



## LIM CHIH-YANG

Foreign Bank

Assistant Vice President  
- Global Distribution and  
Digital Banking

### PROGRAMME NAME:

Master of Business  
Administration

### INSTITUTION:

Manchester Business School

# Specialised Masters Programme

## What is this Programme about?

The Manchester Business School Global MBA Programme focuses on providing experienced postgraduate professionals with a platform to build on their leadership, entrepreneurship and business management skills.

It is an intensive programme that hones students' approach to real world business problem solving with original thinking, leveraging on the skills and knowledge picked up throughout the course.

Students benefit from the strong network support, both locally and globally. Personally, I enjoyed the strong international student and alumni network support from professionals of diverse industries, based around various global cities where Manchester Business School executive centres are located – such as Hong Kong, Shanghai, Dubai, Manchester, Miami and Sao Paolo.

## Why did you decide to do a Postgraduate Degree with MBS?

I was enjoying my professional career as a Digital Banking Project Manager at a local bank, but I felt that I was lacking in certain business skill sets, particularly key business knowledge such as in accounting and corporate finance.

As an engineer by training, I am comfortable with technical challenges and project management, but I was never formally trained in accounting, business strategy, corporate finance or even game theory. I chose Manchester Business School, as it provides a strong comprehensive programme that balances both the theoretical and practical real world business solutions.

Students are also taught and encouraged to deploy learnings from the various modules, to develop a 360 degree analysis and solution.

The school also provides strong alumni network and engagement, where regular sharing sessions by distinguished alumni and leading professionals were conducted at Manchester Business School. These

factors cemented my decision to pursue an MBA with Manchester Business School, and I am pleased to state that the programme provided the training and network that I was seeking.

## How did the Postgraduate degree help you in your career?

There are three aspects that stood out about the Manchester Global MBA Programme. One key area from the programme that benefited my career is that I am now competent in the business aspects of project management. Building business models for projects and developing strong financial justification is now second nature to me.

Secondly, headhunters took note of the MBA and often cited that as one quality in candidates that they shortlist.

Thirdly, the strong alumni network provided by Manchester Business School has given me good referrals to opportunities in the global private banking field, where I was keen to develop my banking career.

## Talk about an interesting module?

The most interesting and challenging module was Strategic Management. This was a course that tested the students thoroughly on their understanding of business problems and the tools used to develop a suite of solutions that address the issues.

Students assume the role as a CEO of an MNC, where we were presented with a real world problem, and based on the data available, we have to develop business solutions; drawing on our past experience and training in the MBA, to propose comprehensive solutions and modelling to address the issue.

Our proposal will then be presented to our fellow students and Professor, where we had to provide a confident and robust defence of our business model. It was challenging, stressful and above all, tested us to work together strongly as a team, to draw on the strength of each of our teammates, and to develop our own leadership skills.