I can conquer all that's beyond my horizon @ APU
POSTGRADUATE STUDIES
KEEPS YOU GOING....... TAKES YOU FURTHER

INSPIRING YOU TOWARDS SUCCESS & ACCOMPLISHMENTS

MASTERS DEGREE PROGRAMMES
- Master of Technology Management
- MSc in Information Technology Management
- MSc in Software Engineering
- Master of Science in Artificial Intelligence
- Master of Science in Cyber Security
- MSc in Data Science and Business Analytics
- Master of Business Administration
- Master of Business Administration (Euro Asia Business)
- Master of Science in International Business Communications
- Master of Science in Global Marketing Management
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Finance
- Master of Project Management
- Master of Philosophy in Engineering
- Master of Philosophy in Management
- Master of Science in Computing

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

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

APU IS A PREMIER DIGITAL TECH UNIVERSITY - MALAYSIA DIGITAL ECONOMY CORPORATION
APU was among the first universities in Malaysia awarded Premier Digital Tech University status by the Malaysia Digital Economy Corporation (MDEC). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.
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 professional 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.

**Why Us**

NURTURING PROFESSIONALS FOR GLOBAL CAREERS

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

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

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

INDUSTRY READY GRADUATES

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

WORK-READY, WORLD-READY

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

APU’S CAMPUS OF THE FUTURE

An ultra-modern campus built today for the needs of tomorrow

Outstanding Support

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

Superb employability track record

* Student Barometer Wave 2017, ‘Studying with people from other cultures’
** Graduate Tracer Study 2018 by Ministry of Education, Malaysia
World-Class Facilities

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

Cutting-Edge Technologies

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

An Integrated Community

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

Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialization throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.
The Aims of the APU Postgraduate Programmes are to:

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

Study Mode

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

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

  Part-time Flexi Study Mode
  2 to 3 years on modular basis
  - Intensive delivery during weekends and evenings
  - Coursework modules plus Research Methods module
  - Dissertation / project / case study

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

Admission Requirements

Master of Technology Management
Master of Business Administration
Master of Business Administration (Euro Asia Business)
Master of Science in Global Marketing Management
Master of Science in International Business Communications
Master of Project Management
Master of Philosophy in Engineering
(Bachelor’s degree in Engineering is required for entry to Master of Philosophy in Engineering)

MSc in Information Technology Management
MSc in Software Engineering
Master of Science in Artificial Intelligence
Master of Science in Cyber Security
MSc in Data Science and Business Analytics
Master of Philosophy in Management

Bachelor’s degree with minimum CGPA of 2.50 out of 4.00, or its equivalent qualification as acceptable by the Senate.
Bachelor’s degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field.

English Requirements: IELTS 6.0
English Requirements: IELTS 5.0

Master of Science in Computing
(Bachelor’s Degree must be in an area of Science and Technology related to Computing)

Bachelor’s degree with minimum CGPA of 3.00 out of 4.00, or its equivalent qualification as acceptable by the Senate.
Bachelor’s degree with CGPA below 3.00 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field.

English Requirements: IELTS 5.0

Master of Science in Cyber Security

Bachelor’s degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field.

English Requirements: IELTS 5.0

Master of Science in Artificial Intelligence

Bachelor’s degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field.

English Requirements: IELTS 5.0

Master of Science in Cyber Security

Bachelor’s degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field.

English Requirements: IELTS 5.0

Master of Science in Data Science and Business Analytics

Bachelor’s degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field.

English Requirements: IELTS 5.0

Master of Philosophy in Management

Bachelor’s degree with minimum CGPA of 2.75 out of 4.00, or its equivalent qualification as acceptable by the Senate.
Bachelor’s degree with CGPA below 2.75 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field.

English Requirements: IELTS 5.0

English Requirements: IELTS 4.5

ENGLISH REQUIREMENTS (only applicable to International Students)

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

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

Note: The above entry requirements may differ for specific programmes based on the latest programme standards published by Malaysian Qualifications Agency (MQA).

