MASTER YOUR OWN SUCCESS

SCHOOL OF POSTGRADUATE STUDIES

www.apu.edu.my

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

DUAL MASTERS DEGREE PROGRAMMES
- MBA (Euro-Asia Business)
- MSc in International Business Communications
- MSc in Global Marketing Management
Master of Finance
Awarded by APU & Staffordshire University

APU PHD PROGRAMMES
- Doctor of Philosophy (Computing)
- Doctor of Philosophy (Technology)
- Doctor of Philosophy (Business)
- Doctor of Philosophy (Management)
- Doctor of Philosophy (Finance)
Awarded by APU
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.

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 Higher Education (MOHE) and Malaysian Qualifications Agency (MQA) which was announced by the Y.Bhg. Minister of Higher Education on 1st November 2012.

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 Higher Education of Malaysia and the qualifications are accredited by the Malaysian Qualifications Agency (MQA).
APIIT Education Group is the proud recipient of Prime Minister’s Award and Export Excellence Award (Services) for Industry Excellence Awards - March 2011

The APIIT Education Group received the prestigious Prime Minister’s Industry Excellence Award from the Prime Minister of Malaysia, Dato’ Sri 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.
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 Higher Education, Malaysia
- Programmes accredited by Malaysian Qualifications Agency (MQA)
Masters Degree 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 the candidates must have 5 years working experience in relevant field.
• Graduates of equivalent qualifications who have several years of relevant industry experience.
• Evidence of satisfactory English language skills is required for candidates where English is not their first language, such as IELTS 6.0 or above or TOEFL 550 or above.

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)

Our Strengths
• Internationally recognised Masters Degrees quality assured by our partner universities in 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.

SCHOOL OF POSTGRADUATE STUDIES
## Pathways to the Masters Degree Programmes

### Award List

<table>
<thead>
<tr>
<th>UK Masters Degree Programmes</th>
<th>Dual Masters Degree Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSc in Technology Management</td>
<td>MBA (Global Business Management)</td>
</tr>
<tr>
<td>MSc in IT Management</td>
<td>MBA (International Business)</td>
</tr>
<tr>
<td>MSc in Mobile Computer Systems</td>
<td>MBA - Master of Business Administration</td>
</tr>
<tr>
<td>MSc in Software Engineering</td>
<td>MSc in Computing</td>
</tr>
<tr>
<td>MSc in Information Systems/Library Science</td>
<td>MSc in Computer Engineering</td>
</tr>
<tr>
<td>MSc in Computing</td>
<td>MBA - Master of Business Administration</td>
</tr>
<tr>
<td>MBA - Master of Business Administration</td>
<td>MBA (IT Sector)</td>
</tr>
<tr>
<td>MBA - Master of Business Administration</td>
<td>MBA (IT Sector)</td>
</tr>
<tr>
<td>MBA - Master of Business Administration</td>
<td>MBA (IT Sector)</td>
</tr>
<tr>
<td>MBA - Master of Business Administration</td>
<td>MBA (IT Sector)</td>
</tr>
</tbody>
</table>

