



theSun

Education Focus

ON TUESDAY / SEPTEMBER 8, 2015

Every second Tuesday of the month

▶ Acting Editor Peter Yap ▶ Editorial email education@thesundaily.com ▶ To advertise email advertise@thesundaily.com

Different perspective

A SIA 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. With today's global marketplace characterised by rapid change, heightened public scrutiny and Asia's ascendance, AeU offers an MBA programme which combines the best of global business training with a unique focus on Asia. AeU is a collaborative multinational university established under the auspices of the 33 Asia Cooperation Dialogue countries (ACD).

TWO SPECIALISATIONS

AeU offers the MBA Degree programme with two specialisations: International Business or Entrepreneurship. The AeU MBA's 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. They cater to the needs of working adults who are interested to enhance their careers and professionalism.

The AeU MBA programme is offered through full-time, part-time (18 months), and fully online (12 months) modes. Classes for full-time and part-time are held during weekends, thus is ideal for working adults and allows professionals from diverse

> AeU's Global MBA has a unique focus on Asian business

backgrounds, industries and cultures to unite in the spirit of learning, open mindedness and debate, regardless of their location, travel schedules and work commitments.

Students will gain a global perspective with an in-depth knowledge of the Asian economies, and be able to recommend solutions that go beyond international boundaries. They will learn key analytical skills and apply these skill 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. The interactions with different people will challenge your pre-established perceptions of the world.

DEEP INSIGHTS

AeU MBA offers deep Asian insights and expertise while giving students a global perspective. You will acquire the skills and knowledge required to become a global, transformational and socially responsible leader with a special attention to the Asian setting. You will build on your existing skills and knowledge and gain experience in applying these in a variety of settings, allowing you to experience an immediate impact of your learning. You will build an invaluable professional network within a group of diverse but like-minded, highly capable peers and benefit from the knowledge and experience gained.

From day one students are immersed in a

global learning environment and are given the right tools to allow them to reach their career aspirations. They will learn how business is conducted in an emerging Asia market, and the best practices of some of Asia's most successful companies.

The AeU MBA offers a distinctive industry-focused curriculum that will ensure students obtain the necessary rigour, business discipline, and innovative thinking, setting them apart from other MBA graduates.

This unique MBA programme makes it possible for you to be affiliated with a global alumni network. It opens up a world of opportunities for its students who are groomed to identify chances, seize them, and develop lasting careers that have a global impact. Students can instantly tap into a network of over 6,000 university alumni, many of whom are now holding prominent positions globally. In addition to the strong network developed, AeU students will also get mentorship from professionals, insights on industries and develop friendships with their peers that extend beyond just business.

AMAZING EXPERIENCE

"Going through AeU's MBA programme has been an amazing experience. The superb academic facilitators shared not only theoretical knowledge but also practical work experiences from different fields. This served as a strong learning platform to expand my understanding of business operations, strategy and knowledge of different industries. It has been an incredibly challenging yet very fun-filled experience for me. The best part is that AeU's MBA offers me the flexibility to study and work at the

same time," says Amy Chen Yen Jii (pix), a business development manager with a retail company and an MBA student at AeU.

"The AeU MBA programme adopts an interactive style of teaching, creating a vibrant learning environment. The faculty constantly encourages our participation in seminars and lessons which fosters critical thinking and deepens conceptual understanding. Practically, this equips us with the ability to appreciate situations and make more measured decisions at our workplace. The icing on the cake is that we make good friends and have fun while we learn," she adds.

Registration for September 2015 semester is open. Please visit AeU's Special Preview Day on Sept 12, from 10am to 2pm at AeU main campus, No. 4, Jalan Sultan Sulaiman, Kuala Lumpur. For

further enquiries, please call 1300300238, or apply online at www.aeu.edu.my

