

Global MBA experience

STIFF competition at the workplace has prompted many working adults to pursue higher education to keep them ahead of the competition or climb the corporate ladder.

Asia e University (AeU) offers a flexible learning approach through its open and distance learning (ODL) mode, which is now more appealing for working adults who can still work while pursuing higher education to achieve their ambitions.

The global market today is rapidly changing and entrepreneurs and professionals have different ways of looking at the world. They constantly seek new perspectives in complex business scenarios in an Asian context.

As more organisations extend their reach and diversify into its rapidly growing market segments, understanding local ways of doing business is paramount to organisational success. Working adults turn to the master's of business administration (MBA) degree to enhance their business and industry knowledge and improve their management and strategic decision-making skills.

AeU's MBA programme combines the best of global business training with a unique focus on Asia.

Students can choose to specialise in international business, entrepreneurship or supply chain management.

AeU's MBA offers a distinctive industry-focused curriculum that ensures students obtain the necessary rigour, business discipline and innovative thinking that sets them apart from other MBA graduates.

Students will develop their communication, leadership, interpersonal and networking skills through participation in project paper clinics or business case seminars.

This unique MBA programme makes it possible for students to be affiliated with a global alumni network.

It opens up a world of opportunities for students who are groomed to identify chances, seize them and develop lasting careers that have a global impact.

Students can instantly tap into AeU's network of more than 7,000 alumni, many of whom are now holding prominent positions globally.

In addition, AeU students will also get mentorship from professionals, insights on industries and develop friendships with their peers that extend beyond just business.



Managing director of Aung Parami Int Trading Co Ltd Htay Yee Aung (standing) from Myanmar having a discussion with other MBA coursemates at AeU's main campus.

For this May intake, there will be a special MBA Entrepreneurship offering of practical learning experiences dedicated to young entrepreneurs.

This batch will start their first module that involves activities to inspire new business ideas and develop business networks.

Applicants can enrol in the MBA degree programme full-time, part-time or go fully online. Classes for full-time and part-time options are held during weekends or evenings during weekdays, making it ideal for working adults.

"The AeU MBA's curriculum combines eastern and western perspectives with a special focus on Asian business and is highly relevant to my career. The flexibility I enjoyed during my study caused minimal disruption to my family, work commitments and challenges faced in adjusting my time and roles as a professional, wife and mother," says Htay Yee Aung, managing director of Aung Parami Int Trading Co Ltd, an AeU MBA student from Myanmar.

"Despite the challenges facing 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 here and firms in this region are seeking new innovations.

"With the world looking to Asia for market growth, this is the ideal region to gain knowledge on business. The AeU MBA promises deep insights into the Asian market while giving you a global perspective," says

Assoc Prof Dr Wan Sabri Wan Hussin, acting dean of AeU's School of Management.

AeU's e-Learning serves a great number of students in many geographical locations and has supported the enrolment of thousands of students from within and outside the country.

It successfully connects students to faculty members, academic facilitators, experts and administrators via the Internet using a common platform known as myPLS, the university's learning management system, where various learning resources such as web-based modules and multimedia courseware are made available to students, including access to the library digital collection.

AeU is a collaborative multinational university established under the auspices of the 34 Asia Cooperation Dialogue Countries (ACD).

All academic programmes are internationally benchmarked, approved by the Malaysian Ministry of Education and accredited by the Malaysian Qualifications Agency.

AeU offers incentives, loans and EPF withdrawal assistance. Besides the normal entry, Accreditation of Prior Experiential Learning (Apel) is an alternative entry to those without the prerequisite qualifications.

■ For information, call 1300 300 238 or visit www.aeu.edu.my.