### Graduates with First Degree In:

| Accounting & Finance | ✓ | ✓ | ✓ | ✓ | ✓ |
| Advertising & Publishing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Architecture & Design | ✓ | ✓ | ✓ | ✓ | ✓ |
| Arts | ✓ | ✓ | ✓ | ✓ | ✓ |
| Aviation | ✓ | ✓ | ✓ | ✓ | ✓ |
| Biological Science | ✓ | ✓ | ✓ | ✓ | ✓ |
| Biotechnology | ✓ | ✓ | ✓ | ✓ | ✓ |
| Business Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Chemistry | ✓ | ✓ | ✓ | ✓ | ✓ |
| Commerce | ✓ | ✓ | ✓ | ✓ | ✓ |
| Computer Science | ✓ | ✓ | ✓ | ✓ | ✓ |
| Construction Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Dance, Drama & Music | ✓ | ✓ | ✓ | ✓ | ✓ |
| Economics | ✓ | ✓ | ✓ | ✓ | ✓ |
| Education | ✓ | ✓ | ✓ | ✓ | ✓ |
| Engineering | ✓ | ✓ | ✓ | ✓ | ✓ |
| Environmental Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Event Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Geology | ✓ | ✓ | ✓ | ✓ | ✓ |
| Graphic Design | ✓ | ✓ | ✓ | ✓ | ✓ |
| Health & Social Science | ✓ | ✓ | ✓ | ✓ | ✓ |
| History | ✓ | ✓ | ✓ | ✓ | ✓ |
| Human Resource Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Information Systems/Library Science | ✓ | ✓ | ✓ | ✓ | ✓ |
| Internet Technology & Computing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Language & Literature | ✓ | ✓ | ✓ | ✓ | ✓ |
| Law & Justice | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Material Science | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mathematics & Statistics | ✓ | ✓ | ✓ | ✓ | ✓ |
| Media Marketing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Medicine | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mobile Computing | ✓ | ✓ | ✓ | ✓ | ✓ |
| Multimedia | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nursing & Midwife | ✓ | ✓ | ✓ | ✓ | ✓ |
| Nutrition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Philosophy | ✓ | ✓ | ✓ | ✓ | ✓ |
| Physics | ✓ | ✓ | ✓ | ✓ | ✓ |
| Politics & International Studies | ✓ | ✓ | ✓ | ✓ | ✓ |
| Psychology | ✓ | ✓ | ✓ | ✓ | ✓ |
| Public Relations | ✓ | ✓ | ✓ | ✓ | ✓ |
| Real Estate & Property Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Work & Human Services | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sociology | ✓ | ✓ | ✓ | ✓ | ✓ |
| Software Engineering | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sport & Recreation Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Telecommunication | ✓ | ✓ | ✓ | ✓ | ✓ |
| Theatre Studies | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tourism & Hospitality | ✓ | ✓ | ✓ | ✓ | ✓ |
| Web Development | ✓ | ✓ | ✓ | ✓ | ✓ |

**Legend:**
- ✓ - No prior computing or IT knowledge required
- ✓ - Students recommended to have prior knowledge (or working experience) in Computing or IT
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>MSc in Computing</th>
<th>MSc in Information Technology Management</th>
<th>MBA (Euro-Asia Business)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MBA (IT Sector)</td>
<td>MSc in Software Engineering</td>
<td>MSc in International Business Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MSc in Technology Management</td>
<td>MSc in Global Marketing Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MSc in Mobile Computer Systems</td>
<td>Master of Finance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MSc in Computer Science</td>
<td></td>
</tr>
</tbody>
</table>

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

Preliminary module:
- MSc in Computing
- MBA (IT Sector)

SEMESTER 1
(18 Weeks)

<table>
<thead>
<tr>
<th>Module</th>
<th>4 modules</th>
<th>4 modules</th>
<th>5 modules</th>
</tr>
</thead>
</table>

SEMESTER 2
(18 Weeks)

<table>
<thead>
<tr>
<th>Module</th>
<th>3 modules</th>
<th>3 modules</th>
<th>5 modules</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Plus 1 Compulsory module (Personal Development and Research Methods)</td>
<td>Plus 1 Compulsory module (Personal Development and Research Methods)</td>
<td></td>
</tr>
<tr>
<td>MBA / MBA (IT Sector)</td>
<td>4 Modules</td>
<td>4 Modules</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SEMESTER 3
(16 Weeks)

