SCHOOL OF POSTGRADUATE STUDIES

UK MASTERS DEGREE PROGRAMMES
- MSc in Technology Management
- MSc in Information Technology Management
- MSc in Mobile Computer Systems
- MSc in Software Engineering
- MSc in Computer Science
- MBA - Master of Business Administration
  Awarded by Staffordshire University

APU PhD PROGRAMMES
- PhD in Computing
- PhD in Technology
  Awarded by APU

DUAL MASTERS DEGREE PROGRAMMES
- MBA (Euro-Asia Business)
- MSc in International Business Communications
- MSc in Global Marketing Management
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Finance
- Master of Real Estate in Finance and Investment
- Master of Islamic Finance and Banking
  Awarded by APU & Staffordshire University

www.apu.edu.my

In partnership
The Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia’s Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing graduates for significant roles in business and society globally. APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.

Originally established as the Asia Pacific Institute of Information Technology (APIIT) in 1993 and Asia Pacific University College of Technology & Innovation (UCTI) in 2004, APU’s sound approach to nurturing school leavers into qualified professionals has resulted in our graduates being highly sought after by employers. With an international student community from more than 100 countries studying in its Malaysian campus, APU offers a truly cosmopolitan learning environment which prepares students well for the global challenges which lie ahead. APU offers a wide range of degrees with Technology as a common core.

It is APU’s aim to nurture and encourage innovation through our programmes of study, with the intention of producing individuals who will learn, adapt and think differently in new and better ways.

The Asia Pacific University has and always will, continue to develop and deliver its academic programmes through unique and well-established international partnerships, particularly with Staffordshire University UK but also with other partners throughout the world. This formidable combination of Malaysian homegrown programmes fortified with international benchmarking, provides our students with the assurance that the qualifications gained from APU truly meet international quality standards.

APU was announced as among the Highest Rated Universities in Malaysia, being rated at TIER 5 (EXCELLENT) under the SETARA 2011 Ratings by the Ministry of Education (MOE) and Malaysian Qualifications Agency (MQA), and has maintained this Excellent rating in the latest SETARA 2013 Ratings announced on 17th November 2014.

APU’s achievements bear testimony to our commitment to excellence in higher education and training, as well as innovative research and development and commercialization. APU (via APIIT) is Malaysia’s first Institution to achieve Multimedia Super Corridor (MSC) Company Status. Through our network of APIIT Education Group branch campuses established in Sri Lanka and India, APU also reaches out to young aspiring professionals in these countries, providing them with a unique opportunity of experiencing international best practices in higher education using curricula, processes, resources and systems which have been developed in Malaysia. APU’s academic programmes are approved by the Ministry of Education of Malaysia and the qualifications are accredited, or provisionally accredited by the Malaysian Qualifications Agency (MQA).
The APIIT Education Group received the prestigious Prime Minister’s Industry Excellence Award from the Prime Minister of Malaysia, Dato’ Seri Mohd Najib Tun Razak. 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
The School of Postgraduate Studies at APU is an established school for postgraduate education. The school has a strong presence in the industry and is an obvious choice among professionals seeking to enhance their career and lifelong learning opportunities. The school offers a variety of specialised programmes. Our programmes are very much industry driven and relevant ensuring that our graduates are global citizens and industry ready. Alumni of the school have progressed into a number of significant careers in leading multinational technology based companies.

In line with APU’s vision, the school aims to enhance lifelong learning opportunities by being a leading provider of high quality and innovative postgraduate education in computing, business and technology. The school also aims to be a contributor to research at the national and international level. This is emphasised by our mission to provide high quality and internationally recognised and benchmarked postgraduate education and to be recognised for innovative facilitation of graduate study and educational activities.

The aims of the Masters Degree Programmes are to provide you with the opportunity to:

- Progress naturally from a degree or equivalent qualification
- 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

**Why our Masters Degree programmes?**

- International recognition and exposure
- A professional learning environment
- Our strength of research
- Experienced, academically well-qualified staff with substantial professional and industrial experience
- Natural progression from undergraduate to postgraduate study
- No working experience required
- Complete within 16 months (Full-time Study) or 2 years (Part-time Study)
- Develop project/dissertation based on your own interest
- Flexibility to take modules at your own pace and to switch between full-time and part-time modes for selected courses
- Opportunity to interact with staff, students and working professionals with a multitude of backgrounds and experience
- Programmes approved by Ministry of Education, Malaysia
- Programmes accredited by Malaysian Qualifications Agency (MQA)
### Careers after Postgraduate Studies

<table>
<thead>
<tr>
<th>Program</th>
<th>Potential careers include:</th>
</tr>
</thead>
</table>
| **MSc in Technology Management**             | • IT consultant  
• Business systems analyst  
• IT manager  
• Technology consultant |
| **MSc in Information Technology Management** | • IT consultant  
• Business analyst  
• IT manager  
• IT recruitment consultant  
• Systems analyst |
| **MSc in Mobile Computer Systems**           | • Business analyst - Mobile commerce apps  
• Senior mobile systems architect  
• Mobile cloud computing project lead  
• Mobile applications developer  
• Mobile website project manager  
• Mobile network security |
| **MSc in Software Engineering**              | • Application developers  
• Project manager  
• Software architect  
• Senior software developer  
• Solution architect |
| **MSc in Computer Science**                  | • Application developer  
• Database administrator  
• System designer  
• User interface designer  
• Internet applications programmer |
| **MBA – Master of Business Administration**  | • Business analyst  
• Business systems analyst  
• Business analyst - Mobile commerce apps  
• Business systems architect  
• Mobile cloud computing project lead  
• Mobile applications developer  
• Mobile website project manager  
• Mobile network security  
• IT consultant  
• IT manager  
• Business systems analyst  
• Technology consultant |
| **MBA (Euro-Asia Business)**                 | • Business analyst  
• Business systems analyst  
• Business analyst - Mobile commerce apps  
• Business systems architect  
• Mobile cloud computing project lead  
• Mobile applications developer  
• Mobile website project manager  
• Mobile network security  
• IT consultant  
• IT manager  
• Business systems analyst  
• Technology consultant |
| **MSc in International Business Communications** | • Business analyst  
• Business systems analyst  
• Business analyst - Mobile commerce apps  
• Business systems architect  
• Mobile cloud computing project lead  
• Mobile applications developer  
• Mobile website project manager  
• Mobile network security  
• IT consultant  
• IT manager  
• Business systems analyst  
• Technology consultant |
| **MSc in Global Marketing Management**        | • Business analyst  
• Business systems analyst  
• Business analyst - Mobile commerce apps  
• Business systems architect  
• Mobile cloud computing project lead  
• Mobile applications developer  
• Mobile website project manager  
• Mobile network security  
• IT consultant  
• IT manager  
• Business systems analyst  
• Technology consultant |
| **Master of Accounting**                     | • Account Manager  
• Inventory Manager  
• Credit Controller  
• Audit Manager  
• Management  
• Financial Analyst  
• Tax Consultant  
• Payroll |
| **Master of Accounting in Forensic Analysis**| • Forensic Accountant  
• External Auditor  
• Investigator  
• Risk Department Manager  
• Internal Auditor |
| **Master of Finance**                        | • Administrative and Support  
• Financial Management  
• Insurance  
• Securities Research  
• Mergers and acquisitions  
• Banker / Islamic Banker  
• Financial Planner  
• Investment Banker  
• Securities Trader  
• Risk assurance  
• Financial Advisor  
• Financial analyst  
• Money / Investment Manager  
• Asset Management |
| **Master of Real Estate in Finance and Investment** | • Investment Analyst  
• Financial Planner  
• Real Estate Manager  
• Consultant  
• Fund Manager  
• Mortgage Finance  
• Banking |
| **Master of Islamic Finance and Banking**     | • Securities  
• Funds Management  
• Financial Planning and Investment Advice  
• Insurance / Takaful  
• Corporate Treasury Management  
• Banking  
• Financial Planning and Investment Advice  
• Insurance / Takaful  
• Corporate Treasury Management  
• Banking |

Graduates will be ready to take on positions at the managerial level and display the ability to make informed decisions through critical thinking and analysis.