Notes:
- Fundamental skills in programming, database, mathematics and statistics would be an added advantage.
- Applicants without a Bachelor’s degree or equivalent in Cyber Security or Forensic Computing must pass the prerequisites in Cyber Security and Digital Forensics to continue with the Master’s degree.
- Applicants without a Computing-related Bachelor’s degree must pass the pre-requisite modules to continue with the Master’s Degree.
- Bachelor’s degree with CGPA below 2.50 out of 4.00, but below CGPA 2.75, can be accepted with rigorous assessment (include test, interview or portfolio).
- Relevant professional accounting qualifications equivalent to a bachelor’s degree as accepted by the Senate.
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PATHWAYS TO THE MASTERS DEGREE PROGRAMMES

AWARD LIST

AWARD

<table>
<thead>
<tr>
<th>Master of Finance</th>
<th>Master of Business Administration</th>
<th>MSc in Data Science and Business Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Technology Management</td>
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<td>Master of Accounting in Forensic Analysis</td>
<td>Master of Finance</td>
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</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

OVERALL PROGRAMME STRUCTURE

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

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

<table>
<thead>
<tr>
<th>SEMESTER 1 (12 Weeks)</th>
<th>SEMESTER 2 (12 Weeks)</th>
<th>SEMESTER 3 (12 Weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 modules*</td>
<td>5 modules*</td>
<td>2 modules* + Project</td>
</tr>
<tr>
<td>4 modules* + Capstone Project</td>
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<td></td>
</tr>
</tbody>
</table>

* Few modules may be delivered in Flexi Study Mode

Flexi Study Mode (Part-Time)

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

Intensive Delivery Study Pattern

The typical module structure is as follows:

<table>
<thead>
<tr>
<th>Sample Schedule/ Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexi Study Classes</td>
</tr>
<tr>
<td>Assignment Clinic</td>
</tr>
<tr>
<td>Examination</td>
</tr>
</tbody>
</table>

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

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

New waves of technological disruptions and the emergence of advanced technologies have resulted in the Fourth Industrial Revolution (Industry 4.0), where robotics, Artificial Intelligence (AI), machine learning, virtual learning (VR), cloud computing, data science are going to transform the way businesses operate – routine, mundane jobs will be replaced and there is a need to develop “smarter” talents that can ride along the wave of transformation.

At APU, we developed our own IR 4.0 strategy to prepare our students to join the workforce of the future. We nurture the world’s future innovators and uphold our Vision as a University of Technology and Innovation.

INNOVATIVE TEACHING & LEARNING
STATE-OF-THE-ART INFRASTRUCTURE

In the era of Industry 4.0, learning is no longer confined within the classroom. Our iconic campus houses world-class facilities that aim to nurture Creativity & Innovation. Industrial-grade infrastructure are built to provide real-life exposure to our students, cultivating their practical skills aside from academic knowledge. We have also redesigned our teaching & learning methods to stimulate critical thinking, decision making, teamwork and build confidence.

REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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

INDUSTRY-ACADEMIC PARTNERSHIP

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

PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

Communication skills, professionalism and cultural sensitivity are ‘people’ element skills that cannot be replaced by machines and automation. Under our unique formula to nurture professionalism, we create an ecosystem that simulates the workplace on-campus. Global outlook, international understanding and respect are nurtured through continuous immersion in multicultural discourse, as our campus houses a community of 12,000 students from over 130 countries.
Masters Degree Programmes

- Master of Technology Management
- MSc in Information Technology Management
- MSc in Software Engineering
- Master of Science in Artificial Intelligence
- Master of Science in Cyber Security
- MSc in Data Science and Business Analytics
- Master of Business Administration
- Master of Business Administration (Euro Asia Business)
- Master of Science in International Business Communications
- Master of Science in Global Marketing Management
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Finance
- Master of Project Management
- Master of Philosophy in Engineering
- Master of Philosophy in Management
- Master of Science in Computing

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

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

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

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

The Benefits of the Programme

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

Who Should Attend

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

Modules & Project

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

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

Elective Modules

- Integrated Systems Management
- OR Data Management
- Strategic Marketing Management
- OR Marketing and Sustainability in the Age of Globalisation

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

Project

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

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

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

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

Elective Modules* (Choose 2)
- Information Security Architectures
- Network Design & Performance
- Data Management

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

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

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

GROWING DEMAND FOR ARTIFICIAL INTELLIGENCE

Rate of automation
Division of labour as share of hours spent (%)

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


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

Where are we headed?

