

AeU's innovative online MBA degree

THE Master Business Administration (MBA) degree is one of the most innovative post-graduate business programme available. Asia e University's (AeU) MBA degree is an internationally benchmarked and recognised qualification.

The programme is innovatively designed to meet the market demands of a diversity of professionals who desire to step out of their comfort zones to upgrade their knowledge in the comprehensive aspects of management and business to reach the next level of their careers. It is an enriching programme that combines the best of global business training with a unique focus on Asia.

AeU's MBA programme consists of 6 core subjects, 5 elective subjects and 1 concentration area. Students can choose a general MBA or 1 out of 6 concentration areas offered: International Business, Entrepreneurship, Supply Chain Management, Accounting, Human Resource Management and Tourism Management.

The programme is offered in different delivery modes to cater to those who wish to fast track their MBA in 1 year as full-time students on campus; or go for blended and or fully online learning mode to complete in 18 months. For blended learning, classes are held once a month during weekends.

An International MBA graduate of 2017, shares her AeU Experience

Mrs Doreen Mundowafa, a diplomat (third secretary) from Zimbabwe Embassy, Malaysia is an MBA graduate of 2017 from AeU. She embarked on the general MBA to improve her knowledge

in business, management and finance. She was encouraged by her former boss and mentor, Mr Mafio Mlambo, who is an MBA graduate of AeU in 2016, and currently is the Director of Administration and Finance in the office of The President in Zimbabwe.

Doreen says, "The year 2017 saw two notable milestones in my life journey. Firstly, I celebrated my 30th year of service to the government of the Republic of Zimbabwe. Secondly, I took pride in having obtained an MBA degree from AeU. My MBA journey in AeU was incredible and worth my investment after been posted to the Zimbabwe Embassy in Kuala Lumpur. Working and studying in Malaysia was not only challenging but an amazing part of my career and life. I love Malaysia as it is a multiracial, progressive yet peaceful country and a wonderful food paradise."

"Learning at AeU offers an immersive personalised learning experience which is visually rich and interactive through its flexible learning mode which is accessible anytime and anywhere. I had the perfect work life balance with AeU's flexible study arrangements that suited my career," she adds.

"Another key aspect is the tremendous support I regularly received from AeU's academic and administrative staff who were

most accommodative in helping me to cope with the rigors and demands of the MBA's programme. Having an MBA degree has certainly enhanced my skills and job performance for my government. Another highlight of the AeU MBA is the networking forged among students to share speedy valuable information via WhatsApp groups. I get to meet other seasoned professionals from a wide spectrum of careers and industries. This made our classes and discussions interesting, informative and educational," she enthuses.

"Special thanks go to my supportive family and sons, age 29 and 30 who constantly motivated me. Interactions with the AeU academic facilitators were a breeze. They were absolutely amazing and professional in their knowledge delivery. The university's staff are friendly and rendered their support to me tirelessly. My course-mates also made my MBA journey very interesting. Also, my academic supervisor for my thesis, Dr Oo Yu Hock was absolutely incredible! AeU has definitely won a special place in my heart. Attaining an MBA is the culmination of my 30-year career and foreign-mission service in Kuala Lumpur," she adds.

AeU At A Glance

AeU is a leading Open & Distance Learning (ODL) univer-

sity in Malaysia, and one of the premier ODL institutions in Asia. As one of Asia's premier universities in driving the digital frontier, AeU believes that innovation and technology has the power to make education truly democratised, personalised and borderless.

Today, AeU has a strong, equitable, high-quality education system with a vibrant international focus, and proudly supported by 17,000 graduates and nearly 30,000 globally connected students from 100 different countries. AeU prides itself on developing career ready graduates, innovative and resilient and well prepared for rapidly changing workforce needs. Nearly 1,000 students worldwide have graduated from the MBA degree programmes.

AeU admission for its Master's programmes are accessible through regular entry and or via APEL for Malaysian candidates who lack paper qualification requirements. Apply now to enjoy a Festive Special fee of RM14,800 (all inclusive) for AeU's Online MBA programme. This offer ends Jan 31, 2019.

For enquiries, please call / 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.



MRS Doreen Mundowafa, wearing her Zimbabwe national costume, is an MBA graduate of 2017.