Graduates will have a broad understanding of international communication and the basic skills needed for a starting position in a wide range of international careers in public relations, corporate communication or public affairs in both profit and non-profit organizations in the public and private sector.

Graduates fulfill positions as international communication manager, event manager, business communication advisor, intercultural consultant, facilitator and spokesperson.

Any area of general business but more likely in Marketing Research, Brand management, Sales Promotions and advertising, retail management, distribution management, sales and sales management, customer liaison and customer relationship management for large global companies.

Graduates will have the skills and understanding gained through the study of business and management in the framework of the ASEAN region to be able to lead in major European-Asian business liaison for example; working in areas of marketing, distribution, promotion, international business or in start-up companies and as an entrepreneur.

Graduates will be able to lead in major European-Asian business liaison for example; working in areas of marketing, distribution, promotion, international business or in start-up companies and as an entrepreneur.

Graduates will have a broad understanding of international communication and the basic skills needed for a starting position in a wide range of international careers in public relations, corporate communication or public affairs in both profit and non-profit organizations in the public and private sector.

Graduates fulfill positions as international communication manager, event manager, business communication advisor, intercultural consultant, facilitator and spokesperson.

Graduates will have the skills and understanding gained through the study of business and management in the framework of the ASEAN region to be able to lead in major European-Asian business liaison for example; working in areas of marketing, distribution, promotion, international business or in start-up companies and as an entrepreneur.

Graduates will have the skills and understanding gained through the study of business and management in the framework of the ASEAN region to be able to lead in major European-Asian business liaison for example; working in areas of marketing, distribution, promotion, international business or in start-up companies and as an entrepreneur.
Our Strengths

- Internationally recognised Masters Degrees quality assured by our partner universities in the UK.
- Innovative programmes designed to give you the professional edge in your career.
- Flexible entry points to suit your professional and personal schedules.
- Flexibility to take, and pay for, modules at your own pace and to switch between full-time and part-time modes for selected courses.
- Complete within 16 months (Full-Time study) or 2 years (Part-Time study).
- Masters Degrees that are specially designed to meet your time, cost and quality needs.
Admission Requirements

**GENERAL ADMISSION REQUIREMENTS**

- Bachelor’s degree with minimum CGPA of 2.50 or equivalent as acceptable by the Senate; OR
- Bachelor’s degree or equivalent but for CGPA below 2.50; can be accepted provided that candidates have at least 5 years working experience in a relevant field.
- Graduates of equivalent qualifications who have several years of relevant industrial experience.
- Evidence of satisfactory English language skills is required for candidates where English is not their first language, such as IELTS Band 6 with a minimum of 5.5 in Reading, Writing, Listening and Speaking or equivalent.

**DIFFERENT OPTIONS**

- **FULL-TIME**
  - Masters Foundation (4 weeks)
  - 16 months over 3 semesters of 16 weeks each
    - Revision week
    - Assessment week
  - Day time delivery over a full semester plus intensive delivery during weekends and evenings
  - Coursework modules plus Research Methods Module
  - Dissertation (Optional for Dual Masters Degree)

- **PART-TIME**
  - 2 to 5 years on modular basis
  - Intensive delivery during weekends and evenings
  - Coursework modules plus Research Methods Module
  - Dissertation (Optional for Dual Masters Degree)

**ADMISSION REQUIREMENTS FOR MASTER OF ACCOUNTING AND MASTER OF ACCOUNTING IN FORENSIC ANALYSIS**

- A bachelor’s degree in accounting or related field with minimum CGPA of 2.75 as accepted by the senate; OR
- A bachelor’s degree in accounting or related field not meeting CGPA of 2.75 but above CGPA of 2.50 can be accepted subject to internal assessment; OR
- Relevant professional accounting qualifications equivalent to bachelor’s degree as accepted by the Senate; OR
- Other qualifications equivalent to a bachelor’s degree with minimum CGPA of 2.75 as accepted by the Senate.
## Pathways to the Masters Degree Programmes

<table>
<thead>
<tr>
<th>GRADUATES WITH FIRST DEGREE IN:</th>
<th>AWARD LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UK MASTERS DEGREE PROGRAMMES</td>
</tr>
<tr>
<td></td>
<td>MSc in Technology Management</td>
</tr>
<tr>
<td>Accounting &amp; Finance</td>
<td>✓</td>
</tr>
<tr>
<td>Advertising &amp; Publishing</td>
<td>✓</td>
</tr>
<tr>
<td>Architecture &amp; Design</td>
<td>✓</td>
</tr>
<tr>
<td>Arts</td>
<td>✓</td>
</tr>
<tr>
<td>Aviation</td>
<td>✓</td>
</tr>
<tr>
<td>Biological Science</td>
<td>✓</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>✓</td>
</tr>
<tr>
<td>Business Management</td>
<td>✓</td>
</tr>
<tr>
<td>Chemistry</td>
<td>✓</td>
</tr>
<tr>
<td>Commerce</td>
<td>✓</td>
</tr>
<tr>
<td>Computer Science</td>
<td>✓</td>
</tr>
<tr>
<td>Construction Management</td>
<td>✓</td>
</tr>
<tr>
<td>Dance, Drama &amp; Music</td>
<td>✓</td>
</tr>
<tr>
<td>Economics</td>
<td>✓</td>
</tr>
<tr>
<td>Education</td>
<td>✓</td>
</tr>
<tr>
<td>Engineering</td>
<td>✓</td>
</tr>
<tr>
<td>Environmental Management</td>
<td>✓</td>
</tr>
<tr>
<td>Event Management</td>
<td>✓</td>
</tr>
<tr>
<td>Geology</td>
<td>✓</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>✓</td>
</tr>
<tr>
<td>Health &amp; Social Science</td>
<td>✓</td>
</tr>
<tr>
<td>History</td>
<td>✓</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>✓</td>
</tr>
<tr>
<td>Information Systems/Library Science</td>
<td>✓</td>
</tr>
<tr>
<td>Internet Technology &amp; Computing</td>
<td>✓</td>
</tr>
<tr>
<td>Language &amp; Literature</td>
<td>✓</td>
</tr>
<tr>
<td>Law &amp; Justice</td>
<td>✓</td>
</tr>
<tr>
<td>Marketing</td>
<td>✓</td>
</tr>
<tr>
<td>Material Science</td>
<td>✓</td>
</tr>
<tr>
<td>Mathematics &amp; Statistics</td>
<td>✓</td>
</tr>
<tr>
<td>Media Marketing</td>
<td>✓</td>
</tr>
<tr>
<td>Medicine</td>
<td>✓</td>
</tr>
<tr>
<td>Mobile Computing</td>
<td>✓</td>
</tr>
<tr>
<td>Multimedia</td>
<td>✓</td>
</tr>
<tr>
<td>Nursing &amp; Midwifey</td>
<td>✓</td>
</tr>
<tr>
<td>Nutrition</td>
<td>✓</td>
</tr>
<tr>
<td>Philosophy</td>
<td>✓</td>
</tr>
<tr>
<td>Physics</td>
<td>✓</td>
</tr>
<tr>
<td>Politics &amp; International Studies</td>
<td>✓</td>
</tr>
<tr>
<td>Psychology</td>
<td>✓</td>
</tr>
<tr>
<td>Public Relations</td>
<td>✓</td>
</tr>
<tr>
<td>Real Estate &amp; Property Management</td>
<td>✓</td>
</tr>
<tr>
<td>Social Work &amp; Human Services</td>
<td>✓</td>
</tr>
<tr>
<td>Sociology</td>
<td>✓</td>
</tr>
<tr>
<td>Software Engineering</td>
<td>✓</td>
</tr>
<tr>
<td>Sport &amp; Recreational Management</td>
<td>✓</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>✓</td>
</tr>
<tr>
<td>Theatre Studies</td>
<td>✓</td>
</tr>
<tr>
<td>Tourism &amp; Hospitality</td>
<td>✓</td>
</tr>
<tr>
<td>Web Development</td>
<td>✓</td>
</tr>
</tbody>
</table>

