insight and practical expertise.

KEY EXPERTISE

Corporate Strategy & Business Development

Leadership, Learning & Talent Development

Cross-Cultural Management & International Engagement

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Dr. Rajendran Narayanasamy 

Senior Lecture & Head of Master of Transportation & Logistics, Supply Chain Management

An accomplished academic & certified (HRDF) Accredited Trainer, expertise in business management, supply chain & logistics and corporate training. Integrates research-driven insights with real-world logistics and supply chain management.

KEY EXPERTISE

Supply Chain Management
Transportation & Logistics System Management
Professional Corporate Training



Prof. Dr. Olivier Dupouet 

Professor in Management Information Systems, France

An experienced academic specializing in **Information Systems, Artificial Intelligence, and Digital Transformation**, with a strong background in management and economics.

KEY EXPERTISE

IT Strategy & Project Management
Artificial Intelligence & Data Analytics
Process & Data Modelling



Dr Chandra Mohan 

Senior Lecturer in Transportation Systems and Strategic Procurement & Sourcing

A senior logistics professional and Principal consultant specialising in logistics, supply chain management, transportation systems, and business education. Combines academic expertise and industry-relevant knowledge, in supply chain operations, logistics planning, and transport management systems.

KEY EXPERTISE

Transportation & Logistics Management
Business Development
Analytical Skills
Strategic Logistics Planning & Optimization



Prof. Dr. Stephane Ouvrard 

Senior Professor in Accounting & Finance, France

A senior academic and industry expert with over 15 years of experience in Financial Accounting and Auditing. He combines strong academic leadership with extensive professional experience in auditing, consulting, and executive education.

KEY EXPERTISE

Accounting & Auditing
ESG Reporting
IFRS & Financial Reporting
Corporate Finance

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Asoc. Prof. Dr. Khairir Khalil

*Dean of School of Sustainable Supply Chain & Logistics
Senior Lecturer in Transportation Policy and Strategy*

An academic and industry expert in Sustainable Supply Chain Management, Logistics, and Human Capital Development. Integrates academic knowledge with industry practices, by contributing to strategic supply chain, operational excellence, and sustainable business development.

KEY EXPERTISE

Sustainable Supply Chain Integration
Strategy & Leadership
Business Development



Prof. Dr. Daniel Beimborn

Senior Professor in Information system & Applied Computer Science, Germany

An academic expert in Information Systems, IT Management, and Digital Business, delivering innovative, industry-focused education across Bachelor and Master programs.

KEY EXPERTISE

IT Management & Outsourcing
Information system
Digital Transformation
Program Development & Academic Leadership



Dr. Ma Tin Cho Mar

Senior Lecturer in Corporate Strategy, International Business, and Entrepreneurship.

Academic professional specialising in Business Analytics and supports industry-relevant learning. She contributes to business education through expertise in Entrepreneurship and Economics. Focuses on applying research-based insights to solve real-world business challenges, supporting research and business development.

KEY EXPERTISE

Business Analytics
Research & Innovation
Strategic Management



Prof. Dr. Franco Gandolfi

Professor in HRM, Leadership Development and Strategic Management, Los Angeles, USA.

Results-driven Professor with 18 years of teaching experience, specializing in strategic management, leadership, and organizational transformation, with strong academic and consulting expertise across sectors.

KEY EXPERTISE

Corporate negotiation
Change management and transformation initiatives
Strategic leadership and organizational strategy

CHOOSE WISELY, JOIN THE ELITE



CENTRE FOR POSTGRADUATE STUDIES (CPS)

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5/1 Kota Damansara 47810, Petaling Jaya, Selangor, Malaysia.



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