



Zeinah Bhunnoo

Using technology and innovation for businesses

Zeinah is an Alumna of the Ducere Global Business School in Mauritius. The online degree allowed her to grow significantly in her role as Head of Growth for Star Knitwear and helped her to get even more involved in different aspects of the company and apply innovative practices to benefit operations.

Zeinah Bhunnoo's MBA in Innovation and Leadership is a testament to how Australia's innovative approach to distance learning can help students in the African region.

Delivered through the Ducere Global Business School (in partnership with the University of Mauritius), a social enterprise which provides 21 African countries with learning and leadership opportunities through their higher education programs, Zeinah sees her MBA as crucial to her career growth. "The Ducere MBA Innovation & Leadership has opened doors to more varied professional avenues within the same jersey wear manufacturing company I work at," she says. "Be it marketing & communication, branding, sourcing or merchandising & sales, I am now involved in a more dynamic and diverse manner in many areas of the business. Not that my voice was not heard before, but it is now sought-after and leads in the implementation of new strategies for growth."

Zeinah successfully applied concepts learned through her MBA coursework in the company she works for. She conceived and implemented an innovative digital marketing platform which helps market her company to its clients with no face-to-face interaction whatsoever. "This new platform is hugely cost saving and fulfills its purpose as successfully, if not more, than what has been done in the company for the past 20 years," she says. Zeinah also uses the skills learned through her MBA to assist her Human Resources department in creating a more inclusive company culture for employees and foster a sense of belonging to the company. She is currently working to help her company tap into the premium market.