Legend: ✓ - No prior knowledge in the programme area required
# - Students are required to have prior knowledge (or working experience) in the programme area
The Masters Degree Programmes are available in Full & Part-time modes.

Structure of the Postgraduate Programme (Full-Time Mode)

<table>
<thead>
<tr>
<th>AWARD</th>
<th>MBA</th>
<th>MSc in Information Technology Management</th>
<th>MSc in Software Engineering</th>
<th>MSc in Technology Management</th>
<th>MSc in Mobile Computer Systems</th>
<th>MSc in Computer Science</th>
<th>MSc (Euro-Asia Business)</th>
<th>MSc in International Business Communications</th>
<th>MSc in Global Marketing Management</th>
<th>Master of Accounting</th>
<th>Master of Accounting in Forensic Analysis</th>
<th>Master of Finance</th>
<th>Master of Real Estate in Finance and Investment</th>
<th>Master of Islamic Finance and Banking</th>
</tr>
</thead>
</table>

FOUNDATION PROGRAMME
FOR FULL-TIME STUDENTS ONLY (4 Weeks)

The Masters Foundation programme equips students with a whole new set of learning strategies and skills required to better handle the Postgraduate Programmes. It will run prior to the commencement of the 1st semester of the Postgraduate programmes. The Masters Foundation Programme will offer the following modules: Continuing Professional Development, Study Skills & Research Methods.

<table>
<thead>
<tr>
<th>SEMESTER 1 (18 Weeks)</th>
<th>4 modules</th>
<th>4 modules</th>
<th>5 modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEMESTER 2 (18 Weeks)</td>
<td>MSc in Computing 3 modules</td>
<td>3 modules</td>
<td>5 modules</td>
</tr>
<tr>
<td>Plus 1 Compulsory module (Personal Development and Research Methods)</td>
<td>MBA 4 Modules</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEMESTER 3 (16 Weeks)</td>
<td>Dissertation</td>
<td>Dissertation</td>
<td>Dissertation OR 3 modules + Project Paper/Case Study</td>
</tr>
<tr>
<td>MBA 1 Compulsory module (Business Research Methods)</td>
<td>Plus Dissertation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Study Pattern for the Part-Time Student

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>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Intensive Session</td>
<td>Directed study to prepare for intensive session</td>
<td>Intensive Session</td>
<td>Intensive lectures &amp; assignments delivery</td>
</tr>
<tr>
<td>Week 5</td>
<td>Week 6</td>
<td>Week 7</td>
<td>Week 8</td>
</tr>
<tr>
<td>Post-Intensive Session</td>
<td>Independent study time</td>
<td>Post-Intensive Session</td>
<td>Independent study and preparation time to complete assignment &amp; hand-in assignment</td>
</tr>
</tbody>
</table>

Attendance at all sessions and completion of the examination and assignments is compulsory.
• MSc in Technology Management
• MSc in Information Technology Management
• MSc in Mobile Computer Systems
• MSc in Software Engineering
• MSc in Computer Science
• MBA - Master of Business Administration
Staffordshire University is a modern University with 100 years’ experience of pioneering higher education within the creative, technological and scientific industries. The University delivers relevant, inspiring and vocationally led courses and thus develop students who are independent thinkers.

Based in the Midlands in the heart of the UK, the University is home to approximately 16,500 students that make up a dynamic and vibrant community. This learning community is global and on-campus students represent 90 worldwide nations. In addition, the University has an international network of over 20,700 students studying on Staffordshire University courses at over 40 partner organisations around the world (July 2014).

Passionate about transforming the lives and aspirations of the individuals and communities it serves, the University is agile and flexible; quick to adapt as student requirements change and is renowned for providing ground-breaking new courses and outstanding learning opportunities.

Our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

Programmes offered by APU and APIIT are subjected to extensive external Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.
Staffordshire University Masters Awards

APU Masters Foundation

The Masters Foundation aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The APU Masters Foundation Programme is a pre-cursor to Masters level study designed and delivered by APU to provide additional support to students. It is internally quality assured by APU and offers the following modules:

- **Continuing Professional Development**
  The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking).

- **Study Skills**
  The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques.

- **Research Methods**
  The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references.

The modules on the Masters Foundation are delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**
  1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (e.g. laboratory work, presentations, projects, case studies, discussions etc).

**Dissertation**

Guidance in research methods will be provided to enhance knowledge and understanding of research, data collection and reference methods. Project Supervisors will provide additional support to students in the course of the dissertation.

**Credit Accumulation and Transfer Scheme (CATS)**

If circumstances do not allow you to continue with the programme, you will be able to leave at any point and claim CATS points for the modules successfully completed. You may use these CATS points as entry for further study at a later date as and when required, or to gain entry into other programmes offered by Staffordshire University and other universities.

**Accreditation of Prior Certification of Learning (APCL)**

If you have certified passes in subjects from related programmes, you may request for exemptions against such modules. However such exemptions will only be granted if the learning outcome and syllabus content are compatible and are at an equivalent level. These exemptions are subject to the final discretion of Staffordshire University.

**Staffordshire University Masters Awards**

APU Masters Foundation

The Masters Foundation aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The APU Masters Foundation Programme is a pre-cursor to Masters level study designed and delivered by APU to provide additional support to students. It is internally quality assured by APU and offers the following modules:

- **Continuing Professional Development**
  The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking).

- **Study Skills**
  The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques.

- **Research Methods**
  The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references.

The modules on the Masters Foundation are delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**
  1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (e.g. laboratory work, presentations, projects, case studies, discussions etc).
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 enrol in this 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

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations 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.

**WHO SHOULD ATTEND**

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

**THE BENEFITS OF THIS 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

**DISSERTATION**

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations 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.

