



Norence Porodong Kelly is an MBA student of AeU from Kudat, Sabah.

# Asia e University offers lifelong learning for Malaysians

**A**SIA e University (AeU) realises its mission in lifelong learning for Malaysians and Asians.

AeU offers innovative programmes in management, business, education, ICT & multimedia, arts and humanities & social sciences. AeU offers unique programmes to cater for full-time and part-time study through its fully online, blended learning and even work-based learning to fulfil various the needs of students.

AeU offers teaching and learning methods, including case analyses, simulations, project based learning and industry research. It offers part-time study via blended learning and fully-online study, and full-time study with face-to-face meetings with students.

Full-time study takes the form of attending classes led by lecturers or academic facilitators, either at AeU Kuala Lumpur or any of its learning centres nationwide.

AeU uses open and distance learning programmes to fit working adults' schedules.

The flexibility and convenience of distance learning allow access to the user-focused learning platform from anywhere in the world.

About three to five face-to-face sessions for each class per semester are conducted for part-time students. Learning materials are uploaded for students to download.

The teaching approach uses a blended learning mode that consists of classroom training, home study, praxis learning as well as counselling in connection with the project report.

It also allows students to take electives and specialisations while accommodating their work schedule with courses of study through the

provision of weekend classes.

AeU is one of the first institutions in Malaysia to implement a flexible entry system called open entry. This system awards entry to individuals who wish to pursue tertiary education.

This is done by assessing their prior learning acquired through formal and informal training, as well as work experiences that can compensate for the lack of paper qualifications. About 20 per cent of the university's overall intake is made up of students who applied through open entry.

Open entry requirements for post-graduate programme regulate that candidate must be at least 35 years old and possess STPM, matriculation or diploma equivalent and working experience.

Norence Porodong Kelly, an MBA student from Kudat, Sabah, said: "I decided to pursue an MBA because I wanted to update my knowledge of business concepts and acquire the management skills needed to run a business."

Beyond the expected set of traditional hard skills such as marketing, accounting and finance, the MBA also provided me with an opportunity to develop soft skills such as negotiation, communication and leadership.

"Collaborating and working with others helped to polish my interpersonal skills, transforming me into a better communicator and team player."

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