

# Becoming business-savvy in Asia

As more organisations extend their reach into Asia's rapidly growing markets, understanding local ways of doing business is paramount to an organisation's success.

Businessmen and professionals turn to interdisciplinary degree programmes such as an MBA to enhance their business and industry knowledge, improve their management skills and strategic decision-making to secure and prosper in their career or future research ventures.

They also seek a comprehensive understanding of the different approaches to conducting business in Asia.

With today's global marketplace being characterised by rapid changes, heightened public scrutiny and Asia's ascendance, AeU is dedicated to offering an MBA programme that combines the best of global business training with a unique focus on the Asian region.

With a firm foundation and practical knowledge of business models that embrace the best of east and west business practices as well as sensitivity to the cultural diversity of business dealings within a global environment, AeU's MBA is the key for individuals who want to leave their mark and succeed in their career.

## The MBA experience

AeU offers the MBA programme with the option of two specialisations: international business and entrepreneurship. Its core courses in the areas

**AeU's MBA programme makes it possible for students to be affiliated with a network of global alumni. It opens up a world of opportunities for students as they learn to identify opportunities and seize them while developing lasting careers that create a global impact.**



Eresha Kumburulanda is an AeU MBA student and head of the Group Legal Department at Informatics Holdings Limited, Colombo, Sri Lanka. MBA students at AeU get the opportunity to apply the skills they learn in their work.



Prof. Dr. Juhary Haji Ali, dean of AeU's School of Management. The MBA offered by AeU aims to equip students with the essential skills required to succeed in their business.

of business administration and management equip students with the essential skills required for leaders to succeed in their business. The course also caters to working adults who are interested in enhancing their career and professionalism.

AeU's MBA programme is offered in full-time, part-time and fully online modes. Students can complete their full-time and fully online MBA within 12 months while part-time studies will take 18 months.

Full-time and part-time students attend classes during the weekend, which is ideal for working adults who have other commitments on weekdays.

It allows professionals from diverse backgrounds, industries and cultures to unite in the spirit of learning, open mindedness and debate regardless of their geographic location, travel schedules and work commitments.

The AeU MBA aims to equip students with the necessary skills required for an increasingly competitive workplace. Students will gain a global perspective with an in-depth knowledge of the Asian economies, learn how business is conducted in Asia and be able to recommend solutions that go beyond

international boundaries.

They will learn key analytical skills that are relevant to contemporary business practices and develop the means to apply these skills in a real-life setting as well as demonstrate holistic awareness of relevant trends that impact contemporary business.

In addition to academic rigour, the programme provides opportunities for students to develop their communication, leadership, interpersonal and networking skills through participation in business seminars and workshops.

The course emphasises interaction exercises that build interpersonal skills as interacting with people will challenge pre-established perceptions of the world. Being an MBA holder can open up new avenues and provide students with new skills for the workplace.

## Learning outcomes

The AeU MBA equips students with the skills and knowledge required to become global, transformational and socially responsible leaders with special attention to the Asian setting.

Students will build on their existing skills and knowledge while gaining experience in applying these in a variety of settings. This allows them to experience an immediate impact of learning.

Students undergo their studies with a group of diverse but like-minded, highly capable peers. This means they will not only benefit from the knowledge and experience that other students bring to the table but also be able to build an invaluable professional network.

## Significance in an Asian context

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

perspective, providing them the opportunity to develop themselves professionally and make a difference in Asia and beyond. They are immersed in a global learning environment and given the right tools to attain their career aspirations.

They will learn how business is conducted in an emerging Asian market and the best practices of some of Asia's most successful companies.

AeU's MBA offers a distinctive industry-focused curriculum that combines the best of global business training with a unique focus on the vibrant Asian region.

To complement this, the AeU MBA curriculum is constantly enhanced by a team of academic members and industry professionals, thus ensuring that students obtain the necessary rigour, business discipline and innovative thinking that set them apart from other MBA graduates.

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

It opens up a world of opportunities for students as they learn to identify opportunities and seize them while developing lasting careers that create a global impact.

Students can instantly tap into a network of more than 6,000 university alumni, many of whom now hold prominent positions globally.

In addition to the strong network that students develop during their time at AeU, students receive mentorship from industry professionals, industry insights and develop friendships with their peers that extend beyond business.

## Learning resources

At AeU, e-learning plays a fundamental role in serving a greater number of students in various locations.

As part of the university's

blended learning pedagogy, e-learning has been able to support an enrolment of thousands of students from within and outside the country.

AeU has successfully connected thousands of students, faculty members, academic facilitators, subject matter experts and administrators via the Internet using a common platform called myPLS, the university's learning management system.

Through the myPLS, various learning resources such as web-based modules and multimedia courseware are made available for students to view or download.

In addition, AeU students have access to the library's digital collection comprising more than 100,000 e-books, 71,000 e-journals and 1.6 million e-theses titles.

## Flexible admission options

Future learners can apply for the MBA programme through the normal entry path with a recognised bachelor's degree or via the open entry path.

The open entry path at AeU maintains flexibility in accepting candidates who lack the basic education entry requirement. Candidates are assessed for any prior learning experience acquired through formal and informal training as well as work experiences that compensate their lack of paper qualifications.

The open entry requirement for the MBA programme requires candidates to be at least 35 years old and possess STPM, matriculation, diploma, A-Levels or equivalent qualification with a recognised prior learning experience or relevant working experience.

■ For more inquiries, call 1300 300 238 or visit [www.aeu.edu.my](http://www.aeu.edu.my)