i can
conquer all that’s beyond
my horizon @ APU

POSTGRADUATE STUDIES

INNOVATIVE THINKING CAN CHANGE YOUR WORLD
INSPIRING YOU TOWARDS SUCCESS & ACCOMPLISHMENTS

KEEPS YOU GOING....... TAKES YOU FURTHER
APU AWARDED 5-STAR (EXCELLENT) RATING

APU was announced as among the Highest Rated Emerging Universities in Malaysia, being rated at 5-STAR (EXCELLENT Rating) under the SETARA 2017 Ratings by the Ministry of Education (MOE). APU has maintained this Excellent Rating in the SETARA 2011, 2013 as well as in the latest ratings announced in 2017. The SETARA ratings system measures the performance of teaching and learning in universities in Malaysia.

APU IS A PREMIER DIGITAL TECH UNIVERSITY - MALAYSIA DIGITAL ECONOMY CORPORATION

APU was among the first universities in Malaysia awarded Premier Digital Tech University status by the Malaysia Digital Economy Corporation (MDEC). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.
INDUSTRY READY GRADUATES

The APU Career Centre connects and engages with over 10,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

NURTURING PROFESSIONALS FOR GLOBAL CAREERS

We nurture our students as professionals to ensure that we prepare you for the global challenges ahead. Your success is our best testimony; 100% of our graduates are employed by graduation**, this is not just a number, but a significant symbol of our success and pride in nurturing professional for global careers.

RATED NO.1 IN ASIA AND MALAYSIA FOR MULTICULTURAL LEARNING EXPERIENCE*

With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.

OUTSTANDING SUPPORT

Regardless of the programme you choose, you will be supported by highly qualified and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.

WORK-READY, WORLD-READY

Study with us and we’ll equip you to become a world-ready professional, with the knowledge, attributes, skills and expertise that employers look for.

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* Student Barometer Wave 2017, ‘Studying with people from other cultures’
** Graduate Tracer Study 2018 by Ministry of Education, Malaysia
Asia Pacific University of Technology & Innovation (APU). This new Ultra-Modern University Campus in Technology Park Malaysia (TPM) is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. TPM is the ideal location for this new and contemporary Campus due to its strong positioning as Malaysia’s primary hub for leading-edge and high-tech developments in a wide variety of areas. It is also located in one of the most rapidly developing areas in Kuala Lumpur, and is well served and accessible through major highways, LRT and other forms of public transportation.

APU’s new campus is setting a new benchmark for design excellence among Malaysian Universities, combining an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning. It is a magnificent teaching & learning space for our Students & Staff designed by our award-winning architects & consultants.

* Student Barometer Wave 2017, ‘Studying with people from other cultures’
** Graduate tracer Study 2018 by Ministry of Education, Malaysia
WORLD-CLASS FACILITIES

The Campus blends technology, integration, innovation, and creativity under one roof. It provides not just a university learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets.
Cutting-Edge Technologies

APU, as Malaysia’s leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.

An Integrated Community

The campus aims to establish a community aspect for the university – where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivate exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industrial Revolution 4.0.

Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialization throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.
THE AIMS OF THE APU POSTGRADUATE PROGRAMMES ARE TO:

- Improve your employability opportunities and career development prospects through employable skills
- Improve skills and knowledge in the context of your current work environment
- Develop independent learning and working skills to improve prospects within your current work environment or outside
- Develop higher cognitive skills such as analysis, synthesis & evaluation
- Upgrade your communication and technical skills
- Further develop knowledge and skills within your chosen field of study
- Identify, review and critically evaluate relevant sources of information, theories and concepts appropriate to your subject area

STUDY MODE

- **FULL-TIME STUDY MODE**
  
  Masters Foundation (4 weeks)
  
  12 months over 3 semesters of 12 weeks each
  
  + Revision week
  
  + Assessment week
  
  Day time delivery over a full semester with few modules on flexi mode.
  
  Coursework modules plus Research Methods module
  
  Dissertation / project / case study

  2 years for Masters by Research
  
  - Master of Philosophy in Engineering
  
  - Master of Philosophy in Management
  
  - Master of Science in Computing

- **PART-TIME FLEXI STUDY MODE**
  
  2 to 3 years on modular basis
  
  - Intensive delivery during weekends and evenings
  
  - Coursework modules plus Research Methods module
  
  - Dissertation / project / case study

  3 to 4 years for Masters by Research
  
  - Master of Philosophy in Engineering
  
  - Master of Philosophy in Management
  
  - Master of Science in Computing
## ADMISSION REQUIREMENTS

| Master of Technology Management | • Bachelor's degree with minimum CGPA of 2.50 out of 4.00, or its equivalent qualification as acceptable by the Senate. |
| Master of Business Administration | • Bachelor's degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field. |
| Master of Business Administration (Euro Asia Business) | • English Requirements: IELTS 6.0 |
| Master of Science in Global Marketing Management | • English Requirements: IELTS 5.0* |
| Master of Science in International Business Communications | |
| Master of Project Management | |
| Master of Philosophy in Engineering * | (Bachelor's degree in Engineering is required for entry to Master of Philosophy in Engineering) |

| MSc in Information Technology Management | • Bachelor's degree with minimum CGPA of 2.75 out of 4.00, or its equivalent qualification as acceptable by the Senate. |
| MSc in Software Engineering | • Bachelor's degree with CGPA 2.50 out of 4.00, but below CGPA 2.75; can be accepted with rigorous assessment (include test, interview or portfolio). |
| Master of Science in Cyber Security ** | • Bachelor's degree with CGPA below 2.50 out of 4.00, or qualification which is equivalent can be accepted with minimum 5 years relevant working experience in related field. |
| MSc in Data Science and Business Analytics * | • English Requirements: IELTS 5.0 |
| Master of Philosophy in Management * | • English Requirements: IELTS 6.0 * |

Notes:
- * Fundamental skills in programming, database, mathematics and statistics would be an added advantage.
- ** Applicants without a Bachelor's degree or equivalent in Cyber Security or Forensic Computing must pass the pre-requisite modules in Cyber Security and Digital Forensics to continue with the Master's degree.
- *Δ Applicants without a Computing-related Bachelor's degree must pass the pre-requisite modules to continue with the Master's Degree.

| Master of Science in Computing | • Bachelor's degree with minimum CGPA of 3.00 out of 4.00, or its equivalent qualification as acceptable by the Senate. |
| (Bachelor's Degree must be in an area of Science and Technology related to Computing) | • Bachelor's degree with CGPA 2.50 out of 4.00, but below CGPA 3.00; can be accepted with rigorous assessment (include test, interview or portfolio). |
| | • Bachelor's degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field. |
| | • English Requirements: IELTS 5.0 |

| Master of Accounting | • Bachelor's degree with minimum CGPA of 2.75 out of 4.00, or its equivalent qualification as acceptable by the Senate. |
| Master of Accounting in Forensic Analysis | • Bachelor's degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field. |
| | • Relevant professional accounting qualifications equivalent to a bachelor's degree as accepted by the Senate. |
| | • English Requirements: IELTS 5.5 |

| Master of Finance | • Bachelor's degree with minimum CGPA of 2.75 out of 4.00, or its equivalent qualification as acceptable by the Senate. |
| (Applicants with Bachelor's Degree in Business, Economics, Software Engineering, Banking & Finance, Engineering, Actuarial Science, Mathematics and Statistics maybe considered for entry to the Master of Finance programme.) | • Bachelor's degree in related field with CGPA below 2.75 out of 4.00 but above 2.50; or its equivalent qualification can be accepted, subject to a minimum of 5 years’ working experience in relevant field. |
| | • Relevant professional accounting qualifications equivalent to a bachelor's degree as accepted by the Senate. |
| | • English Requirements: IELTS 6.5 |

## ENGLISH REQUIREMENTS

(only applicable to International Students)

Please note that under Ministry of Education regulations, only students who have achieved the minimum requirement in the English Language proficiency assessment as indicated above will be allowed to continue their studies in the main study programme. Students who do not have the required English Language achievement may apply for a student visa on conditional basis and are allowed to enrol in an English Language Certification programme at APU upon arrival in Malaysia and, subsequently, appear for the IELTS/TOEFL/PTE/MUET assessment. Students who are unable to obtain the required level of English Competency during the maximum 12 months’ period, will not be allowed to pursue their studies in the main programme and will have to return to their home country.

Students from English speaking countries and those with qualifications taught in English (previous Bachelor’s/Master’s Degree taught in English) are exempted from English requirements. Applications for exemption must be accompanied by supporting documents.

Note: The above entry requirements may differ for specific programmes based on the latest programme standards published by Malaysian Qualifications Agency (MQA).
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<td>Tourism &amp; Hospitality</td>
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Legend ✓ - No prior knowledge in the programme area required
# - Students are required to have prior knowledge (or working experience) in the programme area
OVERALL PROGRAMME STRUCTURE

The Masters Degree Programmes are available in Full & Part-time modes.

