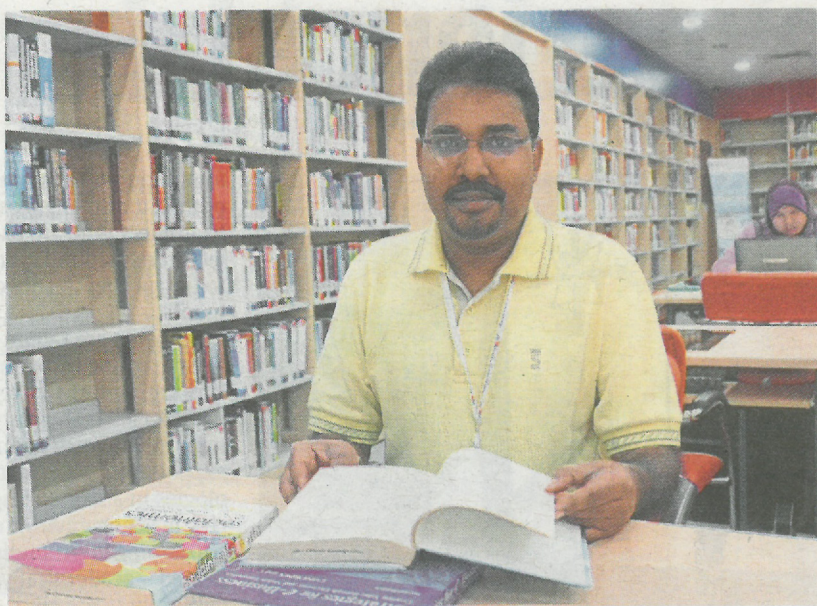


K. Siveraj, an MBA student of AeU. The AeU MBA offers Asian insights and expertise while giving students a global perspective.



Global MBA focusing on Asian business

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

Businessmen and professionals turn to the Master of Business Administration (MBA) to enhance their business and industry knowledge, improve their management skills and strategic decision-making to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to conducting business in Asia.

AeU Master of Business Administrations (MBA) experience

AeU offers the MBA Degree programme with two specialisations: International Business or Entrepreneurship for working adults interested in enhancing their careers and professionalism.

The core courses in areas of business administration and management equip students with the essential skills required by leaders to succeed in a competitive business environment.

The AeU MBA programme is offered through full-time, part-time (18 months) and fully online (12 months) modes.

Classes for full- and part-time are held during weekends which is ideal for working adults. It allows professionals from diverse backgrounds to unite in learning, regardless of location, travel schedules and work commitments.

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

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

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

AeU MBA learning outcomes

AeU MBA offers deep Asian insights and expertise while giving students a global perspective.

They will learn how business is conducted in an emerging Asia market, and the best practices of some of Asia's most successful companies. This unique industry-focused MBA programme makes it possible for students to be affiliated with a global alumni network.

Students instantly tap into a network of over 6,000 university alumni, many of whom are now holding prominent positions globally.

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

Learning resources at AeU

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.

It can connect thousands of students, faculty members, academic facilitators, subject matter experts and administrators through the Internet via the university's learning management system.

This also provides students with learning resources such as web-based modules and multimedia courseware.

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.

Flexible admission options for working adults

MBA programmes can be applied through the normal-entry path by having a recognised Bachelor's Degree or via open-entry path (flexible option) for those who lack basic education requirements.

Candidates for open entry must be at least 35 years old, possess STPM, Matriculation, Diploma, A-Levels or equivalent with a recognised prior learning experience or relevant working experience.

There are three intakes annually in January, May and September. AeU will assist Malaysian students apply for loans, EPF and MyBrain15.

Registration for the May 2015 semester is now open. Visit AeU's Special Preview Day on April 25 from 10am to 2pm at the AeU main campus at 4, Jalan Sultan Sulaiman, Kuala Lumpur.

■ For further enquiries, call 1300 300 238 or apply online at www.aeu.edu.my for the May 2015 intake.