

## SCHOOL OF MANAGEMENT

### Master of Business Administration (R/345/7/0305) 04/18

AeU's Master of Business Administration (MBA) offers a more focused, yet diversified curriculum that will enhance the knowledge and problem-solving skills of both managers and executives. This programme is designed to provide professionals with the right skills to meet the challenges of an increasingly competitive global business environment. The programme is approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency.



**Adnan Ali**  
CARE Technical Lead, Redknee Solutions Inc.  
MBA Graduate (Pakistan)

#### Learning Objectives

- Prepare students for advancement to senior management and leadership positions. Students will acquire a comprehensive foundation in fundamental management skills and techniques.
- Successfully apply advanced tools for rational decision-making in a variety of settings.
- Provide students with content, thereby building competencies that will support their development as effective managers.
- Promote overall understanding and ability to apply skills on complex problem-solving, decision-making and in the application of modern strategic management methods.

#### Entry Requirements

##### **NORMAL ENTRY**

###### **For Malaysian Students:**

- Bachelor's Degree or its equivalent accepted by AeU Senate.

###### **For International Students:**

- A recognised Bachelor's Degree (or equivalent), with a CGPA of 2.5.
- English Language Proficiency equivalent to IELTS of 5.5 or TOEFL score of 550 or passed the AeU Placement Test or other equivalent approved by the Senate of AeU. Those who have their tertiary education in English shall normally be exempted from the requirement.

##### **ALTERNATIVE ENTRY**

###### **Accreditation of Prior Experiential Learning (APEL) Entry Requirements:**

- 30 years of age as of 1st January in the year of application
- Possess at least STPM/Diploma/equivalent (e.g. foundation) with relevant work experience
- Other equivalent qualifications recognised by the Senate of AeU; and
- Passed APEL assessment

# SUBJECTS

## Core

1. Marketing Management
2. Managerial Economics
3. International Business
4. Managing People and Organisations
5. Accounting and Finance for Managers
6. Strategic Management-Asian Business

## Electives

For MBA General, choose 5 subjects.

1. Quality and Change Management
2. Multinational Corporations
3. Project Management
4. Entrepreneurship and Innovation
5. Operations Management
6. Supply Chain Management
7. Enterprise Risk Management
8. International Logistics and Transport
9. International Marketing
10. Purchasing and Procurement Management

## MBA with Specialisation

(Choose 2 subjects from Electives AND 1 Specialisation only)

### 1) International Business

- a. Multinational Corporations
- b. International Marketing
- c. International Logistics and Transport

### 2) Entrepreneurship

- a. Entrepreneurship and Innovation
- b. Enterprise Risk Management
- c. Supply Chain Management

### 3) Supply Chain Management

- a. Supply Chain Management
- b. Purchasing and Procurement Management
- c. International Logistics and Transport

### 4) Accounting

- a. Accounting Information System
- b. Financial Accounting Theories
- c. International Accounting

### 5) Human Resource Management

- a. Human Resource Training and Development
- b. Compensation Management
- c. Strategic Human Resource Planning, Recruitment and Selection

### 6) Marketing

- a. Market Research and Development
- b. International Marketing
- c. Service Marketing

## PROGRAMME FACTS

Full-Time	✓	Part-Time	✓
Fully Online	✓	Blended Learning	✓
Duration	Full-Time: Minimum 1 year		
	Part-Time: Minimum 1.5 years		
No. of Subjects	11 + 1 Project Paper		
Assessment	Assignments	60%	
	Examination	40%	

## FINANCIAL INCENTIVES AND AIDS\*

### For Malaysian and international students:

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

### For Malaysian students only:

- 10% discount on tuition fee for full payment of semester fees
- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- RM7,000 personal income tax relief

\*Terms and conditions apply

## Other programmes offered by the School of Management:

1. Doctor of Philosophy (Business Administration)  
(R/345/8/0304) 04/18
  2. Doctor of Business Administration  
(R/340/8/0407) 04/19
  3. Master in Management  
(R/345/7/0452) 01/19
  4. Master of Human Resource Management  
(N/345/7/0101) 11/16
  5. Master of Science (Management) by Research  
(R/345/7/0678) 01/19
  6. Executive Master of Business Administration
  7. Executive Master of Strategic Human Resource Management
  8. Bachelor of Business Administration (Hons)  
(R/340/6/0458) 04/18
- Specialisations:
- Accounting & Finance
  - Marketing & E-Commerce
  - Business Information System
9. Graduate Diploma in Business Management  
(N/345/4/0079) 08/16

## Asia e University

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