*Optional modules will be pre-selected for students at the beginning of the semester. If students wish to select other option modules, they may select from other modules offered in the semester, or select from the intensive delivery modules which are planned throughout the year. If a student wishes to drop an option module to select other modules in other semesters, this could prolong their study duration.*
MSc in Information Technology Management

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.

THE BENEFITS OF THIS 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

DISSESSATION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations 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.

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.

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major dissertation. There are 5 compulsory Core Modules and you will have to choose 2 electives from those listed.

Core Modules
- Internet Applications
- Quality and Project Management for Technology
- Integrated Systems Management
- Networks Systems and Technologies
- Strategic Planning and Systems Development
- *Personal Development and Research Methods
- Dissertation

*The Personal Development and Research Methods will be studied in the Postgraduate Diploma stage of the award.

Optional Modules*
(choose 2)
- Database Design & Development
- Interaction Design
- Software Quality Engineering
- Knowledge Management
- Technology Management

* Optional modules will be pre-selected for students at the beginning of the semester. If students wish to select other option modules, they may select from other modules offered in the semester, or select from the intensive delivery modules which are planned throughout the year. If a student wishes to drop an option module to select other modules in other semesters, this could prolong their study duration.
This programme provides a focus on mobile computer systems for students who already possess a first degree in computing. The focus is placed on technical and specialist issues of mobile computer systems. Students learn to develop concepts into small mobile computer systems. Students will study topics such as interaction design, networking, communications, design of mobile architecture, network infrastructures, standards and protocols, mobile programming tools and environments, and associated management issues. The award also aims to instill sound academic and professional skills required for lifelong learning and development.

The School of Postgraduate Studies has numerous research and business contacts who have contributed to the award's development, and will continue to advise and contribute to the award delivery.

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

- Develop mobile computing artefacts and systems, using state-of-the-art technologies;
- Deliver up-to-date subject contents that are relevant to current and future business demands, by maintaining close links and direct input from national and international industrial and commercial organisations;
- Develop further your technical competence, building on computing knowledge and skills acquired in your first degree, expanding into areas of mobile computing;
- Enhance your abilities in research, problem-solving and management;
- Apply knowledge and skills to solving mobile computer systems problems during your dissertation project;
- Acquire knowledge, skills, experience and confidence to pursue a successful career in academia or industry.

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are relevant to your work and organisation or any substantial idea from the modules taken.

The project should discuss detailed analysis of a particular topic in a mobile computer systems related field. It would be expected that a software prototype critical review of recent development in the field or a prognosis of future developments should be produced.

**Who Should Attend**

This programme provides a focus on mobile computer systems for students who already possess a first degree in computing. The focus is placed on technical and specialist issues of mobile computer systems. Students learn to develop concepts into small mobile computer systems. Students will study topics such as interaction design, networking, communications, design of mobile architecture, network infrastructures, standards and protocols, mobile programming tools and environments, and associated management issues. The award also aims to instill sound academic and professional skills required for lifelong learning and development.

The School of Postgraduate Studies has numerous research and business contacts who have contributed to the award's development, and will continue to advise and contribute to the award delivery.

**Programme Modules & Project / Dissertation**

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation.

There are 4 compulsory Core Modules and you will have to choose 3 electives from those listed.

**Core Modules**

- Network Systems and Technologies
- Personal Development and Research Methods
- Android Applications Development
- Mobile Computer Communications Systems
- Enterprise Mobility
- Dissertation

*The Personal Development and Research Methods will be studied in the Postgraduate Diploma stage of the award.

**Optional Modules**

(choose 3)

- Interaction Design
- Internet Applications
- Object Oriented Software Systems Engineering
- Strategic Planning and Systems Development
- Enterprise Applications
- Database Design and Development
- Knowledge Management
- Mobile Web and Multimedia

*Optional modules will be pre-selected for students at the beginning of the semester. If students wish to select other option modules, they may select from other modules offered in the semester, or select from the intensive delivery modules which are planned throughout the year. If a student wishes to drop an option module to select other modules in other semesters, this could prolong their study duration.
MSc in Software Engineering

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 post-graduate level will find this programme attractive.

THE BENEFITS OF THIS 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

DISSEPTION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations 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.

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation.

There are 5 compulsory Core Modules and you will have to choose 2 electives from those listed.

Core Modules
- Reliability Management
- Information Technology Project Management
- Object Oriented Software Systems Engineering
- Software Engineering Support Environments
- Software Quality Engineering
- Personal Development and Research Methods
- Dissertation

Optional Modules* (choose 2)
- Database Design & Development
- Integrated Systems Management
- Network Systems and Technologies
- Strategic Planning and Systems Development
- Interaction Design
- Android Application Development

* Optional modules will be pre-selected for students at the beginning of the semester. If students wish to select other option modules, they may select from other modules offered in the semester, or select from the intensive delivery modules which are planned throughout the year. If a student wishes to drop an option module to select other modules in other semesters, this could prolong their study duration.
This programme is geared towards IT professionals who wish to further develop their technical competence, building on computing knowledge and skills acquired in their first degree. In addition, IT professionals and managers who wish to upgrade their technical computer science knowledge and IT skills to postgraduate level will find this programme attractive.

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

• Develop academic qualities to relate, understand, apply and adapt fundamental Computer Science theory and principles and be able to present these in a professional format to a wide audience
• Research the problems associated with the development of computing systems and propose effective solutions
• Critically analyse, design and evaluate current developments in a specialized area of the Computer Science discipline in order to further the knowledge and understanding in the environment
• Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are directly relevant to your work and your organisation or any substantial idea from the modules taken. The project emphasis should involve the use of principled processes in problem solving to find and devise acceptable solutions that encompass people and computer systems.

WHO SHOULD ATTEND
This programme is geared towards IT professionals who wish to further develop their technical competence, building on computing knowledge and skills acquired in their first degree. In addition, IT professionals and managers who wish to upgrade their technical computer science knowledge and IT skills to postgraduate level will find this programme attractive.

THE BENEFITS OF THIS PROGRAMME
On successful completion of this programme, you will be able to:

• Develop academic qualities to relate, understand, apply and adapt fundamental Computer Science theory and principles and be able to present these in a professional format to a wide audience
• Research the problems associated with the development of computing systems and propose effective solutions
• Critically analyse, design and evaluate current developments in a specialized area of the Computer Science discipline in order to further the knowledge and understanding in the environment
• Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge

DISSERTATION
Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are directly relevant to your work and your organisation or any substantial idea from the modules taken. The project emphasis should involve the use of principled processes in problem solving to find and devise acceptable solutions that encompass people and computer systems.

PROGRAMME MODULES & PROJECT / DISSERTATION
The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation. There is 1 compulsory Core Module and you will have to choose 7 electives from those listed.

Core Modules
• *Personal Development and Research Methods
• Dissertation

*The Personal Development and Research Methods will be studied in the Postgraduate Diploma stage of the award.

