



Adult learners are able to realise their educational dream at Asia e University.

DISTANCE learning is a formal teaching method that does away with the conventional face-to-face approach. According to Professor Datuk Dr Sayed Mushtaq, the Dean of the School of Management at Asia e University (AeU), distance learning can be as effective as traditional in-class learning when taught correctly.

AeU is one of Malaysia's leading distance learning institutions. Its postgraduate school has provided education to more than 1,700 local and foreign professionals since its inception in 2007. It is a progressive university that has become popular among professionals seeking postgraduate education with

less demanding hours.

"It is not surprising that our postgraduate programme is popular among professionals and adult learners. For them, the single most important thing is flexibility," says Professor Sayed Mushtaq, adding that many learners find distance learning suitable as it allows them to combine their educational pursuit with their existing routine.

For the highly popular Master of Business Administration (MBA) programme, students are encouraged to take three subjects per semester. However, if their schedule does not permit it, then they are given the freedom to take only one

Committed to promoting lifelong learning

or two subjects.

"Students can study at their own pace and convenience. AeU is willing to facilitate, assist and council whenever required. The key to distance learning is in choosing the right course. It must be in line with your long-term professional development aims. What we offer at AeU is a more innovative and convenient way to do so," says Professor Sayed Mushtaq.

He adds that quick and easy access to learning material and flexible methods of submitting coursework are just some of the features that add to the flexibility of distance learning.

Mohammad Ridzuan Repin, an MBA student says, "I chose AeU because it is well recognised, and the lessons are scheduled to cater for working adults.

Time management is essential to fulfilling my commitments at work, home and university. AeU's e-learning modules and the flexibility allow me to choose what I want to do each semester. Studying at AeU has not only expanded my knowledge but also taught me discipline and improved my time management skills – abilities which I believe will aid me in the future."

ASIA COOPERATION DIALOGUE

Having been established under the auspices of the Asia Cooperation Dialogue with the support of 32 Asian countries, AeU has the advantage of leveraging on the collective expertise and experiences of various institutions of higher learning in the respective ACD member countries.

AeU's MBA programme offers a curriculum with six compulsory subjects, including marketing management, international business and five elective subjects.

The elective courses, however, offer a broad range of interesting subjects that will prove useful to professionals. The elective courses include quantity and change management, Islamic banking and finance, project management, small business management, operations management, law and ethics, supply chain management, total quality management, quality assurance and control, business statistics and business informatics.

For more information
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