<table>
<thead>
<tr>
<th>Module</th>
<th>1 Compulsory module (Business Research Methods)</th>
<th>Dissertation OR 3 modules + Project Paper / Case Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA / MBA (IT Sector)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plus Dissertation</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</th>
<th>Study Pattern</th>
<th>Intensive Delivery Study Pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pre-Intensive Session</td>
<td>Directed study to prepare for intensive session</td>
</tr>
<tr>
<td>2</td>
<td>Intensive Session</td>
<td>Intensive lectures &amp; assignments delivery</td>
</tr>
<tr>
<td>3</td>
<td>Intensive Session</td>
<td>Independent study time</td>
</tr>
<tr>
<td>4</td>
<td>Post-Intensive Session</td>
<td>Examination</td>
</tr>
<tr>
<td>5</td>
<td>Post-Intensive Session</td>
<td>Independent study and preparation time to complete assignment &amp; hand-in assignment</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Attendance at all sessions and completion of the examination and assignments is compulsory.
• MSc in Technology Management
• MSc in IT Management
• MSc in Mobile Computer Systems
• MSc in Software Engineering
• MSc in Computer Science
• MSc in Computing
• MBA - Master of Business Administration
• MBA (IT Sector)
OUR PARTNER IN QUALITY

Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.

The Faculty of Computing, Engineering and Science
The Faculty has a long history in the UK, having started its first degree course in Computing Science in 1965. Since then, significant growth has been experienced such that it is now among the Top 20 largest teaching units for computing in the United Kingdom with more than 100 staff teaching computing.

The policy of the Faculty is to develop courses that are relevant to the needs of industry and commerce, leading to enhanced employability of Graduates - a policy that is reflected in the strategy of its overseas partners for designing industry related courses.

Staffordshire University staff visit overseas partners regularly for purposes of quality assurance. This includes monitoring, examining and advising on courses. University lecturers also deliver some of the Masters modules.

In addition, Staffordshire University validated courses run by overseas partners are subject to review by external examiners who are made up of distinguished senior members of staff from other UK universities. These courses have received high praise, for the relevance of content, the standards achieved and the way in which they are administered.

“Staffordshire’s teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK.”
- The Sunday Times, September 2009

Facts about Staffordshire University

- Staffordshire University’s strong focus on employability was underlined in the Sunday Times newspaper’s 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
- The University’s Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.
- Staffordshire’s Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.
- The University’s learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.

APU’s programmes are subject to extensive External Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.

In addition, 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.

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.
Programme Structure

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 Programme</td>
<td>Post Graduate Certificate (4 modules)</td>
<td>Post Graduate Diploma (3 modules + Personal Development and Research Methods)</td>
<td>Masters (Dissertation)</td>
</tr>
</tbody>
</table>

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

Masters Foundation Programme

The Masters Foundation Programme 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 Masters Foundation Programme 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 Programme is 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 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.

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

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

Core Modules
• Managing Change & Leadership
• Professional and Academic Support Skills
• Quality and Project Management for Technology
• Strategic Planning and Systems Development
• Technology Management

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 2)
• Database Technology
• Economics and Marketing
• Integrated Systems Management
• Knowledge Management
• Managing Through Information
• Services Science

* Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.
MSc in IT Management

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.

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

DISSERETATION

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.
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.

Programme Modules & Project / Dissertation

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

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

Core Modules
- Mobile Applications and Systems
- Mobile Computer Communications Systems
- Network Systems and Technologies

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*
(choose 4)
- Database Technology
- Electronic Commerce 1
- Interaction Design
- Internet Applications
- Object Oriented Software Systems Engineering
- Strategic Planning and Systems Development

* Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.
MSc in Software Engineering

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

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

DISSENTATION

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.

STAFFORDSHIRE UNIVERSITY

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
- Interaction Design
- Object Oriented Software Systems Engineering
- Quality and Project Management for Technology
- Software Engineering Support Environments
- Software Quality Engineering

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 2)
- Database Technology
- Integrated Systems Management
- Network Systems and Technologies
- Strategic Planning and Systems Development

* Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.
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 principled processes in problem solving to find and devise acceptable solutions that encompass people and computer systems.

