

Popular MBA degree adds value

THROUGH Asia e-University (AeU), working professionals can earn a Master of Business Administration (MBA) degree regardless where they live.

And to set a new standard in MBA education, AeU did things differently, by offering programmes that delivered the same quality education as its on-campus programmes with the flexibility that a virtual format allows.

Students from any industry can have the flexibility to achieve success personally, professionally and academically, without having to relocate themselves or their families.

AeU takes advantage of the connectivity and flexibility of technology-enabled education to reimagine and update a quality MBA programme.

It delivers real engagement and real discussions using interactive learning tools and its dynamic learning platform allows for unparalleled interactions, such as collaborative discussions, negotiation simulations, document sharing and live chats.

Its unique format provides the flexibility of learning and gives working professionals the opportunity to advance their careers and earn their MBA degrees without disrupting their work.

AeU MBA programme blends the flexibility of online learning with the rigour and quality of an on-campus experience.

The programme offers an immersive online learning experience with live face-to-face classes, real-time discussions and more –

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creating a vibrant social network that enables you to study and interact 24/7 with professors, facilitators and fellow classmates who live and work around the world.

By using innovative technologies, AeU's MBA programme provides the opportunity to learn anytime, anywhere with self-paced course content that you can work on whenever your schedule allows and online classes that you can attend wherever there is Internet access.

Outside class, students can still complete their coursework with any Internet-enabled device 24/7.

Learning from peers and building a lifelong network are integral parts of any MBA programme, so AeU made collaboration a priority when designing its MBA experience.

Students work in small groups on team projects, meet classmates for interactive study sessions, participate in simulated negotiations and give joint project presentations.

AeU students come from all over the world and each brings a unique and valuable perspective to the programme.

Through live class sessions, group work, and connections to its worldwide alumni community, students form relationships that play a critical role in shaping their professional life.

The relationships formed in an MBA programme can be just as valuable as the knowledge and skills students develop.

AeU offers the MBA programme in three modes – blended learning, full-time and fully online learning modes. Those who wish to fast-track their MBA can do it full-time on campus within a year.

Others choose blended or fully online learning mode to complete in one and a half years to two years.

Managing director of Infinity Power Resources Ho Ken Fatt, 46, was founder of eMarketingTrain.com and runs a diversified portfolio of businesses since 1997.

He graduated in AeU's MBA in 2017 and bagged three prestigious awards of excellence from AeU: the Chairman's Award, Mahani Zainal Abidin Award and the Best Student Award.

Ho says, "My most important criteria in choosing an MBA programme was having the flexibility of learning and extensive excellent



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online learning resources. Using AeU's myPLS online platform helped in my time management.

"Amazingly, I was able to complete my MBA programme according to my pace and time without giving up my own business and quality family time."

Ho added that he plans to pursue a PhD in AeU in the near future.

Asia e University (AeU) is a collaborative multi-mode university established in 2008 under the aus-

pices of 34 Asia Cooperation Dialogue (ACD) countries.

AeU is ranked as a "Very Good" university by the 2017 Setara Ranking and emerged as the top among the open and distance learning universities in Malaysia.

■ For enquiries, call 1300 300 238 / 03-5022 3456, e-mail enquiries@aeu.edu.my or apply now at www.aeu.edu.my for this September intake.