Coupling AI with voice recognition and chatbots enables UX designers to create speedier, more convenient and personalized experiences. It is projected that the number of people using digital assistants will rise from 700M to over 1.8 Billion by 2021.

Artificial Intelligence to Create 58 Million New Jobs By 2022


The power of artificial intelligence is “so incredible, it will change society in some very deep ways”

- Bill Gates, Microsoft Co-Founder

“A.I. is more important than fire or electricity”

- Sundar Pichai, Google CEO

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

- Oxford Economics

$15.7 trillion will be added to economy by 2020 from AI productivity and personalization

https://www.cnbc.com/2018/02/01/google-ceo-sundar-pichai-ai-is-more-important-than-fire-electricity.html
Master of Science in \textit{ARTIFICIAL INTELLIGENCE}

\textbf{The Benefits of the Programme}

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

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

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

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

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

\textbf{Core Modules}

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

\textbf{Elective Modules (Choose 3)*}

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

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

\textbf{Who Should Attend}

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

\textbf{Duration:}

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

This programme is specifically designed to provide:

- Advanced skills and techniques in artificial intelligence
- Research opportunities to solve meaningful industrial problems with artificial intelligence techniques
- Advanced research opportunities in artificial intelligence in preparation for doctoral studies.

\textbf{Career options}

- Software Engineer
- Data Scientist
- AI Researcher
- Intelligence Specialist
- Consultant
- AI Data Analyst
- Machine Learning Engineer
- Robotics R&D Engineer
- Machine Vision Engineer
- Artificial Intelligence Analyst
- Deep Learning Scientist

\textbf{Project}

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

Pikom’s ICT Job Market Outlook in Malaysia 2018 report highlighted that cybersecurity positions are among the top-paying jobs in each of five position levels from fresh graduate to senior manager.

Global Cybersecurity Skill Shortage + Increased Budgets = CAREER OPPORTUNITIES

- 79% feel hands-on experience is most important when evaluating job candidates.
- 79% feel technical skills in intrusion detection are most scarce.
- 36% feel technology can somewhat compensate for a skills shortage.
- 38% require a master’s degree as a minimum credential for entry-level positions.
- 80% feel educational programs are not fully preparing cybersecurity professionals.
- 78% feel technical skills in software development are most scarce.
- 84% feel their government is not investing enough in cybersecurity skills.
- 83% believe there is a shortage of cybersecurity skills in their country.
- 33% believe education programs fully prepare cybersecurity professionals.
- 42% believe educational programs are fully preparing cybersecurity professionals.
- 59% say their cybersecurity teams are understaffed.
- 38% require a master’s degree as a minimum credential for entry-level positions.
- 32% takes 6 months or more to fill cybersecurity jobs in their organisation.

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

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

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

- Gobind Singh Deo, Minister of Communications and Multimedia

“The number of security professionals who say that fewer than half of job candidates were considered “qualified upon hire” has risen from 50% to 59% in a year.


DEMAND INCREASING FOR SKILLED PROFESSIONALS

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


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


69% say their cybersecurity teams are understaffed.


350 PERCENT ANNUALLY

Ransomeware attacks are growing more than

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

The global cybersecurity market size is forecasted to grow to 248.2 BILLION U.S. dollars by 2023.


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

32% takes 6 months or more to fill cybersecurity jobs in their organisation.

- Source: ISACA State of Cybersecurity 2019

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At a glance

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

Furthermore, APU is also poised to challenge boundaries in the application of cyber security research through the establishment of the Forensics and Cyber Security Research Centre, through which research activities will be undertaken and to prepare the student to be a subject matter expert in the field.

Furthermore, APU is also poised to become a frontrunner in cyber security. A technical project related to Cyber Security will be undertaken to monitor live data which allows them to perform real-time cyber security monitoring to fortify network defense with global threat intelligence and launching faster response on cyber security incidents.

A fully-functional Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations platform to perform real-time security monitoring to fortify network defense with global threat intelligence and launching faster response on cyber security incidents.

