

University for Asians

> Focus is on personalised learning

ASIA e University (AeU) is a global university established "by Asians for Asia". It is a flexible-mode university set up under an initiative of Malaysia, as prime mover for e-education, with the support of the 32 Asia Cooperation Dialogue (ACD) member countries.

In the span of just over six years, the university has established itself as an acclaimed online distance learning (ODL) institution with a market-driven cross-border agenda. At the 1st Asia Cooperation Dialogue (ACD) Summit in Kuwait held in October last year, AeU was declared "Best ACD Project".

The university's main campus in Kuala Lumpur is supported by 22 learning centres nationwide and 12 international learning centres. It offers a comprehensive range of academic and professional training programmes—from graduate diploma, bachelor and master to doctoral levels—in Business and Management, ICT, Education and Humanities, Arts and Social Sciences.

With a focus on personalised learning, AeU is leading the way in providing flexible, innovative and affordable quality education. Its unique selling point is the fact that it tailors higher education for adult learners; the programmes make life easier for the busy working adult.

The experience is learner-centred and knowledge-centred, supported by a system of dedicated teachers and high technology.

At the heart of its brand, AeU strives for a new culture of learning and teaching where it expects its learners to reach or exceed expectations, fulfil early promise and develop latent potential.

Students can study fully online or with blended learning; a combination of online and face-to-face classes. Assessment is flexible, with a practical combination of 60% assignment and 40% examination, ensuring that its more practical rather than theory based.

The Open Entry Systems practised by AeU takes into account the working experience of an applicant,

rather than just focusing on their paper qualifications.

The university's School of Graduate Studies (SGS) is a one-stop centre for postgraduate students and researchers from around the world. Its cross-border and cross-culture programmes have attracted about 900 PhD and 1,300 Master's students from Malaysia, Bahrain, India, Vietnam, and Indonesia, among others.

PhDs in Business Administration, Education, ICT and Arts are among the options available.

Other programmes offered include Industrial Doctorate (IndD), Master of Science Management by Research, and Master of Humanities & Arts by Research.

Enrolment for the January semester is now open.



The university has established itself as an ODL institution with a market-driven cross-border agenda.

Meeting international standards

WHILE universities don't rely solely on standardised test scores to make admission decisions, these scores give them a basic idea of your ability to do postgraduate-level work.

Postgraduate admission requirements vary by institution. However, there are a few standardised tests that most institutions use as a basic gauge of applicants' language and general technical knowledge. These tests are set by organisations separate and independent from any institutions to ensure a fair and impartial assessment of the prospective students' ability to study at postgraduate level.

Usually, you need to have your test scores sent directly to the institutions to which you are applying. Thus, it's important to take any required tests in a timely manner to avoid delaying the processing and evaluation of your application. Also, you should register to take the test as early as possible to ensure that you can take it on the date that you want.

English is the preferred language of instruction for most postgraduate programmes, both local and abroad. Therefore, students must be fluent in listening, reading, speaking and writing.

Prospective students are usually required to submit proof of English proficiency when their native language is not English, and their first degree was awarded in a country where the medium of instruction was not English.

The two most widely accepted English proficiency tests are the Test of English as a Foreign Language (TOEFL) and the International English Language Testing System (IELTS).

TOEFL measures the ability to read, listen, speak and write in English, plus the ability to use these skills together in the university classroom. It is offered as an internet or paper-based test. The paper test is given six times a year, while the internet test has 30 to 40 annual sittings.

IELTS, on the other hand, measures the test taker's ability to communicate in English across all four language skills: listening, reading, writing and speaking. It is for undergraduate or postgraduate study applicants and is administered four times a month on Thursdays and Saturdays (check with your nearest test centre for exact dates and test availability).