

# Innovative approach to lifelong learning

ASIA e University (AeU) offers a wide range of postgraduate degree programmes, including Doctor of Business Administration (DBA), which represents the highest academic qualification in the field of business.

A DBA is the bridge between theory and practice. Equivalent to a PhD, a DBA allows you to use research methods to define, evaluate and analyse complex business issues and develop original and reliable solutions. Students will be able to generate an understanding of the synergies and insights that come from integrating different disciplines within the context of original research. The DBA programme demands intelligence, diligence and determination, but the rewards can be significant to both your career and your organisation.

AeU's DBA programme possesses a good mix of coursework and independent research, and DBA students are required to pass all their coursework before they can embark on the research phase. At the end of the programme, graduates will be able to refine theories and concepts, interpret research findings and recommend solutions.

## Disabled graduate shares AeU experience

Dr Azzanawawy Samat is a senior assistant director at the Education Ministry and a recent DBA graduate. He is also physically disabled.

"My disability stems from a biking accident at a young age. The effects of my accident manifested when I was 21, when I found myself no longer able to balance and became vulnerable to falls, and I was categorised as having a physical disability. My biggest challenge is that it takes me more energy and effort to go from one place to another compared with others.

"Too often, I have to face risks in public places. For example, I can't gain access to university buildings and their surroundings if they are not disabled-friendly. I require facilities such as disabled toilets and parking as well as wider pedestrian walkways. Their absence poses a danger to my life.

"I was attracted to AeU's flexible mode of study, as that meant I did not have to leave my job to attend regular classes on campus. Through AeU's innovative learning management system, myPLS, I could gain access to my learning



Dr Azzanawawy with his wife Norashikan Saifullah and daughter Azzalea Sofea at AeU's eighth convocation recently.

materials from anywhere, enabling me to study at my own pace and convenience," he says, adding that AeU's online library also provided easy access to online databases and thousands of e-books, e-journals and other collections to support his learning and research efforts.

"Another big incentive for me was that as part of its corporate social responsibility initiative, AeU offers a 75% tuition fee discount to disabled students, which made it affordable for me to continue my studies.

"The most rewarding part of the DBA programme is that I have become smarter in terms of time management. I can now effectively divide my time between career, family and studies, and have learned to be more disciplined and better appreciate my family and colleagues.

"The knowledge I gained throughout my learning journey also allowed me to contribute more effectively towards my organisation, and I have published three journals and two magazine articles.

"I enjoyed my experience at AeU. I made new friends from different backgrounds, races and countries. The diversity of its students makes learning at AeU unique, and sharing my experiences and knowledge was a wonderful experience," says Dr Azzanawawy.

## AeU at a glance

AeU is one of Malaysia's leading open and distance learning (ODL) universities and one of Asia's premier ODL institutions. As one of Asia's premier universities in the digital frontier, it believes that innovation and technology have the power to make education truly democratic, personalised and borderless.

Today, AeU's quality education system and international focus is proudly supported by its 17,000 graduates and nearly 30,000 globally connected students from 100 different countries, and it prides itself on developing career-ready graduates who are innovative, resilient and well-prepared for the needs of a rapidly changing workforce.

AeU also offers PhD programmes by research in business administration, finance, humanities, education and information and communications technology.

Annual intakes for its DBA programme are in January, May and September. However, intakes for all postgraduate programmes by research are open throughout the year.

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