SUCCESS in the world of business is not just about crunching numbers to maximise profits. It also requires the fine art of talent management, where people are motivated to function as a team and to give their best to the organisation.

In recognising the need for managers to develop the necessary skills in human capital management, Wawasan Open University (WOU) is introducing the Bachelor of Management (Hons) with Psychology for their January 2013 intake.

WOU students in this programme are expected to learn about Conflict Management, Managing Stress at Work, Organisational Behaviour, Introduction to Psychology, Social Psychology, Psychology at the Workplace, Cognitive Psychology, and other choices of elective courses such as Business Ethics, Financial Management and Analysis, and Counselling (Theory and Practice).

In combining management with psychology, this business programme aims to provide working adults a sound foundation in management theories and practices supported by psychological concepts and principles.

Students enrolled in this programme will gain useful psychological insight of work and organisational behaviour, leading to more effective management practices at their workplace.

Upon completion, the students will be well-acquainted with management disciplines as well as the much needed problem-solving skills to navigate complex human relationships.

According to the Prof N.V. Narasimham, School of Business and Administration dean, “With the managerial skills and critical thinking acquired, the students can better handle work-related issues, whether in the corporate, industrial or academic sectors.”

He added that the psychology component of business inculcates soft skills and allows the learner to be able to adopt different perspectives to the issues.

This should lead to a more harmonious workplace as conflicts are resolved amicably with the interest of everyone taken into consideration, said Prof Narasimham.

“An employee taking up this programme will be an asset to any employer because of his ‘we’ approach towards tasks and problems.

“He is able to adapt and work in tandem with his colleagues and subordinates for the positive growth of the organisation.”

Check out this new Management programme and a host of other offerings from WOU.

Applications can be made through their Regular Entry or via WOU’s unique Open Entry Admission System that takes work experience into consideration.

Anyone aged 21 years and above with a minimum PMR/SPM/MCE/UEC/Diploma or equivalent qualifications can register for studies at WOU, provided they have related work experience and pass an admission test.

Until Dec 9, WOU offers attractive discounts in the form of fee rebates to new students.

As part of WOU’s Lifelong Learning campaign, working adults can also apply for the free WOU Study Grant for the value of up to RM600 before Dec 16.

Enrollment for the January 2013 intake is now open. Study while earning to achieve greater success in a career today.

For details, call the WOU toll-free caroline at 1300 888 958 (WOU) or browse through wou.edu.my today. Do visit the WOU Regional Centres nationwide during their Open Day on Oct 20 and 21.