Structure of the Masters Degree Programme (Full-Time Study Mode)

<table>
<thead>
<tr>
<th>AWARD</th>
<th>Master of Technology Management</th>
<th>Master of Business Administration</th>
<th>MSc in Data Science and Business Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MSc in Information Technology Management</td>
<td>Master of Business Administration (Euro Asia Business)</td>
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<tr>
<td></td>
<td>MSc in Software Engineering</td>
<td>Master of Science in International Business Communications</td>
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<td></td>
<td>Master of Science in Artificial Intelligence</td>
<td>Master of Science in Global Marketing Management</td>
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<td></td>
<td>Master of Science in Cyber Security</td>
<td>Master of Accounting</td>
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<td></td>
<td>Master of Project Management</td>
<td>Master of Accounting in Forensic Analysis</td>
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<td>Master of Finance</td>
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</tbody>
</table>

FOUNDATION PROGRAMME
FOR FULL-TIME STUDENTS ONLY
(4 Weeks)
The Masters Foundation programme equips students with learning strategies and skills required to better handle the Postgraduate Programme. It will run prior to the commencement of the 1st semester of the Postgraduate programmes. The Masters Foundation Programme will offer modules such as: Continuing Professional Development, Study Skills, English for Academic Purpose & Research Methods.

SEMESTER 1
(12 Weeks)
5 modules* 5 modules* 5 modules*

SEMESTER 2
(12 Weeks)
5 modules* 5 modules* 4 modules* + Capstone Project

SEMESTER 3
(12 Weeks)
Dissertation/ Project Paper Or 2 modules* + Project (Applies to Master of Project Management)
Dissertation/ Project 2 modules* + Capstone Project

* Few modules may be delivered in Flexi Study Mode

Flexi Study Mode (Part-Time)

All modules follow the intensive delivery pattern with at least a one week break between modules. You may start the research module once you have completed 5 modules. Having completed the research module you may start your dissertation.

Intensive Delivery Study Pattern
The typical module structure is as follows:

<table>
<thead>
<tr>
<th>Sample Schedule/ Module</th>
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</thead>
<tbody>
<tr>
<td>Flexi Study Classes</td>
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<tr>
<td>Session 1</td>
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<tr>
<td>Session 2</td>
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<td>Session 3</td>
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<td>Session 9</td>
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<tr>
<td>Assignment Clinic</td>
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<td>(where necessary)</td>
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<td>Session 10</td>
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<tr>
<td>Flexi Study Classes</td>
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<td>Session 11</td>
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<td>Session 12</td>
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<td>Session 13</td>
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<tr>
<td>Examination</td>
</tr>
<tr>
<td>(where applicable)</td>
</tr>
<tr>
<td>Saturday</td>
</tr>
</tbody>
</table>

Attendance at all sessions and completion of the examination and assignments is compulsory.

Timings:
Weekdays (Mon-Fri) : 7pm - 9.30pm
Saturday         : 2pm - 7pm
Sunday           : 9.30am - 4.30pm
Examination      : 2pm - 5pm

Note: The above schedule is subject to change where necessary. It may also change due to Public Holidays.
EMBRACING THE WAVE OF INDUSTRY REVOLUTION 4.0

FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

New waves of technological disruptions and the emergence of advanced technologies have resulted in the Fourth Industrial Revolution (Industry 4.0), where Robotics, Artificial Intelligence (AI), Machine Learning, Virtual Reality (VR), Cloud Computing, Data Science are going to transform the way businesses operate – routine, mundane jobs will be replaced and there is a growing need to develop “smarter” talents that can ride along the wave of digital transformation.

At APU, we developed our own IR 4.0 strategy to prepare our students to join the workforce of the future. We nurture the world’s future innovators and uphold our Vision as a University of Technology and Innovation.
In the era of Industry 4.0, learning is no longer confined within the classroom. Our iconic campus houses world-class facilities that aim to nurture Creativity & Innovation. Industrial-grade infrastructure are built to provide real-life exposure to our students, cultivating their practical skills aside from academic knowledge. We have also redesigned our teaching & learning methods to stimulate critical thinking, decision making, teamwork and build confidence.

**REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE**

New technologies mean new expertise, while this translates into a new need of talents in new areas. We address the needs of the industry, to help to build talents who can manage, operate and innovate under the new IR 4.0 environment, by carefully designing new programmes of the future. Our programmes are first-of-its-kind, such as in Cyber Security, Data Science, Internet of Things (IoT), Intelligent Systems, Financial Technology (FinTech), Digital Marketing, E-Business, Mechatronics, Cloud Computing and more.

**INDUSTRY-ACADEMIC PARTNERSHIP**

Industry 4.0 is all about the “industry”. Our close relationship with our industry partners allows students to be exposed to real-life case studies, enabling them to formulate innovative solutions even before they graduate. Innovative accelerators such as GrowthX Academy and Supercharger create a platform for students to realize their world-changing ideas, inspiring them to build startups and develop world-changing solutions.

**PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK**

Communication skills, professionalism and cultural sensitivity are ‘people’ element skills that cannot be replaced by machines and automation. Under our unique formula to nurture professionalism, we create an ecosystem that simulates the workplace on-campus. Global outlook, international understanding and respect are nurtured through continuous immersion in multicultural discourse, as our campus houses a community of 12,000 students from over 130 countries.
• Master of Technology Management
• MSc in Information Technology Management
• MSc in Software Engineering
• Master of Science in Artificial Intelligence
• Master of Science in Cyber Security
• MSc in Data Science and Business Analytics
• Master of Business Administration
• Master of Business Administration (Euro Asia Business)
• Master of Science in International Business Communications

• Master of Science in Global Marketing Management
• Master of Accounting
• Master of Accounting in Forensic Analysis
• Master of Finance
• Master of Finance (FinTech)
• Master of Project Management
• Master of Philosophy in Engineering
• Master of Philosophy in Management
• Master of Science in Computing
The programme comprises 9 coursework modules, the Research Methodology Module and a project. The modules take into consideration issues of quality, management of innovation and technological change. In addition, internationalisation and global perspectives are considered and focus is given to strategic management in order to enhance the coherence of the programme.

### Core Modules
- Managing Creativity and Innovation
- Knowledge Management
- New Product Development & Innovation
- Statistical Decision Making
- Research Methodology in Computing and Engineering
- Technology Management
- Technology, Culture and People: A Global Perspective
- Entrepreneurship
- Project

### Elective Modules (Choose 1)*
- Integrated Systems Management
  OR Data Management
- Strategic Marketing Management
  OR Marketing and Sustainability in the Age of Globalisation

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

### The Benefits of the Programme
On successful completion of this programme, you will be able to:
- Demonstrate professional competencies in one or more specialist branches of Technology Management.
- Draw upon the body of theoretical and technical knowledge available and be able to use this to professional advantage.
- Communicate effectively in technical and professional environments.
- Show initiative and independence of thought in technical project planning and design.
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge.
- Illustrate how technology can support strategies to enhance corporate goals.
- Critically analyse, design and evaluate possible developments in a specialised area of discipline in order to further the knowledge and understanding of a technology management environment.

### Who Should Attend
This programme is geared towards graduates from technical programmes such as engineering and computer science who wish to master managerial skills that are relevant to their background. This programme also appeals to non-technical managers and executives who are increasingly required to manage technology and technical personnel as part of their managerial responsibilities. Graduates seeking senior management careers in high technology or technology intensive businesses are also encouraged to enroll in this programme.

### Duration:
- Full-time - 1+ years
- Part-time - 2-3 years

This programme is specifically designed to provide:
- An opportunity to understand and appreciate the combination of technology with management.
- A platform to produce capable managers who can effectively manage the dynamic changes that technology makes at all levels.
- An understanding of the needs of management in decision-making.
- An overall appreciation of the manner in which an organisation’s strategic business plan drives its technology strategy and infrastructure.

### Career options
- Business IT Consultant
- BPR Manager
- Business Strategy Consultant
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- Product Manager
- IT Manager
- IT Project Manager
- IT Consultant
- System Analyst
- Technology Consultant

### Modules & Project
The programme comprises 9 coursework modules, the Research Methodology Module and a project. The modules take into consideration issues of quality, management of innovation and technological change. In addition, internationalisation and global perspectives are considered and focus is given to strategic management in order to enhance the coherence of the programme.

### Core Modules
- Managing Creativity and Innovation
- Knowledge Management
- New Product Development & Innovation
- Statistical Decision Making
- Research Methodology in Computing and Engineering
- Technology Management
- Technology, Culture and People: A Global Perspective
- Entrepreneurship
- Project

### Elective Modules (Choose 1)*
- Integrated Systems Management
  OR Data Management
- Strategic Marketing Management
  OR Marketing and Sustainability in the Age of Globalisation

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

### Project
You are required to complete industry-based major projects where possible, however the emphasis must be placed on an effective demonstration of how the application of computer-related technology can be part of the business environment. It is expected that the project would devise, recommend or implement innovative solutions to the problem areas.
MSc in INFORMATION TECHNOLOGY MANAGEMENT

Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:
• An opportunity to demonstrate how the application of computer-related technology is an integral part of an efficient business environment.
• An emphasis on the understanding of how an effective computer system is a key factor in enabling a business to gain a competitive and strategic edge.
• An overall consideration of how IT can be managed in the organisation.
• An understanding of how strategic IT frameworks can be established to enhance the capability of the organisation.

Career options
• Senior IT Consultant
• IT Recruitment Consultant
• IT Manager
• IT Project Manager
• Technical Support Manager
• Chief Technology Officer (CTO)
• Chief Information Officer (CIO)
• IT Infrastructure Manager
• Innovation Manager
• IT Director

The Benefits of the Programme
On successful completion of this programme, you will be able to:
• Demonstrate professional competencies in one or more specialist branches of IT Management.
• Draw upon the body of theoretical and technical knowledge available and be able to use this to professional advantage.
• Communicate effectively in technical and professional environments.
• Show initiative and independence of thought in technical project planning and design.
• Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge.
• Demonstrate a critical awareness of the importance of IT in the development of systems.
• Develop an appreciation of the management context within which software and IT systems are developed.
• Critically analyse, design and evaluate possible developments in a specialised area of discipline in order to further the knowledge and understanding of an IT management environment.

