

AeU's MBAs for leaders

> Two distinctive courses for different needs

ASIA e University (AeU) has introduced two distinctive MBA offerings for 2014: the AeU MBA for emerging professionals, and the AeU Executive MBA (EMBA) for experienced professionals.

The former is aimed at those seeking to accelerate their career and move into more senior positions while the latter is tailored for experienced professionals keen to take their already established career to the next level.

"The programmes offer students an educational experience that develops leadership and personal capabilities, and provide an integrated holistic approach to business alongside conventional discipline-based academic subjects," says School of Management dean Prof Datuk Dr Sayed Mushtaq.

The AeU MBA is designed to develop global and transformational leaders. Students learn to approach business in a holistic way, guided as they are by a professional and ethical framework. They can expect to be among a group of diverse but like-minded individuals. This means they benefit from the experience of other students even as they engage in significant networking.

The programme offers flexibility—it can be completed in two years, allowing students to work while studying. Students get to learn from the best—from world-class academics and captains of industry. They all have strong industry backgrounds and their expertise means they fully understand the importance of ground management theories in practical

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situations.

The AeU Executive MBA, on the other hand, is specifically developed for those keen to take their already successful career to the next level.

The course is designed to develop leaders—executives with a global perspective, and who are transformational and socially responsible.

The course builds on the student's existing management skills, and they learn to apply the new knowledge and skills in a variety of settings.

Students are able to continue to work full-time while undertaking this course that is delivered over one year.

"The AeU MBA, with its intensive and well-structured curriculum, has helped

me to gain insights into contemporary business concepts and has taught me how to apply them in real world situations," says Tran Thi Mai Lan, who is from Vietnam.

"The faculty members, with their strong academic background and real world experience, have helped to enhance my analytical abilities and my understanding of complex business challenges. I have learned to look at business issues from a global perspective."

Established in 2007, AeU has become a leading provider of Online Distance Learning (ODL) in Malaysia, under the auspices of Asia Cooperation Dialogue (ACD) that has the support of 33 Asian countries.