Different cultures shape children's personalities in different ways

BY SAMUEL PUTNAM AND MASHA A. GARTSTEIN

As early as the fifth century B.C., the Greek historian Thucydides contrasted the self-control and stoicism of Spartans with the more indulgent and freethinking citizens of Athens.

Today, unique behaviours and characteristics seem ingrained in certain cultures.

Italians wildly gesticulate when they talk. Dutch children are notably easygoing and less fussy. Russians rarely smile in public.

As developmental psychologists, we're fascinated by these differences, how they take shape and how they get passed along from one generation to the next.

Our work explores the way a society's values influences the choices parents make — and how this, in turn, influences who their kids become. Although genetics certainly matter, the way you behave isn't hard-wired.

In the past two decades, researchers have shown how culture can shape your personality.

In 2005, psychologist Robert McCrae and his colleagues were able to document pronounced differences in the personalities of people living in different parts of the world. For example, adults from European cultures tended to be more outgoing and open to new experiences than those from Asian cultures. Within Europe, they found that people from Northern Europe were more conscientious than their peers in Southern Europe.

Recently, we've been able to trace some of these differences to early childhood.

Parenting — perhaps not surprisingly — played a role. Working with colleagues from 14 countries, we looked at the way broad societal values influenced how parents raise their children. We then studied how these different parenting styles shaped the behaviour and personality of kids. (Our book, "Toddlers, Parents, and Culture," was published in November.)

We did this primarily by administering questionnaires to parents around the world, asking them to describe their daily routines, hopes for their kids and methods of discipline. We then asked them to detail the behaviours of their children.

We also relied on the work of Dutch social psychologist Geert Hofstede, who, in the 1970s, asked IBM employees around the world about factors that led to work satisfaction.

We were able to compare his findings to ours, and we were surprised to see that his results correlated with our own. The cultural values that were revealed through work preferences in the 1970s could be seen in parenting practices and child temperament 40 years later.

This is important: It shows cultural values are relatively enduring, and seem to have an effect on how kids develop over time.

Perhaps the most well-known of these broad cultural values are individualism and collectivism.

In some societies, such as the United States and Netherlands, people are largely driven by pursuits that benefit themselves. They're expected to seek personal recognition and boost their own social or financial status.

In more collectivist societies, such as South Korea and Chile, high value is placed on the well-being of the larger group — typically their family, but also their workplace or country.

We found that the way parents discipline their children is strongly influenced by these social values, and probably serves to perpetuate these values from one generation to the next.

For example, compared with parents in individualist cultures, collectivist parents are much more likely, when re-



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rimanding their kids, to direct them to "think about" their misbehaviour, and how it might negatively impact those around them.

This seems to promote group harmony and prepare a child to thrive in a collectivist society. At the same time, if you're constantly being told to think about how your actions impact others, you might also be more likely to feel anxiety, guilt and shame.

Indeed, we've found that kids in collectivist cultures tend to express higher levels of sadness, fear and discomfort than children growing up in individualist societies.

A second set of values we studied was indulgence vs. restraint.

Some cultures, such as the United States, Mexico and Chile, tend to permit and promote self-gratification. Others — such as South Korea, Belgium and Russia — encourage restraint in the face of temptation.

These values seem to be connected to a specific set of parenting goals.

In particular, parents in indulgent societies tend to emphasize the importance of developing self-esteem and independence. For example, they expect children to entertain themselves and fall asleep on their own. When one of their kids misbehaves, they'll often suggest ways he or she can make amends and try to repair the damage.

The message kids may get from this kind of treatment is that they're the ones in control of their happiness, and that they should be able to fix their own mistakes. At the same time, when kids are expected to pursue gratification, they may be more likely to impulsively seek immediate rewards — whether it's eating candy before dinner or grabbing a toy off a shelf at a store — before getting permission.

Meanwhile, in societies that prioritize restraint, parents were more likely to shout or swear when disciplining their children.

This might make them more obedient. But it might also cause children to be less optimistic and less likely to enjoy themselves.

Parents seem to be motivated to best prepare their kids for the world they're likely to inhabit, and what works in one culture might not necessarily work well in another.

But as our world becomes more interconnected, this diversity of parenting approaches may dwindle. Most countries have become more individualistic over the past 50 years — a shift that's most pronounced in countries that have experienced the most economic development.

Nonetheless, there's still a huge difference in parenting styles and childhood development across cultures — a testament to the enduring influence of societal values.

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