Who Should Attend
This programme is geared towards industry or business professionals who are seeking to develop their careers in the management of technological systems and/or their production for the benefit of organisations. Managers within organisations where information technology plays a vital role in the managerial functions and the efficient operation of the organisation will find this programme very useful.

Modules & Project

The programme comprises 2 pre-requisite modules (for non-Computing students), 10 coursework modules and a Project.

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)
• Systems Development Methods
• Software Design and Development

Core Modules
• Managing Software Development Projects
• Technology Management
• Integrated Systems Management
• Strategic Planning and Systems Development
• Knowledge Management
• Research Methodology in Computing and Engineering
• Managing Organisations
• Project

Elective Modules*
(Choose 1)
• Internet Applications
• Enterprise Applications

(Choose 2)
• Information Security Architectures
• Network Design & Performance
• Data Management

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

Project
You are required to complete industry-based major projects that are relevant to your work and organisation or any substantial idea from the modules taken. The project should emphasise how an effective computer system is a key factor in enabling a business to gain a competitive and strategic edge. This would usually involve devising, recommending or implementing an innovative solution to a problem area.
MSc in **SOFTWARE ENGINEERING**

**The Benefits of the Programme**

On successful completion of this programme, you will be able to:

- Undertake and effectively manage large-scale and complex software development projects.
- Participate in the design and implementation of software systems of high quality and reliability.
- Appreciate problems and suggest solutions associated with the development of software systems.
- Contribute to the advancement and development of software engineering theories and practices.
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge.

**Modules & Project**

The programme comprises 3 pre-requisite modules (for non-Computing students), 10 coursework modules and a Project.

There are 7 compulsory Core Modules and you will have to choose 3 electives from those listed.

**Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)**

- Software Engineering Principles
- Systems Development Methods
- Software Design and Development

**Core Modules**

- Managing Software Development Projects
- Reliability Management
- Object Oriented Software Systems Engineering
- Software Engineering Support Environments
- Software Quality Engineering
- Security Technologies
- Research Methodology in Computing and Engineering
- Project

**Elective Modules (Choose 3)**

- Internet Applications
- Network Design & Performance
- Big Data Analytics and Technologies
- Data Analytical Programming

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

**Project**

You are required to complete industry-based major projects that are directly relevant to your work and your organisation or any substantial idea from the modules taken.

The project emphasis should involve the derivation of criteria for the selection of software engineering processes, methods and tools. It would be expected that a software prototype, review of current practices or specifications should be produced.

Duration:

- Full-time - 1+ years
- Part-time - 2-3 years

This programme is specifically designed to provide:

- An opportunity for professional development at an advanced level within the area of software engineering.
- Enhancement of skills and knowledge in specialist areas for practising IT professionals.
- The ability to undertake large-scale IT software development projects.
- The skills necessary to participate effectively in the design and implementation of software systems of high quality and reliability.

**Career options**

- Project Manager
- Software Architect
- Senior Software Developer
- Solutions Architect
- Software Engineer
- Software Consultant
- Chief Technology Officer (CTO)
- Development Manager
- Senior System Designer
- Application Engineer
- Software Test Engineer
- Software Quality Assurance (QA) Specialist
- R&D Specialist
- Senior Technical Lead
- Product Specialist

**Who Should Attend**

This programme is geared towards practicing software engineers within industry who seek formal qualifications in software engineering. In addition, IT professionals and managers who wish to upgrade their technical software engineering knowledge and IT skills to postgraduate level will find this programme attractive.
Master of Science in ARTIFICIAL INTELLIGENCE

Artificial Intelligence is among the important key areas of focus in the era of Industrial Revolution 4.0. Application concepts and skill sets in areas such as Machine Learning, Natural Language Processing (NLP) & Automation are among the key deliverables of this programme, placing you at the forefront of technology, shaping you to be a part of the most demanded workforce of the future.
80% of enterprise executives say AI makes workers more productive and create jobs.

57.9% of business with big data tech have AI solutions deployed.

31% of enterprise leaders define AI as technology that:
- Thinks and acts like human beings
- Can learn to do things better over time
- Can understand language
- Can answer questions
- Passes the “Turing test”
- All of the above
- Other

Rate of automation

<table>
<thead>
<tr>
<th>Year</th>
<th>Human</th>
<th>Machine</th>
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<tbody>
<tr>
<td>2018</td>
<td>71</td>
<td>29</td>
</tr>
<tr>
<td>2022</td>
<td>58</td>
<td>42</td>
</tr>
<tr>
<td>2025</td>
<td>48</td>
<td>52</td>
</tr>
</tbody>
</table>


Where are we headed?

72% of business leaders say AI will bring a business advantage.

85% of customer interactions will be managed without a human by 2020.

1 billion video cameras will be connected to AI by 2020.

4 billion devices currently in use include AI voice capabilities.

$15.7 trillion will be added to economy by 2030 from AI productivity and personalization.

Artificial Intelligence to Create 58 Million New Jobs By 2022


The power of artificial intelligence is “so incredible, it will change society in some very deep ways”
- Bill Gates, Microsoft Co-Founder

“A.I. is more important than fire or electricity”
- Sundar Pichai, Google CEO

“The rise of artificial intelligence (AI), machine learning, and robotics will lead to the loss of up to 20 million manufacturing jobs worldwide by 2030”
- Oxford Economics

Master of Science in **ARTIFICIAL INTELLIGENCE**

**The Benefits of the Programme**

On successful completion of this programme, you will be able to:

- Gain hands-on experience to implement Artificial Intelligence (AI) to solve problems.
- Grasp knowledge on a wide range of subject matters ranging from Machine Learning, Robotics to Natural Language Processing.
- Effectively undertake and manage large scale and complex Artificial Intelligence (AI) projects.
- Engage in the design and implementation of Artificial Intelligence (AI) systems of high quality and reliability.
- Appreciate problems and suggest solutions associated with the development of Artificial Intelligence (AI) systems.
- Appreciate how an efficient Artificial Intelligence (AI) technology based infrastructure is a key factor in enabling a business to gain a competitive edge.
- Draw upon the body of knowledge and be able to overcome human limits to solve new problems using Artificial Intelligence (AI).

**Modules & Project**

The programme comprises 3 pre-requisite modules (for non-Computing students), 10 modules including 3 elective modules and a Project.

**Pre-Prerequisite Modules (For non-Computing students: to be completed upon 1st month of the programme)**

- Programming in Python
- Data Structures and Algorithms
- Fundamentals of Artificial Intelligence

**Core Modules**

- Artificial Intelligence
- Image Processing and Computer Vision
- Fuzzy Logic
- Applied Machine Learning
- Computational Intelligence Optimization
- Natural Language Processing
- Research Methodology in Computing and Engineering
- Project

**Elective Modules (Choose 3)**

- Applied Robotics
- Pattern Recognition
- Expert Systems and Knowledge Engineering
- Business Intelligence Systems
- Multivariate Methods for Data Analysis
- Deep Learning

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

**Who Should Attend**

This programme is geared towards practicing IT/Computing professionals within industry who seek further formal qualifications in Artificial Intelligence. In addition, professionals and managers who wish to enhance themselves with Artificial Intelligence knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Artificial Intelligence / Software Engineering / Data Science background will also find this programme worthwhile as a path to further enhance their academic qualifications.

**Project**

You will be expected to conduct effective research in relation to Artificial Intelligence for both academic and industry purposes. Either route will require you to plan and conduct effective academic research, and produce one academic paper, consultancy report or academic paper in relation to an aspect of Artificial Intelligence.
Master of Science in CYBER SECURITY

MALAYSIA’S FIRST INTEGRATED CYBERSECURITY TALENT ZONE

APU’s Cybersecurity Talent Zone is a clear and perfect example of how APU collaborates closely with industry leading organisations to expose students to best-in-class technologies and systems. This Zone features a fully-functional Military-grade Cyber Range and Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations experience.
Pikom’s ICT Job Market Outlook in Malaysia 2018 report highlighted that cybersecurity positions are among the top-paying jobs in each of five position levels from fresh graduate to senior manager.

- 79% feel hands-on experience is most important when evaluating job candidates
- 79% feel technical skills in intrusion detection are most scarce
- 36% feel technology can somewhat compensate for a skills shortage
- 38% require a master’s degree as a minimum credential for entry-level positions
- 80% feel technical skills in software development are most scarce
- 79% feel technical skills in intrusion detection are most scarce
- 36% feel technology can somewhat compensate for a skills shortage
- 38% require a master’s degree as a minimum credential for entry-level positions
- 80% feel technical skills in software development are most scarce
- 79% feel technical skills in intrusion detection are most scarce
- 36% feel technology can somewhat compensate for a skills shortage
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- 36% feel technology can somewhat compensate for a skills shortage
- 38% require a master’s degree as a minimum credential for entry-level positions
- 80% feel technical skills in software development are most scarce

Global Cybersecurity Skill Shortage + Increased Budgets = CAREER OPPORTUNITIES


Cybersecurity Ventures predicts there will be 3.5 MILLION cybersecurity job openings by 2021

The global cybersecurity market size is forecasted to grow to 248.26 BILLION U.S. dollars by 2023

Source: https://cybersecurityventures.com/jobs/
Source: https://cybersecurity.isaca.org/newsroom
Both the government and the private sector are scrambling for talent. Thousands of information-security jobs are going unfilled as the industry in the U.S. struggles with a shortage of properly trained professionals. By one estimate, there will be 3.5 million unfilled cybersecurity jobs by 2021.