MSc in Computer Science

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

DISSAERTATION

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 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
A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*
(choose 7)
• Database Technology
• Electronic Commerce 1
• Interaction Design
• Internet Applications
• Knowledge Management
• Mobile Applications and Systems
• Mobile Computer Communications Systems
• Network Systems and Technologies
• Object Oriented Software Systems Engineering
• Strategic Planning and Systems Development

* Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.
MSc in Computing

This programme comprises 8 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 3 electives from those listed.

Core Modules
- Computer Systems Architecture
- Computing Skills (Preliminary Module)
- Internet Applications
- Principles of Software Engineering
- Systems Analysis and Design

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*
(choose 3)
- Database Technology
- Electronic Commerce 1
- Interaction Design
- Knowledge Management
- Mobile Applications and Systems
- Mobile Computer Communications Systems
- Network Systems and Technologies
- Object Oriented Software Systems Engineering
- Strategic Planning and Systems Development

* Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.

THE BENEFITS OF THIS PROGRAMME
On successful completion of this programme, you will be able to:
- Produce quality computing professionals (from a diverse set of backgrounds), able to develop IT solutions and systems using state-of-the-art technologies;
- Focus on enhancing your overall qualities in aspects such as research, problem-solving and management through the development of your abilities and skills;
- Develop multiple competencies in computing and relevant application areas, allied to a broader intellectual sensibility inherited from your first degree;
- Work effectively in project teams, with sufficient knowledge, skills, experience and confidence to address business problems and deliver IT based solutions;
- Demonstrate the required knowledge, skills, experience and confidence to pursue a successful career in computing;
- Critically analyse and evaluate problems giving rise to computing solutions where applicable.

DISSESSATATION
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.
The MBA 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.

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

- Demonstrate a systematic understanding of knowledge of contemporary theory, professional practice and research into the main business functions;
- Contextualise, analyse and learn from experience or simulated environments taking a wide perspective upon contemporary developments and research in the field of business. Respond continuously to the challenges of changing technologies and opportunities of business drivers;
- Devise and apply valid research and investigative methods to access existing data and information, and also where necessary generate new data. Demonstrate an understanding of the position of chosen methodologies within major business research paradigms;
- Demonstrate a critical awareness and evaluation of current research, advanced scholarship, and contemporary problems; much of which is at, or informed by, the forefront of management education;
- Generate innovative and enterprising solutions and applications of knowledge which informs judgements, develops ideas and proposes business solutions taking into account the needs of stakeholders and the changing and possible competing business drivers;
- Act autonomously in planning and implementing action through the negotiation of outcomes and deadlines within frameworks. Identify tasks, organise resources and make effective use of management skills including the ability to respond to and manage change.

Coaching and mentoring in research methods, through the Business Research Methods 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. It should also include a business plan with strategic analysis, feasibility study and implementation plan.
This programme comprises 8 coursework modules and a major project/dissertation (including a Business Research Methods module). The modules take into consideration issues of management skills, business innovation, managing strategy and technology management. In addition, internationalisation and global perspectives are considered and focus is given to project management in order to enhance the programme.

**Core Modules**
- Economics and Marketing
- Management Principles & Operational Contexts
- Managing Change and Leadership
- Managing Risks
- Managing Strategy
- Managing Through Information
- A Business Research Methods Module and a Dissertation.

**Option Modules**
- Business Creativity and Innovation
- International E-Business
- Internet Strategies

*Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*

**THE BENEFITS OF THIS PROGRAMME**

On successful completion of this programme, you will be able to:
- Demonstrate an ability to understand and critically evaluate the main business functions of Human Resource Management, Accounting and Finance, Marketing and Operations Management and Strategy, within the context of the environment within which business operates.
- Objectively analyse and synthesise integrative responses to complex problems, issues, research outcomes and opportunities within business organizations.
- Generate innovative and enterprising solutions and applications of knowledge which informs judgements, develop ideas and proposes business solutions.
- Act autonomously in planning and implementing action through the negotiation of outcomes and deadlines.
- Identify tasks, organise resources and make effective use of management skills including the ability to respond to and manage change.
- Work effectively with others, accepting responsibility in a variety of roles.
- Contextualise and analyse contemporary developments and research in the field of business, generating new data where necessary.

