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Flexible studies for professionals

Distance learning is the best option for busy professionals looking to further their studies.

DISTANCE learning is gaining popularity among professionals. But what is distance learning and how do you know, if it is suitable for you?

Distance learning is basically a formal teaching method, that does away with the conventional face-to-face approach.

According to Asia e University (AeU) School of Management dean Prof Dr Mohammad Adam Bakar, distance learning can be as effective as traditional in-class learning when taught correctly.

AeU is Malaysia's leading distance learning institution. Its postgraduate school has provided education to 1,500 local and foreign professionals since its inception in 2008.

It is a progressive university that has become popular among professionals seeking postgraduate education with less demanding hours.

"It isn't surprising that our postgraduate programme is popular among professionals and adult learners.

"For them (professionals and adult learners), the single most important thing is flexibility. And we offer just that," says Prof Adam, adding that many learners find distance learning suitable as it allows them to combine their educational pursuit with their existing routine.

Take, for instance, the highly popular Master of Business Administration (MBA) programme.

Here, students are encouraged to take three subjects per semester. However, if their schedule doesn't permit them to concentrate on their studies, then they are given the freedom to take one or two subjects only.

"Students can study whenever they choose, at their own pace, without being obligated to attend classes. However, AeU staff is willing to facilitate, assist and counsel whenever required.

"The key to distance learning is to choose the right course for you: it must be in line with your long-term professional development aims, and you need to set aside time to study.

"What we offer at AeU is a more innovative and convenient way to do so," says Prof Adam.

He adds that quick and easy access to learning material and flexible methods of submitting

coursework are just some of the features that add to the flexibility of distance learning.

Asia Cooperation Dialogue

Having been established under the auspices of the Asia Cooperation Dialogue (ACD) with the support of 31 Asian countries, AeU has the advantage of leveraging on the collective expertise and experiences of various institutions of higher learning in the respective ACD member countries.

AeU MBA programme offers a curriculum with 10 compulsory subjects, including Organisational Behaviour, Financial Management, Marketing Management, International Business and four elective subjects.

The elective courses, however, offers a broad range of interesting subjects that will prove useful to professionals.

The elective courses are Islamic Financial System, Islamic Banking and Finance, Small Business Management, Creativity and Innovation Management, Human Resource Management and Security Management and Portfolio Management.

The AeU School of Management also gives students the opportunity to specialise in certain areas in their studies.

In the MBA programme, the area of specialisation includes Risk Management, Entrepreneurship, Tourism Management, Islamic Bank and Finance, Islamic Insurance and International Business.

AeU is a cutting-edge university that associates itself with various academic and professional bodies in Malaysia and abroad.

AeU has been gaining increasing interest from students in India, Bahrain, Indonesia, Vietnam and Saudi Arabia since Nov 2009.

Currently, it is expanding its presence in Cambodia, China, Singapore, Iran, Qatar, Thailand, Sri Lanka, Maldives and Nigeria.

The university is all set to collaborate with more universities, institutions and corporations.

The AeU MBA intake commences in Jan, May and Sept every year.

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