Malaysia is one of the top three ASEAN countries that are expected to contribute 75 per cent of cybersecurity services market share by 2025.

Malaysia need 10,500 cybersecurity personnel by 2020.

"As digital transformation agendas continue to dominate, a bigger cybersecurity budget is necessary. Almost all companies are looking at technologies such as robotics, machine learning, artificial intelligence, blockchain and so on. All of that change will come with additional cyber risks and necessary investments."

- Mike Maddison, EY EMEIA Cybersecurity Leader

"Malaysia is one of the top three ASEAN countries that are expected to contribute 75 per cent of cybersecurity services market share by 2025."

- Gobind Singh Deo, Minister of Communications and Multimedia

"Organizations were facing difficulties in hiring talents with 32% of these take 6 months or more to fill cybersecurity jobs."

- ISACA State of Cybersecurity 2019

"38% require a master’s degree as a minimum credential for entry-level positions." 

"32% takes 6 months or more to fill cybersecurity jobs in their organisation."
Source: ISACA State of Cybersecurity 2019

"59% say their cybersecurity teams are understaffed."

"69% say their cybersecurity teams are understaffed."

"350 PERCENT ANNUALLY"

Ransomeware attacks are growing more than 350 percent annually - Mike Maddison, EY EMEIA Cybersecurity Leader

"The FINANCIAL SERVICES INDUSTRY sees the highest cost from cyber crime. It costs the average business $18.3 MILLION."


Source: https://www.securitymagazine.com/articles/90182-the-cybersecurity-talent-gap-an-industry-crisis
At a glance

- Information Security Manager
- Cyber Security Manager
- Information Security Engineer
- Cyber Security Engineer
- Digital Forensic Investigator
- Information Security Analyst / Consultant

Career options

- Cyber Security Analyst / Consultant
- Information Security Analyst / Consultant
- Cyber Security Incident Response Consultant
- Digital Forensic Investigator
- Cyber Security Engineer
- Information Security Engineer
- Cyber Security Manager
- Information Security Manager

Duration:

- Full-time - 1+ years
- Part-time - 2-3 years

This programme is specifically designed to provide:

- Opportunity for professional development at an advanced level within the area of Cyber Security.
- Enhancement of skills and knowledge in Cyber Security for practising IT professionals.
- Ability to further develop specialisation gained in taught modules through an extensive research-based and/or technical-based dissertation, to prepare the student to be a subject matter expert in the field.
- Furthermore, APU is also poised to become a frontrunner in cyber security research through the establishment of the Forensics and Cyber Security (FSEC) Research Centre, through which research activities will be undertaken to challenge boundaries in the application of cyber security.

Furthermore, APU is also poised to become a frontrunner in cyber security research through the establishment of the Forensics and Cyber Security (FSEC) Research Centre, through which research activities will be undertaken to challenge boundaries in the application of cyber security.

This programme is geared towards practicing IT/Computing professionals within industry who seek further formal qualifications in Cyber Security. In addition, professionals and managers who wish to enhance themselves with Cyber Security knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Cyber Security / Digital Forensics background will also find this programme worthwhile as a path to further enhance their academic qualifications.

Who Should Attend

- The curriculum covers a wide range of industry relevant subject areas in Security Operations Centre (SOC) and Incident Response, Security Auditing and Assessment, Advanced Ethical Hacking, E-Investigation, Data Analytics in Cyber Security etc.
- External reviews conducted by Cyber Security Malaysia (CSM), KPMG and F-Secure during the development of the programme curriculum.
- Programme Support by an Industry Advisory Panel involving cyber security experts from Cyber Intelligence, Cyber Test Systems, Akati Consulting Group and Cyber Security Malaysia (CSM).
- A fully-functional Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations platform to monitor live data which allows them to perform real-time cyber security monitoring to fortify network defense with global threat intelligence and launching faster response on cyber security incidents.
- A full-fledged Cyber Threats Simulation and Response Centre – Cyber Range is also included within the Cyber Security Talent Zone in APU. Cyber Range incorporates latest technologies and a military grade cyber-defence system, enabling students to understand and formulate defence strategies, and practice the entire chain of cyber defence, while preparing them to deal with real cyber threat attack when it happens.
- A technical project related to Cyber Security as dissertation in the final semester.
- Research opportunities for students via APU’s Forensic and Cyber Security Research Centre - FSEC.

The programme comprises 3 pre-requisite modules (for non-Computing students), 10 modules including 3 elective modules and a Project.

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)

- Cyber Security
- Digital Forensics
- Digital Forensic and Cyber Security Tools

Core Modules:

- Information Security Design
- E-Investigation
- Cyber Security & Threats
- Security Operations Center (SOC) & Incident Response
- Advanced Ethical Hacking
- Advanced Digital Forensics
- Research Methodology in Computing & Engineering
- Project

Elective Modules (Choose 3)*

- Network Design & Performance
- Information Security Architectures
- Security Audit and Assessment
- Data Analytics in Cyber Security
- Applied Scripting in Cyber Security

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

Who Should Attend

As part of this course, you are expected to complete an extensive project paper in relation to Cyber Security for both academic and industry purposes. This project paper will be supervised by a member of academic staff as the main supervisor. It may involve working with an external organization (probably directly relevant to your work or organization or any of our industry partners). You are given considerable flexibility in choosing any Cyber Security related topics to base your project paper. As for the deliverables, you are required to come up with a prototype / simulation / framework etc. (the list is just an example and not limited to only these) and to produce one project paper and a publishable conference / journal paper consists of summary of the work.
MSc in DATA SCIENCE AND BUSINESS ANALYTICS

BIG DATA - Don’t miss the opportunity to be part of the GLOBAL WAVE
Graduates will be equipped with knowledge, skills and experience in three major dimensions: Strategic and Commercial application, “hands-on” ICT skills and Statistics & Analytics. The programme is not merely analytics-oriented, but develops the ability to use analytics to drive key success metrics related to yield management and revenue generation in practically any business domain. There is a tremendous requirement for Data Scientists and Big Data Specialists worldwide now and in the future, with hundreds of thousands of new job opportunities emerging globally. In Malaysia alone, by the year 2020 this need is expected to reach at least 15,000 professionals.

**The Malaysia Big Data Vision - Demand for Data Science Professionals**

“By the year 2020, it is envisioned that Malaysia will need to reach 15,000 Data Professionals”
- Multimedia Development Corporation (MDeC)

“12,000 Big Data scientists are needed within the next five years to spur Malaysia’s data-driven economy”
- Datuk Seri Idris Jusoh, Higher Education Minister (September 2015)

“We have partnered with five universities in Malaysia to embed analytics into their computer science curriculum. Also, we are working with these universities to upgrade the syllabus to produce data scientists to address future needs”
- Paul Moun, Managing Director of IBM Malaysia
The programme has been carefully designed by APU with inputs and content from our partners, comprising major technology and software solutions providers, university partners as well as industry organisations who use analytics for strategic and competitive advantage.

The strength of these partnerships ensures that the programme comprehensively addresses all key stakeholders – Technology providers, Employers, Government as well as Students – in its learning outcomes, curriculum content, delivery and assessment. Students also obtain certification jointly issued with industry partners, which would certainly give them a head start in the exciting world of Big Data.

Furthermore, APU is also poised to become a frontrunner in analytics research through the establishment of the Asia Pacific Centre of Analytics (APCA), through which research activities will be undertaken to challenge boundaries in the application of analytics.

Graduates from this programme will not only gain an academic qualification from APU, but would also automatically attain a Globally Recognised Professional Industry Certification from SAS. Along the way, graduates would also gain exposure to industrial workshops led by experts from the industry, providing a valuable gateway into future careers.

Data Science @ APU - FORTIFIED through PARTNERSHIPS

Source: MDeC Presentation on Big Data from 2015 APU’s Big Data Week Launch

Dream Big: Think BIG - Reasons to Study BIG Data:

1. “The United States alone faces a shortage of 140,000 to 190,000 people with analytical expertise and 1.5 million managers and analysts with the skills to understand and make decisions based on the analysis of big data.” - McKinsey Report on BIG DATA
2. “Starting salaries for data scientists have gone north of $200,000” - Bloomberg
3. “The Whitehouse Administration is investing $200 Million into big data research projects” - Mushroom Networks
4. “Data scientists are the new superheroes,” says Pascal Clement, the Head of Amadeus Travel Intelligence in Madrid.
5. “Malaysia needs additional 12,000 Data Scientists” - Ministry of Education

http://www.mckinsey.com/features/big_data
www.mushroomnetworks.com
MSc in DATA SCIENCE & BUSINESS ANALYTICS

The Benefits of the Programme

- In addition to the degree award, a Joint Professional Certification will be offered by SAS Institute, USA.
- 30% of the curriculum will allow for mini projects assessed as in-course work allowing for practical skills development in Data Analytics.
- The curriculum covers a wide range of subject matter from Analytical Technologies, Exposure to tools such as R & SAS Modelers, Data Visualization, Customer/User Behavioural Studies, Forecasting Methods and to Presenting the Business Intelligence reports.
- External Programme Annual Reviews by International University Partners.
- Programme Support by an Industry Advisory Panel involving data analytical experts from Petronas ICT, RedTone, SharePoint, CyberSecurity Malaysia, Maxis, IBM, Microsoft, Fusionex and Axiata.
- Research opportunities via APU’s Centre of Analytics - APCA.

Modules & Project

The programme comprises 4 pre-requisite modules (for non-Computing students), 10 coursework modules and a Capstone Project (2 parts).

