



# *Executive Master of Business ( General Management )*

**“To Be A Leader and A Premier Educational Hub in the  
Promotion of Affordable and Quality E-Learning in Asia”**

THE  
1<sup>st</sup> ASIAN  
MULTINATIONAL  
UNIVERSITY

1 UNIVERSITY  
33 COUNTRIES

[www.aeu.edu.my](http://www.aeu.edu.my)

## AeU Overview

Asia e University (AeU) is a flexible, international university set in Asia, by Asians for Asia under the Asia Cooperation Dialogue (ACD). Its establishment is an initiative of Malaysia, as the prime mover for e-education, with the support of 33 ACD Member Countries as confirmed at the Islamabad 2005 and Doha 2006 ACD Ministerial Meetings.

AeU collaborates with Institutions of Higher Learning (IHLs) and training centres in the 33 ACD Member Countries to offer academic and professional training programmes focusing on affordability, accessibility, and quality.

AeU is also an instrument for greater Asia- wide cooperation and a catalyst in narrowing the digital divide among communities and nations. It will actively promote e-education efforts to meet the future human capacity needs of Asia. AeU is set to open minds and open doors of opportunities for all in Asia.

## Message from the Director



Nik Hishamuddin Nik M. Yusoff  
Director

**Asia e University (AeU)** is truly committed to building a regional and global brand as the place for professionals and lifelong learning individuals of all ages and races to interact and develop themselves further. Through international strategic alliances and R&D projects, AeU and its global partnering universities and institutions have established learning centres in India, Middle Eastern countries, China, Indonesia and other South East Asian countries. Impressed with the milestones achieved by AeU, renowned institutions outside the Asian region are also on the path of collaboration with AeU, including institutions from the USA, England, Australia, New Zealand, Ireland, Africa and Maldives. The show of confidence from existing and future partners has strengthened our commitment to ensure that our professional programmes and executive education make a long-lasting, positive impact to our learners.

**AeU's School of Professional and Executive Education (SPEED)** has designed innovative and topical programmes for people of different backgrounds to pursue their lifelong learning ventures. An array of both professional training programmes and executive courses awaits people who are hungry for continuing professional development. With highly competitive and affordable pricing, SPEED professional and executive education programmes invite working executives to savour and enjoy the flexible learning approach towards professional development.

**SPEED** up your advancement and fast track your career through our **Continuing Professional Development Programmes (CPDPs)** and **Executive Education** programmes. It's the time for progressive change ... and change through learning

## **A. Programme Offered :**

### **Executive Master of Business (General Management)**

- Organizational Behaviour
- Project Management
- Supply Chain Management
- Human Resource Management
- Corporate Finance
- Business Law
- International Business
- Global Marketing Strategy
- Operations Management
- ASEAN 2015 Integration



## **B. Objectives :**

- To produce competent graduates with sound knowledge in business management and are able to solve problems effectively.
- To produce confident graduates with excellent management and leadership skills who are able to lead a multi-disciplinary team.
- To equip graduates with a broad education that will stand them in a good stead for future employment and career change.
- To develop graduates intellectual capacity in adapting to the rapid developments as they progresses in their career.

## **C. Programme Structure :**

- The programme is conducted on weekends for working adults
- It comprises a total of 10 modules
- Assessment based on 100% Assignment coursework and participation in tutorials
- Case Studies Learning, that is based on practicality and real life situation to be facilitated by industry practitioners
- Optional Overseas Seminar and Industrial Visits

## **C. Admission Requirement :**

- A Bachelor degree, diploma and any other equivalent qualifications plus minimum 5 years of relevant working experience, or
- Minimum 25 years of age with practical working experience and relevant academic qualifications.

# Key Features & Benefits

## 1. Programme designed for working adults

Come and experience our quality, accessible, flexible and practical-oriented program for working adults.

## 2. Affordable Tuition Fees

It is within the means of an average working person to obtain an extra academic qualification as the programme is one of the most affordable in the country.

## 3. Proven in Malaysia since year 2008

AEU's continuing education programmes has been in Malaysia since year 2008. Thousands of students have successfully enrolled and participated in various programs.

## 4. Qualified and Experienced Lecturers

All our faculty members are highly qualified professional who either possess a Master or a Doctorate degree. In addition, they have vast experience in their fields as industrial practitioners or corporate trainers. They don't just lecture, they facilitate and coach your learning.

## 5. Great Networking Opportunity

All the students who have enrolled into the programmes are executives or leaders of their own respective industries. Most of them are involved in various industries like construction, manufacturing, consumer products, engineering, education, agriculture, IT, banking and consultancy services. This provides a good platform for networking opportunity among individuals and organizations for a Win-Win business partnership and exchanging of ideas.



Well established in 33 countries :

Afghanistan	Malaysia
Bahrain	Mongolia
Bangladesh	Myanmar
Bhutan	Oman
Brunei Darussalam	Pakistan
Cambodia	Phillipines
China	Qatar
India	Russia
Indonesia	Saudi Arabia
Iran	Singapore
Japan	Sri Lanka
Kazakhstan	Thailand
Korea	UAE
Kuwait	Vietnam
Kyrgyzstan	Tajikistan
Laos	Turkey
	Uzbekistan



*SPEED, AeU Collaboration Partner :*

### **Bright Learning & Skills Development Centre**

( managed by Bright Newstar (M) Sdn. Bhd.)  
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4D, Desa Universiti Commercial Complex  
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**CONTACT OUR REPRESENTATIVE**

