

EXCELLENCE IN EDUCATION

AeU raises the bar with unique MBA

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 organisations extend their reach into its rapidly growing markets, understanding local ways of doing business is paramount to success.

Businessmen and professionals turn to interdisciplinary degree programmes, such as the Masters of Business Administration (MBA), to enhance their knowledge and improve their management and strategic decision-making skills in conducting business in Asia.

With today's global marketplace characterised by rapid change, heightened public scrutiny and Asia's ascendance, Asia e University (AeU) is dedicated to offering an MBA programme that combines the best of global business training with a unique focus on the vibrant Asian region.

With a firm conceptual foundation and practical knowledge of business models that embrace the best of East and West business practices, the AeU MBA is the key for individuals who want to make their mark and career in Asia and beyond.

AeU offers its MBA with two specialisations — international business and entrepreneurship.

AeU MBA's core courses equip students with the skills required by leaders

to succeed in business and they cater to the needs of working adults who are interested in enhancing their careers and professionalism.

The AeU MBA programme is offered through full-time, part-time and fully online courses. Students can complete their full-time and fully online MBA courses within 12 months. Part-time studies require 18 months.

Classes for full-time and part-time MBA students are held during weekends, thus is ideal for working adults.

From day one, students are immersed in a global learning environment and are given the right tools 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.

To complement this, the curriculum is constantly enhanced by a team of academic and industry professionals.

This unique postgraduate programme makes it possible for graduates to be affiliated with a global alumni network. It opens up a world of opportunities as they groom them to identify chances, seize them and develop lasting careers.

Students can instantly tap into a network of more than 6,000 university alumni, many of whom are now holding prominent positions. In addition to building a strong network, students will be closely mentored by lecturers.

Tran Thi Mai Lan, a student from Vietnam, believes that the course can develop her ability to face the challenges in doing business globally.

"The AeU MBA is unique as it focuses on both hard and soft skills. Soft skills, such as critical thinking, negotiation, culture and leadership, help me to apply the business concepts I learned in various cross-cultural and cross-functional environments.

"The specially-designed small classroom settings allow me to present and debate my business ideas and, at the same time, offer constructive feedback to my classmates. Through this, I am trained to communicate my thoughts clearly and concisely.

"Learning from a diverse group of classmates, the AeU MBA experience is intensive, yet practical and enriching, preparing me to excel in the corporate world," she says.

"My MBA group project has provided me the professional competencies, cultural awareness, and personal humility necessary to succeed in today's global business environment. I am able to proceed confidently future challenges knowing that the holistic education I received during my time with the programme has adequately prepared me to succeed.

"The best part is that AeU's MBA offers me the flexibility to study and work at the same time."

Mai Lan says despite challenges in

the global economy, Asia is expected to remain resilient and emerge as a region of growth.

"There is growing demand in Asia for consumer goods. Multinational companies are extending their reach and firms in this region are seeking new innovations. With the world looking to Asia for growth, AeU — a leading online direct learning institutions in Asia — is the ideal place to gain knowledge."

At AeU, e-learning has played a fundamental role to serve a greater number of students. As part of the university's blended learning pedagogies, 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 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.

MBA programmes can be applied through the normal entry path by having a recognised bachelor's degree or via the open entry path.

The open entry requirement for MBA programme sets that candidate must

be at least 35 years old, possess STPM/Matriculation/Diploma/ A level or equivalent with a recognised learning or working experience.

AeU is a collaborative multinational university established under the auspices of the 33 Asia Cooperation Dialogue Countries (ACD).

It offers more than 40 academic programmes at all levels through the five academic schools; the School of Management, School of Education & Cognitive Science, School of Information & Communications Technology, School of Arts, Humanities & Social Sciences and School of Graduate Studies.

The university also offers more than 200 executive and professional programmes through the School of Professional & Executive Education and School of Technical Education, Engineering & Re-skilling.

AeU is one of the first few institutions in Malaysia to implement an Open-Entry System, which awards entry to individuals who wish to pursue their tertiary education with minimal credentials. About 20 percent of AeU's enrolment is made up of students who applied via open entry.

There are three intakes annually — January, May and September.

Enrolment for January semester is still open. Please visit AeU's Special Registration Day at AeU main campus at No. 4, Jalan Sultan Sulaiman, Kuala Lumpur, on Feb 7 from 9am to 1pm.

For inquiries, call 1-300-300-238, or apply online at www.aeu.edu.my



Tran Thi Mai Lan, a MBA student from Vietnam, says learning from a diverse group of classmates at AeU has given her an enriching experience and prepared her to excel in the corporate world.



The small classroom settings at AeU allows Mai Lan (left) to express and discuss her ideas freely.