

# Where Mind Meets Hand

"The education you receive at ASB is truly transformative. Whether in the classroom or through real-world engagements with partner companies across Southeast Asia, you will learn from our award-winning global faculty, diverse peers, and signature programs such as Action Learning, Mindset Lab, and the Integrative Management Lab (IML).

The fast-paced nature of our program accelerates your career growth, while exposure to the dynamic business environment of emerging markets gives you a powerful competitive edge."



**Prof. Renato Lima-de-Oliveira,**  
Associate Professor of Business  
and Society and Deputy Dean  
(Student Journey).



**ASIA School  
of Business**  
in collaboration with MIT Sloan Management



# Your MBA Journey Redefined with



For Those Who Dare to Defy Limits and Care to Disrupt Norms — ASB's MBA & Executive MBA.

## EXPANDING HORIZONS

MIT Sloan Immersion: Innovation at the Source  
Experience the heartbeat of innovation at MIT Sloan. This three-week immersion in Cambridge, Massachusetts blends academic rigor with cultural immersion at one of the world's most pioneering business schools. Attend cutting-edge classes, collaborate with breakthrough researchers, and explore innovation hubs from AI labs to nuclear fusion startups, while building global networks that will shape your future.



"Asia School of Business truly embodies the 'mens et manus' motto, where learning meets practice."

DIINALAN A/L GUNASAGARAM - MBA25

## LEARNING BY DOING

Action Learning: Impact From Day One  
Starting with the Integrated Management Lab, you'll dive straight into real projects with companies across Southeast Asia and around the world. With 520+ projects delivered in 37 countries, you'll gain hands-on experience solving complex problems for both global corporations and rapidly scaling startups.  
The intense, hands-on experience builds your leadership muscles, sharpens your decision-making, and ensures that you graduate ready to deliver real impact.



"The MBA taught me to lead with courage, embracing discomfort, uncertainty, and growth as essential fuel for principled leadership."

DAMIAN GRAIZEVSKY - MBA25

## YOUR FUTURE, EXPANDED

Post-MBA Global Opportunities  
Graduating from ASB opens doors to the world:

- Extended Stay at ASB – Refine research or complete projects.
- ASBhive – Incubate and grow ventures within ASB's innovation hub.
- MIT Sloan Visiting Fellow Program – Spend an additional semester immersed at MIT Sloan.
- MIT Master of Science in Management Studies (MSMS) – Complete nine months of advanced study at MIT Sloan in Cambridge, MA.
- Yale University Master of Advanced Management – Join a global cohort in New Haven, Connecticut.
- University of Oxford, Said Business School Executive Diploma - Continue your lifelong learning journey in the UK with another masters-level degree.



Yale SCHOOL OF MANAGEMENT

## BREAKING DOWN SILOS

Integrated Management Lab: Cross-Functional Leadership  
Great leaders think beyond silos. In this high-intensity lab, you'll tackle real business challenges that cut across finance, operations, HR, and strategy. Each day, you'll explore from a different perspective, then integrate your insights into bold solutions presented to top corporate leaders.



Outcome: Build the ability to think holistically, synthesize diverse perspectives, and lead cross-functional teams.

## UNLOCKING GROWTH

Mindset Lab: Leading for Growth  
A mindset for leading starts with you. At ASB's Mindset Lab, you'll explore mindset, limiting beliefs, creativity, resilience and have the opportunity to work on your mindset and behaviours to meet the demands of the modern day world. Facilitated by faculty and guided by executive coaches, take the opportunity to lead with confidence, authenticity and purpose.



"Through diverse experiences, the MBA broadened both my global perspective and self-awareness. My direction forward now feels more intentional."