A full-fledged Cyber Threats Simulation and Response Centre – Cyber Range is also included within the Cyber Security Talent Zone in APU. Cyber Range incorporates latest technologies and a military grade cyber-defence system, enabling students to understand and formulate defence strategies, and practice the entire chain of cyber defence, while preparing them to deal with real cyber threat attack when it happens.

A technical project related to Cyber Security as dissertation in the final semester.

Research opportunities for students via APU’s Forensic and Cyber Security Research Centre - FSEC.

- FSEC.

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

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)
- Cyber Security
- Digital Forenics
- Digital Forensic and Cyber Security Tools

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

Elective Modules (Choose 3)*
- Network Design & Performance
- Information Security Architectures
- Security Audit and Assessment
- Data Analytics in Cyber Security
- Applied Scripting in Cyber Security

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

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

15,000 Data Scientist by 2020

$200 MILLION into big data research projects

Google search results for “What is big data?”

1,350,000,000

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

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

“We have partnered with five universities in Malaysia to embed analytics into their computer science curriculum. Also, we are working with these universities to upgrade the syllabus to produce data scientists to address future needs”
- Paul Mounj, Managing Director of IBM Malaysia

The White House administration is investing

WHY STUDY MSC IN DATA SCIENCE & BUSINESS ANALYTICS?

- Demand for Data Science Professionals
The Malaysia Big Data Vision

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

- Turning Big Data into Value - 4Vs

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

The Malaysia Big Data Vision - Demand for Data Science Professionals

Data Science @ APU - FORTIFIED through PARTNERSHIPS

The programme has been carefully designed by APU with inputs and content from our partners, comprising major technology and software solutions providers, university partners as well as industry organisations who use analytics for strategic and competitive advantage. The strength of these partnerships ensures that the programme comprehensively addresses all key stakeholders – Technology providers, Employers, Government as well as Students – in its learning outcomes, curriculum content, delivery and assessment. Students also obtain certification jointly issued with industry partners, which would certainly give them a head start in the exciting world of Big Data.

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

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MSc in DATA SCIENCE & BUSINESS ANALYTICS

The Benefits of the Programme

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

Modules & Project

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

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

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

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

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

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

Who Should Attend

This programme is designed to provide students with knowledge and applied skills in data science, big data analytics and business intelligence. It aims to develop analytical and investigative knowledge and skills using data science tools and techniques, and to enhance data science knowledge and critical interpretation skills. Students will understand the impact of data science upon modern processes and businesses, be able to identify, and implement specific tools, practices, features and techniques to enhance the analysis of data.
"MBA GRADUATES CONTINUE TO COMMAND A SALARY PREMIUM COMPARED TO DIRECT FROM INDUSTRY HIRES AND BACHELORS DEGREE HIRES" - GRADUATE MANAGEMENT ADMISSION COUNCIL (GMAC) SURVEY

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

"Typically, those applicants with a Master’s degree or MBA will be hired with one or two grades higher than degree holders... about an 8% higher salary depending on the field or industry they plan to join".
- Aswin Narayanan
  Content Manager, IIMResume, India

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

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

"Driving by state of the art technology on all fronts and boasting of a well-equipped faculty, I was conditioned and nurtured in a way that has helped me thrive in some of the most challenging environments ever since I graduated with a MBA."
- Konel Zhmenov
  Chief Manager of the Board Office of "University Medical Center"
  Corporate Fund in Nur-Sultan City, Kazakhstan

"APU’s environment well adapted for students’ needs and wants. I learned how to be optimistic and to be a fast learner. It was undoubtedly a life changing experience."
- Lee Chun Keat
  Director of Engineering, Opstar Malaysia

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

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

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

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

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

The Benefits of the Programme

- 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 different individuals and organisations in this context.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Research information considering social responsibilities and related ethics.
- Develop the ability to conduct an interdisciplinary analysis of business and political-economic issues in the Euro-Asian region.
- Behave in an appropriately professional manner in various situations and cultures.
- 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.

Modules & Project

- Statistical 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
- Managing Organisations
- Marketing and Sustainability in the Age of Globalisation
- Research Methodology
- Behavioural Science, Social Media and Marketing Analytics
- Project

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.

