

Social research in Asean business

MASTER of Social Sciences (MSS) programme in AeU is a multi disciplinary postgraduate research programme, specifically designed to cater the needs of working adults who intend to specialise in the area of social sciences or inspired to become social scientists thus contribute in the development of modern and harmonised world.

Asean business is still remain as one of the current research areas in AeU.

Social research embodies the business culture and practices, economic and social (religion) systems, political and financial systems, government and private sector arrangement, consumerism, halal economy, international relations and the small and medium enterprises development.

A multi-disciplinary approach is adopted to provide students with a thorough understanding of this multi-faceted region and learn to communicate their findings and arguments in a clear, measured and convincing manner.

Thus social research is relevant in a complex and diverse context of Asean social and business environment.

AeU Master of Social Sciences (By Research) Degree Programme takes into cognisance the growing importance of Asean business community and explicitly designed to ensure that students will advance their knowledge on Asean societies and business, develop analytical competencies, gain experience in conducting practical research in Asean region.

The AeU's MSS (by research) degree programme is set up by the School of Arts, Humanities and Social Science (SAHUSS) to explore aspects of diversity and excellence in social science postgraduate programmes.

As dissertation forms a crucial component of the programme, MSS aims not only to equip graduates with a thorough grounding in traditional international studies but will also expose them to current and in-depth knowledge of the policies and institutions that characterise the Asean region.

To date, only a few private educational institutions in the country offer Master's level degree in Asean Business studies.

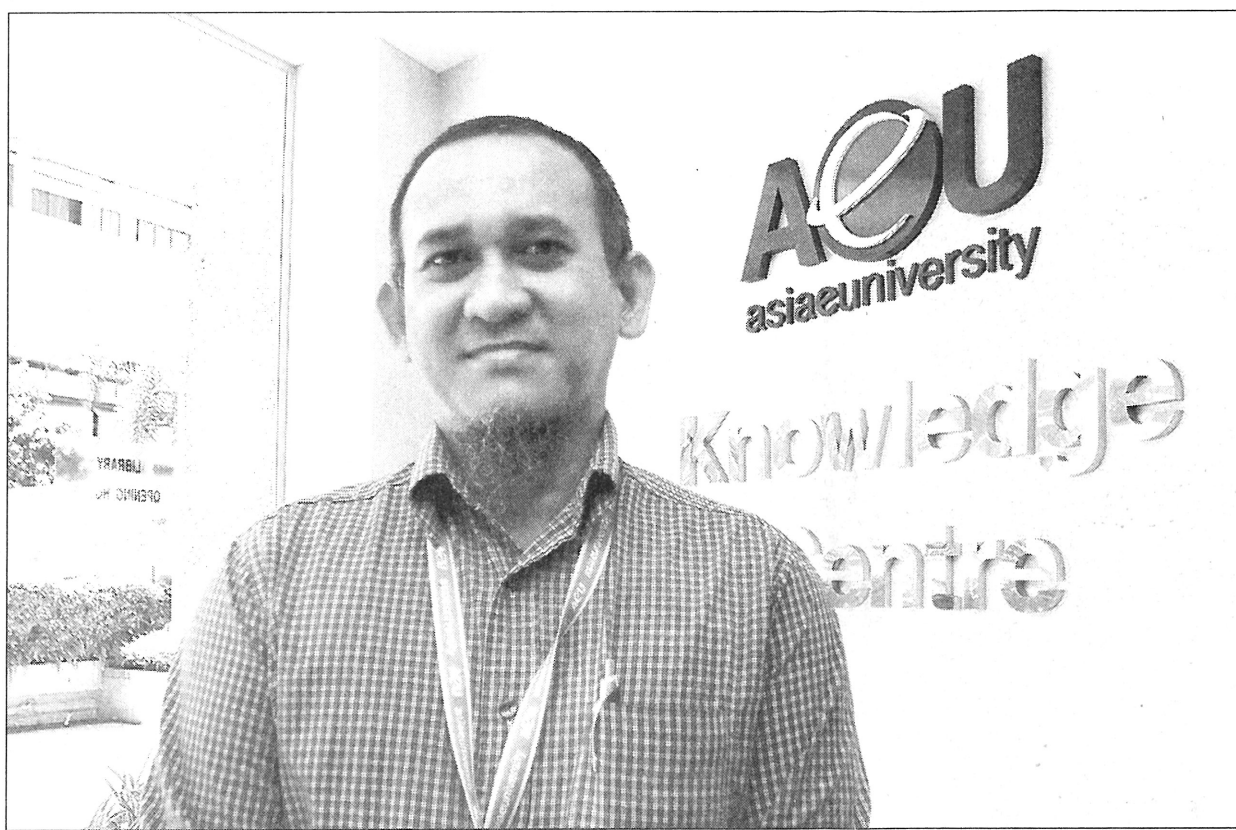
The learning outcomes enhance students practical knowledge and ability to solve current issues and problems faced by contemporary Asean society in any field of social sciences; demonstrate in-depth knowledge of concepts and theories in the field of social sciences; develop students relevant skill of research and apply it efficiently and effectively to suit various type of employment needs; develop through understanding of classical and modern theories, methodologies, practices and their implications in any selected topic research; and train students as the future Asian leaders who are knowledgeable and competent in the chosen fields of study.

Asean business is an innovative research area with a broad, interdisciplinary character and a comparative approach to the study of Asia — as a powerhouse of local and global changes.

