Welcome
Asia e University School of Management

The Master of Business Administration (MBA) is recognized internationally as the most prestigious qualification for business and management. Students of MBA value its ability to give them business and management skills at the highest level. It is prestigious and necessary if you are aiming for a strategic management position.

Overview of AeU MBA

MBA is ideal for 21st century working professionals as it allows you to excel in your career while you access your learning anywhere, anytime. You will be encouraged to have continuous interaction with our global faculty and industrial speakers as it strengthens business communication skills and pragmatic, analytical thinking – key learning outcomes of our MBA.

Learning materials are delivered on a stable and user friendly e-learning platform that can be accessed online from anywhere in the world. Group sessions and examinations are conducted in selected locations convenient to you.

Having an MBA demonstrates your commitment to your career development because you have invested the substantial time and energy required to obtain the degree. It shows that you value the business perspective and recognize that the technologies, practices and methodologies that you implement, support and develop is intended to enable business activities and is not an end in itself.

Our MBA teaches you to look at opportunities and issues in a holistic manner via various analytical frameworks. Not only does it change the language that you will use in your business environment, you will find yourself making meaningful contributions—giving you a fast track on career growth.

The International Outlook

The international elements of the MBA comes from the faculty, contents, the case studies and projects, as well as the network of an international mix of participants—giving you broad perspectives in management methodologies, practices and technologies.

Our MBA Alumni will constantly engage you in a lifelong learning process guided by senior faculty with global leaders. These valuable experiences will inspire and assist you in tackling challenges in a trusted and exclusive environment of peers.
Programme Structure and Contents

The MBA has 12 modules based upon international benchmarking where top ranking global MBA programmes have 3 components; core modules, electives or specialization and management project. Students are required to complete 42 credits or 1680 learning hours required to complete the programme.

The usual duration is 15 months. The core modules provide the functional knowledge and skills critical for the efficient operations of any organisation. The range of electives provide options to enhance the student’s career path of choice.

Together, the modules cover business management from every practical and theoretical angle giving you powerful tools and decision making techniques. Students are also required to submit the final project paper based on selected areas of interest and professional experience.

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<thead>
<tr>
<th>Module</th>
<th>Subject</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1</td>
<td>Marketing Management</td>
<td>3</td>
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<td>2</td>
<td>Managerial Economics</td>
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<td>3</td>
<td>International Business</td>
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<td>4</td>
<td>Accounting and Finance for Managers</td>
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<td>5</td>
<td>Managing People and organization</td>
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<td>6</td>
<td>Strategic Management-Asian Business</td>
<td>4</td>
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<td>7</td>
<td>Project Management</td>
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<td>8</td>
<td>Quality and Change Management</td>
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<td>9</td>
<td>Operations Management</td>
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<td>10</td>
<td>Total Quality Management</td>
<td>3</td>
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<tr>
<td>11</td>
<td>Quality Assurance and Control</td>
<td>3</td>
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<tr>
<td>12</td>
<td>Project Paper</td>
<td>6</td>
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<tr>
<td>TOTAL</td>
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<td>42</td>
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Who is the MBA for?

Motivated, experienced, mid-career individuals with a desire to improve their career development in management. Typically, MBA students are managers with an international background, a Bachelors degree and a minimum of 3 years post-graduate professional experience. The programme provides opportunity to further develop management skills in a professional and challenging setting together with like-minded participants as well as enhancing their managerial and leadership skills and developing an international network in preparation for a senior role.

Programme Objectives

1. To prepare students for careers in management and leadership in both public and private sectors. Students acquire a comprehensive foundation in fundamental management knowledge and skills, and will be able to successfully apply advanced tools and techniques for intelligent decision making in a variety of organizational settings.
2. To provide students with the foundation in the content and competencies that will support their development as effective managers.
3. To provide overall understanding and ability to apply skills towards complex analysis, decision-making and in the application of modern strategic management methods relevant to the field of business and management.