Duration:
Full-time - 1 years

Career options
- Corporate Strategy Manager
- Global Purchasing Manager
- Global Retail Manager
- International Marketing Manager
- International Operations Manager
- Business Development Manager
- Finance Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Procurement Manager
- Project Manager
- Sales and Marketing Manager
- Business Research Analyst
- Entrepreneur
- Chief Marketing Officer (CMO)
- Chief Executive Officer (CEO)
- Analytics & Reporting Manager
- Decision Analytics Manager
- General Manager
- Management Consultant

Master of Science in INTERNATIONAL BUSINESS COMMUNICATIONS

The Benefits of the Programme

- The ability to conduct an interdisciplinary analysis of business communications in an international environment.
- An overall understanding on how culture affects communication.
- The ability to conduct an interdisciplinary analysis of business communications in an international environment.
- A broad and extensive knowledge of international and intercultural communication.

Modules & Project

- International Communication Manager
- Event Manager
- Business Communication Adviser
- Intercultural Consultant
- Spokesperson
- PR & Communications Manager
- Global Marketing Manager
- International Development Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- Media Relations Manager
- Communications Specialist
- Sales & Marketing Manager

Who Should Attend

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

Duration:
Full-time - 1 years

Career options
- International Communication Manager
- Event Manager
- Business Communication Adviser
- Intercultural Consultant
- Spokesperson
- PR & Communications Manager
- Global Marketing Manager
- International Development Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- Media Relations Manager
- Communications Specialist
- Sales & Marketing Manager

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

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

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 project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of International Business Communications.
Master of Science in Global Marketing Management

Modules & Project

The Benefits of the 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 lifelong learning and professional development by reading and critically appraise management theory.

Who Should Attend

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

Duration:
Full-time - 1+ years

This programme is specifically designed to provide:
- An overview of the importance of understanding the designed to provide:
- This programme is specifically designed to:
- On successful completion of this programme, you will be able to:
- The modules are specifically designed to provide:
- The knowledge and skills that managers need in order to attract customers globally. It is specially designed to meet the needs of 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 project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of Global Marketing Management.
- 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 lifelong learning and professional development by reading and critically appraise management theory.
**The Benefits of the Programme**

The modules of this programme will provide the knowledge and analytical skills to identify and apply the law, the rules of procedure and evidence and ethics that relate to forensic accounting.

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

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

This programme is specifically designed to provide:

- A progressive, challenging and stimulating framework of study that will equip students with knowledge and skills required in this field.
- Legal and ethical knowledge for forensic accountants to meet the demands of the current financial market.

Duration: Full-time - 1+ years

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

- Demonstrate an advanced understanding of the concepts, principles of forensic accounting theory, and understand the legal framework of forensic accounting services and 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 analyse 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.
- Analyse, evaluate and assess a range of options together with developing the capacity to apply ideas and knowledge to a range of situations.

**Who Should Attend**

This programme is ideal for any fresh graduate interested in pursuing a career in the dynamic and growing field of forensic accounting and fraud examination as well as those accountants and auditors who wish to pursue or enhance their career as forensic accountants. This programme integrates the accounting, auditing and investigative skills used to yield analysis and results suitable for use by the courts as the basis for resolution.

**Modules & Project**

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

- Have an in-depth understanding concerning principles of the financial workings and also the application of such understandings in using those financial assets to the world of business and investment.
- Understand and apply advanced concepts of finance and investment and extend the knowledge of the finance discipline into more specialised areas.
- Have the ability to integrate knowledge, handle complexity and formulate judgments with incomplete or information including reflection on the social and ethical responsibilities linked to the application of their knowledge and judgments.
- Communicate clearly and unambiguously the conclusions and the knowledge and rationale underpinning them, to specialist and non-specialist audiences.
- 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 problems and questions in a professional field on an academic, higher education level.
- Put plans into action with the experience learned from the successful entrepreneurs and apply knowledge and understanding of the realities of a business especially in financial or investment related areas.

