



Assoc Prof
Dr Wan Sabri
Wan Hussin.

The leading choice for business professionals

Asia e University's (AeU) School of Management is the top choice for international and local business leaders and professionals to upgrade their qualifications in the aspects of management and business to reach the next level of their careers.

Believing in lifelong learning, AeU has introduced flexible learning modes for its prospective learners by providing full-time, blended and fully online study modes. All of

AeU's programmes now allows learners to better plan and accommodate for their studies, lifestyle, career, family and personal commitments.

Array of options

To provide learners with an array of options in business and management, AeU's School of Management currently offers eight programmes – Doctor of Business Administration (DBA), Master of Business Administration (MBA), Master of Human Resource Management, Master in Management, Master of Science (Management), Bachelor of Business Administration (BBA), Graduate Diploma in Accounting and Graduate Diploma in Business Management.

The BBA programme is designed to provide learners with knowledge and competencies in the field of business administration and management. The programme integrates the fundamentals of business knowledge, business skills and management capabilities that will ensure graduates can face the challenging business field and can be able to contribute towards the improvement of their workplaces. The programme includes subjects such as Principle of Management, Introduction to Financial Accounting, Human Resource Management and Business Law and can be completed in three years for full-time learners.

BBA student Christina Aladin says, "I was recommended by friends to enrol in the BBA programme as it best fit my schedule and I didn't have to sacrifice my career. The classes, which were held once a month, were great and I was able to connect with other students from different sectors and industries."

AeU's MBA programme provides a focused yet diversified curriculum that will enhance a learner's knowledge and problem-solving skills.

The programme is designed to equip professionals with the necessary skills and knowledge to meet today's challenging global business environment.

Learners are led by experienced academicians in an interactive learning environment. The programme offers subjects such as Marketing Management, Managerial Economics, International Business and Managing People and Organisations and can be completed in only three semesters for full-time learners and six semesters for part-time learners.

"The MBA programme is internationally benchmarked, approved and accredited, which assures me of the quality of the

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programme. I enjoyed the flexibility as it enabled me to study online and even in Vietnam without giving up my job. My hard-earned qualifications have helped me not only in personal development, but also enhanced my career," shares Tran Thi Mai Lan, a 2016 graduate of AeU's MBA programme.

Internationally recognised curriculum

Next year, the university is targeting an increase in enrolment. Assoc Prof Dr Wan Sabri Wan Hussin, dean of the School Management, says the university aims to further highlight its MBA and DBA programmes as part of the university's initiative to become a leader in providing programmes of choice in the area of business and management education in the region.

Dr Wan Sabri adds that the programmes offered are designed to furnish learners with essential knowledge and skills to succeed in their respective fields. This is delivered through AeU's comprehensive curriculum that covers theory, research, policies and practices that are internationally benchmarked and recognised across the global field of business and management.

Flexible learning

Doreen Mundowafa, a diplomat from the Zimbabwean Embassy in Malaysia enrolled in AeU's general MBA programme as she was encouraged by her former boss and mentor Mafio Mlambo, who graduated with an AeU MBA in 2016.

"Learning at AeU offers an immersive and personalised learning experience through its flexible learning modes, which allowed me the perfect work-life balance."

Intakes for all postgraduate programmes by research is open throughout the year.

■ For more information, call 03-5022 3456/013-350 7270, email enquiries@aeu.edu.my or visit www.aeu.edu.my