**DISSESSATION**

Training in research methods, through the Business Research Methods 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 and information technology 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. It should also include a business plan with strategic analysis, feasibility study and implementation plan.

**WHO SHOULD ATTEND**

The programme is designed for professionals in all IT Sectors, whether as a manager or intending to manage in the IT Sector. The IT Sector covers a wide range of companies including vendors, software developers, hardware manufacturers, IT consultants and IT services, such as internet/web design, operational services as well as traditional user support. Applicants may see their current role evolving from technology support to business applications with more responsibility for business planning/strategy.

The programme identifies the need for ‘soft skills’ at higher levels, including:
- management, interpersonal and commercial awareness/market knowledge;
- sales and marketing (particularly amongst programmers, internet professionals and database staff);
- finance and accounting skills;
- customer handling skills;
- team working and networking and problem solving

**THE PROGRAMME**

This programme comprises 8 coursework modules and a major project/dissertation (including a Business Research Methods module). The modules take into consideration issues of management skills, business innovation, managing strategy and technology management. In addition, internationalisation and global perspectives are considered and focus is given to project management in order to enhance the programme.

**Core Modules**
- Economics and Marketing
- Management Principles & Operational Contexts
- Managing Change and Leadership
- Managing Risks
- Managing Strategy
- Managing Through Information
- A Business Research Methods Module and a Dissertation.

**Option Modules**
- Business Creativity and Innovation
- International E-Business
- Internet Strategies

*Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*
DUAL DEGREE PROGRAMMES

- MBA (Euro-Asia Business)
- MSc in International Business Communications
- MSc in Global Marketing Management
- Master of Finance
Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.

The Faculty of Computing, Engineering and Science
The Faculty has a long history in the UK, having started its first degree course in Computing Science in 1965. Since then, significant growth has been experienced such that it is now among the Top 20 largest teaching units for computing in the United Kingdom with more than 100 staff teaching computing.

The policy of the Faculty is to develop courses that are relevant to the needs of industry and commerce, leading to enhanced employability of Graduates - a policy that is reflected in the strategy of its overseas partners for designing industry related courses.

Staffordshire University staff visit overseas partners regularly for purposes of quality assurance. This includes monitoring, examining and advising on courses. University lecturers also deliver some of the Masters modules.

In addition, Staffordshire University validated courses run by overseas partners are subject to review by external examiners who are made up of distinguished senior members of staff from other UK universities. These courses have received high praise, for the relevance of content, the standards achieved and the way in which they are administered.

“Staffordshire’s teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK.”
- The Sunday Times, September 2009

Facts about Staffordshire University

- Staffordshire University’s strong focus on employability was underlined in the Sunday Times newspaper’s 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
- The University’s Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.
- Staffordshire’s Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.
- The University’s learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.

APU’s programmes are subjected to extensively External Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.

In addition, 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.

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.
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 Programme</td>
<td>5 modules</td>
<td>4 modules + Research Methods module</td>
<td>Masters (Dissertation) OR (3 modules + Project Paper/Case Study)</td>
</tr>
</tbody>
</table>

APU Dual Masters Awards

Masters Foundation Programme

The Masters Foundation Programme 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 Masters Foundation Programme 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 Programme is 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 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

Dissertation

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. 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
- Entrepreneurship in Euro Asia
- Foreign Language
- Project Paper/Case Study
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 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 an 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

DISSESSATION

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. 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 & Corporate Responsibility
- Foreign Language
- Strategies in Emerging Markets
- Project Paper/Case Study
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 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.