During their study, students will focus on all main regions of Asean, stressing the importance of looking at the interconnections both within the vast Asian region and between Asian societies as well as other parts of the world.

The main objective of the research is to meet a growing demand for social scientific knowledge and expertise in different areas concerning Asean business societies.

AeU MSS is a unique degree programme that will give students the confidence and the regional knowledge necessary to ensure that they are recognised by employers as someone who can take a leadership role in the Asian Century.



Mohd Yuzam Yusa, Master of Social Science (by Research) student at AeU.

Graduates of the programme will be equally prepared to enrol in social science PhD programmes with a focus on Central Asia or to move seamlessly into careers in government, diplomacy, international organizations, development, communication, and any other field that require solid area expertise and knowledge of Asean business.

"I am thoroughly enjoying my research degree at AeU. AeU provides a wealth of knowledge and stimulating discussions with leading practitioners in the industry and talented students from all over the world with diverse experiences and views. The professors and staff are amazingly supportive.

"AeU's Knowledge Centre also provided me with excellent access to a huge amount of information for research. I am happy about my decision to join AeU as a Master's student," said Mohd Yuzam Yusa, a postgraduate student of Master of Social Science (by Research) at AeU.

"Academic research on Asean business is becoming increasingly important in terms of both its theoretical and practical relevance.

"How can we approach, in a rigorous academic manner, the many important issues that dominate today's news, whether they be Asean's economic transformations, high and low skilled migration flows, political and social movements, or the global reach of Asean companies and the spread of Asean popular culture?"

"The crucial importance of Asean for advancing and enriching contemporary theories and debates on business development, economic restructuring, mobility and many other issues are engaged and demonstrated throughout the study," said Professor Dr. Juhary Ali, Dean of SAHUSS.

He added "In the research of ASEAN business, a student may focus on a specific region, choosing a country within Asean."

"Alternatively, student may conduct his/her research with the primary emphasis not on a region but rather on a discipline, focusing on such topics as politics, culture, social structure and economic and financial environment affecting doing business in Asean," said Dr. Juhary.

AeU's flexible learning offers students the ease of studying online at home or at work while they can continue to enjoy their employment income.

Students can choose between full time or part time mode of study through its fully online, blended learning and even work-based learning depending on their lifestyles as AeU's programmes are affordable and accessible 24/7.

AeU MSS offers flexibility in course delivery, it is set for a period of 3 to 6 semesters where students have to undergo 4 stages in their research; proposal development, data collection, report writing and thesis examination or viva

voce.

Tutorial sessions which are conducted by qualified and experienced Academic Facilitators are only conducted during weekends, once a month.

Other postgraduate programmes offered by SAHUSS are Master of Humanities & Arts (by Research), Master of Knowledge Management, Executive Master in Islamic Management and Administration

At AeU, e-learning has played a key role to serve a greater number of students and to reach out to those students who are spread out geographically over a wide area.

As part of the university's blended learning pedagogies, e-learning has been able to support an enrolment of thousands of students from within and outside the country.

AeU has successfully connected thousands of students faculty members, academic facilitators, subject matter experts and administrators via the internet using a common platform referred to the myPLS, the University's learning management system.

Through the myPLS, various learning resources such as web-based modules and multimedia courseware are made available for students to view or download.

In addition, AeU students have access to the library digital collection comprising more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles.

Admissions for the postgraduate programmes can be through the normal entry or open entry paths.

AeU's open entry system accepts individuals who wish to pursue tertiary education even if they are lack of the basic education requirement stipulated in the normal entry as candidates are assessed by their prior learning acquired through formal and informal training, as well as work experiences that can compensate for the lack of actual paper qualifications.

The Open Entry requirement for postgraduate programme regulates that candidate must be at least 35 years old, possess STPM/Matriculation/Diploma/'A' level or equivalent and recognised prior learning experience.

AeU is a collaborative multinational university established under the auspices of the 33 Asia Cooperation Dialogue Countries (ACD). All academic programmes are internationally benchmarked, approved by the Malaysian Ministry of Education and accredited by the Malaysian Qualifications Agency.

As one of the leading institutions of Open Distance Learning in Malaysia, AeU now has an enrolment of more than 20,000 students from 63 countries, and has graduated over 6,000 graduates.

AeU has a diverse and international community of over 1,000 fellow doctoral students from 46 countries.

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— Mohd Yuzam Yusa, AeU Master of Social Science (by Research) postgraduate student

AeU offers various financial incentives and aids: Merit scholarship for top performing students, 10 per cent discount available through student loyalty schemes, 10 per cent discount for full payment of semester fees, 50 per cent discount for senior citizens who are 55 years of age & above and 75 per cent discount for disabled people.

AeU also assists students to apply for loans and EPF withdrawal assistance, MyBrain15 Sponsorships (for Doctoral & Master's Degree only). Government and private sector candidates are eligible to apply). Terms and conditions apply for all the incentives and aids.

Registration for May 2015 intake semester is now open. Though registrations are open

based on the month of intakes, registrations for postgraduate programmes (by research) are open throughout the year. You can apply online at www.aeu.edu.my

There will be an upcoming AeU Postgraduate Conference on October 4, 2015 (8.30am – 5.30pm) as one of the commemorative events to celebrate AeU's 8th Anniversary.

It is open to all AeU postgraduate students, researchers and research students from local and international institutions. The venue is at AeU main KL campus. Registration fee is RM500 per person. Seats are limited. Register now for early bird discount.

For further enquiries, please call Tel: 1300300238.