Optional Modules*
(choose 7)
• Interaction Design
• Internet Applications
• Network Systems and Technologies
• Object Oriented Software Systems Engineering
• Enterprise Mobility
• Database Design & Development
• Knowledge Management
• Android Application Development
• Mobile Web and Multimedia
• Mobile Computer Communications Systems
• Strategic Planning and Systems Development
• Information Systems Analysis Modelling & Design
• Enterprise Applications

* Optional modules will be pre-selected for students at the beginning of the semester. If students wish to select other option modules, they may select from other modules offered in the semester, or select from the intensive delivery modules which are planned throughout the year. If a student wishes to drop an option module to select other modules in other semesters, this could prolong their study duration.
This programme is designed to focus on enhancing and enriching management and critical decision-making skills that managers need to function effectively in an organisation. The MBA graduates of this programme can position themselves for middle and senior level managerial positions in national and international organisations, aspire for upward mobility in their own organisations or take up challenging tasks in senior positions in the manufacturing and/or services sectors. The programme identifies the need for 'soft skills' at higher levels, including:

- management, interpersonal and commercial awareness/market knowledge;
- sales, marketing, and operations that are global-ready;
- finance and accounting skills;
- customer handling skills;
- team working, networking and problem solving

THE BENEFITS OF THIS PROGRAMME

On completion of the MBA participants will be able to demonstrate the following learning outcomes:

- Demonstrate a systematic awareness, understanding and knowledge of contemporary business and management theory, research and professional practice within a local and global context. (Knowledge and Understanding)
- Demonstrate intellectual and entrepreneurial skills in the application of business and management knowledge, together with a practical understanding of how established techniques of business and management strategy are used. (Application)
- Generate innovative and enterprising solutions and applications of knowledge which inform judgements, develop ideas and propose business solutions taking into account the needs of stakeholders in a competitive and challenging global environment. (Problem Solving)
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development. Contextualise, analyse and learn from experience or simulated environments taking a global perspective upon contemporary developments and research in the field of business. (Learning)
- Devise and apply valid research and investigative methods to access existing data and information, and also where necessary generate new data. Demonstrate understanding of the location of chosen methodologies within major business research paradigms. (Enquiry)
- Demonstrate conceptual understanding and critical awareness of current business and management research and advanced scholarship. Evaluating the rigour and validity of research and its relevance to contemporary situations. (Analysis)
- Articulate complex information based on critical awareness and knowledge, adapting to different audiences and circumstances using a variety of communication tools and methods. (Communication)
- Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility, self-direction and originality in tackling and solving problems and act autonomously in planning and implementing tasks at a professional level. Demonstrate their personal effectiveness through own critical self awareness, personal reflection and self management and a keen desire to learn through reflection on practice and experience. (Reflection)

DISSERTATION

Coaching and mentoring in research methods, through the Business Management Research module, in addition to close supervision, encourages you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based projects/dissertations where possible; however the emphasis must be placed on effective research methodologies and strategies that are appropriate to the field of business. It is expected that the project develops critical skills to assess and evaluate current issues within the areas of marketing, finance, operations; global strategy and management. The dissertation should comprise a business report which looks at a particular issue, focusing upon establishing and interpreting a set of facts and recommending implementable solutions.
DUAL MASTERS DEGREE PROGRAMMES

- MBA (Euro-Asia Business)
- MSc in International Business Communications
- MSc in Global Marketing Management
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Finance
- Master of Real Estate in Finance and Investment
- Master of Islamic Finance and Banking
Staffordshire University is a modern University with 100 years’ experience of pioneering higher education within the creative, technological and scientific industries. The University delivers relevant, inspiring and vocationally led courses and thus develop students who are independent thinkers.

Based in the Midlands in the heart of the UK, the University is home to approximately 16,500 students that make up a dynamic and vibrant community. This learning community is global and on-campus students represent 90 worldwide nations. In addition, the University has an international network of over 20,700 students studying on Staffordshire University courses at over 40 partner organisations around the world (July 2014).

Passionate about transforming the lives and aspirations of the individuals and communities it serves, the University is agile and flexible; quick to adapt as student requirements change and is renowned for providing ground-breaking new courses and outstanding learning opportunities.

• Among the first institutions in the world to offer a computing degree, dating back to 1965.
• The 2014 National Student Survey (NSS) show computing awards at Staffordshire University exceeding the national sector average for the computer subject area.
• The 2014 National results from the Destination of Leavers in Higher Education also show Staffordshire University computing awards exceeding the national average for computing graduate employability/further study, six months after graduation.
• Staffordshire has forged partnerships with industry-leading companies such as Sony, Cisco, Microsoft, Vodafone, Jaguar Land Rover and Epic Games in support of teaching and learning as well as in preparing students for their careers.
• The collaboration between Staffordshire University and US based Epic Games led to the launch of the University’s Epic Games Centre, which offers students the opportunity to put theory into practice and develop a deeper understanding of the commercial complexities of the gaming development process.
• Staffordshire University graduates have been well accepted by industry. Many graduates have gone on to work with internationally recognised organisations such as the BBC, Microsoft, Bentley Motors and NASA. Others have gone on to form their own successful businesses whilst some graduates have worked on Oscar winning films, written books and even won an Olympic gold medal.

Our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

Programmes offered by APU and APIIT are subjected to extensive external Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.
Programme Structure

The APU & SU Dual Masters programme offers students a unique opportunity to achieve a Masters degree which will be ideally placed to assist them in their career development or as a stepping stone into further postgraduate research and into academia. The programmes offered on the APU & SU Dual Masters programme, allows students to choose their preferred route at the Masters stage of their studies in semester 3.

Option 1: Dissertation Route
This route is suitable for students who wish to extend their research capabilities in the fulfilment of their ambition to progress into academia. The dissertation forms one third of the Masters degree ensuring that students are able to demonstrate the skills required for further study or for academia.

Option 2: Project Paper/Case Study Route
In this route students are able to combine current work experience and knowledge to develop a smaller work based project or case study (equivalent to 2 modules), in addition students will be required to study 3 additional modules. This route will enable students to showcase their ability to perform detailed research and reviews within the working environment, skills which may then assist in promotion at work. The structure of the Masters Programme is as follows:

<table>
<thead>
<tr>
<th>4 Weeks</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Programme + Masters Foundation</td>
<td>5 modules</td>
<td>4 modules + Research Methods &amp; Literature Review module</td>
<td>(Dissertation) OR (3 modules + Project Paper/Case Study)</td>
</tr>
</tbody>
</table>

APU Dual Masters Awards

APU Masters Foundation

The Masters Foundation aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The APU Masters Foundation Programme is a pre-cursor to Masters level study designed and delivered by APU to provide additional support to students. It is internally quality assured by APU and offers the following modules:

- **Continuing Professional Development**
  The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking)

- **Study Skills**
  The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques

- **Research Methods**
  The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references

The modules on the Masters Foundation are delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**
  1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (eg laboratory work, presentations, projects case studies, discussions etc)
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.

- 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
- 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

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. 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 dissertation 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 BENEFITS OF THIS 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
- 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

DISSERATION

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. 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 dissertation 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.

PROGRAMME MODULES & PROJECT / DISSERTATION

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.

Core Modules
- Statistics and Decision Making
- Doing Business in Europe and Asia
- Euro Asian Financial Management
- Euro-Asian Business Strategy
- Euro Asia Global Business and Trends
- Managing Creativity and Innovation
- Managerial Accounting
- Managing Organisations
- Marketing and Sustainability in the Age of Globalisation
- Research Methodology

Dissertation or Modules
- Dissertation
  OR
- Business Ethics and Corporate Responsibility
  OR
- Entrepreneurship in Euro Asia
  OR
- Intercultural Communications in Business
  OR
- Project Paper/Case Study
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 specifically designed to provide a broad and extensive knowledge of international and intercultural communication. The students will focus on how culture affects communication.

