

Expertise in Asian biz with AeU MBA

> It offers seven specialisations to cater to specific needs

AS more organisations extend their reach into Asia's rapidly growing markets, understanding local ways of doing business is paramount to organisational success.

Businessmen and professionals would want to turn to an interdisciplinary academic programme such as MBA to enhance their business and industry knowledge, and improve their management and decision-making skills.

Asia e University (AeU) has the expertise here, offering a programme that covers global business training, with a unique focus on the vibrant Asian region. The AeU Master of Business Administration (MBA) offers practical knowledge of business models that embrace the best of east and west practices.

The AeU School of Management (SOM) is known for providing management thought leadership from an Asian perspective. The school consists of academic staff and facilitators with PhDs from renowned universities.

The MBA programme offers seven specialisations. They are namely International Business, Entrepreneurship, Risk Management, Supply Chain Management, Islamic Banking and Finance, Islamic Insurance and Tourism Management.

The industry-focused programme is offered on both full-time and part-time basis. Full-time MBA students can complete their studies within 12 months while part-time students can complete their studies within 18 months.

Classes for full-time and part-time students are held during weekends, therefore ideal for working adults.

The MBA's core goals aim to equip students with the necessary skills they would need in an increasingly competitive workplace.

Students learn key analytical skills relevant to contemporary business practices and develop the means by which to apply these skill sets in real-life settings.

Through business case seminars and workshops, the programme helps students develop their skills in communication, leadership and networking. The training equips one to become a "global, transformational and socially responsible leader with special

attention to the Asian setting".

Students build on their existing skills and knowledge; they learn to apply these in a variety of settings.

They will also find themselves studying with a group of diverse but like-minded, highly capable peers. This means they not only benefit from the knowledge and experience other students bring to the table but will also be able to build an invaluable professional network.

Students can instantly tap into a network of over 5,000 university alumni, many of whom hold prominent positions globally.

Among students who have benefitted from the MBA programme is Trau Thich Khanh Phong, from Vietnam, who says, "The AeU MBA experience has provided me the professional competencies, cultural awareness, and personal humility necessary to succeed in today's global business environment. Through classroom discourse, team projects, business study missions, and peer interactions, my ability to recognise, capitalise on, and lead modern commercial activities has been radically transformed.

"Whatever challenges lay before me, I am able to proceed confidently knowing that the holistic education I have received

during my time with the programme has adequately prepared me to succeed."

Prof Dr Juhary Ali, dean of AeU's School of Management, says, "With the world looking to Asia for growth, Asia e University, a leading ODL institution situated in Asia, is the ideal place to gain knowledge on doing business in the region. The AeU MBA promises deep Asian insights, while giving you a global perspective.

"We stress not only on the development of rigorous analytical tools and problem-solving skills but also the application of moral principles needed to use those abilities wisely. We want to help develop complete managers and leaders; men and women of outstanding professional capability and integrity, who will influence the world for good."

At AeU, e-learning has played a fundamental role to serve a greater number of students and to reach out to students from any location. As part of the university's blended learning pedagogies, e-learning has been able to support an enrolment of thousands of students from within and outside the country.

The university has successfully connected

thousands of students, faculty members, academic facilitators, subject matter experts and administrators via the Internet using a common platform referred to as myPLS, the university's learning management system.

Through myPLS, various learning resources, such as web-based modules and multimedia courseware, are made available for students to view or download. In addition, AeU students have access to the library digital collection comprising more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles.

Students with a recognised Bachelor's degree can apply for the university's MBA through the normal entry path or via open entry path. The latter also offers flexibility—accepting candidates who lack the basic education requirements by assessing their prior learning acquired through formal and informal training, as well as work experiences that can compensate for their lack of actual paper qualifications.

Intake for September is now open. The university does provide assistance to students who wish to apply for loans, EPF withdrawal or MyBrains.

For further enquiries, visit www.aeu.edu.my



Trau says the programme has given her more confidence by providing her professional competencies.