

Opt for flexible online studies

EMBRACING the digital frontier and providing a personalised and borderless education experience are key features of Asia e University's (AeU) strategic plan for 2019.

AeU president/chief executive officer Prof Datuk Dr Ansary Ahmed says the new plan responds to the rapidly changing landscape of tertiary education and harnesses the power and opportunities of the new digital economy.

AeU invests in technological innovations that enhance the student experience. Dr Ansary says technology investments are informed by the student culture, which he describes as "the age of impatience" – students want digital technologies that are always on, always easy to use and always fast.

"AeU has embraced digital as a philosophy, understanding the challenges and opportunities presented by the new digital landscape. The rationale is two-fold, with a defensive repositioning strategy.

"On my to-do list is a range of digital initiatives, in particular applying Internet of Things technology to deliver a higher standard of education through the collection and analysis of large data sets. We also have ambitious plans in augmented reality, virtual reality and other bleeding edge dimensions," he says.

Virtual reality and augmented reality technologies are expected to play an important role at the university moving forward, with plans afoot to bring those technologies into teaching and learning.

As a demonstration of the new strategic plan, AeU conducted a virtual launch event for its Online MBA programme.

"We wanted to open the doors of possibility to students no matter where they are and



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give them the same transformative opportunity our students receive while pursuing their on-campus MBA," says Dr Ansary.

"We take advantage of the connectivity and flexibility of technology-enabled education to reimagine what an MBA programme can be. We deliver real engagement and real discussions using interactive tools."

Through AeU's Online MBA, working professionals can earn a truly elite and accredited MBA no matter where they live. Students from any industry can have the flexibility to achieve success personally, professionally and academically without having to relocate.

Dr Ansary says the strategic plan ensures that engagement and innovation "anywhere and everywhere we are" are grounded in all aspects of AeU life – its teaching, research and enterprise – enabling its students and staff to thrive.

■ To know more about AeU's Online MBA programme, call or WhatsApp 014-962 9903 or the direct line 03-5022 3417, e-mail onlineMBA@aeu.edu.my or visit www.aeu.edu.my/onlineMBA