



NEWS RELEASE

Master of International Business from the renowned Macquarie University offers a modern business degree with a global perspective

> *Is a Master degree a choice or a necessity?*

Singapore, 11 May 2005 – The Master of International Business from the renowned Macquarie University (Sydney, Australia) and offered at Informatics, provides a modern business programme with a global perspective.

While grad school is not a prerequisite for that first great job, it may be a necessity for advancing beyond it. Unlike 30 years ago, when graduate education was generally a luxury—the intellectual pursuit of an elite few—many of today's workers will not be able to remain marketable without an advanced degree in this era of high speed technological change. The demographics of current graduate students suggest that more people are recognising the strategic value of continuing education. The average master's candidate is now a working woman in her 30s who goes to school part time. More than half of all graduate students are over 30, and nearly a quarter are over 40. "We're shifting to a system where people are going back to school throughout their careers," says Peter Syverson, vice president for research at the Council of Graduate Schools. [Source: JustColleges]

Informatics students will be able to pursue a Master degree by a prestigious university via Flexi-Learning.

Macquarie, as "Australia's Innovative University" became the first University to be selected by the marketing profession as a "Superbrand". [Source: www.mq.edu.au]

It is ranked 11th in the 2004 Melbourne Institute International Standing of Australian Universities. [Source: www.australian-universities.com]

"International Business knowledge is essential for career mobility. For fresh graduates, most careers are found domestically, while some travel overseas. Job opportunities are greatest at the corporate headquarters of these organisations and the responsibilities may include planning and developing global strategies and coordinating international operations," said Mr Lawrence Wee, Vice President of Global Higher Education at Informatics.

He added: "This programme is awarded by a prestigious university (Macquarie University) and this will enhance the value of the qualification and enable more career opportunities."

The Master of International Business (MIB) is a modern business degree with a global perspective. The degree provides an opportunity to acquire contemporary knowledge and skills in core business disciplines taking an international focus. The degree promotes both depth and

breadth in business studies through a programme of core study in finance, accounting, marketing and trade together with units in risk management, investments, strategy and e-commerce. Besides building career relevant skills in business disciplines, graduates will develop skills in innovative thinking, effective written and oral communication and teamwork.

This degree from a leading Australian University creates international mobility and greater career advancement opportunities for its graduates. It consists of units that incorporate comprehensive international perspectives and knowledge much required by a working professional or businessperson of an organisation operating in an international business environment. The course content is identical to the on-campus Master of International Business (MIB) by Macquarie University delivered using an online mode.

Catering to the learning needs of the mature students, this programme adopts a variety of interesting assessment techniques, such as case studies, online participation and presentations, individual and group work, research paper and critical review of articles. The final written examinations will contribute from 40% to 70%.

This programme provides participants an integrated learning methodology that comprises e-Learning and local tutorials where participants can enjoy the flexibility and convenience of a modular system, incorporating elements of face to face tutorials. The tutorials will serve to augment the extensive instruction already assured in the e-learning elements of each module.

The affordability and unique integrated methodology of this programme is ideal for both full time and part-time learners who wish to pursue a higher education.

In addition, students have a choice of completing a dual degree; conferred by Macquarie University, the Master of International Business can be combined with either the *Master of International Relations*, or the *Master of Arts in International Communication*, and even the *the Master of European Business* by another semester of study. The additional study must be undertaken on campus.

Graduates of the Master in International Business can seek careers in: -
General Management
Export and Import Management
Management consulting
International licensing
Business Policy consulting
Joint venture management
Foreign exchange trading
International marketing

Mr Val Ortega, Vice-President for Academic Affairs, had this to say, to sum up the benefits of the programme, "The Master of International Business provides students with an excellent perspective of the complexities of business management on a global scale. This, coupled with the premier reputation enjoyed by Macquarie, ensures students are well prepared to face the challenging world of international business."

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About Macquarie University

Macquarie University is a major metropolitan university located in Sydney, Australia. Macquarie offers a broad range of high quality and contemporary courses in business, science, technology, law, humanities and education.

Staff are highly qualified with many being leaders in their field. Macquarie is a leading international university offering management, business and applied finance courses in Singapore, Hong Kong and Japan. Macquarie University's global activities are being actively pursued through the development of courses using modern communications technologies available through the Internet.

Macquarie's postgraduate degrees are strongly valued by employers. The Master of International Business is conducted by the Macquarie University Graduate Accounting and Commerce Centre. The centre has over 1500 postgraduate students. Please visit the official University Website at www.mq.edu.au

About Informatics Group

The Informatics Group, listed on the mainboard of the Stock Exchange of Singapore, was established in 1983, and is a multinational corporation providing lifelong learning services in information technology and business management. Informatics presently has a global network spanning more than 50 countries, offering programmes from O/A Levels (for international students) to undergraduate and postgraduate degree completions. The Company has won many awards including the Singapore Brand Awards 2002 and 2003, the Singapore Quality Class for Private Education Organisations (SQC for PEO) as well as the People Developer Standards Award. For more information, please visit <http://www.informaticsgroup.com>.

For more information, please contact:

Adeline Choo
PR Manager, Corporate HQ
Informatics Group
DID: (65) 6580 4209
Email: adelinechoo@informaticsgroup.com

Yap Wai Lian
PR & Marketing Manager, Higher Education
Informatics Group
DID: (65) 6580 4286
Email: wlyap@informaticsgroup.com