



The World Class **Asian MBA**

Master in Business Administration

MQA/A9102



Ernie Chen
President / Group CEO,
Asia's No.1 Business Coach,
TV & Radio Personality

The PORTMAN-AeU MBA was developed to challenge the MBA student on the complexity of managing businesses in a competitive environment. This focused, yet diversified curriculum develops the strategic, creative and problem-solving skills of both managers and executives to meet the challenges of an increasingly competitive business world where innovation, speed of execution, precision in action and clarity of communication are essential for the success of any business.

Learn Real Experiences From Qualified Corporate Professionals

Any MBA program should bestow three distinct types of human capital upon their graduates' scholastic capital (the amount of knowledge acquired), social capital (personal contacts, network ties) and cultural capital (the symbols of prestige). This MBA aims to develop all of the above by emphasising on global perspective, leadership skill development, integration skills, responding to the role of management, responsibility and purpose of business, need for creative and innovation, critical thinking and communicating clear and lastly the need to understand the limitations of business models to the marketplace.

We will give you an insight into real business environments and challenges. You will get to learn from the best in the industry. Together with our corporate education & training division ATCEN Sdn Bhd we aim to give you insights into the business environment of Banking & Financial Services, Telecommunication, Government-Linked Companies, Oil & Gas, Insurance, Retail, Property Developers, Automobile and others.

Career Prospects

Today, the MBA has become a necessity for promotion to Senior Management Positions in companies. After completion of this MBA, you will have better business knowledge and leadership skills. Your business associates and network will be greater leading to further career and financial growth.

What's more, your specialisation will give you the added advantage when it comes to jobs in Marketing, Operations and Finance thereby giving you the opportunities to work in many different industries from financial institutions, trading, advertising, manufacturing and many others.

Further Studies

The PORTMAN-AeU MBA is MQA Accredited. It is recognised by local private universities and international universities, for Doctorate studies.

Entry Requirements

(A) Regular Entry

- Bachelor's Degree with Honours in the relevant field
OR
- Bachelor's Degree in other fields recognised by the AeU Senate

(B) Open Entry

Qualifications recognised by the Ministry of Higher Education, Malaysia:

- Be at least 35 years old
Possess STPM/Matriculation/Diploma/'A' Level or its equivalent.
- Provide evidence of prior learning experience and/or knowledge relevant to programme applied for.
- Other qualifications recognised by the AeU Senate.

“AFFORDABLE QUALITY EDUCATION”

PORTMAN COLLEGE is the tertiary educational development division for the ATCEN Education Group. Established since 1997, PORTMAN College is well recognised as Malaysia's reputed business school specialist with a strategic focus mission to educate and produce highly competent business leaders to make a difference in the world.

Our Students are:

- Exposed to the latest development in the business world.
- Driven to integrate their skills and think strategically when making business decisions.
- Challenged by industry based assignments that open their eyes to the complexities of the real business world.
- Stimulated to looking for business opportunities that shapes opinions and personal drive.
- Engaged in incubation of new enterprises that merge different skills to create new business ideas and opportunities.
- Encouraged to build their business network.

We Are Market-Driven

PORTMAN College is part of the ATCEN Education Group which consists of ATCEN Sdn Bhd, a well established corporate training provider, outLOUD Studios Sdn Bhd, a full multi-media production line and ATCEN Digital Sdn Bhd, an education web & mobile apps development specialist. Together the Group distinguished itself by delivering an education that focuses on applied knowledge that is a notch above in quality.

PORTMAN's insistence on preparing its graduates for the global marketplace with its emphasis on an education that is highly practical, has proven to provide an added edge for our students.

The PORTMAN Leadership Development Programme

PORTMAN Leadership Development Program is a value added initiative into this MBA education as a result of the trend shifting towards competency based human capital development. This provides market-centred curricula that prepare students for life "in the real business world", as well as producing globally competitive graduates that are able to compete at an international level.

Soft Skills Mastery:

Students are inculcated with effective Interpersonal Communication & Presentation Skills, Strategic Thinking & Problem Solving Skills.

Leadership and Management Development programs

At PORTMAN, we believe these additional Soft Skills Mastery and experiences will provide a sustainable long-term competitive edge with the ultimate goal of developing Leaders ready to overcome market challenges.

Course Structure

Subjects: 11 + 1 Project Paper

Tutorials: One Sat and Sun per subject

Assessment: Assignment 60%, Examination 40%

Core

- Marketing Management
- Managerial Economics
- International Business
- Managing People in Organisations
- Accounting and Finance for Managers
- Strategic Management-Asian Business
- Entrepreneurship and Innovation
- Supply Chain Management

**Compulsory: 1 Project Paper.

**Program is HRDF and EPF Claimable.

Key Specialisations and All Electives

Marketing

1. Market Research & Development
2. International Marketing
3. Service Marketing

Supply Chain Management

1. Purchasing & Procurement Management
2. International Logistics & Transport
3. Quality and Change Management




Entrepreneurship

1. Enterprise Risk Management
2. International Marketing
3. Any one subject from SCM

The 10 Advantages

1. Completion in 15 months
2. Only Weekend Classes
3. Industry Based Lecturers
4. HRDF Claimable
5. KWSP Account 2 Withdrawal
6. Build your Corporate Network
7. English E-Learning Program
8. 70% Discounts @ ATCEN Training
9. Free Networking Events
10. Free Educational Events

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1 University 33 Countries



Member
European Foundation for Quality in e-Learning (EFQUEL)



Member
The Asia Pacific University Community Engagement Network (APUCEN)



Member
International Council for Open and Distance Education (ICDE)



Member
Asian Association of Open Universities (AAOU)



Member
The Association of Commonwealth Universities (ACU)



Member
International Consortium for Teaching and Learning Centres (ICTLTC)



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