

## Gaining the AeU MBA advantage

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E-LEARNING: A group of AeU local and international students.

KUCHING: The Master of Business Administration has always been known as a management degree to give an additional boost to your resume.

In today's highly competitive job market, where skills are no longer the main commodity, more and more workers are finding the necessity to have an MBA.

Being one of the few Malaysian universities that specialises in delivering education through dual modes, Asia e-University, AeU, recognises the flexibility required for working adults to earn while learning.

AeU is the prime mover of e-education among the 32 Asia Cooperation Dialogue (ACD) countries.

Established in 2007 as an Asian international university that offers flexible education for Asians, AeU envisions to be a leader and premier educational hub in the promotion of affordable and quality e-learning in Asia.

The AeU MBA is ideal for 21st Century working professionals as it allows them to excel in their career while accessing learning anywhere and anytime.

This programme is developed with the working adult in mind, offering a hybrid of teaching and learning methodologies.

The flexibility and convenience of Distance Learning, accompanied by rigour and human dynamics of a stable and user-friendly e-learning platform called Personalised Learning Space (PLS) can be accessed online from anywhere in the world.

AeU's PLS delivers a highly accessible, user-focused learning platform that is engaging and intuitive for all users – in and out of the classroom.

It will enable students to access course material, lecture notes, assignments and tutorials from the platform and collaborate with one another in assignments and discussions.

### **The Unique Teaching Methodology**

AeU MBA is available to study on a full-time, part-time or distance learning basis.

Whichever pathway you choose, it will be highly flexible, engaging and rigorous.

This programme is fully accredited by MQA.

It deploys a combination of multiple approaches to learning that combines classroom training, praxis learning and technology-based learning.

AeU MBA is set for 42 credit hours of student learning time to be carried out using a blended learning mode that consists of classroom training, home study, praxis learning as well as counselling in connection with the project report.

The training sessions have E-LEARNING: A group of AeU local and international students.

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Gaining the AeU MBA advantage been designed to entail the participation of more countries at the same time as face-to-face classroom tutorials, seminars or workshops in selected Learning Centres located not only in Malaysia but also at institutional partners of AeU in different countries such as Australia, New Zealand, Sri Lanka, India, China, Indonesia and Philippines.

As one of AeU's popular programmes, the AeU MBA allows students to take electives or specialisations.

Students can choose from a wide range of electives such as Quality and Change Management, Total Quality Management, Operations Management and more while specialisations delve in deeper in areas such as International Business, Entrepreneurship, Risk Management, Supply Management, etc.

This programme is fully accredited by MQA.

"Our MBA teaches you to look at international opportunities and issues in a holistic manner via various analytical frameworks.

You will be encouraged to have continuous interaction with our international faculty and industrial facilitators.

These interactions will strengthen your business communication and analytical thinking skills.

Not only does it change the language that you will use in your business environment, you will find yourself making meaningful contributions – giving you a fast track on career growth." said Prof Datuk Dr Sayed Mushtaq Hussain, Dean School of Management.

"Flexibility is one of the reasons AeU is popular among students on the postgraduate pursuits.

Since its inception six years ago, the university has been the preferred choice of over 700 PhD students and 1300 Masters students from more than 30 countries," said Prof Dr Siow Heng Loke, Dean School of Graduate Studies.

"We are committed to providing a conducive and stimulating environment that centres on the distinctive needs of adult learners.

At AeU, students are able to structure their own learning, at a pace of their choice and adopting learning modes that can complement their lifestyles," added Siow.

He continues that the postgraduate programmes at AeU are Asian-centric and leverage on expertise from member countries.

**Asia e University — A University dedicated to adult learners**

Asia e University (AeU) was established in 2007 under the Asia Cooperation Dialogue (ACD) to promote Asia cooperation through e-education, an initiative of the Government of Malaysia which was supported at the ACD ministerial meetings held in Islamabad in 2005 and Doha in 2006.

In October 2012, at the 1st Asia Cooperation Dialogue (ACD) Summit in Kuwait, AeU was declared the best ACD Project.

AeU is also the main facilitator of the Asian Credit Transfer System (ACTS) to facilitate mutual credit transfer, accreditation and recognition of degrees among Asian Higher Education Institutions (HEIs).

As an enabler for institutions of higher learning in Asia, AeU has deliberately integrated the international and intercultural dimensions into teaching, research and service functions to produce students who are able to compete in a global marketplace with the relevant set of knowledge, skills and values.

**A pace you dictate**

What makes AeU unique is its flexible learning environment.

Its curriculum and programmes are designed with a clear understanding of your needs – as someone with experience in the workplace, who wishes to improve your competency and enhance your career potential through knowledge.

For convenience, students can access learning materials electronically anytime, anywhere.

This open and enriching learning environment allows students to control how, where and when they learn.

**An empowering programme structure**

While the actual duration of study will vary according to the number of credit units or courses chosen to pursue in a semester, the student can complete a basic undergraduate degree programme in 4 years, a masters in 2 years and a PhD in 4 years.

Its academic year comprises 3 semesters: January to April, May to August and September to December.

Classes are held on weekends (Saturdays and Sundays).

**Extensive learning resources**

AeU's library, known as University Knowledge Centre, forms a large bank of invaluable resources to meet your learning needs.

A range of online databases as well as the library catalogue can be accessed from the comfort of your home.

Students have access to a collection of more than 100,000 e-books, 71,000 e-journals and 1.

2 million e-theses from anywhere and at anytime.

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Value-added services include inter-library loan and document delivery services based on the memorandum signed with the National Library which provides access to 500 other libraries in the country including major university libraries.

These are to ensure students get a world-class educational experience at AeU.

### **Learning Centres**

A unique feature of AeU delivery and administrative system is the existence of a number of Learning Centres in different locations throughout Malaysia.

Currently it has 22 Learning Centres and more are expected in the near future.

AeU collaborates with higher education institutions and training centres in the 32 ACD member countries to offer academic programmes and training.

To run these programmes, Learning Centres have been established in several countries like Bahrain, India, Indonesia, Sri Lanka and Vietnam, and AeU has signed collaborative agreements with institutions in the following countries – Australia, China, Denmark, United Arab Emirates, India, Indonesia, Iran, Ireland, Namibia, Netherlands, New Zealand, Pakistan, Saudi Arabia, Singapore, Sri Lanka, Sudan, the United Kingdom and the United States of America.

AeU's unique selling point is it tailors higher education for adult learners.

Its programmes help working adults pursue desired career paths, and the flexible mode of delivery makes it convenient for them to attain their qualifications while juggling other responsibilities.

AeU offers a comprehensive range of academic and professional training programmes from graduate diploma, bachelor, master's to doctoral levels in Business and Management, ICT, Education and Humanities, Arts and Social Sciences.

Enrolment for May semester is now open.

Candidates can apply for studies through regular entry or via Open Entry System that takes into consideration the individual's work experience.

Logon [www.aeu.edu.my](http://www.aeu.edu.my) or call 1300 300 238 or write to [enquiries@aeu.edu.my](mailto:enquiries@aeu.edu.my) now to enquire about the programme you've always wanted to take up and how you can go about applying for it.