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)
- R-programming
- Statistics
- Database for Data Science
- Programming in Python

Core Modules
- Big Data Analytics & Technologies
- Data Management
- Business Intelligence Systems
- Research Methodology for Capstone Project
- Applied Machine Learning
- Data Analytical Programming
- Multivariate Methods for Data Analysis
- Capstone Project 1
- Advanced Business Analytics and Visualisation
- Capstone Project 2

Specialization Modules
(Choose 1 Pathway only)

Pathway 1:
- Behavioural Science, Social Media and Marketing Analytics
- Time Series Forecasting
- Strategies in Emerging Markets
OR Multilevel Data Analysis
OR Operations Research and Optimization

Pathway 2:
- Cloud Infrastructure and Services
- Deep Learning
- Natural Language Processing
OR Building IoT Applications
OR Data Protection and Management

Who Should Attend

This programme is designed to provide students with knowledge and applied skills in data science, big data analytics and business intelligence. It aims to develop analytical and investigative knowledge and skills using data science tools and techniques, and to enhance data science knowledge and critical interpretation skills. Students will understand the impact of data science upon modern processes and businesses, be able to identify, and implement specific tools, practices, features and techniques to enhance the analysis of data.

* Specialization modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester or among the intensive delivery modules - however such changes may prolong the study duration.
Master of BUSINESS ADMINISTRATION
"MBA GRADUATES CONTINUE TO COMMAND A SALARY PREMIUM COMPARED TO DIRECT FROM INDUSTRY HIRES AND BACHELORS DEGREE HIRES" - GRADUATE MANAGEMENT ADMISSION COUNCIL (GMAC) SURVEY

"Demand for MBA talent is strongest in Asia Pacific”
- Graduate Management Admission Council (GMAC) Survey

95% of business school graduates stated that their MBA degree was beneficial personally even during recession time
- Graduate Management Admission Council (GMAC) Survey

81% of companies plan to hire MBA graduates”
- Graduate Management Admission Council (GMAC) Survey

The MBA is a popular platform for career progression (Lessler, 2018), providing students with a set of transferable skills and knowledge to allow them to lead and make decisions in management positions. With its emphasis on personal growth, networking and challenging complexity, MBA graduates are well prepared for the future jobs market and the continued demand for MBA talent.

"Typically, those applicants with a Master’s degree or MBA will be hired with one or two grades higher than degree holders… about an 8% higher salary depending on the field or industry they plan to join”.
- Lee Chun Keat
  Director of Engineering, Oppstar Malaysia

"Information is the oil of the 21st century, and analytics is the combustion engine.”
- Peter Sondergaard,
  Senior Vice President, Gartner Research (2014)

TESTIMONIALS BY OUR MBA GRADUATES

“Driven by state of the art technology on all fronts and boasting of a well-equipped faculty, I was conditioned and nurtured in a way that has helped me thrive in some of the most challenging environments ever since I graduated with a MBA.”
- Arjun Narayanan
  Content Manager, IIIMResume, India

“APU’s environment well adapted for students’ needs and wants. I learned how to be optimistic and to be a fast learner. It was undoubtedly a life changing experience. “
- Kanat Zhumanov
  Chief Manager of the Board Office of “University Medical Center”
  Corporate Fund in Nur-Sultan City, Kazakhstan
This programme comprises 7 coursework modules and a major project (including a Research Methodology module). The modules take into consideration issues of management skills, marketing, managing strategy, change management, and leadership. In addition, internationalisation and global perspectives are considered and focus is given to project management in order to enhance the programme.

### Core Modules
- Organizational Behaviour
- Managerial Finance
- Global Strategic Management
- Strategic Marketing Management
- Managerial Economics
- Statistical Decision Making
- Human Resource Management
- Research Methodology
- Project

### Elective Modules (Choose 2)
- Technology Management
- Managing Creativity and Innovation
- Behavioural Science, Social Media and Marketing Analytics

Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

### The Benefits of the Programme
On successful completion of the programme, you will be able to:
- Gain necessary knowledge and understanding about contemporary business and management theory, research and professional practice locally and globally.
- Demonstrate intellectual and practical skills and knowledge within the business and management strategic environment.
- Demonstrate innovative problem solving skills that are capable of tackling global business management issues.
- Understand behavioral science and marketing analytics’ skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate ability to devise and apply research and investigative methods within major business research paradigms.
- Understand and critically analyse the contemporary business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the personal effectiveness through effective self management within the professional environment.

### Who Should Attend
This programme is geared towards managers who wish to focus on enhancing and enriching management and critical decision making skills in national and international organizations. In addition, middle and senior level managers who are undergoing challenging tasks in manufacturing and/or services sectors will find this programme useful towards career growth.

### Project
You will be expected to conduct effective research in relation to business for both academic and industry purposes. Either route will require you to plan and conduct effective academic research in relation to the conduct of substantial and substantive individual research and analysis in relation to an aspect of business leading to a significant project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of business.
The modules are designed to equip students with the knowledge, skills, techniques, and personal qualities to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to conducting Business in Europe and Asia.

**Modules & Project**

- Statistical Decision Making
- Doing Business in Europe and Asia
- Euro Asian Financial Management
- Euro Asian Business Strategy
- Euro Asian Global Business and Trends
- Managing Creativity and Innovation
- Managing Organisations
- Marketing and Sustainability in the Age of Globalisation
- Research Methodology
- Behavioural Science, Social Media and Marketing Analytics
- Project

**The Benefits of the Programme**

- Evaluate complex business scenarios in an Asian European context and develop new applications, insights and strategies for business.
- Demonstrate the personal and interpersonal competencies and knowledge which are necessary to manage businesses in the vastly differing and complex cultures of Europe and Asia.
- Interact effectively and responsibly with individuals and organisations in this context.
- Understand behavioral science and marketing analytics’ skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Research information considering social responsibilities and related ethics.
- Develop the ability to conduct an interdisciplinary analysis of business and political-economic issues in the Euro-Asian region.
- Behave in an appropriately professional manner in various situations and culture
- Identify leadership requirements in differing situations and demonstrate appropriate leadership capabilities.
- Equipped with a comprehensive understanding of the different approaches to conducting Business in Europe and Asia.

**Project**

You will be expected to conduct effective research in relation to business in Euro Asia for both academic and industry purposes. Either route will require you to plan and conduct effective academic research in relation to the conduct of substantial and substantive individual research and analysis in relation to an aspect of Euro Asia Business leading to a significant project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of Euro Asia Business.

**Who Should Attend**

This programme is designed to enhance the professional knowledge and management skills of key managers, senior executives, executives, entrepreneurs and other professionals who would like to gain new perspectives in complex business scenarios in an Asian European context. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in a career in business. The Master of Business Administration (Euro-Asia Business) program enables professionals to enhance their business knowledge, improve their management skills and strategic decision-making abilities in conducting business in Europe and Asia.
The modules are designed to equip students with the knowledge, skills, techniques, and personal qualities to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to communicating in an international business context. The modules equip existing professionals with highly developed capabilities in relation to innovation, integration of ideas and concepts in business communications.

Modules
- Communication Theory and Practice
- Business Communication Research and Audit
- Integrated Marketing Communications
- Planning Business Communications Campaigns
- Marketing and Sustainability in the Age of Globalisation
- New Media Industries and Technologies
- International Business Communications and Competencies
- Research Methodology
- Technology, Culture and People: A Global Perspective
- Behavioural Science, Social Media and Marketing Analytics
- Project

The Benefits of the Programme

On successful completion of this programme, you will be able to:

- Develop skills to be employed in an advisory or practical managerial capacity in international communications.
- Manage business and corporate communication in multinational business environments.
- Demonstrate the personal and interpersonal competencies and knowledge are necessary to manage communications in differing & complex cultures.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Interact effectively & responsibly with individuals and organisations in this context
- Demonstrate ethical behaviour through appropriate communication in a international environment.
- Build perceptiveness, transparency and capability to communicate in an unfamiliar cultural context.
- Demonstrate creative and innovative approaches to solving communications problems and the development of new approaches to effective business communications.

Who Should Attend

The Master of Science in International Business Communication focuses on business and corporate communication in multinational business environments. The interface of communication is between corporate communication, language and management. This programme is ideal for executives, managers and professionals who wish to become effective communication managers in today’s complex global environment. Our programme provides students with the opportunity to study various aspects of business and corporate communication knowledge, theories, techniques, media technologies and skills. Career paths for MIBC graduates include corporate communications, marketing communications, management consulting, public relations and advertising in international business environments.
The modules are designed to provide the knowledge and skills that managers need in order to attract customers globally. It is specially designed to meet the needs and trends of the global marketplace in an international and multi-cultural setting. Students learn the importance of defining the scope of 21st century marketing, developing and executing effective marketing strategies, adapting to rapidly changing technologies; building customer satisfaction and retention, and facilitating communications successfully.

**Modules**
- Statistics and Decision Making
- Strategic Marketing Management
- Euro Asia Global Business and Trends
- Global Marketing Management
- Integrated Marketing Communications
- Managing Creativity and Innovation
- Marketing and Sustainability in the Age of Globalisation
- New Product Development and Innovation
- Research Methodology
- Behavioural Science, Social Media and Marketing Analytics
- Project

**Career options**
- Marketing Researcher
- Brand Manager
- Sales & Promotion Manager
- Advertising & Promotion Manager
- Retail Manager
- Distribution Manager
- Sales Manager
- Client Servicing Manager
- Global Purchasing Manager
- Global Retail Manager
- Global Business Consultant
- Global Trade Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- International Marketing Manager
- International Operations Manager
- Marketing Director

**Who Should Attend**

The Master of Science in Global Marketing Management has been designed to equip key managers, senior executives, executives, entrepreneurs and other professionals for a career in global marketing by developing the critical knowledge and competencies in the identification, evaluation and solution of problems encountered in global marketing and the development of global marketing strategies. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in developing a comprehensive understanding of concepts and current theories in the management of global businesses.
The modules of this programme will provide the knowledge and analytical skills to explore and explain the principles and practices of accounting.