WHO SHOULD ATTEND

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 BENEFITS OF THIS 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
• Interact effectively & responsibly with individuals and organisations in this context
• Demonstrate ethical behaviour through appropriate communication in an international environment
• Build perceptiveness, transparency and capability to communicate in a unfamiliar cultural context
• Develop the ability to conduct an interdisciplinary analysis of business communications in an international environment
• Demonstrate creative and innovative approaches to solving communications problems and the development of new approaches to effective business communications

DISSERTATION

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You will be expected to conduct effective research in relation to international business communications 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 International Business leading to a significant dissertation 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 International Business Communications.

PROGRAMME MODULES & PROJECT / DISSERTATION

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.

Core Modules

• Communication Theory and Practice
• Business Communication Research and Audit
• Intercultural Communication in Business
• 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

Dissertation or Modules

• Dissertation
• OR
• Business Ethics and Corporate Responsibility
• Entrepreneurship in Euro Asia
• Strategies in Emerging Markets
• Project Paper/Case Study

This programme is specifically designed to provide:

• 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
• 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 a unfamiliar cultural context
• Develop the ability to conduct an interdisciplinary analysis of business communications in an international environment
• Demonstrate creative and innovative approaches to solving communications problems and the development of new approaches to effective business communications
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.

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

- Assess the relevance of national and international trends and issues in cross border marketing
- Evaluate the importance of creating, developing and maintaining a competitive advantage in a global context
- Critically evaluate the range of advanced skills required to design and implement a global marketing plan
- Develop skills to be employed in an advisory or practical managerial capacity in marketing management
- Manage marketing and corporate communication in global marketing environments.
- Possess the personal, interpersonal, cultural awareness and critical skills to be able to work in Marketing Management
- Integrate knowledge and to handle complex marketing information
- Evaluate complex marketing scenarios and develop new applications, insights and strategies for global marketing
- Develop a comprehensive understanding of the complexity global marketing
- Design and implement a global marketing plan

Training in research methods, through the Research Methods & Literature Review Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. You will be expected to conduct effective research in relation to business in Global Marketing for both academic and industry purposes. Either route will require you to plan and conduct effective academic research to critically evaluate and select global market entry strategies leading to a significant dissertation 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 Global Marketing Management.
This programme of Master of Accounting is designed to expose students further to both financial and managerial aspects of accounting. It enables students to remain current with the latest practices and principles of accounting and share an in depth knowledge of the accounting concepts and standard procedures. Students will be able to demonstrate professionalism and compliance to ethical standards in executing their accountabilities and responsibilities in evaluating and decision making.

**WHO SHOULD ATTEND**

This programme is specially designed for enhancing the current group of accounting graduates or practitioners who may need to further advance, improve their fundamental understanding of the accounting profession and the market needs from the academia perspective. It is a process of preparation as well as upgrading their skills.

**THE BENEFITS OF THIS PROGRAMME**

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

- Demonstrate a coherent and advanced understanding of the concepts, principles of accounting, its applications and financial workings, and also the application of such understanding in using those financial assets to the real world of business and investment.
- Describe and comment on advanced scholarship in Accounting and finance and critically evaluate arguments and assumptions to make judgments.
- Demonstrate the ability to recognize and appropriately respond to ethical issues in the practice of accounting by incorporating appropriate professional codes of conduct and social responsibility.
- Use oral, written and electronic communication to elicit information, to explain, debate and present complex arguments, knowledge and rationale to different audiences and circumstances.
- Gather, interpret, evaluate, analyze and apply relevant professional standards to complex accounting-related issues, and come to well-reasoned conclusions.
- Demonstrate a commitment to life-long learning and professional development by reading and critically appraise management theory.

**DISSEPTION**

Training in research methods, through the Research Methodology Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. The dissertation helps you to develop the kind of skills you will need for work in a variety of careers, as well as to develop your specific ability to research and analyse academic problems.

The research will enable you to plan and conduct in a professional and ethical manner, produce and disseminate good quality research to solve business problems and issues. The main purpose of this dissertation/project undertaking is to allow you to explore your area of interest and to apply the right approach or methodology and again to arrive at the rightful solutions that best suit or solve the problems at hands. You will be expected to deal with your chosen topic in a competent and scholarly manner, and to display critical discrimination and a sense of proportion in evaluating evidence and the opinions of others.
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.

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

• Demonstrate an advanced understanding of the concepts, principles of forensic accounting theory, familiar with the legal framework of forensic accounting services and understand the roles and responsibilities of the forensic accountant.
• Recognize and appropriately respond to ethical issues in the practice of accounting by incorporating appropriate professional codes of conduct and social responsibility.
• Conduct successful investigations and communicate effectively in writing and orally both in and out of the courtroom with respect to a variety of criminal and civil financial matters.
• Develop a mindset of professional scepticism, using critical thinking and creative approaches to complex problem solving.
• Gather and analyze quantitative and non-quantitative evidence, plan and conduct a research project in a professional and ethical manner which requires familiarity with a range of data, research sources and appropriate methodologies.
• Create, evaluate and assess a range of options together with developing the capacity to apply ideas and knowledge to a range of situations.

Training in research methods, through the Research Methodology Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. The dissertation helps you to develop the kind of skills you will need for work in a variety of careers, as well as to develop your specific ability to research and analyse academic problems.

The research will enable you to exercise critical judgment and demonstrate professionalism and compliance to ethical standards. The main purpose of this dissertation/project undertaking is to allow you to explore your area of interest such as fraud examination, litigation consulting or expert witnessing and to apply the right approach or methodology and again to arrive at the rightful solutions that best suit or solve the problems at hands. You will be expected to deal with your chosen topic in a competent and scholarly manner, and to display critical discrimination and a sense of proportion in evaluating evidence and the opinions of others.
This degree is intended for finance professionals 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 sector broadly defined as corporate finance, security analysis, portfolio management, options and futures, treasury management, the functioning of financial institutions and markets, and financial decision-taking. Developed alongside the international organisations, this Master of Finance degree ensures graduates have the knowledge they need and can apply it within today's financial world.

On successful completion of the 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 limited information but includes reflecting 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.

Training in research methods, through the Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. The dissertation helps students develop the kind of skills they will need for work in a variety of careers, as well as to develop their specific ability to research and analyse academic problems. The research will focus on the issues related to the common business and managerial problems in finance within or external to an organization either locally or internationally particularly with reference to its policy’s implication. The main purpose of this dissertation/project undertaking is to allow students to explore their area of interest and to apply the right approach or methodology and again to arrive at the rightful solutions that best suit or solve the problems at hand.

THE BENEFITS OF THIS PROGRAMME

On successful completion of the 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 limited information but includes reflecting 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.

DISSERATION

Training in research methods, through the Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. The dissertation helps students develop the kind of skills they will need for work in a variety of careers, as well as to develop their specific ability to research and analyse academic problems. The research will focus on the issues related to the common business and managerial problems in finance within or external to an organization either locally or internationally particularly with reference to its policy’s implication. The main purpose of this dissertation/project undertaking is to allow students to explore their area of interest and to apply the right approach or methodology and again to arrive at the rightful solutions that best suit or solve the problems at hands.
This programme is designed for those wishing to pursue a career in the real estate investment and finance business. Graduates will be able to perform investment analyses of individual real estate investments and portfolios and conduct market analysis. It provides those from varied professional and academic backgrounds with an entry into the real estate profession while also enhancing the knowledge and skills of those already employed in the field. It thus ensures graduates have the knowledge they need and can apply it within today’s real estate industry.

