



**ASIASchool  
of Business**

in collaboration with MIT Sloan Management

**EMBA+**



**ACCELERATE YOUR CAREER WITH OUR  
TRANSFORMATIVE EMBA PROGRAM**

Master of Business Administration ((N/0414/7/0050) (08/24) (MQA/FA12248))

[asb.edu.my](http://asb.edu.my)

## GLOBALLY RECOGNIZED, ASIA ORIENTED

The ASB Executive MBA (EMBA) program, in collaboration with MIT Sloan, is built on a century-long tradition of academic excellence, drawing inspiration from renowned pedagogical principles and core philosophies. Positioned in a dynamic region, our strong foundation is further enhanced by a formidable network and regional resources, thereby elevating the program to unparalleled heights.

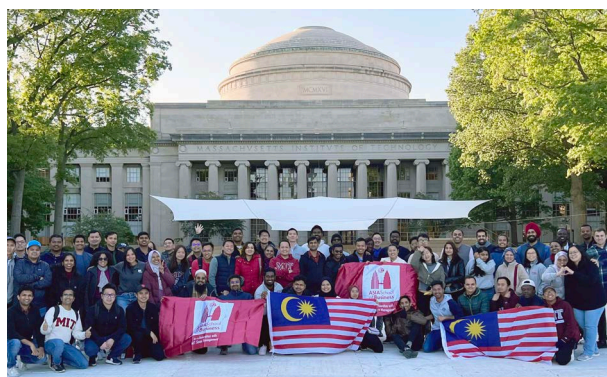
In Collaboration With  
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Tailored for mid- to senior-level leaders, the EMBA offers a distinct journey seamlessly integrating knowledge pursuit and career development. With a balanced approach encompassing on-campus and hybrid instruction, you can delve deeper into business management, applying newfound knowledge to real-world challenges.

The EMBA is aimed for significant professional impact. Each course offers an ongoing platform for learning, testing, and applying classroom theories and real-world examples to address critical organizational challenges.

## PROGRAM AT A GLANCE

- 16-month modular and weekend format program
- Diverse student and alumni network
- World-class global residential faculty, visiting faculty from MIT Sloan and other top schools
- Learn from C-Level leaders in Learning in Action
- 3 weeks at MIT Sloan in Cambridge, Massachusetts
- 2 Business Practicum
- ASB Alum & MIT Sloan Affiliated Alumnus



### **Narish Sukumaran, Malaysia (MBAWP 2024)**

"ASB's MBA program has been a game-changer for me. It's a perfect blend of academic rigor, real-world application, and challenging business scenarios. This life-changing experience has truly transformed and molded me into a better generalist, manager, and leader. The faculty and staff at ASB have been instrumental in my journey, providing essential guidance and coaching that have led me to achieve remarkable success in corporate leadership.

But it's not just about academics and career growth. Through ASB, I've had the privilege of making lifelong friends and building incredible business connections. Together, we are poised to support each other's growth and success."

# ASIA + AMERICA

## THE BEST OF

Exposure to the world's fastest-growing region

Hands-on learning experiences in Asia

Engagement with top tier businesses and leaders through Action Learning experiences

On-campus experience in Asia's melting pot - Kuala Lumpur

World-class residential faculty and visiting faculty from MIT Sloan

Purpose-built state-of-the-art campus

Global and diverse student body

Academic rigor and practical application based on MIT's mind & hand motto

Exposure to an inspiring and intellectual environment in Cambridge, Massachusetts for a (up to) 3-week MIT Immersion

Experience Kendall Square, connect with innovative leaders, and plug into an exciting startup ecosystem

### Core Courses

- Operations Management
- Organizational Behavior & Leadership
- Marketing
- Data Analytics
- Managerial Economics
- Competitive Strategy
- Finance & Accounting
- System Dynamics
- Negotiations
- Entrepreneurship
- HR Management
- Ethics and Corporate
- Professional Development & Executive Coaching
- Learning in Action

*\*Subject to change*

### Sample of Electives

- Scenario Planning
- Systems Optimization
- Strategies for People Analytics
- Platforms, Auctions & Competition through Games
- Advanced Data Analytics
- Political Economies
- Energy: Markets, Policies and Sustainability
- Managerial Accounting
- Legal Tender: Histories of Law & Money;
- Portfolio Management
- Supply Chain Fundamentals