**Modules**
- Quantitative Methods for Decision Making
- Managerial Finance
- Management Accounting for Decision Making
- Management Control and Audit
- Financial Accounting and Reporting
- Taxation
- Financial Reporting and Analysis
- Forensic Accounting and Fraud Examination
- Accounting Information Systems
- Research Methodology
- Ethical Obligation in Accounting
- Accounting for Islamic Financial Institutions
- Business Law
- Project

**Project**
You will be expected to engage in comprehensive research through a critical review of published material relevant to Accounting. Thorough review is carried out on theoretical and empirical literature from which a conceptual or theoretical framework is derived. Sources of literature will range from academic papers, business case history and consultancy reports. Existing theories and research findings will be utilized to create solutions or opportunities to address challenges in today’s international business climate. Identification of such opportunities or challenges will be important factors in modern business strategies and planning. Business case history will be utilized to research and analyse either the strategies of an organization or the application of specific concepts, theories or techniques as well as analyse the effectiveness and outcomes. The consultancy reports will be utilized to examine contemporary problems faced by one or more organizations and to recommend strategies and actions to be taken by the organization(s). Case study would be the core focal point of content delivery for this course.
The modules of this programme will provide the knowledge and analytical skills to identify and apply the law, the rules of procedure and evidence and ethics that relate to forensic accounting.

Modules
• Quantitative Methods for Decision Making
• Managerial Finance
• Management Accounting for Decision Making
• Management Control and Audit
• Financial Accounting and Reporting
• Forensic Accounting and Fraud Examination
• Accounting Engagement
• Financial Statement Fraud
• Accounting Information Systems
• Research Methodology
• Anti-Money Laundering
• Cybercrime and Investigation
• Criminology and Legal Framework

Project
You will be expected to engage in comprehensive research through a critical review of published material relevant to Accounting in Forensic Analysis. Thorough review is carried out on theoretical and empirical literature from which a conceptual or theoretical framework is derived. Sources of literature will range from academic papers, business case history and consultancy reports. Existing theories and research findings will be utilized to create solutions or opportunities to address challenges in today’s international business climate. Identification of such opportunities or challenges will be important factors in modern business strategies and planning. Business case history will be utilized to research and analyse either the strategies of an organization or the application of specific concepts, theories or techniques as well as analyse the effectiveness and outcomes. The consultancy reports will be utilized to examine contemporary problems faced by one or more organizations and to recommend strategies and actions to be taken by the organization(s). Case study would be the core focal point of content delivery for this course.

Duration:
Full-time - 1+ years

This programme is specifically designed to provide:
• A progressive, challenging and stimulating framework of study that will equip students with knowledge and skills required in this field.

Career options
• Forensic Accountant
• External Auditor
• Risk Department Manager
• Internal Auditor
• Chief Financial Officer (CFO)
• Forensic Investigator
• Investigative Accountant
• Audit Consultant
• Forensic Advisor
• Forensic Analyst
• Accounts Manager

Who Should Attend
This programme is ideal for any fresh graduate interested in pursuing a career in the dynamic and growing field of forensic accounting and fraud examination as well as those accountants and auditors who wish to pursue or enhance their career as forensic accountants. This programme integrates the accounting, auditing and investigative skills used to yield analysis and results suitable for use by the courts as the basis for resolution.
The modules are designed to provide a solid understanding of financial principles and their applications of those understanding to various aspects of the finance industry. The students are able to act autonomously in planning and implementing financial strategies which include Financial Analysis, Quantitative Methods, Investment Management and Financial Markets as well as Corporate Finance.

**Modules & Project**

The benefits of the programme

On successful completion of this programme, you will be able to:

- Have an in-depth understanding concerning principles of the financial workings and also the application of such understanding in using those financial assets to the world of business and investment.
- Understand and apply advanced concepts of finance and investment and extend the knowledge of the finance discipline into more specialised areas.
- Have the ability to integrate knowledge, handle complexity and formulate judgments with incomplete or information including reflection on the social and ethical responsibilities linked to the application of their knowledge and judgments.
- Communicate clearly and unambiguously the conclusions and the knowledge and rationale underpinning them, to specialist and non-specialist audience.
- Apply qualitative and quantitative techniques in analysing and evaluating financial and investment problems.
- Use information technology, such as word processing, databases, the web and econometric packages to download and analyse financial and economic data.
- Conduct independent research and solve multidisciplinary and interdisciplinary questions in a professional field on an academic, higher education level.
- Put plans into action with the experience learned from the successful entrepreneurs and a solid understanding of the realities of a business especially in financial or investment related areas.

**Project**

You will be expected to conduct effective research in relation to Finance for both academic and industry purposes. Project will provide you an opportunity to study a topic related to Finance in the form of a written report. You are required to develop your chosen research study by conducting literature reviews, engaging with research methodology, developing skills in data collection and analysis. At the end of the study, you will produce and present a report conforming to the conventions of academic writing.

**Who Should Attend**

This degree is intended for finance professional looking to widen their skill base, or students who have made a professional commitment to pursue a career in the finance industry and who have studied finance in an undergraduate degree and are interested in equipping with the most comprehensive array of analytical tools and techniques. This Masters of Finance could be a stepping stone to one of the most sought-after careers in the finance sectors broadly defined as corporate finance, security analysis, portfolio management, options and futures, treasury management, the functioning of financial institutions and markets, and financial decision-making.
Master of 
FINANCE (FINTECH)

FinTech for the Future

Financial Technology (FinTech) is gaining momentum year-on-year and creating a huge demand for professionals with specific FinTech skills. Traditional accounting and finance industry is getting digitally transformed. To cater to the skill gap in the Financial Services the technology application has become an essential part of the graduate skill.

Traditional financial institutions and FinTech start-ups alike are looking for more candidates who specialize in Artificial Intelligence, Machine Learning, Data Science. According to Bloomberg reporting and data from LinkedIn[1], job listings requiring these skills in the financial services industry increased nearly 60% in the past year. APU Master of Finance (FinTech) programme is designed to cater to the increased demand for finance graduates with FinTech skills.

*FinTech is massively popular. 96% of global consumers are aware of FinTech-driven money transfer and payment services. 3 out of 4 consumers have used an alternative money transfer and payment service.*

- EY Global FinTech Adoption Index
Financial institutions are becoming more technology focused. We see it as the evolving intersection of financial services and technology. Looking forward, we expect FinTech disruptors to continue to expand into other areas within financial services.

- Pricewaterhouse Coopers (PwC)

"FinTech is changing businesses and customers rapidly. Those that embrace FinTech will stay at the forefront of their markets; those that don’t will lose out on opportunities, customers, and market share."

- Bernard Marr, Forbes
HSBC plans to drop in risk-weighted assets and 35,000 jobs in the next three years to invest more in digital finance creating more Digital Finance Jobs.

“Global consumers are aware of at least one money transfer and payment. FinTech service

3 out of 4 global consumers use a money transfer and payments. FinTech service

1 out of 2 global consumers use an insurance. FinTech service

64% 96%
75% 48%

PWC has found that of financial services firms intend to adopt blockchain as part of their in production systems and processes by 2020. - www.pwc.com/fstech2020

“The Southeast Asia region is ripe for tremendous growth in the FinTech industry in 2019.”
A 2019 report by Tech Collective
https://internationalfinance.com/southeast-asia-becomes-the-fintech-innovation-hotspot/
The modules are designed to provide a solid understanding of financial principles and technology applications of those understanding to various aspects of the finance industry. The students are able to act autonomously in planning and implementing financial strategies.

Pre-Requisite Modules (For non-computing students: to be completed upon 1st month of the programme)

- Fundamentals of Artificial Intelligence
- Cybercrime and Investigation
- Corporate Finance
- Financial Statement Analysis
- Financial Markets and Institutions
- Financial Technology
- Big Data Analytics and Technologies
- Artificial Intelligence
- International Finance
- Research Methodology
- Investment and Portfolio Management
- Project

Project

You will be expected to conduct effective research in relation to FinTech for both academic and industrial purposes. The project will provide you with an opportunity to study a topic related to FinTech in the form of a written report. You are required to develop your chosen research study by conducting literature reviews, engaging with research methodology, developing skills in data collection and analysis. At the end of the study, you will produce and present a report conforming to the conventions of academic writing.
Master of **PROJECT MANAGEMENT**

### The Benefits of the Programme

- Develop masters-level knowledge and skills in Project Management in context of employer-driven needs, emerging markets, and contemporary subject areas within the discipline.
- Extend knowledge and understanding of, and practical skills in, a range of advanced Project Management topics.
- Develop academic and discipline-specific rigour through applied scholarship.
- Build or strengthen domain-specific understanding and transferrable skills thus equipping graduates for a career in industry or academia.
- Focus on depth of study, critical awareness and evaluation in selected areas of current research and advanced scholarship within the academic discipline of Project Management.
- Develop and strengthen critical analysis, independent scholarship, and intellectual empowerment through a structured research-informed programme of studies in Project Management and through research-informed teaching.
- Use the rigour of academic knowledge development and training to develop applied practical skills for construction of computer systems in real-world contexts.
- Provide a balanced programme of study, comprising Project Management theory with the opportunity to gain practical, hands-on experience.
- Develop scholarly and professional skills within the professional, legal and ethical frameworks which govern the development of computing solutions.
- To equip you, through independent learning at a postgraduate level, for further academic study, lifelong learning, and for personal & professional development.
- Develop effective communication skills of value to academic, technical and professional environments.