DEEWAKSHI SHRESTHA - MBA25

Program Name	MBA ((R/340/7/0591) (08/27) (MQA/FA7909))	EXECUTIVE MBA ((R/0414/7/0050) (08/29) (MQA/FA12248))
Duration	12 months	16 months
Tuition Fee	RM 150,000 (~USD 35,000)	RM 180,000 (~USD 41,000)
Intake	September (Fall)	January (Spring)
Deadline	Round 1: October 30, 2025 Round 2: January 29, 2026 Round 3: March 31, 2026 Round 4: May 28, 2026 Round 5: June 30, 2026	Round 1: May 31, 2025 Round 2: August 31, 2025 Round 3: October 31, 2025 Round 4: November 30, 2025
Profile of Students	<div><div></div><div>47% of international students</div></div> <div><div></div><div>56% of female students</div></div> <div><div></div><div>7 years Avg. work experience: 7 years</div></div>	<div><div></div><div>19% of international students</div></div> <div><div></div><div>29% of female students</div></div> <div><div></div><div>14 years Avg. work experience: 14 years</div></div>
Program Highlights	<div><div>CAREER ADVANCEMENT</div><div>Access comprehensive career development support to explore diverse post-MBA pathways — from corporate leadership roles to entrepreneurial ventures.</div></div> <div><div>GLOBAL NETWORK</div><div>Join a diverse, international community of students, alumni, and corporate partners that expands your perspectives and opportunities worldwide.</div></div> <div><div>ACTION LEARNING: REAL-WORLD IMPACT</div><div>Gain hands-on experience through projects that place you at the center of business challenges in Asia and beyond:</div><div><div></div><div><b>BUSINESS PRACTICUM:</b> In one week, gain firsthand insight into the operations of a company. Work with your classmates to analyse real-world challenges and co-create practical solutions for projects across business functions.</div></div><div><div></div><div><b>CAPSTONE PROJECTS:</b> Spend 3–4 weeks working in a team to tackle critical business challenges and deliver actionable recommendations to host organizations.</div></div><div><div></div><div><b>SUMMER PROGRAM (ALSP):</b> Customize your final semester. In 4–8 weeks pursue corporate projects individually, either locally or abroad, partner with ASB faculty on research, or launch ventures with support from the Innovation &amp; Entrepreneurship Centre (IEC).</div></div></div> <div><div>FLEXIBLE FORMAT</div><div>Designed for working professionals, the ASB EMBA combines flexibility with impact. Each semester blends 2–3 weeks of intensive in-person classes with hybrid weekend sessions, allowing you to balance work, study, and personal commitments while immersing yourself in rigorous learning.</div></div> <div><div>PROFESSIONAL GROWTH</div><div>Strengthen your leadership capabilities with executive coaching, tailored workshops, and professional development support. The program equips you with the tools to lead strategically, navigate complex environments, and accelerate your career trajectory.</div></div> <div><div>TALKS &amp; TREKS (OPTIONAL):</div><div>Participate in thought-provoking talks, leadership dialogues, and an optional Global Experience Trek to gain international exposure and broaden your perspective.</div></div> <div><div>ACTION LEARNING: REAL-WORLD APPLICATION</div><div>Bridge theory and practice through hands-on learning opportunities that put you at the center of real business challenges:</div><div><div></div><div><b>BUSINESS PRACTICUM:</b> Complete two intensive immersions where you'll collaborate with peers and corporate partners to solve critical business problems. Each practicum is designed as a week-long, on-site engagement, solving problems across diverse functional areas.</div></div></div>	<div><div>Global Experience Treks (Optional):</div><div>Explore international markets, engage with global leaders, and broaden your professional outlook.</div></div> <div><div>MIT Sloan Immersion</div><div>This 3-weeks immersive experience provides valuable regional and global perspectives, enriching knowledge and broadening horizons. Experience up to 3 weeks of immersion at MIT Sloan and earn an MIT Sloan Affiliate Alumni status.</div></div>



## Life in Malaysia

Your MBA journey goes beyond classrooms and projects — it's also about the place you call home. Kuala Lumpur, Malaysia, offers a vibrant mix of modern city living, rich cultural heritage, and world-class cuisine.



// I came for an MBA and found a mixing pot of cultures and driven people, a fast, generous energy focused on shaping what comes next for Malaysia and sharing it with the world. - Thomas Maddison //



**Dynamic City Living**  
Affordable, cosmopolitan, and globally connected, Kuala Lumpur blends opportunity with lifestyle.



**Food Paradise**  
From bustling hawker stalls to fine dining, enjoy one of the world's most diverse and flavorful food scenes.



**Travel Gateway**  
Beaches, rainforests, and neighboring Asian capitals just a short flight away.



**Community & Inclusion**  
Experience warm Malaysian hospitality that ensures every student feels welcome, safe, and supported.

## Experience Personal Transformation

### Career Growth

Gain hands-on experience solving real business challenges and connect with industry partners from global consulting firms to leading Asian enterprises.

### Mindset Growth

Develop awareness and insight into key topics related to self development through reflection, workshops and personalised executive coaching to support transformational leadership.

### Knowledge Growth

Learn from ASB and MIT Sloan world-class faculty, with a unique blend of global insights within an Asian Business Context. Global perspective includes a 3-week MIT Immersion in Cambridge, Boston.

## Employment Outcomes

\*Based on MBA Class of 2024



**92%**

Employed within 90 days of Graduation (including pre-graduation acceptances)



**\$148K**

Overall Annual Median Salary (Salary reported is based on PPA-adjusted USD terms, excluding any signing bonus)



**80%**

Rapid Alumni Advancement



**25%**

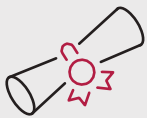
Direct to C-Suite



**22%**

Made a Global Career Move

## Application Criteria



### Academic Excellence

- University Degree or APEL.A
- Proof of English Proficiency
- GMAT/GRE (Preferred)



### Leadership & Achievements

- Work Experience (Min. 2 years – MBA; Min. 8 years – EMBA)
- Quality of Professional Accomplishments



### Merit-Based Fellowship



### Education Loans & Scholarship Awards (Available for Malaysians Only)



### Corporate Sponsorships – HRD Corp Claimable

## Funding Opportunities

## Step Into a World-Class MBA Experience

admissions@asb.edu.my  
asbedu  
asbedu.admissions  
asiaschoolofbusiness  
亚洲商学院



Scan the QR —  
Let's Start the  
Conversation

Asia School of Business  
(DU046(W))  
11, Jalan Dato Onn, 50480  
Kuala Lumpur, Malaysia



# MBA

**12 MONTHS**

((R/340/7/0591) (08/27) (MQA/FA79091))

# EMBA

**16 MONTHS**

((R/0414/7/0050) (08/29) (MQA/FA12248))

EXPERIENCE THE SCHOOL OF CHANGE