**Project**

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

**Who Should Attend**

This degree is intended for finance professional looking to widen their skill base, or students who have made a professional commitment to pursue a career in the finance industry and who have studied finance in an undergraduate degree and are interested in equipping with the most comprehensive array of analytical tools and techniques. This Masters of Finance could be a stepping stone to one of the most sought-after careers in the finance 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-making.

**Modules & Project**

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

**Who Should Attend**
Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:
- Produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards. This programme aims to provide core skills to consultants, engineers, and executives from any industry, which includes knowledge and processes that are crucial for projects that deliver organizational values and benefits.
- The programme aims to develop skills in strategic thinking, leadership and best practices that enables more confident leaders in spearheading business initiatives and projects. In addition to meeting the needs of aspiring candidates or professionals, the programme will strengthen and develop existing project management professional's expertise.

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

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

Who Should Attend
This programme is designed to produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards.

Duration:
Full-time - 2 years
Part-time - 3-4 years

This programme is specifically designed to provide:
- Knowledge to enhance technical capabilities within the subject area.
- Understanding of how to innovate, generate and manage the creation of new ideas.
- In-depth knowledge of a certain domain of knowledge, that is related to management and computing.
- Advanced research experience and skills that enable students to pursue a PhD programme.

Career options
- Master of Philosophy in Management
- Master of Philosophy in Engineering
- Master of Philosophy in Computing

Programme Structure / Process Flow
Application Process
Ideally, student works with potential supervisors to develop proposal.

Start of Candidature
- At first opportunity in Year 1

Complete all required modules (if any)
- Within first 6 months

Proposal Defence (PD)
- Every 6 months until thesis submission

Submit detailed proposal document. Presentation to examination panel.

Progress Monitoring / Research Colloquium
- Progress reporting and Presentation on progress, evaluated by a panel.

End of Candidature
- By the end of Year 1: may convert to MPhil to PhD (must pass assessment)
- PhD candidacy submitted to MPhil registration date

Work Completion Defence (WCD)
- Submit draft thesis. Presentation of completed work.

Submit Thesis for Examination
- Comb-bound thesis copies for examination.

Viva Voce
- Presentation of completed work to Examination board.

Award of Degree
- MPhil (or PhD, if converted)
DOCTOR OF PHILOSOPHY PROGRAMMES

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

Why our APU PhD by Research Programme?
- You will be assigned to a group of highly qualified supervisors.
- Wide range of latest research areas in the fields of computing and business administration areas.
- We have our regular research workshops, colloquium and seminars facilitated by local and international academicians and professionals.
- Comprehensive Student Support Services.
- Resourceful online databases.

PROGRAMME STRUCTURE

Application Process
Ideally, student works with potential supervisors to develop proposal.

<table>
<thead>
<tr>
<th>Start of Candidature</th>
<th>End of Candidature</th>
</tr>
</thead>
<tbody>
<tr>
<td>At first opportunity in Year 1</td>
<td>Complete all required modules</td>
</tr>
<tr>
<td>Within first 12 months</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>Every 6 months until thesis submission (May &amp; November)</td>
<td>Proposal Defence (PD)</td>
</tr>
<tr>
<td></td>
<td>Submit detailed proposal document. Presentation to examination panel.</td>
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<tr>
<td></td>
<td>Progress Monitoring / Research Colloquium</td>
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<tr>
<td></td>
<td>Mid-Candidature Defence</td>
</tr>
<tr>
<td></td>
<td>Progress reporting and Presentation on progress, evaluated by a panel.</td>
</tr>
<tr>
<td></td>
<td>After Minimum candidature period</td>
</tr>
<tr>
<td></td>
<td>Work Completion Defence (WCD)</td>
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<tr>
<td></td>
<td>Submit draft thesis. Presentation of completed work.</td>
</tr>
<tr>
<td></td>
<td>Before Maximum candidature period</td>
</tr>
<tr>
<td></td>
<td>Submit Thesis for Examination</td>
</tr>
<tr>
<td></td>
<td>Comb-bound thesis copies for examination.</td>
</tr>
<tr>
<td></td>
<td>Upon receipt of all examiners’ reports</td>
</tr>
<tr>
<td></td>
<td>Viva Voce</td>
</tr>
<tr>
<td></td>
<td>Presentation of completed work to Examination board.</td>
</tr>
<tr>
<td></td>
<td>Award of Degree</td>
</tr>
</tbody>
</table>