### Modules & Project / Dissertation

The programme comprises 13 coursework modules including Research Methodology and a project. There are 11 compulsory Core Modules and you will have to choose 2 electives from those listed.

**Core Modules**
- Fundamentals of Project Management
- Project Quality Management
- Project Development and Scope Management
- Project Planning and Scheduling
- Research Methodology
- Project Cost Estimation and Budgeting
- Communication and Stakeholder Management
- Project Procurement Contract Management
- Project HR and Leadership
- Investment and Risk Management
- Project

**Elective Modules 1 (Analytical Decision Making Pathway)**
- Quantitative Methods for Decision Making

**Elective Modules 2 (Management Pathway)**
- Managing Creativity and Innovation
- Managing Organisations

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules - however such changes may prolong the study duration.

### Project

This module builds on the Research Methods module to provide students with the challenge and experience of conducting and reporting on research in the form of one of: writing an academic paper, a case history of a business or business practice or an industry standard consultancy report.

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### Duration:

- Full-time - 1+ years
- Part-time - 2-3 years

### This programme is specifically designed to provide:

- Produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards. This programme aims to provide core skills to consultants, engineers, and executives from any industry, which includes knowledge and processes that are crucial for projects that deliver organizational values and benefits.

- The programme aims to develop skills in strategic thinking, leadership and best practices that enables more confident leaders in spear heading business initiatives and projects. In addition to meeting the needs of aspiring candidates or professionals, the programme will strengthen and develop existing project management professional’s expertise.

### Career options

- Director of Project Management
- Project Engineer
- Project Leader
- IT Project Manager
- Site Manager
- Team Leader
- Project Manager
- Senior Project Manager
- Business Project Manager
- Technical Project Manager
- PMO Manager
- Project Coordinator
- Development Manager

### Who Should Attend

This programme is designed to produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards.
This programme is conducted by research and is assessed via oral presentations and reports at various junctures, including a Proposal Defence, regular half-yearly progress monitoring at research colloquiums, Work Completion Defence, Thesis Examination and Viva Voce. Students would need to take one taught module on Research Methodology to gain the pre-requisite knowledge to effectively carry out their research. Regular discussions with the supervisors would be expected to ensure the direction of research as well as the quality and significance of the findings.

Conversion to PhD

Students of the Research Degree programme may convert to a PhD candidate if they satisfy all the criteria below:
(a) Display excellent progress in their research.
(b) Able to demonstrate the potential of their project to be expended to PhD level.
(c) Pass a rigorous assessment.
Successful conversion means that the student will no longer be a Research Degree candidate but will instead become a PhD candidate with their candidature start date backdated to their original Research Degree registration date. Hence, it allows the student to gain a PhD award within a shorter timeframe, without the need to complete a Masters programme.

Programme Structure / Process Flow

Application Process
Ideally, student works with potential supervisors to develop proposal.
DOCTOR OF PHILOSOPHY PROGRAMMES

- PhD in Computing
- PhD in Technology
- PhD in Engineering
- PhD in Management
- PhD in Finance

Why our APU PhD by Research Programme?

- You will be assigned to a group of highly qualified supervisors.
- Wide range of latest research areas in the fields of computing and business administration areas.
- We have our regular research workshops, colloquium and seminars facilitated by local and international academicians and professionals.
- Comprehensive Student Support Services.
- Resourceful online databases.
Application Process
Ideally, student works with potential supervisors to develop proposal.

The duration of the PhD is as follows:

<table>
<thead>
<tr>
<th>Duration</th>
<th>Full Time</th>
<th>Part Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of years</td>
<td>3 years</td>
<td>4 years</td>
</tr>
</tbody>
</table>

The minimum and maximum duration of the PhD programme are as follows:

<table>
<thead>
<tr>
<th>Study mode</th>
<th>Normal minimum period*</th>
<th>Normal maximum period**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td>2 years</td>
<td>5 years</td>
</tr>
<tr>
<td>Part Time</td>
<td>3 years</td>
<td>6 years</td>
</tr>
</tbody>
</table>

* Completion of studies is subject to approval from the Senate
** Candidates with Extenuating Circumstances may apply for approval to extend the duration of study

Students are required to enrol in the Research Methods module to fill the gaps in research skills.

Minimum Entry Requirement
- A Masters degree in a related field accepted by the APU Senate
- Other qualifications equivalent to a Masters degree that are accepted by the APU Senate
- Minimum English language requirements of IELTS 6.5.
Specialist Doctoral Topics for Supervision

**Engineering**
- Sustainable Development
- Renewable Energy
- Power Electronics
- Data Analytics
- Medical Image Processing
- Neural Networks
- Data Compression
- User Interfaces
- Content-based Retrieval
- Artificial Intelligence Applications in Engineering
- Signal and Image Processing
- Rapid Prototyping
- Engineering Materials
- Silicon Nanoelectronics
- Nanofabrication Technologies
- Single Electron Transistors
- Quantum Computation
- Radiation Detectors
- Optics Fiber/Wireless Communication
- Infrared Remote Sensing Technology
- Wireless and Mobile Systems
- Active Radio frequency Identification System (RFID)
- Wireless Sensor Network (WSN)
- Antenna Design
- Ultra Wideband Applications
- Electromagnetic Sensing
- Artificial Intelligence
- Speech Technology (Recognition and Synthesis)
- Image Processing
- Biomedical Applications in Engineering
- Image Segmentation

**Computing & Technology**
- Database Development
- Artificial Intelligence
- Green Computing
- Computing & Society
- Medical Image Processing
- Neural Networks
- Data Compression
- User Interfaces
- Content-based Retrieval
- Malware Analysis and Detection
- Data Security
- Computer Forensics
- Artificial Intelligence
- Digital Image Processing
- Machine Learning
- Data Mining
- Fuzzy Logic
- Neural Networks
- Robotics
- Healthcare Systems
- Technological Innovation and Change
- Information Systems Adoption
- Socio-Technical Implications of Advanced ICT Utilisation within the Area of Social Network Technologies
- Image Processing
- Graph Theory/ Combinatorics
- Computational Analysis
- Big Data
- Cloud Computing
- Internet of Things (IoT)
- Natural Language Processing

**Business & Management**
- International Education
- Strategy of Multinational Corporations
- International Human Resource Management
- Information Systems
- Business Innovation
- Transformations
- Green Business
- Financial and Economics of Ageing, Older Consumers
- Monetary Movements, Financial Markets
- Human Resource Management
- Organisation Behaviour
- Public Administration
- Customer Satisfaction
- Work Quality
- Expatriate Management
- Strategic Management
- e-Government and e-Democracy
- Counter Terrorism
- Security and Strategic Studies
- ASEAN Studies

**Finance**
- Finance
- Financial Economics, Time Series Econometrics
- Risk Management
- Portfolio Management
- Financial Statement Analysis
- Investment
- Financial Technology
- Financial Planning
- Financial Management
- Islamic Finance
- Corporate Governance
- Econometrics
Learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our staff and students publish papers and present them at conferences worldwide. Some of the key areas of research include:

**Academic Research**

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Wireless Networks and Internet of Things (IoT)
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation
- Cloud Computing
- Security and Forensics
- Internet of Things (IoT)
- Malware Analysis
- Big Data
Asia Pacific Centre of Analytics (APCA)
Asia Pacific Centre of Analytics – APCA is established in association of multi-discipline expertise from various schools in APU. The vision of APCA is to establish the foundation to develop young data scientists to meet the demands in Malaysia and global. The expertise and experience cover areas of Data Management, Machine Learning, Behavioral Studies, Business Cases, Statistics and Engineering. The formation directs to broad activities in Big Data ecosystem, in line with National vision to make Big Data Analytics the catalyst for nation’s economic development: Creating new area in BDA studies, Embedding BDA topics into Undergraduate and Postgraduate studies, Development of Educational and Industrial Framework, Creating Project Marketplace, Research project commercialization and crowdfunding, Consultancy and Training Services.

Centre for Research and Development of IoT (CREDIT)
The establishment of Centre for Research and Development of IoT (CREDIT) is a significant milestone that supports the objectives of the Malaysia National IoT Strategic Roadmap initiative. CREDIT aims to provide students and academic staff the opportunities to access IoT-related knowledge and know-how through various activities. It also acts as a hub to support commercialising potential state-of-the-art solutions resulting from R&D projects.

APU IEEE Student Branch
APU IEEE Student Branch, which is part of the Malaysia Section under Region 10 (Asia and Pacific), was formulated in 2014. As a member of IEEE, APU students have a wide variety of resources and valuable opportunities to advance their knowledge and future career. APU Student Branch provides numerous educational, technical, and professional development for its members through special projects, activities, meetings, tours and field trips.

Forensic and Cyber Security Research Centre (FSEC)
The establishment of Forensics & Cyber Security (FSec) center is to be a recognized Forensics and Cyber Security Research and Development Centre which acts as an international resource for government, industry and academia. This vision has kept us on the toe and with the closing of all cases including expert testimonies given by our dedicated analysts.

