

# GATEWAY to ASIA with AeU ONLINE MBA

With the world looking to Asia for growth, Asia e University (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.

Why does Asia matter? According to the AeU President/CEO, Prof. Dato Dr. Ansary, the answer is a no-brainer. He says, "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."

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 – and according to Prof. Dato' Ansary, "Opportunities in Asia can give your career a competitive advantage."

Prof Dato' Ansary says, "An MBA from Asia will distinguish you 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 reputation in Asia," he says.

While AeU is an excellent university to attend if you are thinking of a business-related career, they seek career diversity too. "We are looking for diversity; you can be from a range of backgrounds," continued Prof Dato' Ansary. "We have a strong focus on leadership and entrepreneurship."

"The curriculum is comparable to any business school in the world," he says, and networking opportunities are second to none."Asia. We have alumni working for m" "We have many networking opportunities, and our students are highly sought after in international 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 says.

"We have the Centre for Business Excellence, an entrepreneurship centre, which runs a training program every year that MBA students can join. You 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," he asserts.

"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," he says.

"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," he adds.

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

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

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

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

He says, "That an additional strength is the medium of education. English is the official working language in Malaysia, and the global language of business."

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.

So invest in your future with the AeU Online MBA. We are confident that the AeU Online MBA experience will be the wind behind your sails as you navigate through the challenges and opportunities of the "Asian Century".



Professor Dato' Dr Ansary Ahmed, President & CEO of AeU

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