

# AeU's **lifelong** learning programmes

> **Chance to develop soft skills like communication and leadership**

**S**INCE its inception in 2007, Asia e University (AeU) has upheld lifelong learning among Asians. Admission into its lifelong learning programmes, especially postgraduate programmes, can be done through the conventional normal entry path or through its flexible open entry paths.

The university offers innovative and relevant academic programmes in a wide range of areas including management, business, education, ICT & multimedia, and arts, humanities & social sciences.

Focused on the needs of working adults, schools at AeU have continuously imparted up-to-date knowledge and information while placing emphasis on career development. The university offers flexibility in its programmes to cater for full-time and part-time modes of study; through fully online,

blended learning, and through work-based learning.

Popular postgraduate programmes available in AeU include PhD in Business Administration, PhD in Education, PhD in Arts, Doctor of Business Administration (DBA), Master in Information & Communication Technology Management, and Master of Human Resources Management.

Based on the Open & Distance Learning (ODL) concept where education is imparted to learners who may not be physically present on campus, the university's ODL programmes are designed to fit in with a working adult's busy work schedule.

Between three and five face-to-face sessions for each class per semester are conducted for part-time students and relevant learning materials are uploaded in a user friendly e-learning platform called Personalised Learning Space (myPLS) for students to download, read and practise at their convenience.

Access to myPLS is given to both full-time and part-time students.

About 20% of the university's overall intake is made up of students who applied through open entry. Towards supporting lifelong learning, Open Entry requires postgraduate candidates to be at least 35 years old and to possess STPM (or matriculation or diploma) and working experience.

Among the university's MBA students is Swa Lee Lee (*pix*), who says, "I decided to pursue an MBA because I wanted to update my knowledge of modern business concepts and acquire the management skills needed in order to successfully run a business.

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

"Collaborating and working with a truly diverse cohort, in terms of nationality, educational and professional backgrounds, has helped to polish my interpersonal skills, transforming me into a better communicator and team player."

The university currently offers more than 40 academic

programmes at all levels, ranging from diplomas to PhDs through five schools, the School of Management, School of Education & Cognitive Sciences, School of Information & Communications Technology, School of Arts, Humanities & Social Sciences and School of Graduate Studies.

The university also offers more than 170 executive and professional programmes through the School of Professional & Executive Education and School of Technical Education, Engineering & Reskilling.

AeU today has an enrolment of more than 15,000 students internationally, and has graduated over 5,000 graduates thus far. By delivering a world-class learning experience, the university aspires to be a leader in the promotion of affordable quality e-learning throughout Asia,

leveraging on the collective efforts of a multilateral grouping of 33 Asian member countries under the Asia Cooperation Dialogue (ACD).

AeU has three intakes every year—in

January, May and September. Registration is available online, and at-counter registration at its main campus (Jalan Sultan Sulaiman, Kuala Lumpur) and at its learning centres all over Malaysia.

