

Gateway to Asia with AeU Online MBA

KUCHING: With the world looking to Asia for growth, Asia e University (AeU), a leading Open and Distance Learning (ODL) institution situated at the heart of Asia, is the ideal place to gain knowledge on doing business in the region.

In a statement from the university, the AeU Online MBA offers deep Asian insights and expertise while giving students a global perspective, providing them the opportunity to develop themselves professionally and preparing them for a new world where they will leave their mark and make a difference in their home countries, Asia, and beyond.

“Asia is no longer the next big thing. It is happening now. As far as economic outlook is concerned, everything points to Asia,” said AeU president and chief executive officer Prof Dato Dr Ansary Ahmed in the statement.

According to him, many of the world’s top business schools are in the region and international students are flocking to Asian MBA programmes in higher numbers than ever before.

Deciding where to study is an important decision, but deciding where to begin a career is even more so, he added.

More often than not, they are the same — and according to Ansary, opportunities in Asia can give your career a competitive advantage.

He further adds that an MBA from Asia will distinguish their graduates from others as they would have a better understanding of the culture of business in Asia.

“Whether it’s in Tokyo, Singapore, Shanghai or Hong Kong, these are the best locations if you want to start a career in Asia. Our programme is based on Asia and we have a strong reputation in Asia,” he added.

While AeU is an excellent university to attend if you are thinking of a business-related career, they seek career diversity too.

“We are looking for diversity;



Some of the MBA students during AeU Orientation Day.

you can be from a range of backgrounds. We have a strong focus on leadership and entrepreneurship,” he said.

Ansary further adds that their curriculum is comparable to any business school in the world and their networking opportunities are second to none.

“We have many networking opportunities, and our students are highly sought after in Asia. We have alumni working for multi-national companies, helping to manage relationships with China. If you believe China is important for the future world, your experiences with us will pay off handsomely in the long run,” he said.

The university, he added, is equipped with the Centre for Business Excellence — an entrepreneurship centre, which runs a training programme every year that MBA students can join.

“You will get the chance to receive different (entrepreneurial) training, and learn how to produce a business plan — which some students have run successfully in Asia after graduating,” he added.

On another note, Ansari also pointed out that the growth of India and China has been backed

by many different sectors.

“In India, services are strong. It is a country that has got huge potential in terms of capital markets. The population is young and you will have a huge pool of customers ready to buy services from your businesses,” he said.

Despite the challenges facing the global economy, Asia, he added, is expected to remain resilient and be the region of growth.

“There is growing demand in Asia for consumer goods, multinational companies are extending their reach here, and firms in this region are seeking new innovations,” Ansari adds.

Meanwhile, Tan Wei Sun, 36, a former salesman at a pharmaceutical company, said he wants to change his career from pharmaceuticals to retail after completing the Online MBA programme.

“Having AeU on your CV is going to be really valuable. We have great networking opportunities and we have the best of both worlds and we have affiliations with institutions in Asia Cooperation Dialogue (ACD) countries,” said Tan.

Also commenting is Wong Kong Seng, marketing manager for a hotel in Penang, who said that Malaysia is ‘in the heart of Asia’ and this makes it the “perfect place

to learn about doing business in this region”.

According to Wong, an additional strength is the medium of education.

English is the official working language in Malaysia, and the global language of business.

Another student by the name of Kim said the AeU programme is an Asia-oriented MBA programme, which is quite unique and special for those interested in working in Asian countries.

“I am looking for an opportunity to work at companies based in China or Singapore after studying,” said Kim.

The statement also shared the views by Chan Ho Kean, who said AeU also provides accessibility for professionals who are thinking of developing a career outside of their home (Asian) country.

With a unique blend of East and West, the AeU Online MBA is the key for individuals who want to leave their mark and make their career in Asia and beyond.

To know more about AeU Online MBA programme, call or WhatsApp +6014-9629 903 or direct line: +603-50223417 or email to onlineMBA@aeu.edu.my. For details, visit online MBA microsite at www.aeu.edu.my/onlineMBA.