WHO SHOULD ATTEND

THE BENEFITS OF THIS PROGRAMME

The modules are designed to provide the knowledge and skills that managers need in order to attract customers globally. It is specially designed to meet the needs and trends of the global marketplace in an international and multi-cultural setting. Students learn the importance of defining the scope of 21st century marketing, developing and executing effective marketing strategies, adapting to rapidly changing technologies; building customer satisfaction and retention, and facilitating communications successfully.

MSc in Global Marketing Management

This programme is specifically designed to provide:

THE PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

MSc in Global Marketing Management

The Master of Science in Global Marketing Management focuses on marketing in a global environment. The definition adopted here of Global Marketing is that of Clarke and Wilson (2009) “Global Marketing …..establishes a marketing blueprint that can be used in all countries whether as a standard approach or adapted to specific characteristics of that market”. In other words the Programme will focus on thinking and planning at a Global level but implementing and acting at the local level in the light of the market and its requirements.

THE BENEFITS OF THIS PROGRAMME

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

Dissertation or Modules

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

PROGRAMME MODULES & PROJECT / DISSERTATION

The modules are designed to provide the knowledge and skills that managers need in order to attract customers globally. It is specially designed to meet the needs and trends of the global marketplace in an international and multi-cultural setting. Students learn the importance of defining the scope of 21st century marketing, developing and executing effective marketing strategies, adapting to rapidly changing technologies; building customer satisfaction and retention, and facilitating communications successfully.

Core Modules
• Statistics and Decision Making
• Strategic Marketing Management
• Euro Asia Global Business and Trends
• Global Marketing Management
• Integrated Marketing Communications
• Managing Creativity and Innovation
• Marketing and Sustainability in the Age of Globalisation
• New Product Development and Innovation
• Research Methodology
• Services Marketing

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

DISCUSSION

This programme is specifically designed to provide:

SCHOOL OF POSTGRADUATE STUDIES

26
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 sectors broadly defined as corporate finance, security analysis, portfolio management, options and futures, treasury management, the functioning of financial institutions and markets, and financial decision-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 hands.
• Doctor of Philosophy (Computing)
• Doctor of Philosophy (Technology)
• Doctor of Philosophy (Business)
• Doctor of Philosophy (Management)
• Doctor of Philosophy (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>
<tbody>
<tr>
<td>Defence of Proposal and Approval</td>
<td>Research</td>
<td>Analysis</td>
<td>Drafting</td>
</tr>
<tr>
<td></td>
<td>• Focused Reading</td>
<td>• “Reading” Data</td>
<td>• Intensive Writing Phase</td>
</tr>
<tr>
<td></td>
<td>• Development of Hypotheses</td>
<td>• Testing Hypotheses</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>
<tr>
<td>SEMINAR SERIES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CANDIDATURE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEFENCE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Submission of Thesis</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Defence of Thesis</td>
<td></td>
<td></td>
</tr>
</tbody>
</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.
Fields of Research

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

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

**Asia Pacific ICT Awards (APICTA) Malaysia**
- Multimedia Development Corporation
  - 2013 - Top Award for ‘Best E-Learning 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 - 2nd Merit Award for ‘Best of ‘Tertiary Student Project’
  - 2010 - Top Award for ‘Best of ‘Tertiary Student Project’
  - 2009 - Top Award for ‘Best of ‘Innovation & Community’
  - 2005 - Top Award for ‘Best of Applications & Infrastructure Tools’
  - 2004 - Top Award for ‘Best of Education & Training’
  - 2004 - Top Award for ‘Best of Applications & Infrastructure Tools’
  - 2004 - Merit Award for ‘Best of Research & Development’
  - 2002 - Merit Award for ‘Best of Smart Learning Applications’
  - 2002 - Merit Award for ‘Best of Smart Learning Applications’
  - 2000 - Top Award for ‘Best of Student Projects’
  - 1999 - Merit Award for ‘Best of Student Projects’

