



Flexibility and Affordability of Lifelong Learning at AeU

AeU MBA students from Myanmar visit AeU main campus in Kuala Lumpur.

ASIA e University (AeU) is a collaborative multinational university instituted under the auspice of the Asia Cooperation Dialogue (ACD). At present, AeU is supported by thirty three (33) ACD member countries throughout the world. AeU works in collaboration with universities, institutions and corporations, drawing upon their collective expertise, prestige and resources to provide quality Higher Education and Lifelong Learning.

Established in 2007, AeU has brought into existence a new approach to tertiary education that gives rise to greater flexibility in learning. The philosophy is based on the belief that quality education should be made available, accessible and affordable to all people regardless of demographics. Through its unique open distance learning (ODL) model, self-paced learning and flexible study pathway, AeU enables working adults to pursue their educational dreams without much disruption to their professional and personal commitments.

As an institution of choice spearheading this new wave of learning, AeU is a major catalyst in promoting the Asian-wide networks for cooperation in e-education today. Through its shared collective expertise and strategic linkages with numerous educational partners, AeU delivers programmes that are imbued with the goals of quality and relevance to provide a truly personalised learning experience for all.

The flexibility of AeU programmes allow students a choice to learn either in a full-time, part-time / blended or fully online mode. Students enjoy personalised learning as they are in the drivers' seat and in greater control over their personal priorities.

AeU offers accessibility where students can learn anywhere, anytime. Working adults can pursue their studies from any destinations without having to relocate or leave their jobs. AeU leverage heavily on technology to deliver its programmes giving students the flexibility and accessibility to study at their own time and pace

"When I was working away overseas and could not attend the weekend classes but would catch up with recorded videos of lectures, with an excellent mix of professional learning materials that enabled me to study in trains, airports and hotel rooms without missing out on lessons," says Htay Yee Yee Aung, an MBA student of AeU and managing director of International Trading Co. Ltd from Myanmar who visited AeU Kuala Lumpur main campus with her coursemates recently.

The fees are more affordable as compared to the traditional and conventional full time campus learning. There will be substantial savings in terms of travelling costs,

living expenses and accommodation.

AeU is innovative many ways as it relentlessly apply innovative techniques in learning and teaching. Its learning stretches beyond 'electronic' to embrace other significant 'e's such as empowerment, as well as experiential, effective, expanding, exploratory and enhanced learning. AeU offers Asian studies on ethics, culture and languages to reflect Asian culture and values.

Programmes are delivered in a manner that suits the diverse needs of students. Through our e-learning platform, myPLS, students can access course contents, submit assignments or look up for relevant learning resources with a view to ensure a rewarding learning experience for our students.

AeU students also 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. This made learning experience at AeU easier and convenient as information is also accessible anywhere anytime through the use of tablets and smartphones. Self-instructional materials including CDs, books and journals will be made available to students.

In meeting its mission, AeU has actively collaborated with several universities, institutions and corporations in the ACD countries to draw upon their collective expertise, prestige and resources in order to provide quality higher education and lifelong learning. As an enabler for institutions of higher learning in Asia, AeU has deliberately integrated the international and intercultural dimensions into teaching, research and service functions to produce students who are able to compete in a global marketplace with the relevant set of knowledge, skills, and values.

Being an international university, AeU is leveraging on Thrust 5 of the National Higher Education Strategic Plan of Malaysia, through collaborative networking by engaging international teaching staff, and advocating student mobility via the Asian Credit Transfer System (ACTS).

AeU has garnered several awards such as the Brand Laureate Awards 2010 for "Best Brand in Education - e-Education," and the Asia Pacific Entrepreneurship Awards 2010 under the "Most Promising Entrepreneur" category. Additionally, in 2012, the University was announced as "the best ACD Project" during the ACD Meeting in Kuwait.

AeU's International memberships include the Association of Commonwealth Universities (ACU), International Council for Open and Distance Learning (ICDE), Asian Association of Open Universities (AAOU), Asia-Pacific University Community Engagement Network (APUCEN), International Consortium for



Teaching and Learning Centres (ICTLC) and The Observatory on Borderless Higher Education. Conference on Higher Education 2009 has acknowledged AeU as a primary mover of Open Educational Resources (OERs).

AeU has spread its wings far and wide to ACD countries such as Bahrain, Bangladesh, Cambodia, China, India, Indonesia, Iran, Myanmar, Pakistan, Saudi Arabia, Singapore, Sri Lanka, Thailand, UAE, Vietnam and also beyond to non-ACD countries like Denmark, Hong Kong, Iraq, Kenya, Maldives, Mauritius, Namibia, New Zealand, Nigeria, Sweden, Somalia, Taiwan, United Kingdom, Yemen, Zambia and Zimbabwe.

Various initiatives have been put in place to ensure that the University is well-positioned to offer the best in terms of quality programmes and services to its students. Accessibility is one of AeU's selling points. In Malaysia, AeU have more than 20 learning locations, in every major cities, towns and rural areas including Sabah and Sarawak.

AeU has become one of the leading provider of Open Distance Learning (ODL) in Malaysia. Today AeU has an enrolment of more than 22,000 students internationally in 65 countries, and has graduated over 7,000 graduates thus far. AeU also has a diverse and international community of about 1,000 fellow doctoral students from 46 countries.

Currently, AeU has more than 40 academic programmes at all levels for five of its schools, which are the School of Management, School of Education and Cognitive Science, School of Information

and Communications Technology, School of Arts, Humanities and Social Sciences, and School of Graduate Studies. All its academic programmes are internationally benchmarked, approved by the Ministry of Education and accredited by the Malaysian Qualifications Agency. Through its School of Professional and Executive Education; and School of Technical Education, Engineering and Re-skilling; there are more than 200 executive and professional programmes available.

As an open and distance learning (ODL) institution, AeU plays a significant role in providing opportunities for working adults to pursue higher education and improve themselves, thus eventually contributing to the country's development and progress. In

2011, AeU has been appointed as the 'Gateway University' for the development of international online and distance learning. This is one of the Entry Point Projects (EPP 6), as part of the Malaysian Government's Transformation Plan (GTP) to facilitate international distance learning.

The approach in e-learning will encourage student diversity, improve the quality of teaching and learning and create a universal learning experience. This involves all students, whether living in Malaysia and beyond. Technology has the power to make education truly democratised and borderless. AeU has successfully brought quality e-learning to narrow the digital divide globally.

AeU acts as a facilitator for the mutual accreditation and recognition of degrees and aca-

demical programmes among Asian Institutions of Higher Learning (IHL). It also acts as an enabler for IHL in Asia to leverage on each other's resources and facilities including sharing of academic and professional programmes. AeU is also an instrument for greater Asia-wide cooperation and acts as a catalyst for narrowing the digital divide among communities and nations.

It actively promotes e-education to meet the future human capital needs of Asia.

Registration for the January 2016 intake is now open. Though registrations are open based on the month of intakes, registrations for postgraduate (by research) programmes are open throughout the year. For further enquiries, please call 1300 300 238, or apply online at www.aeu.edu.my