*\*Subject to change*



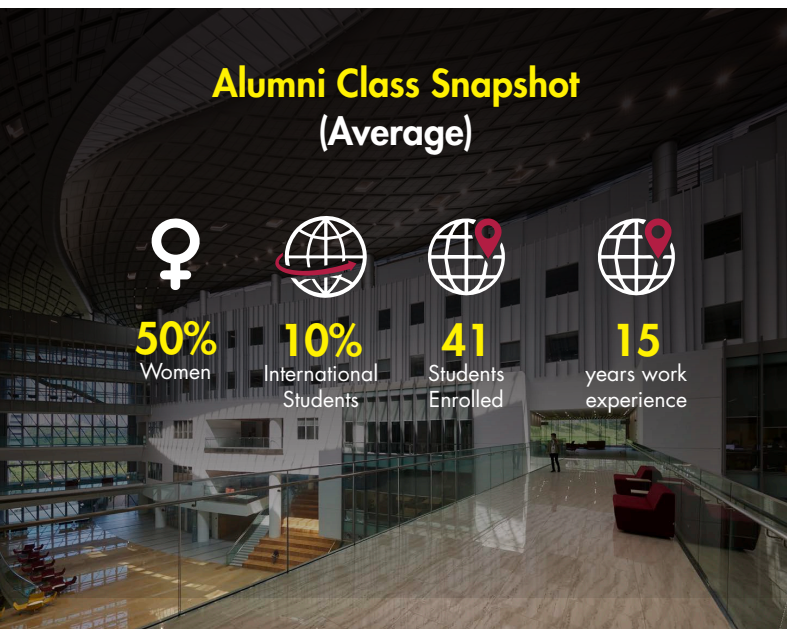
"It took us 52 years to understand our business, and it took ASB students one week!"

**Felix Pang, Group Executive Director, MAMEE-Double Decker**

## REDEFINE YOURSELF WITH THE EMBA

Are you a “career accelerator” seeking to make an impact in your company, or an entrepreneur looking to grow your business? Then join us at ASB! Our commitment to diversity extends to the backgrounds, skills, and perspectives of each cohort. By carefully crafting our class profile, we ensure you’ll learn just as much from your peers as you do from our esteemed faculty.

One of the defining features of ASB is our truly global student body. As an Executive MBA student, you’ll take some classes alongside full-time MBA students from over two dozen countries and five continents, enhancing your MBA experience and broadening your global perspectives.



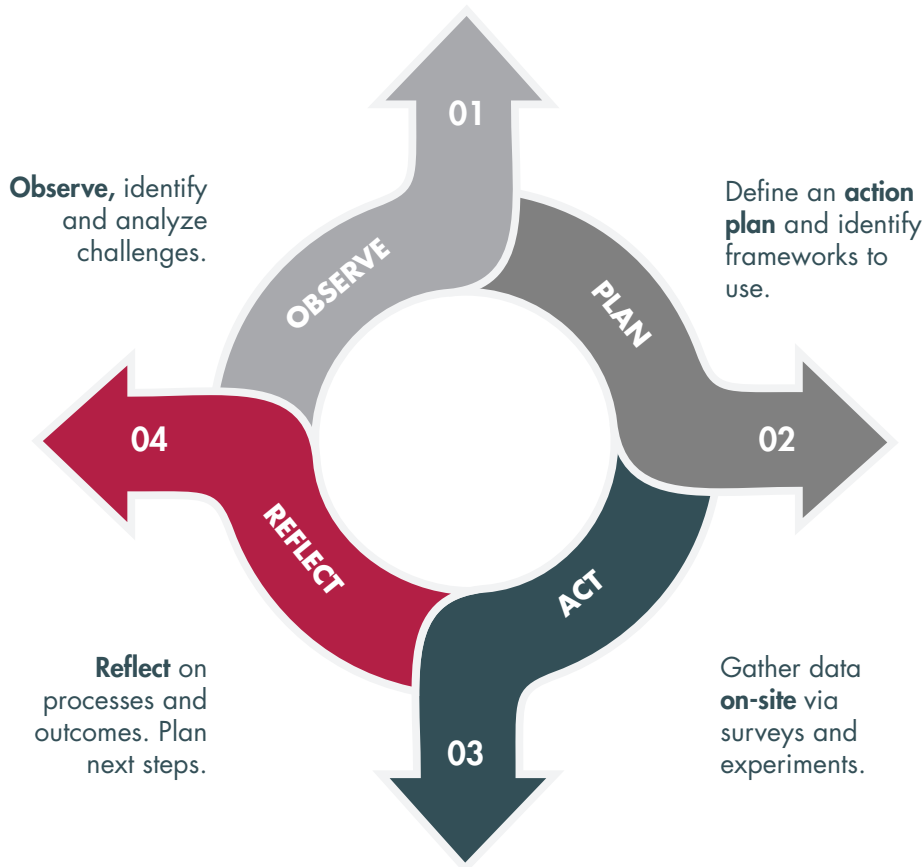
**Aidil Azwal Zainudin**  
Founder and CEO  
Olive House

