

Title *Business Degrees in INTI*
Newspaper *The Star*
Issue *18/7/07*

EDUCATION GUIDE SS35

StarsSpecial, WEDNESDAY 18 JULY 2007

BUSINESS DEGREES IN INTI

INTI College has led the way in American education through successful transfers of Malaysian students in the United States since 1992. In 2003, INTI College became the first and only tertiary education institution in Malaysia to be awarded the Certificate of Appreciation for Achievement in Trade by the US Department of Commerce for its multinational cooperation via academic collaboration, having sent the largest number of students to US universities.

In addition to top universities like University of Michigan, Purdue University, University of Wisconsin-Madison, University of Indiana-Bloomington, Northwestern University and others, there are more than 287 American universities and colleges with different strengths accepting INTI's credit transfer.

Now, however, INTI College Subang Jaya (ICSJ) has embarked on a new area. Without leaving Malaysia, students have the opportunity to complete a 4+0 American Business Degree (BBA) with double major entirely at ICSJ!

Northwood University confers the Bachelor of Business Administration (BBA) with a Dual Major in Marketing and Management. Being the only 4+0 programme offered by Northwood University in Southeast Asia, the coursework emphasises on practical experience and academic theory with a built-in industrial training component that prepares students for careers in the real business world.

Other special features of the programme include visiting professors from Northwood campuses who teach

specialised subjects at ICSJ from time to time. Professor Jack Allday, chairman of the department of Advertising and Marketing Studies and recipient of both the Faculty Excellence Award and Wall Street Journal Award, is one of the visiting professors from Northwood University.

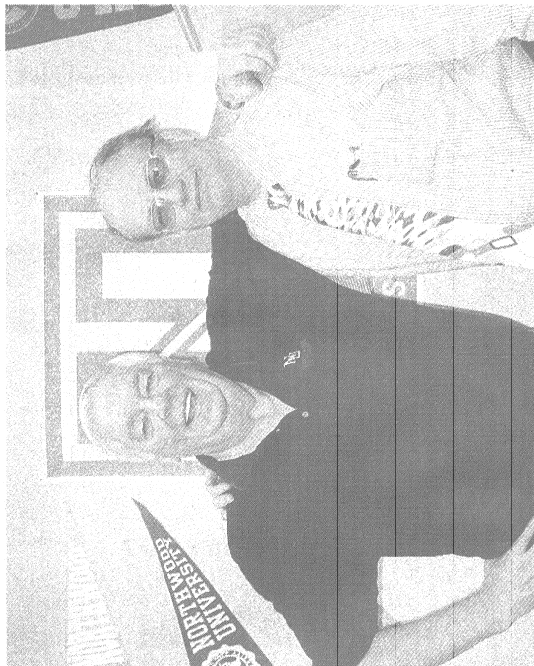
Daniel R. Kelch, the associate academic dean (Asia) for Northwood University, is the Northwood resident programme director at ICSJ in-charge of the quality control of the programme.

Students with five credits in SPM or its equivalent or who have met the entry requirements may join the first year of this LAN-approved 4+0 programme.

Students will also receive support services from the Centre for American University Programme and University Placement Office, as well as from the head of this 4+0 Programme.

Those interested in applying for the PPTN loan, it is available for application starting from year two of the programme.

For information on the programme and the bursaries, you are invited to drop in at ICSJ between Monday and Friday (9am-5.30pm) and Saturday (9am-1pm). You can also call ICSJ's Marketing and PR Office at 03-5634 3244 or e-mail excel@inti.edu.my.



Visitors: Professor Jack Allday (left) and Daniel R. Kelch, both of Northwood University, paid a visit to INTI College Subang Jaya recently.