

ASIA HAS a different way of looking at the world. Many entrepreneurs and professionals seek new perspectives in complex business scenarios in an Asian context. As more organisations extend their reach into its rapidly growing markets, understanding local ways of doing business is paramount to organisational success.

Businessmen and professionals turn to the Master of Business Administration (MBA) to enhance their business & industry knowledge, improve their management skills and strategic decision-making to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to conducting business in Asia.

With today's global marketplace characterised by rapid change, heightened public scrutiny and Asia's ascendance, AeU offers a global MBA programme which combine the best of global business training with a unique focus on Asia.

AeU Master of Business Administration's (MBA) experience

AeU offers the MBA Degree programme with two specialisations: International Business or Entrepreneurship. The AeU MBA's core courses in areas of business administration and management, equip the students with the essential skills required by leaders to succeed in a competitive business environment. They cater to the needs of working adults who are interested to enhance their careers and professionalism.

The AeU MBA programme is offered through full-time, part-time (18 months), and fully online (12 months) modes. Classes for full-time and part-time are held during weekends, thus is ideal for working adults and allows professionals from diverse backgrounds, industries and cultures to unite in the spirit of learning, open mindedness and debate, regardless of their geographic location, travel schedules and work commitments.

Students will gain a global perspective with an in-depth knowledge of the Asian economies, and be able to recommend solutions that go beyond international boundaries. They will learn key analytical

AeU's global MBA with unique focus on Asian business

skills and apply these skill sets in a real-life setting, and to demonstrate holistic awareness of relevant trends impacting contemporary business.

The programme also helps students to develop their communication, leadership, interpersonal and networking skills through participation in business case seminars and workshops. The interactions with different people will challenge your pre-established perceptions of the world.

AeU MBA learning outcomes

AeU MBA offers deep Asian insights and expertise while giving students a global perspective. You will acquire the skills and knowledge required to become a global, transformational and socially responsible leader with a special attention to the Asian setting. You will build on your existing skills and knowledge and gain experience in applying these in a variety of settings, allowing you to experience an immediate impact of your learning. You will build an invaluable professional network within a group of diverse but like-minded, highly capable peers and benefit from the knowledge and experience gained.

From day one students are immersed in a global learning environment and are given the right tools to allow them to reach their career aspirations. They will learn how business is conducted in an emerging Asia market, and the best practices of some of Asia's most successful companies.

The AeU MBA offers a distinctive industry-focused curriculum that will ensure students obtain the necessary rigour, business discipline, and innovative thinking, setting them apart from other MBA graduates.

This unique MBA programme makes it possible for you to be affiliated with a

global alumni network. It opens up a world of opportunities for its students who are groomed to identify chances, seize them, and develop lasting careers that have a global impact. Students can instantly tap into a network of over 6,000 university alumni, many of whom are now holding prominent positions globally. In addition to the strong network developed AeU students will also get mentorship from professionals, insights on industries and develop friendships with their peers that extend beyond just business.

Learning resources at AeU

At AeU, e-learning has played a fundamental role to serve a greater number of students and to reach out to those students from any locations. As part of the university's blended learning pedagogues, e-learning has been able to support an enrolment of 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 a common platform referred to as the myPLS, the University's learning management system.

Through the myPLS, various learning resources such as web-based modules and multimedia courseware are made available for students to view or download. In addition, AeU students have access to the library digital collection comprising more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles.

Flexible admission options for



Working adult learners attending a seminar at AeU main campus.

working adults

MBA programmes can be applied through the normal entry path by having a recognised Bachelor's Degree or via open entry path (flexible option) of accepting candidates who lacked the basic education requirement by assessing their prior learning experience acquired through formal

and informal training, as well as work experiences that can compensate their lack of actual paper qualifications. Candidates for open entry must be at least 35 years old, possess STPM/Matriculation/Diploma/ 'A' level or equivalent with a recognised prior learning experience or relevant working experience.