

AN MBA qualification has been proven to increase career options and generate a return on investment for its graduates. Those with aspirations of running a business or taking up a managerial position can harness their work experience to pursue an MBA, which is targeted at honing the requisite skills to effectively prepare them for management and leadership.

Nowadays, many conglomerates including multinationals and government-linked corporations are considering the MBA as an advantage in their quest to find successors for managerial positions.

The public sector also seeks MBA graduates for their business acumen, which include marketing, ICT, communication and financial strategies to achieve their key performance indicators. Apart from that, businessmen may acquire MBA qualification to improve their business profitability and sustainability in a fiercely competitive industry.

Pursuing the MBA

AeU has unprecedented reputation for providing postgraduate programmes of distinction. Professionals have demanding obligations, both personal and professional, that may make it difficult for them to participate in a traditional or conventional MBA.

As such, the mission of AeU is to offer an MBA programme that meets the specific needs of this group. In ensuring that the MBA programme nurtures business leaders of tomorrow, unique components emphasise knowledge management, as it has critical significance for both industry and the societies in which these industries are generated.

Without doubt, the innovative curriculum offered by AeU, coupled with impeccable teaching standards, cutting-edge research and a faculty of the highest quality with a deserved international reputation, prepares students to become leaders in a diverse, multicultural society.

AeU's MBA Programme provides core knowledge in all of the functional areas of business, develops the technical and inter-

Moulded for working adults



AeU's MBA programme is developed specifically for working adults.

personal skills necessary for leadership today and stimulates and encourages managerial and entrepreneurial initiative. By integrating management theories and techniques with real life examples from peers and faculty, students are encouraged to adopt a holistic view of business and to think critically and strategically.

The programme comprises different mixes of fundamental courses, specialist courses and executive workshop sessions. Each course applies cutting-edge knowledge relevant to the needs of regional and global firms, delivering courses that meet and exceed the expectations of the marketplace.

SOM at AeU employs a variety of teaching and learning methods, including case analyses, simulations, project-based learning

and industry guest lectures. Tutorials will be conducted once a month and led by qualified lecturers or academic facilitators either in AeU KL or any approved learning centres nationwide.

"Our MBA programme is led by highly qualified and experienced academic facilitators and professors, both from local and international backgrounds.

"The programme challenges students to become active learners who can acquire, interpret, communicate and apply knowledge within and across disciplines to cultivate the integrative thinking required in a complex and rapidly changing world.

"We pride ourselves on our high-quality and innovative teaching, which means we offer a first-class educational experience to

our students," says SOM's Dean Prof Datuk Dr Sayed Mushtaq Hussain.

The MBA programme offered by SOM, AeU is ideal for working professionals as it allows them to excel in their career while accessing their learning anywhere and anytime.

The flexibility and convenience of distance learning, coupled with the human dynamics of a user friendly e-learning platform called Personalised Learning Space (PLS), allows access to the user-focused learning platform from anywhere in the world. PLS works not only for the merit of a flexible yet easier way of learning but also to ameliorate discipline in daily time management.

"I chose AeU because it is well recognised and the lessons are scheduled to cater for working adults. Time management is essential in fulfilling my commitments at work, home and university. AeU's e-learning modules and the flexibility it gives me to select what I want to do each semester have allowed me to better manage my time. Studying at AeU has not only expanded my knowledge but also instilled discipline and improved my time management skills – an ability I believe will aid me in the future." says MBA graduate Ridzuan Repin.

AeU is a multinational university established under the auspices of the 32 Asia Cooperation Dialogue Countries (ACD) supported by its main campus in Kuala Lumpur and 23 learning centres nationwide.

Enrolment for the September semester is still open. Candidates can apply for studies through a Normal Entry or via Open Entry admission that takes into consideration the individual's working experience.

■ For more information, log on to www.aeu.edu.my or call 1300 300 238.