Programme Learning Outcomes

Upon successful completion of the programme, graduates will:

1. Have an understanding of the key functional business discipline.
2. Be capable of analyzing business situations within their technological, social, ethical, political, and economic contexts.
3. Have analytical and decision-making skills that use the appropriate disciplinary knowledge.
4. Be capable of professional communication, including presentation of business analyses.
The MBA is available to study on a Full-time, Part-time or Distance learning basis. Whichever pathway you choose, it will be highly flexible, engaging and rigorous. Each pathway is largely made up of the same time.

We deploy a combination of multiple approaches to learning that combines classroom training, praxis learning and technology based learning. The MBA is set for 1680 hours of total student learning time and will be carried out using a Blended Learning mode that consists of classroom training, home study, praxis learning as well as counselling in connection with the project report.

The training sessions have been designed to entail the participation of more countries at the same time as face-to-face classroom tutorials, seminars or workshops in selected Learning Centres located not only in Malaysia but also at institutional partners of AeU in different countries such as in Denmark, Sri Lanka, India, China, Indonesia, New Zealand, Australia and Bahrain.

### Language of Programme Delivery

All learning materials, text books and references are written in English. For the English MBA class, face-to-face tutorials/seminars/workshops will be conducted by international trainers only in English. Students from different countries can participate. In such case, students should have English skills equivalent to IELTS 6.5 or TOEFL 550.

For the regional Asia MBA class, face-to-face tutorials/seminars/workshops may be conducted in English with translation into the local national language. Though there is no pre-requisite of English skills in such cases, it is an advantage for the students to have working knowledge of English.
Assessment Methods

Taught Modules

- **Continuous assessment component (60%)** comprising of interactive learning participation, quiz or test, personal learning profile and assignment based on case studies.

- **Written examination component (40%)** comprising of sit-down examination conducted at the following month after delivery. This includes formal sit in, take home and open book exams whenever appropriate and according to approved guidelines. If a case study is used as a basis of examination, the case itself will be given to student prior to examination.

Project Paper

- You are required to select a topic based on your area of interest and professional experience that could integrate one or more topics from previous modules that you have undertaken.

- Your project paper can either be in the form of a simple project based on empirical findings or a project based on secondary data/portfolio. Following the approval of your project proposal by the School of Management in AeU, you may begin to work on your project paper under the guidance of your supervisor.

- The length of the project paper is between 15,000 to 18,000 words. The body of manuscript must be structured according to AeU guidelines for writing the project paper. The duration is usually one semester.

Who are the Module Facilitators?

Highly competent lecturers with PhD and years of working experience in the subject area, will facilitate your understanding of learning materials and achievement of learning outcomes as well as deliver case relevant studies and assignments that are workplace related.

Awards

Certificate of Achievement: A Certificate of Achievement will be awarded to candidates who have successfully completed each module and meeting all assessment requirements. An MBA will be awarded by AeU to students who have successfully passed all modules.
Admission Requirements for International Students

1. Bachelor’s degree (or equivalent), preferably with 3 years or more working experience at managerial level.

2. Open Entry Qualifications recognized by the Ministry of Higher Education Malaysia:
   - Be at least 35 years old and
   - Possess ‘A’ Level Matriculation/Diploma or its equivalent
   - Provide evidence of prior learning experience and/or knowledge relevant to programme.

3. English skills for English class only: English skills equivalent to IELTS 6.5 or TOEFL 550.

4. Application fee is 100 US dollar. This amount of money will be deducted when the students are accepted to the programme; otherwise it is not refundable.

5. Application documents required include:
   - Complete application forms
   - Scanned copies of your degree(s) and academic transcripts with certified translation in English
   - CV or Resume in English of applicant
   - One scanned copy of your photo (jpeg, color, 150x150 pixels)
   - Proof of English proficiency for English MBA class.
**Academic Calendar**

Students are expected to complete one module per month, with examination for each module in the following month. The project paper starts at Semester 5 or after completion of all taught modules. Students are expected to submit the project paper within 6 months. There is no pre-requisite for all taught modules. Hence, the entry point for students is flexible. The average duration of the AeU MBA is 15 – 18 months.

