

Sharpening leadership skill at AeU's MBA and Executive MBA programmes

AeU has introduced two distinctive MBA offerings in 2014 – the AeU MBA for emerging professionals and the AeU Executive MBA (EMBA) for experienced professionals.

“We believe that students benefit from sharing their learning experience with like-minded individuals of similar professional standing,” said AeU in a statement.

There are two separate MBA programmes being offered: the AeU MBA is aimed at the emerging professional looking to accelerate their career and move into more senior roles, while the AeU Executive MBA is tailored to experienced professionals, looking to take their already established and successful career to the next level.

“The AeU MBA programmes offer students in both the MBA and the EMBA an educational experience that develops leadership and personal capabilities, and provide an integrated holistic approach to business alongside conventional discipline-based academic subjects.

“The programmes seek to build leadership capabilities relevant to contemporary business challenges by emphasising innovative management practices, and an awareness of the moral and ethical responsibilities of businesses and organisations,” said Dean, School of Management, Prof Dato’ Dr Sayed Mushtaq.

The AeU MBA is specifically developed for emerging professionals with the drive and ambition to move up to leadership roles.

Its sophisticated education experience is designed to develop global and transformational leaders.

Students will learn to approach business in a holistic way, guided by a professional and ethical framework, all while considering how you can make business better.

The AeU MBA offers flexibility in course delivery, the programme can be completed in two years, allowing students to work while studying.

Leadership and personal development activities complement the academic units and are an integral part of the MBA programme.

These activities are integrated with each unit of study, and are systematically delivered throughout.

Through the leadership and personal development



Ngo Ba Diec, AeU's MBA student from Vietnam.

programme students will not only strengthen your knowledge and personal development skills, but will also be encouraged to a deeper questioning of their role as a decision maker.

This will allow reflective leadership skills to add to your understanding of the contemporary challenges facing business and society in general.

The AeU MBA programme is distinguished by the calibre of our academic staff.

They have strong industry backgrounds and expertise and therefore fully understand the importance of grounding management theories in practical situations.

The AeU Executive MBA is specifically developed for experienced professionals with the ambition to take their already successful career to the next level.

Our sophisticated educational experience is designed to develop leaders – executives with a global perspective, who are transformational and socially responsible. You will learn to approach business in a holistic way, guided by a professional and ethical framework.

Innovative thinking and entrepreneurship will be encouraged and grown, and management theories will be grounded in solid theoretical frameworks.

It is expected that students will be able to continue full-time employment while undertaking this course. The programme is delivered over 1 year study duration.

With a AeU Executive MBA you will acquire the skills and knowledge required to move into executive management roles.

The AeU EMBA offers a new approach to the development of graduates who are global, socially responsible and transformational corporate and community leaders.

The course brings together

experienced professionals, creating an environment where learning from co-students is a key component, complemented by input from alumni and industry figures.

The design of the AeU EMBA is based upon a flexible approach, enabling students to continue to work full-time.

The AeU MBA, with its intensive and well-structured curriculum, helps me to gain insights into contemporary business concepts and taught me how to apply them in real world situations.

The faculty members with strong academic background and real world corporate experience, helped to enhance my analytical abilities and to understand and tackle complex business challenges with a balanced perspective.

“The AeU MBA has imparted to me not just a suite of business management know-how, but also helped me to look at business issues from a global perspective and equipped me with the necessary leadership skills to be a better manager,” said Ngo Ba Diec, AeU’s student of MBA from Vietnam.

Whilst this is an academic degree, it turns out senior managers and business leaders who function effectively in the real world.

“I really think AeU EMBA has the balance between theoretical academic concepts and real business practice just right,” said Chan Wai Kit, AeU EMBA student in Malaysia.

AeU is an international university, established in 2007 and has grown to become one of the leading provider of Online Distance Learning (ODL) in Malaysia, under the auspices of Asia Cooperation Dialogue (ACD) with the support of 33 Asian countries.

There are three intakes every year; January, May and September. The May registration is now open and is available online, and at-counter registration at AeU’s Main Campus, Jalan Sultan Sulaiman, Kuala Lumpur; or at any of its learning centres all over Malaysia.

Though registrations are open based on the month of intakes, registrations for postgraduate programmes (by research) are open throughout the year.

All are invited to AeU’s Preview Day on May 10, 2014 from 9am – 12 noon at the AeU Main Campus, 4, Jalan Sultan Sulaiman, Kuala Lumpur.