

MBA 3.0 - MIND, HAND AND HEART



Our students come from 6 different continents, 12 countries and 26 industries; each with their own dynamic experiences which provides a unique opportunity for students to not only learn from the MIT Sloan and ASB, but also from each other. At ASB we celebrate diversity and see it as our competitive advantage.

What is required to submit an application to ASB?

- 1 Cover Letter
- 2 Resume
- 3 2 Essays
- 4 Degree Transcripts
- 5 GMAT or GRE Test Scores and/ or Video Submission
- 6 2 Letters of Recommendation

ASB MBA courses in the first 2 terms:

- Action Learning Treks
- Applied Economics for Managers
- Applied Probability and Statistics
- Competitive Strategy
- Communications
- Corporate Finance
- Ethics and Corporate Accountability
- Industrial Economics
- Financial Accounting
- Financial Statements
- Macroeconomics
- Managerial Accounting
- Operations Management
- Operations Practicum
- Data, Optimization Models and Decisions
- Organizational Processes and Leadership
- Intro to Analytics for Managers

www.asb.edu.my

EXTRAORDINARY AND UNCONVENTIONAL

Asia School of Business was established in collaboration with MIT Sloan and Bank Negara Malaysia to be a premier business school that develops transformative and principled leaders who will contribute to a better future and advance the emerging world.

What sets Asia School of Business apart from other premier MBA schools is the connection between theory and practice. Action Learning is at the core of the unconventional learning experience. The combination of rigorous MIT Sloan curriculum taught by some of the best professors in the industry, and the ability to apply these tools and frameworks in real-world situations, provides the formula for building transformative leaders who are market-ready.



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ACTION LEARNING

ASB

BUILDING THE GLOBAL LEADERS OF TOMORROW

NO LEARNING WITHOUT ACTION. NO ACTION WITHOUT LEARNING.





ACTION LEARNING HOSTS AND ADVISORY BOARD

Host

Action Learning is an engaging and collaborative process between faculty, students and industry hosts. We are grateful for the trust and commitment of our partners:

- ACM (Boeing)
- AirAsia
- Astro
- Axiata
- Bank of Mexico
- Berli Jucker PCL
- CIMB
- Digi
- Easyuni
- Esquel
- FashionValet
- GreenTech
- Johnson & Johnson
- Khazanah
- Maybank
- Maxis
- OCBC Bank
- Prudential
- Sime Darby
- TBWA

Advisory Board

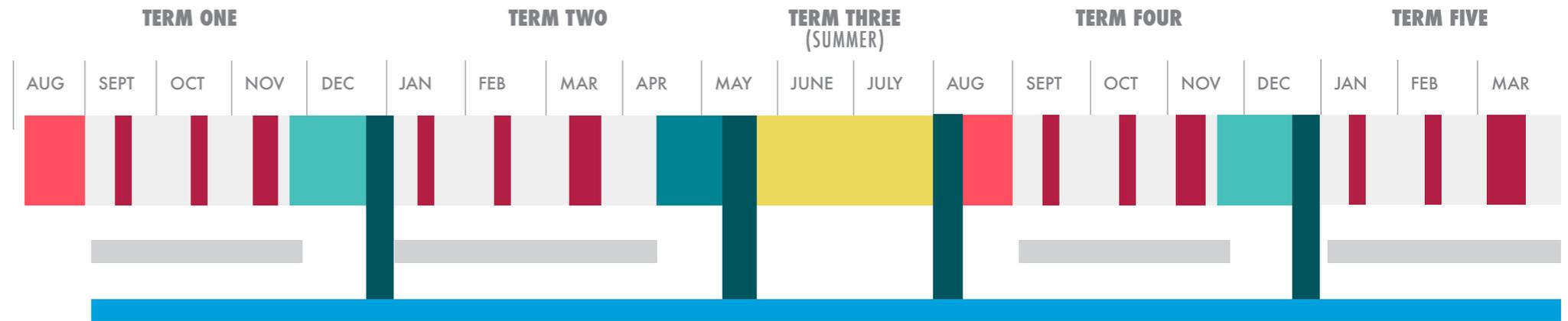
- Dato Soo Min Yeoh, YTL Corporation
- Datin Badrunnisa Mohd Yasin Khan, Axiata
- Datin Mornifairos Othman, Maybank
- Faz Kamaruddin, AirAsia
- Karunajothi Kandasamy, SME Corporation
- Adam Badri, SapuraKencana Petroleum
- Alok Mishra, Johnson & Johnson Singapore
- Daniel Park, ACM (Boeing)

MBA 3.0 CURRICULUM

"It was fantastic meeting some of Asia's best and brightest. What really made me proud was when the MIT faculty told me our students are as good as any they have seen at MIT."

Tony Fernandes, Group CEO & Director, AirAsia Berhad

The 20 months of an ASB MBA is a rigorous and well-structured journey to prepare you to become a market-ready changemaker. Leadership through innovation is the cornerstone of each semester; building your knowledge and honing your skills through intensive, real-time Action Learning projects.



THE MIND LEARNS EFFECTIVELY WHEN HANDS-ON EXPERIENCE IS THE TEACHER



The Orientation module has a strong emphasis on multiculturalism, communication, leadership and team building.

Students gain fundamental key business foundations across disciplines, perspectives and cultures, including group discussions and presentations, and business case coursework taught by MIT Sloan faculty.

In this course, students learn specific tools such as team, project and stakeholder management to be applied in their Action Learning engagements as well as discuss weekly with their faculty advisors on their projects' developments.

To reinforce their developing theoretical knowledge, students at ASB apply classroom learning to management challenges working on-site in organizations around Malaysia and Southeast Asia.

During the Symposium, the student teams showcase to action learning current and future hosts the outcomes of their on-site experience during presentations and poster sessions.

ASB students will embark on a 6-week US Trek, which includes 4 weeks at MIT Sloan and a 2-week 'industry trek' during which students will visit companies and institutions of interest.

These projects provide opportunities to the students to pursue individual interests and work for various companies, start-ups or NGO's on a global market.

Career development activities include class-time, industry speakers, networking events, mock interviews and negotiations, mentoring and training programs and company visits.