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<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
<th>Semester 5</th>
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<tr>
<td>Mth 1</td>
<td>Mth 2</td>
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<tr>
<td>Mod 1</td>
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<td>Mod 6</td>
<td>Mod 7</td>
<td>Mod 8</td>
<td>Mod 9</td>
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<td>Exam</td>
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<td>Mod 11</td>
<td>Mod 12</td>
<td>Mod 13</td>
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<td>Exam</td>
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<td>Mod 12 (Project Paper)</td>
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**Tutorial Schedule**

The MBA allows students to continue to work full time while attending classes once a month during the weekends. Each module provides 10 hours of face-to-face learning in the form of intensive workshops facilitated by experienced instructors from AeU or its international partner’s institutions. A half-day institution visit will also be arranged by the local learning centre to give a real-world corporate experience. The timetable for each workshop (Friday evening to Sunday afternoon) is scheduled as follows:

<table>
<thead>
<tr>
<th>Day</th>
<th>Session</th>
<th>Time</th>
<th>Modules</th>
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<tbody>
<tr>
<td>Day 1 (Friday)</td>
<td>Session 1</td>
<td>6.00 pm – 9.00 pm 3 hours</td>
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<tr>
<td>Day 2 (Saturday)</td>
<td>Session 2</td>
<td>8.00 am – 10.30 am 2.5 hours</td>
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<td></td>
<td>Session 3</td>
<td>10.30 am – 12.30 pm 2 hours</td>
<td>This will be arranged by the nearest learning centre.</td>
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<td></td>
<td>Lunch</td>
<td>12.30 pm – 2.00 pm</td>
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<td></td>
<td>Session 4</td>
<td>2.00 pm – 5.30 pm 2.5 hours</td>
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<tr>
<td>Day 3 (Sunday)</td>
<td>Session 5</td>
<td>8.00 am – 1.00 pm 5 hours Institution visit</td>
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About Asia e University

Asia e University (AeU) is a dual mode (residential full-time or online distance learning) international university by Asians for Asia, supported by 31 member countries under the Asia Cooperation Dialogue (ACD).

Through collective expertise from educational partners, AeU delivers a comprehensive spectrum of programmes ranging from Degree, Master and Doctorate levels in Management, ICT, Education and Arts, Humanity and Social Sciences focusing on quality, flexibility, affordability, accessibility relevance and personalized learning.

AeU is recognized in Malaysia as its establishment is initiated by the Malaysian government. All academic programmes in AeU are approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency (MQA). MQA’s accreditation is being used by many countries for recognition.

AeU is also a member of Association of Commonwealth Universities (ACU), through which is also used as a basis of Universities Grant Commission (UGC) recognition in countries such as Sri-Lanka. In addition, AeU is also a member of European Foundation for Quality in E-Learning (EFQUEL), International Council for Open and Distance Education (ICDE) and Asia Association of Open Universities (AAOU). Foreign government recognition of AeU often involves the government to government authorities to select appropriate universities for mutual recognition such as the case between China and Malaysia. AeU is working towards multiple national recognition via multiple channels including dual award partnership with local universities as well as using ACD government’s network.

AeU is also a facilitator for the mutual accreditation and recognition of degrees among Asian Higher Education Institutions (HEIs). Through the AeU platform, HEIs in Asia will be able to leverage on each other’s resources and facilities including sharing of academic and professional programmes.

ACD member countries have recognized AeU as an instrument for greater Asia-wide cooperation and a catalyst in narrowing the digital divide among communities and nations.

The ‘e’ in Asia e University reflects not only applying e-learning technology to compliment learning, but also define the empowering, enhancing, exploratory, experiential, effective and expanding learning experience in AeU.

Within a few years, AeU has established its reputation as an acclaimed dual-mode institution providing quality education programme to almost 10,000 students coming from 30 different countries.

Accreditation

The MBA is approved by the Malaysian Ministry of Higher Education (MOHE), with full-accreditation granted by the Quality Assurance authority; the Malaysian Qualifications Agency (MQA). It is also recognized by the Department of Public Service for Malaysian government employment in public service.

