

## AeU's Ideal Flexible Learning For Working Adults

A unique dual mode e-learning university, Asia e University (AeU) is one of the most distinguished Malaysian institution and national gateway offering one-stop learning platform for the delivery of education programmes with the flexibility of various alternative learning modes. Leveraging on the collective efforts of a multilateral grouping of 33 Asian member countries under the Asia Cooperation Dialogue (ACD), AeU also collaborates with more than 50 higher education and training institutions to exploit the growth of the local and international higher education market, by offering high quality programmes approved by the Ministry of Education.

AeU's flexible learning offers students the ease of studying online at home or at work while they can continue to enjoy their full time employment. Students can choose between full time or part time mode. In other words, students can choose the learning that fit into their lifestyles as AeU's programmes are affordable as well as accessible anywhere, anytime.

"I was torn between wanting to pursue a university degree and continuing with my job. AeU's flexible programme allowed me to do both. The programme that I'm taking have helped me better appreciate how the industry works and prepared me for greater advancement in my career. It has been a truly enriching experience so far", says Norence Porodong @ Kelly (picture), a Sabahan, Master of Business Administration student at AeU.

AeU continues to develop and build its strategic alliances with local, regional and international linkages to meet the needs of skilled manpower and talent resources. Internationally recognized tertiary qualifications are now at-

tainable goals for all. AeU offers undergraduate programmes such as Bachelor degrees and Graduate Diplomas; and postgraduate programmes such as Doctorates, Masters and Postgraduate Diplomas. In addition to this, AeU also offers executive programmes and professional courses for the working adults who aspire to upgrade their skills and knowledge to move up their careers.

AeU has established its presence in the education sphere with five fundamental academic schools of expertise that are specifically customized and geared towards the rapidly growing industries' relevance to cater to their provisional skills that vary with changing times.

### School of Management (SOM)

SOM provides demand-driven programmes in business and management focusing on marketing and strategy, management knowledge and innovation, human resource management, entrepreneurship, e-business, corporate strategy, performance management and public and voluntary sector management. The programmes within SOM equip graduates with the necessary knowledge, skills and personality traits required by future business leaders in the evolving Asian business and economic milieu. The programmes offered are:

- Doctor of Business Administration
- Master of Business Administration
- Specialisations: International Business, Entrepreneurship, Risk Management, Islamic Banking & Finance
- Master of Human Resources Management
- Master in Management
- Master of Sciences (Management) (by Research)



Executive Master of Strategic Human Resource Management  
Executive Master of Business Administration  
Bachelor of Business Administration (Hons)- to be offered in 2014  
Specialisations: Accounting & Finance, Marketing & E-Commerce  
Graduate Diploma in Business Management  
Graduate Diploma in Accounting

School of Education and Cognitive Sciences (SECS)  
SECS offers programmes for the education profession and is dedicated towards teacher development needs in Asian countries with emphasis on specific local requirements. Its programmes are unique in that they incorporate the cultural, sociological and psychological backgrounds of different Asian communities and relate to local situations and settings, hence bridging the gap between theory and practice in the culturally diverse classrooms. The programmes offered are:

- Master of Education
- Specialisations: Curriculum & Instruction, Education Psychology, Educational Management, Early Childhood Education, Science Education, Instructional Technology, Nursing Education, Higher Education Teaching, Educational Assessment & Evaluation, Teaching English as a Second Language

continue from page 20 .....

..... continue

- Postgraduate Diploma in Higher Education Teaching
- Bachelor of Education (Early Childhood Education) (Hons)
- Bachelor of Education (Teaching English as a Second Language) (Hons) - to be offered in 2014
- Bachelor of Education (Teaching Malay Language in Primary School) (Hons)
- Graduate Diploma in Early Childhood Education
- Graduate Diploma in Teaching

School of Information and Communications Technology (SICT)  
SICT is committed to offering cutting edge academic programmes, in a wide range of areas pertaining to ICT, and in multimedia communications. Its programmes also emphasize on diverse Asian cultures, traditions and business needs. Focused on catering to the needs of the working group, SICT continually imparts up-to-date knowledge and information while placing emphasis on career advancement. SICT offers several uniqueness in its programme to cater for full time and part time mode of study through its fully on line, blended learning and work-based learning to fulfill various needs of students. Prior learning, previous industry experiences and professional certifications are all given their due credit value. The programmes offered are:

- Master in Information & Communication Technology Management
- Specialisations: Project Management, Open Source Computing, Information Security, Knowledge Management, ICT Entrepreneurship, Islamic Banking, Islamic Insurance, Business Continuity Management
- Bachelor of Information & Communication Technology (Hons)
- Specialisations: Information System, Software Engineering, Multimedia Computing, Enterprise Networking
- Bachelor of Technology (Information Technology) (Hons)
- Bachelor of Digital Creative Media (Hons)
- Professional Bachelor of Internet Marketing Technology - To be offered in 2014
- Professional Bachelor of Digital Creative Media
- Professional Bachelor of Computer Technology

School of Arts, Humanities and Social Sciences (SAHUSS)  
SAHUSS offers the broadest scope of Asian studies which include arts, humanities, research on aspects of psychology and sociology, communications, linguistics, politics, religion and other social science related studies. Programmes are designed for those seeking a career requiring an advanced understanding of the region. SAHUSS seeks to ensure that every student benefits from the extensive exposure, and are nurtured in the most ideal environment in aspiring towards attaining the highest academic achievements. Students will not only be limited to research within the country but will have the unlimited opportunity to explore global matters. The programmes offered are:

- Master of Social Sciences
- Master of Humanities & Arts
- Master of Knowledge Management
- Bachelor of Education (Teaching Islamic Studies in Primary School) (Hons)
- Diploma in Islamic Studies

School of Graduate Studies (SGS)  
SGS is a one-stop centre for graduate students aspiring to pursue a research postgraduate programme. Being one of the fastest growing

postgraduate schools in Malaysia, SGS assists students in independent research, with the guidance of supervisor(s) and workshops as well as personalized support. Research programmes are:

- Doctor of Philosophy (PhD) in Business Administration
- Doctor of Philosophy (PhD) in Education
- Doctor of Philosophy (PhD) in Arts
- Doctor of Philosophy (PhD) in ICT
- Industrial Doctorate (IndD)

Financial Aid & Advantages offered by AeU

So where there is a will, there is a way. AeU understands that nothing in the world is free. Therefore, AeU has made an effort to seek out the most practical, and at the same time, the most credible forms of funding to assist in ensuring that their clients reap the most out of what they pay for.

The following list may just about make your heart skip a little, if at all, you have been considering studying again for quite a while now:

- AeU Merit Scholarship available for top-performing students
- 10% discount available through student loyalty schemes
- 10% discount for full payment of semester fees
- 50% discount for senior citizens who are 55 years of age & above
- 75% discount for disabled people
- PTPN loans and EPF withdrawal assistance are available
- MyBrain15 Sponsorships (for Doctoral & Master's Degree only)
- Human Resource Development Fund (HRDF) is claimable

The Asian University of Excellence  
Trusted by a concerted effort aimed towards a global cause, inspired and firmly forged by 33 Asian member countries, AeU generally targets human capital development, the alleviation of poverty and improvements in the quality of life of Asians.