

Stakeholder	Communication channels	Media
Academic staffs	- Orientation course for new academic staff - Academic staff annual seminar - Academic committee regular Meeting	- MBA Program specification - Courses specifications and related materials - Meeting materials - Online Learning Management Source (LMS) - MBA Program specification leaflet
Students	- First entry orientation for freshy students - Student meeting with dean and staff - Courses' orientation	
Potential students	- Open house at FBA activity - Road show - Undergraduate alumni channel	