DURATION FOR PhD

The duration of the PhD is as follows:

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

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

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

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

Minimum Entry Requirement

- A Masters degree in a related field accepted by the APU Senate
- Other qualifications equivalent to a Masters degree that are accepted by the APU Senate
- Minimum English language requirements of IELTS 6.5.
Learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our staff and students publish papers and present them at conferences worldwide. Some of the key areas of research include:

**Academic Research**

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Wireless Networks and Internet of Things (IoT)
- Adding Facial Expressions to Talking Head Models
- Handwritten Signature Verification Using a Single Master Signature
- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation
- Cloud Computing
- Security and Forensics
- Internet of Things (IoT)
- Malware Analysis
- Big Data

**Fields of Research**

**Specialist Doctoral Topics for Supervision**

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

**Computing & Technology**
- Database Development
- Artificial Intelligence
- Green Computing
- Computing & Society
- Medical Image Processing
- Neural Networks
- Data Compression
- User Interfaces
- Content-based Retrieval
- Malware Analysis and Detection
- Data Security
- Computer Forensics
- Artificial Intelligence
- Digital Image Processing
- Machine Learning
- Data Mining
- Fuzzy Logic
- Neural Networks
- Robotics
- Healthcare Systems
- Cryptography
- Internet of Things (IoT)
- Malware Analysis
- Big Data
- Cloud Computing
- Internet of Things (IoT)
- Natural Language Processing

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

**Finance**
- Finance
- Financial Economics, Time Series Econometrics
- Risk Management
- Portfolio Management
- Financial Statement Analysis
- Investment
- Financial Technology
- Financial Planning
- Financial Management
- Islamic Finance
- Corporate Governance
- Econometrics

**APU WORLD-CLASS R&D AND INNOVATION**
INNOVATIVE INDUSTRY-BASED RESEARCH CENTRES @ APU

MALAYSIA’S FIRST INTEGRATED CYBERSECURITY TALENT ZONE IS LOCATED WITHIN APU’S CAMPUS

APU’s Cybersecurity Talent Zone is a clear and perfect example of how APU collaborates closely with industry leading organisations to expose students to best-in-class technologies and systems. This Zone features a fully-functional Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations experience. APU’s Cyber Security students are able to actively analyze occurrences of cyber-attacks and plan countermeasures towards cyber threats through real-time data.

In addition, a full-fledged Cyber Threats Simulation and Response Centre (also known as a Cyber Range) is also located within the Cyber Security Talent Zone. The Cyber Range incorporates latest technologies and a military grade cyber-defense system that can simulate highly complex cyber-attacks in a hyper-realistic environment, enabling students to understand and formulate defense strategies, and practice the entire chain of cyber defense, while preparing them to deal with real cyber threat attacks when it happens. The Cyber Range is among the best-equipped facility of its kind across the Asia Pacific region.

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

Asia Pacific Centre of Analytics (APCA)
Asia Pacific Centre of Analytics – APCA is established in association of multi-discipline expertise from various schools in APU. The vision of APCA is to establish the foundation to develop young data scientists to meet the demands in Malaysia and global. The expertise and experience cover areas of Data Management, Machine Learning, Behavioral Studies, Business Cases, Statistics and Engineering. The formation directs to broad activities in Big Data ecosystem, in line with National vision to make Big Data Analytics the catalyst for nation’s economic development: Creating new area in BDA studies, Embedding BDA topics into Undergraduate and Postgraduate studies, Development of Educational and Industrial Framework, Creating Project Marketplace, Research project commercialization and crowdfunding, Consultancy and Training Services.

