

Star The Star _Tuesday - February 18, 2014

Training Asia's business leaders

ASIA e University (AeU)'s Executive Master in Business Administration (EMBA) is designed especially for the global senior leader who is interested in business innovation and growth. Taught interactively at a dynamic campus in Kuala Lumpur and in selected Asia Cooperation Dialogue (ACD) member countries, AeU's EMBA is a global education programme that brings out the modern leader in vou.

AeU has a curriculum designed for immediate impact. Students will focus on subjects unique to the business environment business, political, social and legal issues. The university has overseas trained faculty members as well as scholars from partner institutions that make its programme one of the most comprehensive in Asia. Also available is the "Industry Insights" workshop and seminar series, which provide timely insights into regional issues and their impact on markets and society. An innovative programme delivery allows candidates to

continue their careers while pursuing their degree. The 12-month duration gives students a reasonable completion period while rapidly expanding their skills set. Classroom activities involve both instructional and project-based learning where students are encouraged to apply knowledge and develop lifelong learning.

AeU's specially designed EMBA is based on:

• Leadership and vision

- Business acumen and integrity
- Global perspective
- Managing change and agilitySustainable performance
- Resource development



AeU believes students should learn more than they are taught

- Associated and three major steps of the learning process:

 Exposure and recognition be exposed to leading theoretical and business practices of this region.
- Practice and application learn to apply the latest theories in a business context.
- Synthesis, discovery and adaptation learn to synthesise theories and create a knowledge structure that will take the student beyond what he is taught.

The Dean of AeU's School of Management, Prof Datuk Dr Sayed Mushtaq Hussain, invites future students: "I believe you will discover that studying at AeU will be a turning point in your life. If you are ready to make a difference in your organisation's development and the future of business in Asia, we invite you to enrol in our EMBA programme. We look forward to embarking on this journey towards excellence with you".