An entrepreneur with a background in Islamic Studies, Aidil founded Olive House, a multi-million ringgit nutrition and wellness business, in 2011 to educate the public about healthy living.



**Nik Aisyah Amirah Mansor**  
PGCEO Office - Corporate Finance & Planning  
Sapura Secured Technologies.

A CPA with 12 years of experience in various finance functions across MNCs and a Big 4 accounting firm, Nik Aisyah who is passionate about leadership, growth and people has played an instrumental role in developing and spearheading a JV for Sapura Energy Berhad, leading her to now head the Group Treasury and Investor Relations for the company.



MIT emphasizes “Mind and Hand” (*mens et manus*) philosophy. Building from this, ASB promotes Learning in Action to accelerate learning through hands-on practice. Working on real-time projects with guidance from business coaches and ASB faculty, you will develop innovative solutions to your organization’s challenges.

## LEARNING IN ACTION: WHERE MIND MEETS HAND

### Multiple Experiential Learning Opportunities

- **Industry Trek:** Immerse yourself in a fast-growing economy and network with top companies in the region on an international industry trek.
- **Business Practicum:** Collaborate with your class to tackle host organization’s key business challenges in a one-week format.
- **Learning in Action:** Learn from C-Level leaders throughout the region.

### Professional Development Opportunities

Join ASB for a transformative experience to enhance your leadership skills. The program offers a diverse curriculum, hands-on coursework, professional development workshops, executive coaching, and exposure to various perspectives to expand your capabilities. ASB combines academic frameworks with real-world industry experience to help you become an exceptional leader.

The Executive MBA Professional Development Curriculum focuses on:

- Self-Mastery
- Building & Nurturing Relationships
- Communications
- Talent Management Essentials
- Executive Coaching

# WHO CAN APPLY

## Minimum Eligibility Criteria



Bachelor's degree or equivalent from a recognized institution with a minimum 2.5 CGPA on a 4.0 scale



Approximately 8 years or more of work experience



Proof of English proficiency



Employed / Self-Employed full time

*\*Malaysian applicant aged 30 and above, without Bachelor's degree or equivalent may opt to take APEL A to meet the minimum requirement for the program.*

### Tuition Fee

The tuition fee for the 2025 EMBA intake is MYR180,000 (approx. US\$43,000)

The tuition fee **excludes** the following:

- All airfare, including to Malaysia for Residency Weeks, MIT Sloan (Boston), International Business Practicum, and optional industry trek.
- International Visa Fees
- ASBR Accommodation
- Living Expenses

*\*Subject to change*



### Fellowship

Merit-based fellowship will be available to applicants who demonstrate outstanding accomplishments in the areas of academic experience professional and global diversity, leadership impact and achievements etc. For priority fellowship consideration applicants are encouraged to apply early in the admissions cycle (Round 1 or Round 2 deadlines)

**HRDC & STF eligible for Malaysian nationals.**

### Application Deadlines\*\*

**Round 1:** 31 May 2024  
**Round 2:** 30 August 2024  
**Round 3:** 31 October 2024

*\*\* Subject to change*



**Apply Here:**  
[apply.asb.edu.my/apply](https://apply.asb.edu.my/apply)

*\*International candidates are encouraged to apply early to ensure adequate time for visa applications.*



Have a question? Send us an email.  
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*This Brochure is accurate as of May 2024*

**Asia School of Business (ASB)** Ministry of Higher Education, Malaysia Registration: DU046(W)  
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