MALAYSIA’S FIRST INTEGRATED CYBERSECURITY TALENT ZONE IS LOCATED WITHIN APU’S CAMPUS
APU’s Cybersecurity Talent Zone is a clear and perfect example of how APU collaborates closely with industry leading organisations to expose students to best-in-class technologies and systems. This Zone features a fully-functional Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations experience. APU’s Cyber Security students are able to actively analyse occurrences of cyber-attacks and plan counteractive measures towards cyber threats through real-time data. In addition, a full-fledged Cyber Threats Simulation and Response Centre (also known as a Cyber Range) is also located within the Cyber Security Talent Zone. The Cyber Range incorporates latest technologies and a military grade cyber-defense system that can simulate highly complex cyber-attacks in a hyper realistic environment, enabling students to understand and formulate defence strategies, and practice the entire chain of cyber defence, while preparing them to deal with real cyber threat attack when it happens. The Cyber Range is among the best-equipped facility of its kind across the Asia Pacific region.

APU’s CISCO Networking Academy, its Centre for Research and Development in IoT (CREDIT) and its Forensic and Security Research centre also make up the APU CyberSecurity Talent Zone, which is truly a unique, end-to-end integrated facility to provide hands-on experience to our students - the global cybersecurity, networking and IoT talents of the future.

INNOVATIVE INDUSTRY-BASED RESEARCH CENTRES @ APU
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IT’S ALL GOING ON @ APU ★★★★★★★
Students from over 130 countries
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

**ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA (MULTIMEDIA DEVELOPMENT CORPORATION)**
- 2019 - Winner of ‘Best of Tertiary Student Project’
- 2016 - Top Award for ‘Best of Tertiary Student Project’
- 2013 - Top Award for ‘Best of Tertiary Student Project’
- 2012 - Top Award for ‘Best of Tertiary Student Project’
- 2011 - Winner of ‘Special Jury Award’ by the Prime Minister
- 2011 - Top Award for ‘Best of Tertiary Student Project’
- 2011 - Merit Award for ‘Best of Tertiary Student Project’
- 2010 - Top Award for ‘Best of Tertiary Student Project’
- 2008 - Top Award for ‘Best of e-Inclusion & e-Community’
- 2007 - Top Award for ‘Best of Applications & Infrastructure Tools’
- 2004 - Top Award for ‘Best of Education & Training’
- 2004 - Top Award for ‘Best of Applications & Infrastructure Tools’
- 2004 - Merit Award for ‘Best of Research & Development’
- 2003 - Merit Award for ‘Best of Research & Development’
- 2002 - Merit Award for ‘Best of Smart Learning Applications’
- 2001 - Merit Award for ‘Best of Smart Learning Applications’
- 2000 - Merit Award for ‘Best of Smart Learning Applications’
- 2000 - Top Award for ‘Best of Student Projects’
- 1999 - Merit Award for ‘Best of Student Projects’

**REGIONAL CYBER CHALLENGE (RCC)**
- 2019 - Champion
- 2019 - 1st Runner Up

**INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS**
- 2019 - Best Innovation Prize

**TERADATA UNIVERSE DATA ANALYTICS CHALLENGE**
- 2019 - Winner of ‘Best People’s Choice Award’

**WORLDSKILLS MALAYSIA (CLOUD COMPUTING) LEAGUE**
- 2019 - Champion

**CYBERSECURITY EXCELLENCE AWARDS**
- 2019 - Gold Winner (Best CyberSecurity Education Provider)

**OPEN GOV ASIA RECOGNITION FOR EXCELLENCE**
- 2019 - Recognition for Excellence

**INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD**
- 2019 - Gold Award
- 2018 - Gold Award
- 2017 - Gold Award
- 2016 - Gold Award
- 2015 - Gold Award
- 2014 - Gold Award

**CYBER HEROES COMPETITION**
- 2019 - Champion
- 2019 - Most Valuable Player (MVP)
- 2017 - 3rd Place
- 2017 - 4th Place

**INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)**
- 2019 - 1 Gold Award for the Invention, Innovation and Technology category
- 2018 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2018 - 1 Silver Award for the Invention, Innovation and Technology category
- 2018 - 1 Silver Award for the Invention, Innovation and Technology category
- 2017 - 1 Silver Award for the Invention, Innovation and Technology category
- 2017 - 1 Silver Award for the Invention, Innovation and Technology category
- 2016 - 1 Gold Award for the Invention, Innovation and Technology category
- 2016 - 1 Silver Award for the Invention, Innovation and Technology category
- 2016 - 1 Silver Award for the Invention, Innovation and Technology category
- 2015 - Best Green Invention Award
- 2015 - 1 Gold Award for the Invention, Innovation and Technology category
- 2015 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2014 - 1 Gold Award for the Invention, Innovation and Technology category
- 2014 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2013 - 2 Silver Medals for the Invention, Innovation and Technology category
- 2013 - 2 Gold medals for the innovator category

**ERNST & YOUNG (EY) ASIA-PACIFIC CYBER HACKATHON CHALLENGE**
- 2019 - Champion

**KPMG CYBER SECURITY CHALLENGE**
- 2019 - 1st Runner Up
- 2018 - Top University Award
- 2018 - Champion (“APT, Malware & Cyber powered by FireEye” track)
- 2018 - Champion (“Engineering & Cyber – powered by IET” track)

**INTERNATIONAL ENERGY INNOVATION COMPETITION (EIC) SINGAPORE**
- 2019 - Merit Prize
- 2019 - Merit Prize
- 2019 - Merit Prize
- 2016 - 4th Place
- 2015 - 1st Runner-up
- 2015 - 4th Place

**FUSIONEX DATA CHALLENGE**
- 2019 - 1st Runner Up
The APIIT Education Group received the prestigious Prime Minister’s Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation was selected to receive the Prime Minister’s Industry Excellence Award from among nearly 30 other award recipients in 8 different categories.

The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister’s Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

**APIIT Education Group is the proud recipient of**

**Prime Minister’s Award**

**and Export Excellence Award (Services)**

**for Industry Excellence Awards - March 2011**

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**CIMB 3D CONQUEST**
- 2018 - Champion (Data Science)
- 2018 - 2nd Runner Up (Coding)
- 2018 - 4th Runner Up (Coding)

**PROTON DRB-HICOM CREATIVE CAR CHALLENGE**
- 2018 - Champion
- 2018 - Third Prize (Design Battle)

**SINCEW BUSINESS EXCELLENCE AWARD**
- 2018 - Product Excellence Award (Data Science)

**SINCEW EDUCATION AWARD**
- 2018 - Outstanding Educational Institution: Private University
- 2018 - Product Award

**PRIDE INNOVATION AND TRANSFORMATION CHALLENGE**
- 2018 - Champion

**NASA SPACE APPS CHALLENGE (KUALA LUMPUR)**
- 2018 - Champion
- 2018 - 1st Runner Up

**RED RIBBON MEDIA AWARDS**
- 2018 - Best Poster Design
- 2018 - Best Poster Copywriting

**WORLD ASIAN BUSINESS CASE COMPETITION**
- 2018 - Top 10
- 2017 - Top 10

**INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)**
- 2018 - Gold Medal (Science, Engineering & Technology)
- 2018 - Silver Medal (Science, Engineering & Technology)
- 2018 - Bronze Medal (Science, Engineering & Technology)

**CREST-INTEL INDUSTRY-UNIVERSITY CHALLENGE**
- 2018 - Champion
- 2017 - 1st Runner Up
- 2017 - Consolation Prize

**SCHNEIDER ELECTRIC’S ‘GO GREEN IN THE CITY’ COMPETITION - MALAYSIA**
- 2018 - 1st Runner-up
- 2016 - 1st Runner-up
- 2016 - 2nd Runner-up
- 2015 - 1st Runner-up
- 2014 - 1st Runner-up

**F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE**
- 2018 - Champion
- 2018 - 2nd Place
- 2017 - Champion
- 2016 - Champion

**UNIMAKER CENTRAL REGION COMPETITION**
- 2018 - Champion

**NXDEFENDER CYBER SECURITY COMPETITION**
- 2018 - Champion

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**SAS NATIONAL FINTECH CHALLENGE**
- 2018 - 1st Place

**ASEAN VIRTUAL BUSINESS PLAN COMPETITION**
- 2018 - Champion

**FAMELAB MALAYSIA**
- 2018 - Audience Choice Award

**HACKING, DEFENCE AND FORENSICS COMPETITION**
- 2018 - Champion

**APPRENTICE INNOVATION & RESEARCH EXHIBITION (AIREX)**
- 2018 - Champion

**HACK@10 CYBERSECURITY COMPETITION**
- 2018 - Champion
- 2018 - 2nd Runner Up
- 2018 - 10th Place

**MALAYSIAN FINANCIAL PLANNER AWARD**
- 2018 - 1st Runner Up

**INTERNATIONAL FESTIVAL OF INNOVATION ON GREEN TECHNOLOGY (I-FINOG)**
- 2018 - Gold Award
- 2018 - Bronze Award

**INNOVATE MALAYSIA FINALS**
- 2018 -Winner

**INVENTION & INNOVATION COMPETITION FOR PRIVATE INSTITUTIONS OF HIGHER LEARNING (PERINTIS)**
- 2018 - Gold Award
- 2018 - Gold Award
- 2018 - Gold Award
- 2018 - Silver Award
- 2018 - Silver Award
- 2018 - Silver Award
- 2018 - Silver Award
- 2018 - Bronze Award
- 2016 - Silver Award
- 2016 - Bronze Award
- 2016 - Bronze Award

**H-INOVASI**
- 2017 - ‘Best of the Best’ Award
- 2017 - Gold Award
- 2017 - Gold Award
- 2017 - Gold Award