

# Don't give up your day job, study MBA with Asia e University

**S**TUDENTS who complete a part of their degree in Asia are growing in numbers. Currently, the second and the third biggest economies in Asia. Without limitation, students have described their time in Asia as the best experience of their lives. Today, three of the four most populated countries of the world are in Asia: China, India, and Indonesia.

MBA degree with Asia focus will not only use more case studies relevant to doing business in Asia but the whole curriculum will have a strong focus on Asia.

With Asia's increasing influence on world economy, this is a great study choice for those who are interested in doing business in Asia.

The AeU MBA is one of the Asia's top MBA programmes, specifically designed for working professionals with the drive and ambition to move into leadership roles. AeU offers a new approach to the development of corporate and community leaders by developing students individual leadership and personal capabilities and by teaching them how to manage, lead and transform organisations in a unique way.

The AeU MBA offers a distinc-



SOME of the Sarawakian MBA graduates at AeU's 8th Convocation on October 20.

tive industry-focused curriculum that combines the best of global business training with a unique

focus on the vibrant Asian region. To complement this, the AeU MBA curriculum is constantly enhanced by a team of academic members and industry professionals, ensuring that students obtain the necessary rigour, business discipline, and innovative thinking, setting them apart from other MBA graduates.

The AeU MBA blends the flexibility of an online programme with the rigor and quality of on-campus experience. Through a unique combination of highly collaborative online classes, interactive coursework completed outside of class and high-level networking opportunities - both online and in-person - working professionals can develop the skills and connections they need to climb the ladder or embark on a new career path.

The AeU MBA core goals aim to equip students with the necessary skills they will need in an increasingly competitive workplace. Students will gain a global perspective with an in-depth knowledge of the Asian economies, learn how business is conducted in Asia and be able to recommend solutions that go beyond international boundaries. They will learn key analytical skills relevant to contemporary business practices and develop the means by which to apply these skill sets in a real-life setting. Students also will be equipped with the ability to demonstrate holistic awareness of relevant trends impacting contemporary business. They will be able to integrate multidisciplinary knowledge for solving business problems. They will learn and practice key traits of an effective leader - confidence, ethics, balance between task and interpersonal relations and impartiality.

In addition to the academic rigour, the programme also gives opportunities for students to develop their communication, leadership, interpersonal and networking skills through exchange programmes, overseas study tours, participation in business case competitions and assuming leadership positions in managing

student clubs as well as organising of intervarsity events

#### There are a number of reasons why you would choose to do your Online MBA with AeU:

Ideal location - at the center of the most dynamic region, Asia. Asia's growing influence on the global marketplace is much more evident now than before - and is becoming the most dominant economy in the world. It's importance to any company and organisation has increased many fold bringing with it more challenges. Thus, aside from choosing the best fit MBA programme for you and pursuing your MBA in Asia, - being right where the action is, will give you a competitive advantage over other MBAs.

Certainly, the vibrant global city state of Malaysia, with its East meets West environment, makes it a soft landing place for people new in Asia or for people who wish to have a global experience. Its proximity to cover nearly every part of Asia within just a few hours - China, India, South East Asia, North East Asia, South Asia - truly Asia and even down under, Australia, makes it the ideal regional headquarters for multinationals.

#### Innovative programme - designed for the next generation leader

The new curriculum is designed towards making you better prepared to lead in the face of today's myriad of challenges in the global marketplace, as well as that of future. With a stronger focus on Asia and more relevant industry applications, you will be able to make strategic decisions that will make huge impact to your organisation and execute plans to achievement.

Together with an esteemed members from the academia and from the industry, you will learn from the best - this is a strong demonstration that at AeU, we are very serious in ensuring you get the most out of your MBA experience and be able to leverage that to be a successful

leader.

#### Value for money - world class programme, at relatively lower cost

With a valuable learning experience and an innovative curriculum, pursuing the AeU MBA is real value for money in terms of costs compared with studying in business schools in Singapore, US or Europe.

The pedagogy of the AeU MBA emphasises not only the global nature of business, but also the application of models and frameworks in the Asian environment.

#### Stronger focus on Asia

With Asia's increasing influence on world economy, the programme will use more case studies relevant to doing business in Asia - whether multinational or regional (Asia) or local companies and organisations. The AeU MBA curriculum will bring more exposure to Asia business practices, not just China, but the entire Asian region including India, South East Asia (ASEAN countries) as well as North East Asia (Japan, Korea, Taiwan) combining case studies with real life business immersion and industry talks.

The AeU MBA programme can be successfully completed through 3 modes of learning: Full-time on-campus, Blended or 100% Online Learning.

The AeU MBA programme with 100% online learning mode is affordable and flexible, thus ideal for working professionals and business executives on the go. The programme is designed for those who want a fast-paced immersive learning experience with 24/7 flexibility and also for those who have busy schedule or irregular work patterns and prefer to set their own pace of learning.

To know more about our Online MBA programme please call or WhatsApp +6014-9629 903 or Direct line: +603-50223417 or email to [onlineMBA@aeu.edu.my](mailto:onlineMBA@aeu.edu.my) For details, visit online MBA microsite at [www.aeu.edu.my/onlineMBA](http://www.aeu.edu.my/onlineMBA).