

A MASTER of Business Administration (MBA) from Asia e University (AeU) will distinguish you from other graduates.

AeU's MBA combines the best of global business training with a unique focus on Asia. It offers insight into the Asian business culture while giving students a global perspective.

The programme is popular among working adults locally and internationally. Its curriculum serves to enhance students' business and industry knowledge as well as their management and strategic decision-making skills.

These skills will help them secure and prosper in employment or develop different approaches to essential leadership skills in their careers, whether in public administration or private sectors.

Many entrepreneurs and professionals seek new perspectives in complex business scenarios in an Asian context.

AeU's MBA programme offers six specialisations: international business, entrepreneurship, supply chain management, accounting, human resource management and marketing.

These specialisations are useful for those who want to enhance their career or are looking for a change in career path.

From day one, students in the programme are immersed in a global learning environment and given the right tools to allow them to reach their career aspirations.

They learn how business is conducted in an emerging Asian market and the best practices of some of Asia's most successful companies.

The knowledge and experience gained in business case seminars and workshops can be applied in a variety of settings, allowing students to develop a global perspective with in-depth knowledge of Asian economies, recommend solutions that go beyond international boundaries, learn and apply key analytical skill sets in real-life settings, and demonstrate holistic awareness of relevant trends impacting contemporary business.

The AeU MBA programme is offered in full-time, part-time (18 months) and fully online (12 months) modes.

Full-time and part-time classes are held during weekends, allowing working adults from diverse backgrounds, industries and cultures to unite in the spirit of learning, regardless of their geographic location, travel schedules and work commitments.

"I like the way the AeU MBA programme was run as it enabled me to broaden my knowledge in the aspects of business," says DSP Mohd Hadzwan Zulkefle, who graduated with the MBA in October this year.

"The subjects offered are extremely useful in developing a wider knowledge in leadership and research skills. I can apply advanced tools learnt for rational decision-making in a variety of settings.

"The flexibility I enjoyed during my study allowed minimal disruption to my family, work commitments and challenges faced in adjusting my time and roles as a public officer, husband and father," he adds.

AeU's School of Management dean Assoc Prof Dr Wan Sabri Wan Hussin says, "The AeU MBA programme is designed for

# A unique Asian focus

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working adults and professionals. This intense experience provides world-class managerial instruction in a unique atmosphere.

"We stress not only the development of rigorous analytical and problem-solving skills but also the application of moral principles needed to use those abilities wisely.

"We want to help develop complete managers and leaders – men and women of outstanding professional capabilities as well as integrity, faith and strong moral character who will influence the world for good.

"We are confident that the AeU MBA experience will be the wind behind your sails as you navigate through the challenges and opportunities of the Asian Century."

## Extensive learning resources

AeU's e-learning has played a fundamental role in reaching out to students from any location. Its blended-learning pedagogy has supported thousands of students from within and outside the country.

AeU has successfully connected thousands of students, faculty members, academic facilitators, subject matter experts and administrators via the Internet using the university's learning management system, myPLS.

The system makes various learning resources such as web-based modules and multimedia courseware available for students to view or download.

Additionally, AeU students can access the library's digital collection of more than 100,000 e-books, 71,000 e-journals and 1.6 million e-theses.

## Flexible entry

Prospective students can enrol in AeU's



DSP Mohd Hadzwan is a proud AeU MBA graduate.

postgraduate programmes through regular entry or the flexible Accreditation of Prior Experiential Learning (APEL) entry pathway.

APEL allows individuals who wish to pursue tertiary education but lack conventional academic qualifications to be assessed according to their work experience as well as prior learning experience

acquired through formal and informal training.

The January 2018 intake is open for registration.

■ For more information, call 1300 300 23, e-mail enquiries@aeu.edu.my or visit [www.aeu.edu.my](http://www.aeu.edu.my)

## About Asia e University

AeU is a multinational university established in 2007 under the auspices of 34 Asia Cooperation Dialogue (ACD) countries.

Ranging from diploma to doctorate levels, all its academic programmes are approved by the Higher Education Ministry and accredited by the Malaysian Qualifications Agency.

Besides having a presence in many of the ACD member countries, AeU has also spread its wings to 80 non-members such as Aland Islands, Argentina, the Bahamas, Denmark, Hong Kong, Iraq, Kenya, Libya, Maldives, Mauritius, Namibia, New Zealand, Nigeria, Sweden, Somalia, Taiwan, the United Kingdom, Yemen, Zambia and Zimbabwe.

This year's Rating for Higher Education Institutions in Malaysia ranked AeU as a Tier 4: Very Good university among 71 universities ranked in Malaysia. It emerged at the top among the country's open and distance learning universities.

Today, AeU has a diverse and robust international community of more than 24,000 students from around 84 countries.

AeU's strong network of 15,000 alumni comprises local and foreign nationalities of various cultures and races who are making a difference around the globe.

Students can tap into this network to connect with AeU's alumni, many of whom are now holding prominent positions globally.