

# SCHOOL OF MANAGEMENT

## Master of Business Administration (Entrepreneurial Marketing)

MQA/PA 18261 - ODL



### PROGRAMME OVERVIEW

Unleash your entrepreneurial spirit with AeU's MBA in Entrepreneurial Marketing — a dynamic programme designed for aspiring business leaders and innovators. Blending strategic marketing with practical entrepreneurship, this MBA equips you with the tools to identify market opportunities, build strong brands, and drive business growth in today's fast-evolving digital economy. Ideal for working professionals and ambitious entrepreneurs, this programme offers flexible learning and real-world insights to help turn bold ideas into successful ventures.

### LEARNING OUTCOMES

- Demonstrate mastery of theoretical and practical knowledge in business administration
- Demonstrate comprehensive managerial and entrepreneurial skills to lead effectively and responsibly in the global business environment.
- Apply a broad range of digital applications and analytical techniques competently to support business functions in making business decisions.
- Demonstrate teamwork, interpersonal communication skills, creativity and innovation skills in a multinational setting.
- Commit and seek learning for continuous development self-development and professional.

## PROGRAMME STRUCTURE

### COMMON CORE SUBJECTS

- Managing Organisations in the Digital Age
- Marketing and Branding
- Economic Issues and Global Business
- Strategic Human Resource Management
- Corporate Ethics, Governance and Sustainability
- Strategic Financial Management
- Digital Technologies and Business Process Innovation

- Business Research Methods and Analytics
- Strategic Management in Disruptive Environment

### SPECIALISATION SUBJECTS

- Entrepreneurial Marketing Talent Development
- Strategic Entrepreneurial Marketing
- Finance for Marketers

### PROJECT PAPER

## PROGRAMME DELIVERY

Delivery Mode	Full-Time Study	Part-Time Study
Open & Distance Learning (ODL)	2 years	3 years

## ENTRY REQUIREMENTS

### MALAYSIAN

The minimum entry requirements are as follows:

- A Bachelor's degree (Level 6, MQF) in related fields with a minimum GPA of 2.50 as accepted by the HEP Senate; OR
- A Bachelor's degree (Level 6, MQF) in related fields with a minimum GPA of 2.00 and not meeting GPA of 2.50 can be accepted, subject to a rigorous internal assessment; OR
- A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and with relevant working experience, subject to a rigorous internal assessment; OR
- A Bachelor's degree (Level 6, MQF) in non-related fields with a minimum CGPA of 2.00 as accepted by the HEP Senate and without relevant working experience, subject to passing pre-requisite courses; OR
- Other equivalent/related qualifications to a Bachelor's degree (Level 6, MQF) recognized by the Malaysian Government.

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- Other equivalent/related qualifications to a Bachelor's degree (Level 6, MQF) recognized by the Malaysian Government.

### Minimum English Language Requirements for International Students:

- Achieve a minimum Band 4 in MUET OR equivalent to CEFR (Mid B2)

*Note: If a student does not meet this requirement, AeU will offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.*

### Flexible Pathways

- Accreditation of Prior Experiential Learning for Access (APEL.A)
- Accreditation of Prior Experiential Learning for Credit Award (APEL.C)
- Accreditation of Prior Experiential Learning for Qualification (APEL.Q)
- Micro-credentials ([speed.aeu.edu.my/speed-micro.php](http://speed.aeu.edu.my/speed-micro.php))

### INTERNATIONAL

The minimum entry requirements are as follows:

- A Bachelor's degree (Level 6, MQF) in related fields with a minimum GPA of 2.50 as accepted by the HEP Senate; OR
- A Bachelor's degree (Level 6, MQF) in related fields with a minimum GPA of 2.00 and not meeting GPA of 2.50 can be accepted, subject to a rigorous internal assessment; OR

\* Terms and conditions apply



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\*\*Information is accurate as of June 2025 and is subject to change without prior notice, if applicable.