

# AeU's MBA programme a gateway to Asia

**KUCHING:** With the world looking to Asia for growth, Asia eUniversity (AeU), a leading Open and Distance Learning (ODL) institution situated at the heart of Asia, is the ideal place to gain knowledge on doing business in the region.

The AeU Online MBA offers deep Asian insights and expertise while giving students a global perspective, providing them the opportunity to develop themselves professionally and preparing them for a new world where they will leave their mark and make a difference in their home countries, Asia, and beyond.

AeU president and chief executive officer Prof Dato Dr Ansary Ahmed said one does not have to think hard why Asia matters.

"Asia is no longer the next big thing. It is happening now. As far as economic outlook is concerned, everything points to Asia.

"Many of the world's top business schools are in the region and international students are flocking to Asian MBA programmes in higher numbers than ever before,"

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Prof Dato Dr Ansary Ahmed, AeU president and chief executive officer

he said.

Deciding where to study is an important decision, but deciding where to begin a career is even more so. More often than not, they are the same.

According to Ansary, opportunities in Asia can give one's career a competitive advantage, adding that an MBA from Asia will distinguish one from other graduates.

"You will have a better understanding of the culture of business in Asia.

"Whether it's in Tokyo, Singapore, Shanghai or Hong Kong, these are the best locations if you want to start a career in Asia. Our programme is based on Asia and we have a strong



Prof Dato Dr Ansary Ahmed

reputation in Asia."

While AeU is an excellent university to attend if one is thinking of a business-related career, it also seeks career diversity.

"We are looking for diversity, and you can be from a range of backgrounds. We have a strong focus on leadership and entrepreneurship," Ansary said.

He added AeU's curriculum is comparable to any business school in the world, and that its

networking opportunities are second to none.

"We have many networking opportunities, and our students are highly sought after in Asia. We have alumni working for multi-national companies, helping to manage relationships with China. If you believe China is important for the future world, your experiences with us will pay off handsomely in the long run."

He said AeU has a Centre for Business Excellence, which is an entrepreneurship centre which runs a training programme every year that MBA students can join.

Students will get the chance to receive different entrepreneurial training and learn how to produce a business plan, which some students have run successfully in Asia after graduating.

According to him, the growth of India and China has been backed by many different sectors.

"In India, services are strong. It is a country that has got huge potential in terms of capital markets. The population is young and you will have a huge pool of

customers ready to buy services from your businesses.

"Despite the challenges facing the global economy, Asia is expected to remain resilient and be the region of growth. There is growing demand in Asia for consumer goods, multinational companies are extending their reach here, and firms in this region are seeking new innovations.

"Having AeU on your CV is going to be really valuable. We have great networking opportunities and we have the best of both worlds, as well as having affiliations with institutions in Asia Cooperation Dialogue (ACD) countries."

Tan Wei Sun, 36, a former salesman at a pharmaceutical company, said he wants to change his career from pharmaceuticals to retail after completing the Online MBA programme.

"This programme is an Asia-oriented MBA programme, which is quite unique and special for those interested in working in Asian countries. I am looking for an opportunity to work for companies based in China or

Singapore after studying," he said.

Wong Kong Seng, a marketing manager for a hotel in Penang, said that Malaysia is 'in the heart of Asia' and this makes it the 'perfect place to learn about doing business in this region'.

He said an additional strength is the medium of education.

"English is the official working language in Malaysia, and the global language of business. This provides accessibility for professionals who are thinking of developing a career outside of their home (Asian) country."

With a unique blend of East and West, the AeU Online MBA is the key for individuals who want to leave their mark and make their career in Asia and beyond.

To know more about the AeU Online MBA programme, members of the public are to call or WhatsApp 014-9629903 or its direct line on 03-50223417, or email to [onlineMBA@aeu.edu.my](mailto:onlineMBA@aeu.edu.my).

For details, visit [www.aeu.edu.my/onlineMBA](http://www.aeu.edu.my/onlineMBA).