

## SCHOOL OF MANAGEMENT

### Master of Business Administration (R2-DL/3457/0305) (A9102) (04/23)

The Master of Business Administration (MBA) is a postgraduate degree programme which is a richly rewarding undertaking for those who want to progress into business management, strategic planning and financial understanding. The opportunities are endless with an MBA degree for those interested in leadership roles, become entrepreneurs or make a switch to another industry or career. Students are poised for higher level positions that will contribute towards improvement in their management and decision making skills.



#### Learning Outcomes

Upon completion of the programme, students will be able to:

- Demonstrate managerial and leadership qualities through communicating and working effectively.
- Demonstrate the skills and principles of lifelong learning in their academic and career development.
- Apply theories and concepts in the decision making process in the business environment.
- Critically evaluate theories and concepts of business.
- Generate solutions to problems using scientific and critical thinking skills.
- Conduct research with minimal supervision and adhere to legal, ethical and professional practices.

#### Entry Requirements

##### **REGULAR ENTRY (Admissions to Malaysian and International Students)**

Bachelor's degree or other equivalent qualifications as accepted by the AeU Senate.

##### **FLEXIBLE ENTRY (For Malaysian only)**

Accreditation of Prior Experiential Learning (APEL)

- Minimum 30 years of age at the year of application.
- STPM / 'A' Level / Diploma.
- Possess relevant work experience.

##### **English Language Competency For International Students:**

Minimum score of 6.0 for IELTS OR its equivalent.

Any international student from countries using English as an official medium of instruction or from an academic institution using English as a medium of instruction, shall normally be exempted from the above requirement.

For details, please go to:

<http://www.aeu.edu.my/future-students/entry-requirements>

# SUBJECTS

## Core

1. Marketing Management
2. Managerial Economics
3. International Business
4. Managing People and Organisations
5. Accounting and Finance for Managers
6. Strategic Management-Asian Business

## Electives

For MBA General, choose 5 subjects.

1. Quality and Change Management
2. Multinational Corporations
3. Project Management
4. Entrepreneurship and Innovation
5. Operations Management
6. Supply Chain Management
7. Enterprise Risk Management
8. International Logistics and Transport
9. International Marketing
10. Purchasing and Procurement Management

## MBA with Concentration Areas

(Choose 2 subjects from Electives AND 1 Concentration Area only)

### 1. International Business

- Multinational Corporations
- International Marketing
- International Logistics and Transport

### 2. Entrepreneurship

- Entrepreneurship and Innovation
- Enterprise Risk Management
- Supply Chain Management

### 3. Supply Chain Management

- Supply Chain Management
- Purchasing and Procurement Management
- International Logistics and Transport

### 4. Accounting

- Accounting Information System
- Financial Accounting Theories
- International Accounting

### 5. Human Resource Management

- Human Resource Training and Development
- Compensation Management
- Strategic Human Resource Planning, Recruitment and Selection

### 6. Tourism Management

- Event Management
- Hospitality Management
- Tourism and Hospitality Marketing

## Project Paper (6 Credit Hours)

### PROGRAMME FACTS

Scheme of Study	Full-time - On Campus	Part-time - Fully Online - Blended Learning
Duration	1 year	1 year 8 months
No. of Subjects	11 + 1 Project Paper	
Assessment	Assignments	60%
	Examination	40%

### FINANCIAL INCENTIVES AND AIDS\*

#### For Malaysian and international students:

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

#### For Malaysian students only:

- 10% discount is offered to students who pay in full their Annual Tuition Fee in one payment
- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance

\*Terms and conditions apply

## Highlights

- Programme is designed to reflect an Asian-centric focus.
- Interactive learning activities.
- Easy access to myPLS anytime, anywhere through any computers / tablets / mobile devices.
- Access to the physical and digital library comprising of around 190,000 e- books, 95,000 e-journals, and 2.4 million e-theses titles accessible anywhere anytime.

**Intakes: January, May and September.**

## Asia e University

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