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A varsity by Asians for Asia

> A new culture of learning and teaching

In the short space of six years since its inception, Asia e University (AeU) has established itself as a leading online distance learning (ODL) institution. Today it is recognised for being forward-thinking and market-driven, and being capable of producing quality industry-ready graduates.

AeU was born when representatives of the 32 ACD (Asia Cooperation Dialogue) governments unanimously accepted Malaysia's proposal to implement the proposed university at the 5th Asia Cooperation Dialogue Ministerial Meeting in Qatar in May 2006. The university was proposed as "an instrument for human capacity building, closing the digital divide, increasing higher education accessibility, and spearheading e-education efforts for the benefit of all member countries".

The university's progress since then has been impressive. Last October at the 1st Asia Cooperation Dialogue Summit in Kuwait, the university was declared the best ACD project. The university has also since become the main facilitator of the Asian Credit Transfer System (ACTS) to facilitate mutual credit transfer, accreditation and recognition of degrees among Asian Higher Education Institutions (HEIs).

Today the university is noted as being a flexible-mode international university "by Asians for Asia" that leverages on the strengths and opportunities of each member nation. It is targeted specifically towards human capital development, alleviating poverty and improving the quality of life among Asians.

AeU president and CEO Prof Datuk Dr Ansary Ahmed says, "The flexibility to learn as you earn makes online learning very appealing. We have more than 10,000 students currently enrolled in 30 programmes, ranging from PhD to Graduate Diploma courses, with most students at the managerial level."

Through collective expertise and strategic links with educational partners, AeU delivers programmes that focus on flexibility, quality, relevance and personalised learning. The cross-border and cross-culture programmes have attracted more than 700 PhD and 1,300 Master's students from Malaysia, Bahrain, India, Vietnam, and Indonesia, among others.

A wide range of choices is given to AeU's mostly working learners—practical training in management, education and information technology.

Most programmes offer specialisation in niche areas. The most popular programmes include the Doctor of Philosophy (PhD), Doctor of Business Administration (DBA), MBA and Master of Education.

The steadily growing number of learners

with AeU is due to the personalised learning experience that is being emphasised.

At the heart of its brand, AeU strives for a new culture of learning and teaching where it expects its learners to reach or exceed expectations, fulfil early promise and develop latent potential.

The AeU learning experience is learner-centred and knowledge-centred, supported by a strong system of dedicated teachers and technology.

The university primarily focuses on postgraduate programmes from PhD to Master levels. All academic programmes are accredited by the Malaysian Qualifications Agency under the Ministry of Higher Education.

Students are able to study fully online or with blended learning, a combination of online and face-to-face classes.

Assessment is flexible, with a practical combination of 60% assignment and 40% examination, ensuring that it's more practical rather than theory based.

AeU is also one of the few universities allowed to practise Open Entry System which appreciates the working experience of an applicant rather than just paper-based qualifications.

The university's School of Graduate Studies (SGS) is a one-stop centre for graduate students and researchers from around the world. Being one of the fastest growing graduate schools in Malaysia, SGS helps students in independent research with the guidance of supervisors and workshops as well as personalised support.

PhDs in Business Administration, Education, ICT and Arts are available. Other programmes offered are Industrial Doctorate (IndD), Master of Science Management by Research, Master of Social Science by Research and Master of Humanities & Arts by Research.

Also doing well at the university is the School of Management (SOM) that offers such programmes as MBA and DBA specialising in International Business and Entrepreneurship; School of Education and Cognitive Science (SECS) that offers teacher education programmes such as Master of Education specialising in Curriculum & Instruction, and Nursing Education; School of Information and Communication Technology (SICT) that offers cutting-edge academic programmes in various areas of ICT; and School of Arts, Humanities and Social Sciences (SAHUSS), the latest addition at the university that offers programmes in such areas as arts, humanities, psychology and sociology, communications, linguistics, politics, religion and other social science related studies.

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