

Graduate students will be given an international outlook as they journey towards obtaining their master's and doctoral degrees at UPM-GSM.

Shaping minds, building leaders

HAVING received the country's highest recognition — as one of Malaysia's top business schools — Universiti Putra Malaysia's Graduate School of Management has grown and developed well beyond the standards expected of any graduate school in the country.

First up is the physical expansion of the graduate school.

"We have acquired 10 hectares of land within UPM's campus in Serdang for the construction of our new GSM building," says Professor Dr Samsinar Md Sidin, the dean of the Graduate School of Management at UPM.

The building will be ready by 2011 and will be able to house the growing intakes in both the master's and PhD programmes, equipped with trading rooms, computer labs and lecture halls.

"Getting a master's or a doctoral degree is all about differentiation — the need to stand apart from your peers," explains Samsinar, who has been a part of the GSM from the very beginning.

"Yes," says Samsinar, "the graduate school is my first love. I see it as being more than just a qualification and the training of better managers. Doing your master's or doctoral degree is about experiencing the bigger



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**gsm** SHAPING LEADERS
GRADUATE SCHOOL OF MANAGEMENT

picture. It's about enhancing your conceptual skills and appreciating your past and future.

"Being a part of a graduate programme gives one the understanding about research, about advancing technology and contributing to the pool of new knowledge," she explains with much enthusiasm.

This pool of knowledge and the expanding of minds are very much what GSM is exploring. UPM bid and won the right to host the 14th International Conference on Thinking (ICOT), making Malaysia the second Asian country to play host after Singapore.

The conference, which ends today, gathered more than 1,000 local and international participants from the fields of science, politics, economics, arts, management, culture, health, humanity and other areas over five days to discuss and present the latest ideas and technologies.

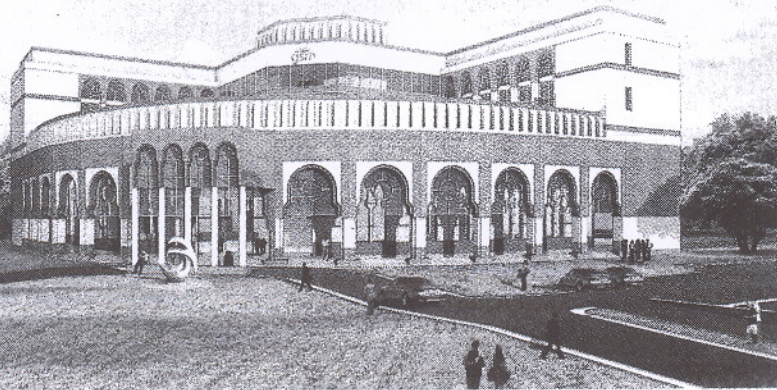
"Our graduate students participated in ICOT and expanded their individual

thoughts and ideas, and that of their peers and community, making it a priceless experience for them. This is the kind of global participation we are looking to establish with our overseas university partners and the global community," declares Samsinar.

ICOT is just the preview of things to come for this graduate school in terms of global participation. Another of its efforts is the setting up of the International Academic Advisory Panel, in which marketing guru Philip Kotler and mind-mapping genius Tony Buzan play a part. This demonstrates the strides the graduate school is taking in reaping the maturing ideas and thoughts out in the global community as it guides the future generation of the school.

Another aspect that sets UPM-GSM apart from other graduate schools is its approach towards learning. Other than student-centred learning, coaching and problem-based studying, GSM has come up with an unorthodox method it calls the wargames. Considering

 Artist's impression of the new Graduate School of Management that will be opened in 2011.





Professor Dr Samsinar Md Sidin, the dean of the Graduate School of Management at UPM.

corporate and business environments can be called a jungle, these wargames, or Corporate Strategy Simulation, place participants in the wilderness to develop analytical skills, build tenacity and focus on goals and emphasise skills.

"These wargames are something we are very proud to have at our graduate school. The staff enjoys it as much as our students, and the benefits reaped are immeasurable. In fact, some of our overseas partners are interested in having similar programmes in their schools," enthuses Samsinar.

The latest from GSM is its fast-track MBA that is taught in modular form over eight sessions of six weeks each. "Our partners are University of Reading and the University of Stirling, and we have world-renowned professors who come to Kuala Lumpur to conduct lectures."

The courses being offered by the UPM-GSM is Master of Business Administration, Master of Management, Master of Science and PhDs in a range of subjects including management,

marketing, finance, accounting and international business.

For full-time students, classes are on between 9am and noon and for part-time students, classes are in the evening from 6.30pm until 9.30pm.

Graduate students at GSM have the option of taking up placements in multinationals and government-linked companies. UPM uses its partnerships, industry-links and its career carnival to expose these master's and doctoral degree holders to the cream of the crop.

"We are also in the process of gaining international accreditation from the Association to Advanced Collegiate of Business (AACSB). This will give us the recognition we need and maintain the involvement of the international community in GSM activities," Samsinar explains about the graduate school's continuous efforts to improve.

More information on the Graduate School of Management in UPM can be obtained at www.gsm.upm.edu.my