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

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

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

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

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA (MULTIMEDIA DEVELOPMENT CORPORATION)
2019 - Winner of 'Best of Tertiary Student Project'
2016 - Top Award for 'Best of Tertiary Student Project'
2013 - Top Award for 'Best of Tertiary Student Project'
2012 - Top Award for 'Best of Tertiary Student Project'
2011 - Winner of 'Special Jury Award' by the Prime Minister
2011 - Top Award for 'Best of Tertiary Student Project'
2010 - Top Award for 'Best of Tertiary Student Project'
2009 - Top Award for 'Best of e-Inclusion & e-Community'
2005 - Top Award for 'Best of Applications & Infrastructure Tool'
2004 - Top Award for 'Best of Education & Training'
2004 - Top Award for 'Best of Applications & Infrastructure Tool'
2003 - Merit Award for 'Best of Research & Development'
2002 - Merit Award for 'Best of Smart Learning Applications'
2001 - Merit Award for 'Best of Smart Learning Applications'
2000 - Merit Award for 'Best of Smart Learning Applications'
2000 - Top Award for 'Best of Student Projects'
1999 - Merit Award for 'Best of Student Projects'

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

INTERNATIONAL ICT INNOVATIVE SERVICES AWARD
2019 - Best Innovation Prize

TERADATA UNIVERSE DATA ANALYTICS CHALLENGE
2019 - Winner of 'Best People's Choice Award'

WORLDSKILLS MALAYSIA (CLOUD COMPUTING) LEAGUE
2014 - 1 Bronze Award for the Invention, Innovation and Technology category
2015 - 1 Bronze Award for the Invention, Innovation and Technology category
2016 - 1 Silver Award for the Invention, Innovation and Technology category
2017 - 1 Silver Award for the Invention, Innovation and Technology category
2018 - 1 Gold Award for the Invention, Innovation and Technology category
2019 - 1 Silver Award for the Invention, Innovation and Technology category

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

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

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

KPMG CYBER SECURITY CHALLENGE
2019 - 1st Runner Up
2018 - Top University Award
2018 - Champion (APIE Malacca & Cyber powered by FireEye *track)
2018 - Champion (Engineering & Cyber – powered by ET *track)
2017 - 2nd Runner-up (Cyber Security Challenge 2016 - National Finals)

INTERNATIONAL ENERGY INNOVATION EXHIBITION (IEI)
SINGAPORE
2019 - Merit Prize
2019 - Merit Prize
2016 - 1st Place
2015 - 1st Place
2012 - 2nd Place
2011 - 4th Place
2012 - 3rd Place
2012 - 4th Place

FUSIONEX DATA CHALLENGE
2019 - 1st Runner Up

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

PROTON DBH-HICOM CREATIVE CAR CHALLENGE
2018 - Champion
2018 - 3rd Prize (Design Battle)

SINCEH Business Excellence Award
2018 - Product Excellence Award (Data Science)

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

PRIDE INNOVATION AND TRANSFORMATION CHALLENGE
2019 - Champion

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

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

WORK ASIAN BUSINESS CASE COMPETITION
2018 - Top 10
2017 - Top 10

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (I-INIC)
2018 - Gold Award
2018 - Silver Award

SAS NATIONAL FINTECH CHALLENGE
2018 - 1st Place

ASEAN VIRTUAL BUSINESS PLAN COMPETITION (Services)
2018 - 1st Place

FAMELAP MALAYSIA
2018 - Audience Choice Award

HACKING, DEFENCE AND FORENSICS COMPETITION
2018 - Champion

APPRENTICE INNOVATION & RESEARCH EXHIBITION (AI-REX)
2018 - Champion

HACK10 CYBERSECURITY COMPETITION
2018 - Champion
2018 - 2nd Runner Up
2018 - 10th Place

MALAYSIAN FINANCIAL PLANNER AWARD
2018 - 1st Runner Up

INTERNATIONAL FESTIVAL OF INNOVATION ON GREEN TECHNOLOGY (FINIT)
2018 - Gold Award
2018 - Bronze Award

INNOVATE MALAYSIA FINALS
2018 - Winner

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

INVENTION & INNOVATION CHALLENGE
2018 - Gold Award
2018 - Silver Award
2018 - Silver Award

HINOVASI
2017 - Best of the Best Award
2017 - Gold Award
2017 - Gold Award

Prime Minister’s Award for Industry Excellence Award
2011 - Winner

APIIT Education Group is the proud recipient of the Prime Minister’s Award for Industry Excellence Award - March 2019.