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

• Understand the property market scenario, and model a solution using the financial theoretical tools and analysis.
• Develop, through practical experience, in a multi-cultural environment, the knowledge, social skills and confidence to pursue a successful career in the property related industry.
• Develop skills in innovation, ingenuity as well as capability in problem solving in decision making especially at the managerial level.
• Manage, plan and control in complex and unpredictable contexts, the processes and stages involved in innovating solutions to problems.
• Develop skill related to business communication and effective business writings.

Training in research methods, through the Research Methodology Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. The dissertation helps you develop the kind of skills you will need for work in a variety of careers, as well as to develop your specific ability to research and analyse academic problems.

The research preferably focus on the issues related to the financing and investment of property either locally or internationally particularly with reference to its policy’s implication. The main purpose of this dissertation/project undertaking is to allow you to explore your area of interest and to apply the right approach or methodology to arrive at the rightful solutions that best suit or solve the problems at hands.
This programme is specifically designed to produce professionals equipped with expertise in both the conventional finance and Shariah for a career in the banking services or investment as well as any Islamic financial institutions. It is also for those executives and managers desiring specialisation in Islamic banking and finance in order to assist personal development and career advancements in the banking and finance industry.

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

• Demonstrate a comprehensive knowledge of contemporary issues in Islamic and conventional finance and ability to compare and contrast between Islamic and conventional financial markets in a global setting.
• Identify the ethical and legal responsibilities in Islamic and conventional finance and determine their impact on financial decision making.
• Plan and conduct a research project in a professional and ethical manner.
• Analyze and respond to Islamic financial management problems and opportunities to think critically and suggest possible solutions.
• Conceptualize Islamic financial management issues into coherent written statements and oral presentations.

Training in research methods, through the Research Methodology Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. The dissertation helps you to develop the kind of skills you will need for work in a variety of careers, as well as to develop your specific ability to research and analyse academic problems.

The research will enable you to exercise critical judgment and illustrate how economic analysis has relevance to financial decision taking. The main purpose of this dissertation/project undertaking is to allow you to explore your area of interest and to apply the right approach or methodology and again to arrive at the rightful solutions that best suit or solve the problems at hands. You will be expected to deal with your chosen topic in a competent and scholarly manner, and to display critical discrimination and a sense of proportion in evaluating evidence and the opinions of others.
PhD in Computing
PhD in Technology
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.
- Our Student Support Centre is comprehensive - reach our Counsellors, Deans, Lecturers and other supporting staff at anytime.
- Resourceful online databases.

Programme Structure

<table>
<thead>
<tr>
<th>PROPOSAL</th>
<th>Supervisory Sessions *</th>
<th>Development of Proposal Establishment of Supervision</th>
<th>Seminar</th>
</tr>
</thead>
</table>

Defence of Proposal and Approval

<table>
<thead>
<tr>
<th>CANDIDATURE</th>
<th>Research</th>
<th>Analysis</th>
<th>Drafting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Focused Reading</td>
<td>• &quot;Reading&quot; Data</td>
<td>• Intensive Writing Phase</td>
</tr>
<tr>
<td></td>
<td>• Development of Hypothesis</td>
<td>• Testing Hypothesis</td>
<td>• Drafting and Revising</td>
</tr>
<tr>
<td></td>
<td>• Drafting Literature Review</td>
<td>• Drawing Conclusions</td>
<td>• Editing</td>
</tr>
<tr>
<td></td>
<td>• Defining Research Methodology</td>
<td>• Reviewing Structure</td>
<td>• Proofing and Production</td>
</tr>
<tr>
<td></td>
<td>• Planning Structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Collecting Data</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEFENCE</th>
<th>Submission of Thesis</th>
<th>Defence of Thesis</th>
</tr>
</thead>
</table>

* Supervisory sessions consist of 4 elements as appropriate to the candidate’s background:
  1. Research Methods
  2. Literature Review
  3. Qualitative and Quantitative Analysis
  4. Design of Research Proposal

* Students with entry qualifications of a mixed mode Masters programme with minimum 30% research component and a pass in a research module will be required to undergo supervisory sessions 3 and 4.

* Students with entry qualifications of a full research Masters will be required to undergo supervisory session 4.
Minimum Entry Requirement

- A masters degree accepted by APU Senate with minimum CGPA of 3.0; or a Masters qualification with Merit.
- Other qualifications equivalent to a Master’s degree that are accepted by APU Senate.
- Candidates with CGPA below 3.0 may be admitted subject to a rigorous internal assessment process.
- Minimum English language requirements of IELTS 6.5.

Duration for PhD

Entry by Full Research Masters or Masters with minimum 30% research component with a formal taught research module.

<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>

Entry by Taught Masters

<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>3 years</td>
<td>6 years</td>
</tr>
<tr>
<td>Part Time</td>
<td>4 years</td>
<td>7 years</td>
</tr>
</tbody>
</table>

Students with no prior Research Methods or Dissertation at Masters level are to enroll in Personal Development and Research Methods (PDRM - Masters module) to fill the gaps in research skills.
Specialist Doctoral Topics for Supervision

### Networking and Cloud Computing
- Web Services
- Internet Technologies
- Security issues in Cloud Environments
- Cloud based research for Entrepreneurs in Green Eco System
- Cloud based Network Security Techniques for Communication Systems
- Virtualization and Server Consolidation
- Optical Networks and Systems
- Internet Protocols (IPv6 and IPv4)
- Network Security
- Routing in Optical Networks

### Green Computing
- Green Computing/IT
- Energy Efficient Computing
- Green Postal Services
- Green Technology
- Sustainable Development
- Energy Management
- Renewable Energy, Sustainable Development

### AI & Knowledge Management
- Soft Computing (Application of Neural Net, Fuzzy logic, GA etc)
- Artificial Immune System
- Knowledge Discovery Database/Data Mining
- Knowledge Management
- Human Computer Interaction

### Technology in Society
- Information Systems
- Electronic Commerce
- Technology Strategy and Governance
- Technology in Education
- Engineering Software Applications
- Intelligent Monitoring Systems for Power Plant Trips

### Games Design & Development
- Image Processing
- Games Design
- Games Development

### Communications Technology
- Digital Signal Processing
- Modern Communication Systems
- Wireless Sensor Network (WSN)
- Wireless and Mobile Systems
- Active Radio frequency Identification System (RFID)

### Employee Management
- Human Resource Management
- Persuasion and employees’ performance
- Business and persuasion
- Business and motivation
- Managing change
- Organization Behaviour

### Consumer Behaviour
- Consumer Behaviour
- Loyalty
- Older consumers and the marketing implications
- Financial aspects of ageing

### Strategic Management
- Corporate Governance
- Strategic management
- Contemporary management issues

### Economics
- Macroeconomic issues
- Time series analysis
- Monetary and fiscal policies
- Interest rate and risks
- Economic forecasting and simulations
- Policy analysis and evaluation
- Time series modeling and forecasting
- Volatility models
- Threshold models
- Panel data modeling

