Building a varsity of choice

By TEE LIN DEE
edurate@thestar.com.my

THE new branding of ASIAMET Education Group Berhad (AEGB) was held recently.

This new name replaces the former brand Masterskill Education Group Berhad. Under its main business, AEGB owns Asia Metropolitan University (AMU) located in Cheras.

Students looking to build a career in allied sciences can explore options in AMU, with quality education and affordable fees.

Present during the ceremony were the board members, senior management and staff of the organisation and corporate partners.

The ceremony was launched by AMU president and chief executive officer Prof Datuk Dr N.K.S. Tharmaseelan.

AEGB is now focused on propelling AMU as the university of choice for healthcare and allied science programmes.

"Three factors make up the characteristics of a university of choice," says SMR Technologies Bhd chairman and chief executive officer Datuk Dr R Palan.

"The ability to attract the right students, quality faculty and the ability to ensure that students are employable." Having been in the education line for many years, Dr Palan is known for his passion in education and the vital ingredients required to educate holistically.

It is these factors which AEGB will be focusing on in building the university.

SMR Holdings Bhd Bhd is one of the major shareholders of AEGB together with private equity firm Creador.

"While we have great academic staff, we have also put in place a faculty development programme to further hone their skills." Talent development programmes are Dr Palan’s strengths.

SMRT has businesses in various countries conducting educational programmes. It has in the past turned around Cyberjaya University College of Medical Sciences after it’s acquisition in 2013 in a short period of time.

The same is expected for AMU. Already, rebranding and the relooking of the entire structure is taking place.

AMU is focused on providing quality education to the lower and middle income group.

AMU obtained full university status in October 2012.

It offers foundation, diploma, bachelor and postgraduate programmes in areas such as medicine, pharmacy, allied science, therapeutic and emergency sciences, business and nursing.

AMU has produced 25,380 graduates to date.

In addition, AEGB also owns a university college in Johor Baru and two associate campuses in Kuching, Sarawak and Kota Kinabalu, Sabah. AMU’s advantage lies in its strong focus in allied science programmes.