

The Sun _ Wednesday_ 15 April 2013

The MBA advantage

THE MBA 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 it a necessity to obtain an MBA.

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

Established in 2007, AeU is the prime mover of e-education among the 32 Asia Cooperation Dialogue (ACD) countries.

The AeU MBA is ideal for working professionals as it allows you to excel in your career accessing your learning anywhere and anytime. The programme, developed with the working adult in mind, offers a hybrid of teaching and learning methodologies.

The flexibility and convenience of distance learning, coupled with the human dynamics of a user friendly e-learning platform called Personalised Learning Space (PLS) allows access to the user-focused learning platform from anywhere in the world.

Unique teaching

The 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.

AeU MBA is set for 42 credit hours of student learning time and will 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 include face-to-face classroom tutorials, seminars or workshops in Malaysia as well as at institutional partners in Australia, New Zealand, Sri Lanka, India, China, Indonesia and the Philippines.

The popular AeU MBA allows students to take electives or specialisations.

"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.

"This will strengthen your



Thirukumaran with wife Thirumalar at AeU's convocation.

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 School of Management dean Prof Datuk Dr Sayed Mushtaq Hussain.

"Since its inception six years ago, the university has been the preferred choice for over 700 PhD students and 1,300 Masters students from more than 30 countries," said School of Graduate Studies dean Prof Dr Siow Heng Loke.

"Applying what I have learnt has improved the systems and process flow in my area of work. The AeU MBA programme has given me a broader perspective into business best practices. I gained from mingling with fellow students from other areas of expertise and the cross-fertilisation of ideas," said K.Thirukumaran Kumarasamy, an AeU MBA student.

His wife Thirumalar Kasinathan who graduated with an MBA during AeU's 3rd Convocation in April 2013, added, "I chose AeU because it is well recognised, and the lessons are scheduled to cater for working adults. Time management is essential to fulfilling my commitments at work, home and university. I have expanded my knowledge and improved my time management skills."

Degree programmes are open to those aged 21 and above with the minimum qualifications of PMR/SPM/MCE/UEC/diploma or equivalent and with related work experience.

Postgraduate programmes are available to those 35 and above with STPM/Diploma/Foundation/Matriculation or equivalent and two years working experience at supervisory level.

■ For details, log on to aeu.edu.my or call toll-free careline at 1300 300 238.