



Executive Bachelor 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
1st ASIAN
MULTINATIONAL
UNIVERSITY

1 UNIVERSITY
31 COUNTRIES

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 31 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 31 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 :

(1) Executive Bachelor of Business (General Management)

- Business Principles & Ethics
- Principles of Accounting
- Managerial Economics
- Project Management
- Business Law
- Operation Risk Management
- Human Resource Development
- Management Information System
- Multi-National Enterprise
- Procurement & Materials Management
- Marketing Management
- International Business
- New Venture Creation
- Business Process Improvement
- Cross Cultural Management



B. Programme Aims :

- ◆ To provide students with skills and capabilities needed to become a successful executives and entrepreneurs.
- ◆ To encourage students to generate their own opportunities in starting their own businesses.
- ◆ To produce graduates with innovation capabilities demanded by the job market.
- ◆ To produce graduates who are self-confident with clear goals and good people skills.

B. Programme Structure :

- ◆ The programme is conducted on weekends for working adults
- ◆ It comprises a total of 15 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
- ◆ Overseas Seminar and Industrial Visits

D. Admission Requirement :

- ◆ A diploma, certificate or any other equivalent qualifications plus minimum 2 years of relevant working experience,
- ◆ Minimum 21 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 Career Advancement & Entrepreneurial Opportunity

Upon completion of the programme, students will stand a good chance of a career advancement in their own respective field. They are also able to build their own business, if there is an opportunity.



Well established in 31 countries :

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	Uzbekistan
Malaysia	



SPEED, AeU Collaboration Partner :

Bright Learning & Skills Development Centre

(managed by Bright Newstar (M) Sdn. Bhd.)
813837-P

4D, Desa Universiti Commercial Complex
Jalan Sungai Dua, 11700 Gelugor, Penang

brightmalaysia@gmail.com

CONTACT OUR REPRESENTATIVE