### International Trade
- International Trade/business
- International Trade, growth and investment theories

### Financial Modeling
- Financial models
- Financial market modeling (stock market, exchange rate)

### Business Law
- Intellectual Property Law
- Contract Law and Torts
- EU Community Law
- Human Rights Law
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

Industry Excellence Awards 2011
2011 - Winner of Prime Minister’s Industry Excellence Award
2011 - Winner of ‘Special Jury Award’ by the Prime Minister

Asia Pacific ICT Awards (APICTA) Malaysia (Multimedia Development Corporation)
2010 - Top Award for ‘Best of Tertiary Student Project’
2012 - Top Award for ‘Best of Tertiary Student Project’
2011 - Winner of ‘Special Jury Award’
2011 - Top Award for ‘Best of Tertiary Student Project’
2011 - 2nd Merit Award for ‘Best of Tertiary Student Project’
2012 - Top Award for ‘Best of Tertiary Student Project’
2004 - Top Award for ‘Best of e-Inclusion & e-Community’
2006 - Top Award for ‘Best of Applications & Infrastructure Tools’
2004 - Top Award for ‘Best of Education & Training’
2004 - Merit Award for ‘Best of Applications & Infrastructure Tools’
2004 - Merit Award for ‘Best of Research & Development’
2005 - 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 Project’
1999 - Merit Award for ‘Best of Student Project’

International Asia Pacific ICT Awards (APICTA)
2012 - Merit Award for ‘Best of Tertiary Student Project’
2011 - Merit Award for ‘Best of Tertiary Student Project’
2010 - Merit Award for ‘Best of Tertiary Student Project’
2004 - Merit Award for ‘Best of Education & Training’
2004 - Merit Award for ‘Best of Applications & Infrastructure Tools’

Malaysian Greentech Awards
(Ministry of Energy, Green Technology & Water)
2012 - Silver Award for ‘GreenTech University’

NAPE Awards
(National Association of Private Education Institutions, Malaysia)
2011 - Award for Educational Excellence
2007 - Award for Educational Excellence
2006 - Award for Educational Excellence
2004 - Merit Award for ‘Best of Education & Training’
2004 - Merit Award for ‘Best of Applications & Infrastructure Tools’

Stanford University’s Global Innovation Tournament 2009
2009 - Winner for Global Innovation Tournament Global Challenge

Malaysia Cybersecurity Awards (Cybersecurity Malaysia)
2013 - Award for ‘Cyber Security Education and Training Provider of the Year’
2012 - Award for ‘Information Security Training Provider of the Year’
2009 - Award for ‘Information Security Training Provider of the Year’

Ministry of Higher Education Malaysia Awards
2008 - Top Award for ‘Best Website Design’

Asian Innovation Awards (Far Eastern Economic Review, Singapore)
2006 - Top Malaysian Award

Prime Minister’s Golden Hands Award (Ministry of Works, Malaysia)
2000 - Top Award in Network and PC Maintenance Category

Ministry of Education Excellence Awards (Ministry of Education, Malaysia)
2001 - Award of Excellence in Research & Development
2003 - Award of Excellence for Development of Overseas Centres

Enterprise 50 Award (Accenture & SME Devt Corp)

Asia Student .NET Awards (Microsoft Inc.)
2003 - 3rd Prize Award for ‘Automobile Manufacturing Service’ software application
2005 - 5th Prize Award for 1st-4th Place application

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)
2002 - Top 2 winners worldwide for a Java-based e-mail client application

The BrandLaureate – SMEs Best Brands Awards
2012 - Winner of Corporate Branding Award in Education
1Malaysia Innovation Tournament (1MIT) 2010
2010 - Winner for ‘Best Animated Award’
2010 - Winner for ‘Most Original Video Award’
Hackathon Competitions
2013 - Winner for Water Drone Challenge
2013 - Winner for Creativity and Awesomeness Challenge

Microsoft Imagine Cup (Microsoft Inc.)
2012 - Winner of Microsoft Imagine Cup (Malaysia)
2012 - Top Award for ‘MDex Special Innovation’
2011 - Winner of Microsoft Imagine Cup (Malaysia)
2011 - 1st Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - 2nd Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - Top Award for ‘MDex Special Innovation’
2011 - Top Award for ‘Presentation Superstars’
2010 - Winner of Microsoft Imagine Cup (Malaysia)
2010 - Top 6 finalists at World Championship in Poland
2010 - Top Award for ‘Best Presentation’
2010 - Top Award for ‘Best Implementation of Multipoint’
2004 - 3rd Prize Award for ‘System Government Elections Software’

HEP-IPTS Debate Competition (Ministry of Higher Education Malaysia)
2012 - Champion of HEP-IPTS Debate Competition
2012 - Best Speaker Award
2011 - Champion of HEP-IPTS Debate Competition

i-Hack Competition 2013 - by Malaysian Communications and Multimedia Commission (MCMC)
2013 - Champion for Forensic Challenge

Hack In The Box (HITB) International Competition 2010
2010 - 2nd Prize for ‘Weapon of Mass Destruction’

Malaysia Frost & Sullivan Technology Innovation Award 2010
2010 - Award for ‘Emerging Human Computer Interactivity Technologies’

World University Debates Championship 2010
2010 - Runner up in the Grand Final

MSC Malaysia Creative Industry Awards 2009 (Games Category - Student)
2009 - Award for ‘Best Game Design’
2009 - Award for ‘Best of Applications & Infrastructure Tools’

ITEX Awards (International Innovation, Innovation & Technology Exhibition)
2014 - Gold and Bronze Medals for the Innovation, Innovation and Technology category
2013 - 2 Silver Medals for the Innovation, Innovation and Technology category
2013 - 2 Gold medals for the Innovator category
2009 - Gold Award for ‘Best Invention - Short/Small’
2009 - Special Award for Corporate Invention

Kopitiam Ekonomi Debate Challenge
2013 - Champions

Makeweekend Robotics Challenge
2012 - Winner of Water Drone Competition
2013 - Winner of Awesomeness Challenge

Innovative International ICT Innovative Services Contest 2013 - Second Prize of Innovative International ICT Innovative Services Contest 2013 - Best Innovation Award

Deloitte Inter-University Tax Competition
2013 - 1st Runner Up
2012 - 1st Runner Up (Individual Category)
2012 - 6th Place (Individual Category)

Business Excellence Award 2006 (Malaysia Canada Business Council)
2006 - Bronze award for Industry Excellence for Education

DKSH-CSSC Award
2006 - First Prize for DKSH-CSSC Media Challenge 2006

e-Genting Programming Competition (R&D Division, eGenting)
2006 - Top Prize for Software Program Design and Development
2004 - First Prize for Software Program Design and Development
2003 - First Prize for Software Program Design and Development
2002 - Merit Award for ‘Software Program Design and Development’

HSBC Young IT Entrepreneur Awards (Hong Kong Bank)
2004 - Gold Award for ‘Universal Wireless Charging’ solution
2004 - Silver Award for ‘Security Transmitter & Detector’ device
2002 - Silver Award for ‘Business Education Access Medium’ Business Plan

MSC-IHL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)
2012 - Merit prize for Business Idea Category
2005 - Grand Prize for Business Idea Category
2003 - Merit prize for Business Plan Category

 their knowledge, skills and professional attributes.

Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.
Academic Research

For our staff, learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our academic staff publish papers and present them at conferences worldwide. Some of the areas of research include:

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Detecting Pornographic Images
- 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
World Class Facilities