



AARM/ PHU External Degree Programs

AARM (Association for the Advancement in Relationship Marketing) started in early 1996 in Canada as a non-profit organization (www.aarm.org). We now have over 5,000 Customer Relationship Management (CRM) executive level members. We are a worldwide recognized CRM association with representatives in Vancouver, Seoul, Singapore, Kuala Lumpur and parts of China. We started AARM Asia Pacific in South Korea in early 2000, and recently AARM Management Group USA. We also have exclusive academic partnership with several Universities in North America, Europe and Asia. We have a mission of educating leaders for the customer focus business and society.

Our programs are taught on a global cross cultural platform, and make our graduates ready for the new customized world. They are all taught by professor and working people which have years of real "hands-on" in-depth knowledge and passion on their sleeves.

We are now happy to work together with Pebble Hills University USA/Europe in providing the following unique programs at all our locations. Have a look at www.pebblehills.edu for details in the areas of recognition and accreditation.

Our Joint External Degree Programs

Our students are working mature adults ranging from diploma students, degree students to over 5 years of working experience. We appreciate and transfer credits for their years of working experience and exposure in the real working world. We need them to fill up our application form, supported with a detailed resume. Pass it to us for our academic board final approval before starting on any of our programs.

MBA in Global Management

- a. 12 hours of weekend seminars in areas like - Global one-to-one marketing; Global Branding; Global Corporate Communications; Global Leadership. Students must read-up given notes before coming to allocated seminars.
- b. 2 months to do a detail Business Plan (with real world & hands-on setting). Submit your materials at the end of the given period. At this stage, students will liaise with appointed supervisor for a maximum of 3 contact times (2 hours a session) via the internet or correspondence or tele-conversation. No extension of deadlines. It will be delivered in English language.
- c. Final results will be known by the end of the 4th month.
- d. AARM / PHU faculty.
- e. Recommended price – US\$2,700 per student (with one year AARM Global membership).

DBA/Ph d in Business

- a. 12 hours of weekend academic sessions on understanding, appreciating and knowledge transfer in areas of Research methods and writing thesis process/flow/template/examples (SPSS, Statistics, etc). Research hypothesis must be approved at this stage.
- b. 6 hours to meet your appointed supervisor (face-to-face or on-line) to re-confirm your topic.
- c. 4 months (regular contact with your appointed supervisor with at least 2 hrs per session) to complete your business or academic related thesis (DBA - 70% real business world scenario/situation, and 30% academic capabilities. As for PhD it will be 70% academic capabilities and 30% real business world scenario/situation). No extension of deadlines.
- d. 6th month – Formal presentation of your work to a panel of professors for final approval.
- e. Results will be known by the end of the 7th month.
- f. AARM / PHU Faculty. Language can be localized with your appointed translator.
- g. Recommended pricing – US\$4,700 per student (with one year AARM Global membership).

B.A. in Business

- a. Option One - We recognized your local degree and minimum working experience in the related field. Once you produce your detailed resume, certified proof of your local degree and working experience of minimum 1 to 2 years, we will confer you our degree.
- b. Option two - If you do not have a working experience or just a 2 to 3 years diploma from a related field – you will need to complete “off-campus” four to six months individual business project with an appointed supervisor. Once completed, presented and submission of materials – we will look through it and upon passing, you will be conferred with our degree.
- c. AARM / PHU faculty
- d. Recommended pricing – US\$1,700 per student (with one year AARM Global membership)

For more information, please contact Dr. Paul Leow, Head AARM School of Management/Adjunct faculty PHU at paulleow@aarm.org