



Workshop on ACD MBA Programme for ACD University Network: A Report

Ansary AHMED

Founder President, Asia e University, Malaysia

President@aeu.edu.my

ABOUT ASIA COOPERATION DIALOGUE (ACD) :

The Asia Cooperation Dialogue (ACD) is a multilateral organisation consisting of 35 Asian Countries; the Islamic Republic of Afghanistan, the Kingdom of Bahrain, the People's Republic of Bangladesh, the Kingdom of Bhutan, Brunei Darussalam, the Kingdom of Cambodia, the People's Republic of China, the Republic of India, the Republic of Indonesia, the Islamic Republic of Iran, Japan, the Republic of Kazakhstan, the Republic of Korea, the State of Kuwait, the Kyrgyz Republic, the Lao People's Democratic Republic, Malaysia, Mongolia, the Republic of the Union of Myanmar, Federal Democratic Republic of Nepal, the Sultanate of Oman, the Islamic Republic of Pakistan, the Republic of the Philippines, the State of Qatar, the Russian Federation, the Kingdom of Saudi Arabia, the Republic of Singapore, the Democratic Socialist Republic of Sri Lanka, the Republic of Tajikistan, the Kingdom of Thailand, the Republic of Turkey, the United Arab Emirates, the Republic of Uzbekistan, the Socialist Republic of Viet Nam, and the State of Palestine.

ACD HIGH-LEVEL MEETING ON ASIA ACADEMIC COLLABORATION

The ACD High-Level Meeting on Asia Academic Collaboration was held at Siam University, Bangkok, Thailand co-hosted by Siam University and Asia e University on 27 to 29 April 2017. The meeting had initiated the ACD MBA as a study programme to provide a platform for the ACD-University Network participating institutions to work together towards greater student mobility and using Asian Credit Transfer System (ACTS) as an instrument for mutual credit recognition and credit transfer with intended universities namely, Siam University, Thailand, Asia e University, Malaysia, Punjabi University, India, Saint Mary's University, Philippines, Allameh Tabataba'i University, Iran, Our Lady Fatima University, Philippines,

Daffodil University, Bangladesh, University of Surabaya (Ubaya), Indonesia, Build Bright University, Cambodia, RIMT of India, Tomsk Polytechnic University of Russia, and Ewha Women University, South Korea.

This Collaborative Study Programme at Master's level aims to strengthen Asian academic collaboration in using ACTS as an instrument to facilitate student mobility by developing modules and course curriculum for credit transfer and mutual recognition leading to a dual or single award. Each participating institution had developed the contents of the study programme to ensure credit comparability and compatibility for recognition. They were also responsible for its admission and awarding criteria of its own degree to its own students in accordance with local regulations and qualification credit framework (QCF).

This collaborative study programme objectives are to:

- Enhance education collaboration in stimulating student/staff mobility and sharing resources;
- Provide cultural and multinational learning experiences and opportunities for net-working;
- Make contents more Asian-centric;
- Increase transparency and competence through cooperation and implementation of best practices and
- Open its doors to new global career opportunities.

ACD MBA Workshop

Asia e University (AeU) being the initiator of Asian Credit Transfer System (ACTS) had organised and hosted the ACD MBA to agree with the modalities

for the operationalisation of the ACTS and finalised the structure of the ACD MBA programme. Eleven institutions from ten countries under the ACD had participated in the ACD MBA, they were Siam University, Thailand, Asia e University, Malaysia, Punjabi University, India, Saint Mary's University, Philippines, Allameh Tabataba'i University, Iran, Our Lady Fatima University, Philippines, Daffodil University, Bangladesh, University of Surabaya (Ubaya), Indonesia, Build Bright University, Cambodia, RIMT of India, Tomsk Polytechnic University of Russia, and Ewha Women University, South Korea. The workshops were attended by more than 70 participants including educators and representatives from the Ministry of Foreign Affairs.



AHMED

The ACD MBA programme was proposed to further develop a collaborative programme among participating institutions under the ACD University Network. The proposal includes the five core common modules which were discussed and agreed.

The five core common modules were Asian Branding and Marketing, Strategic Financial Management, Agile and Disruptive Strategy, Contemporary Economics Issues in Asia and Asian Leadership. Each of the core module is led by one coordinator from each participating universities and AeU has been appointed as the coordinator for all the common core modules. It was agreed that these common core courses will be offered online by AeU to all ACD member Universities. The Asian Credit Transfer System (ACTS) Credit Value will be used in the implementation of the ACD MBA using the same principle in calculating the Learning Hours (refer Table 1).

With these development of core courses, the participating universities were encouraged to develop specific course(s) under the ACD purview.

Table 1: Learning Hours

1 ECTS credit = 25 – 30 Learning Hours
1 ACTS credit = 25 – 30 Learning Hours

For example: *40 credits in Malaysia*
 $40/30 = 1.33$ ACTS Or, *60 credits in X country*
 $60/30 = 2$ ACTS

Subsequent to that, a Memorandum of Agreement (MOA) signing ceremony was held on the 1 May 2019 during the 16th ACD Ministerial Meeting in Doha, Qatar. and was witnessed by all the ACD Foreign Ministers.



Conclusion

The ACD University Network has recognised Asia e University as the initiator of the ACTS and using ACD MBA programme as a case study. Therefore, to formalise the implementation of the ACD MBA, a Working Committee Workshop was initiated to discuss and agree on the modalities for the operationalisation and structure of the programme. Nine institutions have attended the three workshops organised and hosted by AeU, Malaysia and Our Lady of Fatima University, Philippines respectively.

At this point of time, it was agreed that this ACD MBA initiative is within the 11 universities, however, all participating members agreed to open it to the other countries within a year. Further, the ACD MBA Working Committee has also urged the ACD Secretariat, Kuwait office to take this project to one of the pillar under the ACD umbrella, and to take up a collaborative research across the participating universities under the Research Network focusing on the five areas as agreed during the past ACD High Level Meeting on Asia Academic Collaboration held in Siam University, Thailand.



ACD MBA STRUCTURE
<p><u>CORE COMMON COURSES (20 CREDITS)</u></p> <ol style="list-style-type: none"> 1. Asian Branding and Marketing, 2. Strategic Financial Management, 3. Agile and Disruptive Strategy, 4. Contemporary Economics Issues in Asia 5. Asian Leadership
<p><u>ELECTIVES (15 CREDITS)</u></p> <p>Five (5) modules to accommodate general and specialized interest of the learners e.g.</p> <ol style="list-style-type: none"> 1. Innovation & Entrepreneurship, 2. Project Management, 3. Operation Management, 4. Doing Business in Asia (according to participating members countries) 5. Managing Diverse and Development of People 6. Merger & Acquisitions, 7. Business & Government, 8. Environment and Sustainability, etc.
<p><u>PROJECT PAPER (7 CREDITS)</u></p> <p>Case study, Work based and relevant to learners needs.</p>

For further details please contact:
 Prof Dato' Ansary Ahmed, Founder President, AeU
 Email: President@aeu.edu.my