**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’
- 2009 - Merit Award for ‘Best of Applications & Infrastructure Tools’
- 2004 - Merit Award for ‘Best of Applications & Infrastructure Tools’
- 2003 - 1st Prize Award for a Multiplayer Online Game
- 2002 - Silver Award for ‘Business Edutainment Access Medium’

**Malaysian GreensTech Awards**
- Ministry of Energy, Green Technology & Water
- 2012 - Silver Award for ‘Green Tech University’
- NAPEI Awards (National Association of Private Education Institutions, Malaysia)
  - 2011 - Award for Educational Excellence
  - 2007 - Award for Educational Excellence
  - 2004 - Award for Educational Excellence

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

**Microsoft Imagine Cup (Microsoft Inc.)**
- 2012 - Winner of Microsoft Imagine Cup (Malaysia)
- 2012 - Top Award for ‘MDeC Special Innovation’
- 2011 - Winner of Microsoft Imagine Cup (Malaysia)
- 2011 - 3rd Runner-up of Microsoft Imagine Cup (Malaysia)
- 2011 - 2nd Runner-up of Microsoft Imagine Cup (Malaysia)
- 2011 - Top Award for ‘MDIC 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 Team’
- 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 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 Home Biz Challenge

**Hack In The Box (HITB) International Competition 2010**
- 2010 - 2nd Prize for ‘Wesley of Macbeth Security’

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

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

**MISC Malaysia Creative Industry Awards 2009 (Games Category - Student)**
- 2009 - Award for ‘Best Technical’

**ITEX Awards (International Invention, Innovation & Technology Exhibition)**
- 2011 - Award for ‘Business Innovation and Technology category’
- 2011 - 2 Gold medals for the innovator category
- 2009 - Gold Award for ‘Back Invention - SmartSurface’
- 2009 - Special Award for Corporate Invention

**Kuplas Ekonomi Debat Challenge 2013**
- 2013 - Champions

**Malaysia Cybersecurity Awards (Cyberscure 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
- 2009 - Merit Award for Business Information Security
- 2008 - Winner of Water Drone Competition

**Microsoft Imagine Cup (Microsoft Inc.)**
- 2012 - Winner of Microsoft Imagine Cup Malaysia
- 2012 - Top Award for ‘MDeC Special Innovation’
- 2011 - Winner of Microsoft Imagine Cup Malaysia
- 2011 - 3rd Runner up of Microsoft Imagine Cup Malaysia
- 2011 - 2nd Runner-up of Microsoft Imagine Cup Malaysia
- 2011 - Top Award for ‘MDIC 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 Team’
- 2010 - Top Award for ‘Best Implementation of Multipoint’
- 2004 - 3rd Prize Award for System Government Elections Software

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

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

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

**DIKH-CCSS Award**
- 2009 - First Prize for DIKH-CCSS Media Challenge 2009

**E-Genting Programming Competition (R&D Division, Genting)**
- 2009 - First 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 Entrepreneurs’ Award (Hong Kong Bank)**
- 2004 - Gold Award for ‘Universal Wireless Charging Station’
- 2004 - Bronze Award for ‘Security Transformer & Detector’ device
- 2002 - Silver Award for ‘Business Entertainment Access Medium’ Business Plan

**MSC-IL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)**
- 2012 - 6th Place (Individual Category)
- 2011 - 1st Runner-up of Microsoft Imagine Cup Malaysia
- 2011 - Winner of Microsoft Imagine Cup Malaysia
- 2010 - Top 6 finalists at World Championship in Poland
- 2010 - Top Award for ‘Best Presentation Team’
- 2010 - Top Award for ‘Best Implementation of Multipoint’
- 2004 - 3rd Prize Award for System Government Elections Software

**Dare To Be Digital Programming Competition (British Council / University of Aberdeen, Dundee)**
- 2003 - 1st Prize Award for a Multiplayer Online Game
- 2003 - 3rd Prize Award for a Risk Paying Strategy Game

**School of Postgraduate Studies**
- 2011 - Champions
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