AeU is working toward national recognitions in countries of operation via dual award collaboration as well as through AeU’s network of ACD countries.
By virtue of the authority vested therein, the University Senate hereby certifies that LAURENCE KUEK SWEE SENG having fulfilled all the requirements prescribed by the University has this day been conferred the MASTER OF BUSINESS ADMINISTRATION with all the honours and rights pertaining thereto.

17 April 2011

Prof. Dato’ Dr. Ansary Ahmed  Melilina Puteh AMN
President & Chief Executive Officer  Registrar
Asia e University  Asia e University
<table>
<thead>
<tr>
<th>MODULES</th>
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<tbody>
<tr>
<td><strong>Marketing Management</strong></td>
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<tr>
<td>This subject was designed to enhance students’ understanding on how to analyze, formulate, implement and manage marketing strategies and policies at the tactical and strategic management levels. Topics covered include corporate business strategies, marketing management process, Analysis of markets and consumer behavior, developing strategic marketing programme, e-marketing and marketing communications.</td>
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<tr>
<td><strong>Managerial Economics</strong></td>
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<tr>
<td>This subject seeks to enhance students’ understanding on the micro and macroeconomic environment which affect business and decision making by managers. Discussions will focus on basic models of the firm, examines criticisms of the model and offer alternatives in its place. Factors influencing firm’s supply and demand and price, various elasticities and market structures in which the firm is operating will also be discussed. Finally, attention is given on the determination of national income, inflation and unemployment, theory and practice of government fiscal and monetary policy affecting firm's decision making.</td>
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<tr>
<td><strong>International Business</strong></td>
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<tr>
<td>This subject discusses the overall global environment (macro level) impacting businesses and strategies used by companies around the globe in handling enhanced competition, more complex operations and changing dynamics of International Business. Discussions will include topics like industry analysis, strategy formulation, and strategy implementation. Learning and discussion materials give emphasis in addressing International Business issues in the Asia and Pacific regions.</td>
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<tr>
<td><strong>Managing People and Organization</strong></td>
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<tr>
<td>This module aims to enhance students’ understanding of the context and the dynamics of running a business organization in the current global, competitive and changing environment. It seeks to address organizational management issues and roles managers and entrepreneurs should play. The focus is to understand the dynamics of organizational functioning and comprehend the impacts it has on organizational behaviour, corporate culture, psychology of its people and how best these should be managed to derive desired synergy.</td>
</tr>
<tr>
<td><strong>Accounting and Finance for Business Managers</strong></td>
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<tr>
<td>This subject is a combined module on basic topics in Management Accounting and Corporate Finance. It seeks to expose students to the functions and principles accounting and finance and their applications in managerial decisions. It focuses on understanding basic but major issues related to concepts, theories, techniques and practical problems of management accounting and corporate finance – from entrepreneurial perspective. Topics include costing and cost control, budgeting, short term financial decision making, financial markets, financial statement analysis, financial planning and forecasting, concepts and application of risk and return and time value of money in assets valuation and capital budgeting.</td>
</tr>
</tbody>
</table>
### MODULES

**Strategic Management - Asian Business**

This subject discusses the overall global business environment (macro level) and factors impacting on competition and strategies used by companies around the globe to cope with the situation especially in the context of doing business in Asia and the Pacific Region. It is specifically focused on the analysis of internal and external environmental factors and how these factors influence the analysis, formulation, development, adoption and execution of strategies to maintain competitive advantage especially those doing business in Asian countries. Discussion also includes topics such as industry analysis, strategy formulation, and strategy implementation with specific reference to managing business operations in Asian countries.

**Project Paper: Management or workplace project**

You will find the Management Project to be the most rewarding and challenging part of the MBA programme. It enables you to put the knowledge and skills you have gained throughout the programme to practical use on a relevant management issue. The project involves conducting an original and detailed investigation of a specific business management problem, written in a 15,000-18,000 word dissertation.

