

POSTGRADUATE OPTIONS

MBA at AeU tailored to Asian perspective



MBA students from Myanmar having group project discussions at the Asia e University main campus in Kuala Lumpur.

ASIANS have a different way of looking at the world, and many entrepreneurs and professionals are seeking new perspectives in complex business scenarios in the 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 prefer to pursue the Master of Business Administration (MBA) to enhance their business and industry knowledge.

The MBA will also improve their management and strategic decision-making skills to secure 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, Asia e University (AeU) is offering a global MBA programme that combines the best of business training with a unique focus on Asia.

AeU's MBA comes with three specialisations and they are international business, entrepreneurship and supply chain management.

The core contents of the course will equip students with essential skills required by leaders to succeed in a competitive environment.

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 courses are held during weekends, thus they are ideal for working adults and will allow professionals from diverse backgrounds, industries and cultures to unite in the spirit of learning, open-mindedness and debate, regardless of profession and location.

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

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

The programme helps students to develop their communication, leadership, interpersonal and networking skills through participation in business case seminars and workshops.

Student Thein Gi Win Min, who is a senior business analyst at CB Bank in Myanmar, said the AeU MBA's curriculum combines Eastern and Western perspectives.

"It is highly-relevant to my professional career and fits my ambition to be a competent Asian business leader. The flexibility I enjoyed during my study has brought minimal disruption to my family life, work commitments and challenges faced in adjusting my time and role as a professional."

AeU's School of Management acting dean Associate Professor Dr Wan Sabri Wan Hussin said despite challenges in the global economy, Asia is expected to remain resilient and emerge as the region of growth.

"There is growing demand in Asia for consumer goods. Multinational companies are extending their reach in the region while firms are seeking new innovations."

With the world looking to Asia for growth, AeU, which is one of the leading open distance learning institutions in Asia, "is the ideal place to gain knowledge on doing business in the region", said Wan Sabri.

AeU has three intakes annually, that are in January, May and September. Registration for January intake is now open. AeU will assist Malaysian students to apply for loans and Employees Provident Fund withdrawal.

Interested students can apply online at www.aeu.edu.my or call 1300-300-238 for more information.