

8 postgraduate

Enhance business, industry knowledge

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 approach through its online personalised learning mode, which appeals to working adults as they can keep their jobs while pursuing higher education to achieve their ambitions.

As more organisations extend their reach and diversify into Asia's rapidly growing market segments, understanding local ways of doing business is paramount to organisational success.

Working adults turn to the Master of Business Administration (MBA) degree to enhance their business and industry knowledge and to 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 to set them apart from other MBA graduates.

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

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

Applicants can enrol in the MBA degree programme full-time (one year), part-time or fully online (one and a half to two years). Classes for full-time and part-time modes are held during weekends or evenings during weekdays.

Mafio Matthew Mlambo, a minister from the Zimbabwe Embassy in Malaysia, shares his invaluable MBA journey as an alumnus of AeU:

"I graduated with an MBA degree last year. The personalised and flexible learning I enjoyed at AeU caused minimal disruption to my family and work commitments.

"This MBA programme was particularly attractive because its curriculum combines eastern and western perspectives with a special focus on Asian business, making it relevant to my career.

"AeU's unique learning management system, myPLS (my Personalised Learning Space), allowed easy access to online courses at my own pace, anytime, anywhere.

"I could easily connect with the academic facilitators, experts and administrators via myPLS. I could study in trains, airports and hotel rooms whenever I travelled.

"This would not have been possible at a conventional



Mafio Matthew Mlambo (second from right with his wife and children) is a minister from the Embassy of Zimbabwe in Malaysia and MBA alumnus of AeU.

university campus.

"Another interesting feature is the peer group I studied with – all with varied backgrounds, credentials and from different countries.

"This diversity is the best way to experience parts of the world that you may otherwise not come into contact with.

"The MBA programme equipped me with business management knowledge and skills as well as strengthened my academic knowledge and interest in research.

"It was a fulfilling experiential journey and I plan to further my studies in Doctor of Business Administration at AeU in the near future."

For entry into the master's programmes, besides the conventional admission process

that requires a minimum recognised bachelor's degree or equivalent, applicants can now gain university admission via APEL (Accreditation of Prior Experiential Learning) entry.

The requirements are based on the strengths of their work experience acquired at their workplace.

AeU offers loyalty and merit incentives, including EPF (Employees Provident Fund) withdrawal assistance for Malaysians.

Though registrations are open based on the month of intakes, registrations for all postgraduate (by research) programmes are open throughout the year.

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