

# AeU focuses on Asian business

> Online learning makes it easier for working adults to pursue higher education

BY YEE JIE MIN

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**A**SIA e University (AeU) School of Management dean Prof Dr Juhary Ali aims to strengthen the programmes offered under the school which is now focusing on Asian business.

“Many in the west are talking about Asia—why we are more successful and doing well. Right now we are thinking about being more focused and doing it successfully through our affiliation with Asian countries, so people can study the Asian market, businesses and management.

“AeU is a place where we connect people, allowing students in Malaysia to experience and connect with students from Oman and Vietnam, for example. We are based in Malaysia but we are open to the market in the Asian region.

“The 33 countries under the Asian Cooperation Dialogue (ACD) know about AeU and its initiatives. They welcome us and we are here to serve their people who want a global education,” he said.

Juhary said AeU is special because it provides the opportunity for everyone to learn without the problem of time and space. The university opens opportunities

for all levels of society who want to further their knowledge.

“We are targeting the experienced, working group so our delivery system tends to be related to what they are doing now. We are enhancing it by dealing with the practical and application aspects in class discussions. We bring in examples from current situations.

“Most of our students are already working in their respective industries such as banking, manufacturing, engineering and law, and by coming together they are bringing their ideas and thoughts to be shared and debated. This allows everyone to learn from different perspectives and experiences,” he said.

Programmes offered by the school are Doctor of Business Administration, Master of Business Administration, Master in Management, Master of Human Resources Management, Master of Science (Management) by Research, Executive Master of Business Administration, Executive Master of Strategic Human Resource Management, Bachelor of Business Administration with Honours, Graduate Diploma in Business Management, and Graduate Diploma in Accounting.

“The benefit of going online is students can learn any time. All the relevant information and knowledge are posted in the system

where students can access before class. We give knowledge in advance so they can do their own research and later discuss it in class.”

Juhary feels it is important to have a qualification because it gives you better opportunities and knowledge. “It is different possessing a Masters in comparison to having a Bachelor degree as it (the former) looks at things from the highest level of thinking.

“Many are looking for good qualifications to elevate their career. A qualification reflects on your skills, competence and knowledge.”



Juhary Ali says AeU's School of Management is now focused on Asia.