



SEGi University College

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### **MBA Research paper to Reality**

From pharmacy graduate to childcare centre owner ... that is Ms Yew Tian Tian's wonderful journey. As fate had it, the seed of this dream come true was planted during her MBA studies at SEGi a few years ago.

When she first started her MBA, she was searching for a professional nanny or childcare centre for her first child who was just a toddler.

"It was very difficult to find one that is satisfactorily professional enough, especially after learning the importance of providing correct exposure to children during their formative years. It is so crucial that young children are given the right care and development opportunities. They are like sponges at this stage," Yew said.

So it dawned upon her to make this the topic of her MBA research paper. In fact, her childcare centre called Cutie Cottage, was set up based on this very paper! She now has 2 Cutie Cottage centres, the main one at First Avenue in Bandar Utama.

"I thought, why not set up a childcare centre myself then? Necessity is indeed the mother of creation," said Yew.

Armed with all my working experience and know-how from the MBA, as well as certification specific to childcare, she started Cutie Cottage.

"I purposely chose that office tower because she wanted to make it easy for working mothers there to visit their children and breastfeed."

"I strongly advocate working mothers to continue breastfeeding. That is why my centres provide consultation for customers regarding this. I also try my best to hire nurses and qualified personnel so that the children from 0 to 4 are taken care of in every aspect."

Yew graduated from the University of Southern Queensland (USQ) Master in Business Administration at SEGi University College 2 years ago.

"After completing my MBA, I became more mature in management, as in I could understand better the management decisions made compared to before," said Yew.

Ms Yew graduated from the University of Nottingham, UK in pharmacy and worked 2 years there before returning to Malaysia, where she worked as a retail pharmacist. It was only after she was employed as a product manager that she realised she needed to do an MBA to carry her role better.

"There was a big gap in knowledge. Marketing and management are a far cry from retail pharmacy. The MBA has definitely helped me a lot in terms of personal growth as well as my career growth in a management position," she said.



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“The knowledge and skills gained from the MBA greatly increased my confidence. I was able to handle and work with my subordinates more effectively because the USQ MBA programme covers topics such as organisational behaviour that study the impact of individuals and groups on an organisation’s effectiveness.”

“I’m really glad I took up the USQ MBA. It has benefited me in so many ways. I first came across the programme at SEGi University College where I saw the preview. The programme can be done on a part-time basis, it looked very do-able and it was near home, so I signed up immediately even though I was 4 months pregnant at that time. The process involved hard work but was not impossible.”

Since it was first offered more than 11 years ago, the USQ MBA has consistently maintained the reputation as one of the most popular and fastest growing postgraduate degrees in the country, as it is very industry-based and practical. The MBA award granted through SEGi is identical to that of students who study on-campus at USQ in Australia.

The University has been providing higher education since the 1960s, making it a very experienced institution of higher learning. USQ offers distinctive experiences and is globally recognised.

The USQ MBA is accredited by MQA (Malaysian Qualifications Agency) and approved by the Ministry of Higher Education. Among the other areas that SEGi and USQ are constantly working towards strengthening are in student and staff exchanges, students and staff being involved in PhD research, branding and marketing.

For more information on programmes, call SEGi University College (03-6145 1777 or 1800-88-7344), SEGi College Kuala Lumpur (03-20702078 or 1800-888-028), SEGi College Subang Jaya (03-86001888 or 1800-888-622), SEGi College Penang (04-2633888), SEGi College Sarawak (082-252566), SEGi College Seri Kembangan (03-8948 4811), email to [askme@segi.edu.my](mailto:askme@segi.edu.my) or log on to [www.segi.edu.my](http://www.segi.edu.my).



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Picture caption: "I'm really glad I took up the USQ MBA. It has benefited me in so many ways." – Yew Tian Tian, founder of Cutie Cottage

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