

# A global perspective

> AeU's MBA combines global business training with a focus on Asia

**A**SIA is home to the second and third biggest economies in the world. In fact, three of the four most populated countries in the world are in Asia. Moreover, the number of students who have completed a part of their degrees in Asia is growing in number and many have said it has been the best experience of their lives.

With Asia's increasing influence on the world economy, the region makes a choice location to study in for those interested in doing business in Asia. Additionally, a Master in Business Administration (MBA) degree focused on Asia will have curriculum and case studies relevant to the region.

Asia e University (AeU) offers one of the top MBA programmes in Asia. It presents a distinct industry-focused curriculum that combines the best of global business training with a unique focus on vibrant Asia.

Students will gain a global perspective and in-depth knowledge on the Asian economies, learn how business is conducted in Asia, and be able to recommend solutions that go beyond international boundaries. The programme uses case studies relevant to doing business in Asia – whether multinational or regional, or local companies and organisations.

The MBA curriculum gives more exposure to Asia business practices including China, India, Southeast Asia (Asean countries), as well as North East Asia (Japan, Korea, Taiwan), and combines case studies with real life business immersion and industry talks.

It is designed for working professionals with drive and ambition to move into leadership roles. The new curriculum is crafted for students to become better prepared to lead in the face of today's challenges in the global marketplace, as well as the future. Students learn necessary skills that are needed in today's increasingly competitive workplace.

AeU offers a new approach to the development of

corporate and community leaders by teaching them how to manage, lead and transform organisations in a unique way. To complement this, the curriculum is constantly enhanced by a team of academic members and industry professionals, ensuring students obtain the necessary rigour, business discipline and innovative thinking.

Students will be able to integrate multidisciplinary knowledge for solving business problems where they learn key analytical skills relevant to contemporary business practices and develop the means to apply these skill sets in real-life settings.

The programme provides 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 inter-varsity events.

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

The programme can be successfully completed through three modes of learning – full-time on-campus, blended, or 100% online learning. The online learning mode is affordable and flexible, making it ideal for working professionals and business executives on the go.

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Students will learn key analytical skills relevant to contemporary business practices.