If you are sponsored by your employer, you would usually undertake a management project that relates to your workplace. Otherwise, you may choose to use the project to deepen your knowledge of a different sector or organization, or as a stepping-stone to your next job.

We provide plenty of support and guidance to help you to make the right choice of topic - and, of course, during the project itself.

Examples of management projects are:

- To establish the market options and parameters for a sustainable resource-management system.
- A review of trends in structural change in the printing industry caused by e-commerce and new printing technology.
- Review of strategic growth alternatives.
- Develop a risk-management strategy and reporting framework.
- Making the best use of new wave marketing strategies.
- The impact of procurement evolution on today’s sales professional.
- Global challenges in the new economic climate.
- Business impact analysis.
- Key account management in the new healthcare/education environment

**Quality and Change Management**

In the midst of uncertainty in today’s business environment, organizations are continuously implementing change that would yield benefits. Companies have to learn how to change and sustain change in their organizations as part of a continuous process of improvement, renewal and transformation. In recent years, many companies are introducing new initiatives in areas such as Total Quality, Business Process Re-engineering (BPR) and Continuous Improvement in bringing about change in order to provide product or service and business performance.
## MODULES

### Islamic Banking and Finance

This subject will discuss about the history and the development of Islamic banking system, the concept and theory, as well as the operational and application of Islamic banking. In particular, students will be exposed to other topics such as the concept of interest, riba and usury, Islamic capital market, laws and regulations, al-Rahn and Takaful.

### Project Management

This subject emphasizes on characteristics, problems, techniques and methods of Project Management and also of decision-making in organizations using Program Evaluation and Review Techniques (“PERT Method (“CPM”), etc. Software computer models and practices will be used to solve practical problems in an organization.

### Small Business Management

This is a study of the special circumstances surrounding starting and operating a small business. Specific attention is given to understanding the uniqueness of the small business owner. It covers entrepreneurial vision, personality, marketing, accounting, financial, planning, legal and tax issues, franchising and management.

### Operations Management

The students will understand the basic concepts of operation management. More specifically, the students will understand the important role played by the production/operation function in a business and its relation to the other functional areas. The students will be able to analyze operations decision situations using the relevant techniques.

### Law and Ethics

Law and ethics in Asia countries are incorporated in this subject. Topics include contract law, company law, consumer law, intellectual property, environmentally law and issues ethical.

### Supply Chain Management

This subject covers the major issues in SCM, including definition of a supply chain, role of inventory, advanced production-inventory models, supply contracts, bullwhip effect and information sharing, vendor-managed inventories and other distribution strategies, third-party logistics providers, managing product variety, information technology, SCM and international business.

### Total Quality Management

This subjects aims to equip students with theoretical and practical knowledge in handling Quality Management issues relevant to managers. Topics are designed to develop good understanding of Quality Management theories and issues related to the functioning and operations of organisations. They would acquire relevant knowledge on factors related to and that had impacts on how organizations function as well as demonstrate their knowledge and understanding of the subject matter through group discussions and written assignments.
### MODULeS

#### Quality Assurance and Control
This subject aims to equip students with theoretical and practical knowledge in handling Quality Assurance and Control issues relevant to managers. Topics are designed to Develop a good understanding of Quality Assurance and Control theories and issues related to the functioning and operations of organisations. They also would acquire relevant knowledge on factors related to and that had impacts on how organizations function as well as demonstrate their knowledge and understanding of the subject matter through group discussions and written assignments.

#### Business Statistics
You will develop statistical knowledge to aid you in solving real business problems. It focuses on gathering and processing of data, analysis and interpretation of information on problems related to businesses, industries, employees and consumers.

#### Business Informatics
You will acquire a broader knowledge and management background on ICT for business organizations and society. Topics are designed to assist you developing a concrete knowledge foundation in ICT, state-of-the-art methods and supporting technologies as well as to demonstrate to students the applicability of ICT in daily management activities. The subject will also cover some concepts, framework on ICT management that is currently available in the industry.