

# Unique focus on Asia

> AeU's MBA combines the best of global business training

**T**ODAY'S global marketplace is characterised by rapid change, heightened public scrutiny and Asia's ascendance. Asians have a different way of looking at the world, and entrepreneurs and professionals are constantly seeking new perspectives in complex business scenarios in an Asian context.

Businessmen and professionals turn to the 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.

Asia e University (AeU) offers the Master of Business Administration (MBA) programme which combines the best of

global business training with a unique focus on Asia. Students can enrol in the MBA degree programme full-time (one year) or part-time and fully online (1.5 to two years).

Classes are held during weekends making it ideal for working adults and 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 full-time MBA class will commence at its Kuala Lumpur campus in the May 2016 intake.

AeU offers the MBA programme with one specialisation to choose from, namely International Business, Entrepreneurship, and Supply Chain Management.

The MBA's core courses in the 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.

"This intense experience provides world-class managerial instruction in a unique atmosphere. We stress not only the development of rigorous analytical tools and problem-solving skills, but also the application of moral principles needed to use those abilities wisely," said acting Dean of AeU's School of Management, Associate Prof Dr Wan Sabri Wan Hussin.

"We want to help develop complete managers and leaders of outstanding professional capability but with integrity, faith and strong moral character who will influence the world for good. We are confident the AeU MBA experience will be the wind behind your sails as you navigate through the challenges and opportunities of the Asian century," he added.

For the May intake, there will be a special MBA Entrepreneurship learning experience dedicated to young entrepreneurs. This special batch will start their first module accompanied by activities suiting their needs to project new business ideas and develop new business networking.

From day one, students are immersed in a global learning environment and are given the right tools that 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.

Adnan Ali, an AeU international MBA graduate said, "AeU MBA's curriculum that combines eastern and western perspectives with a special focus on Asian business is highly relevant to my professional career



Adnan said the AeU MBA helped to improve his skills needed in an increasingly competitive workplace.

and fits my ambition to be a competent Asian business leader in the future.

"The flexibility I enjoyed during my study, allows minimal disruption to my family, work commitments and challenges faced in adjusting my time and roles as a professional. It helped to improve my skills needed in an increasingly competitive workplace. I gained knowledge in the global perspective and developed a better understanding in the Asian way of doing business.

"I am able to recommend solutions that go beyond international boundaries and apply theories learned in a real life setting. I learned to integrate multidisciplinary knowledge for solving business problems and practise key traits of an effective leader," said Adnan who is a Technical Lead in Redknee, a reputable Canadian company that provides telecommunication software solutions.