

## POSTGRADUATE OPTIONS

# Learn what makes Asean tick at AeU



**Hasmah Mohamad Yusoff**, a former sports psychologist at the National Sports Institute in Kuala Lumpur, is an AeU Master of Social Sciences student. (Inset) School of Arts, Humanities and Social Science dean **Professor Dr Juhary Ali** says research on Asean businesses and its societies is gaining relevance on the world stage.

**T**HE Master of Social Sciences (MSS) course in Asia e University (AeU) is a multi-disciplinary postgraduate programme specifically designed to cater to the needs of working adults.

Social science research is useful in formulating strategies and plans that are suitable for the business environment in complex and diverse societies of Southeast Asian countries.

The MSS (by research) takes into cognisance the growing importance of the Asean business community and is specially designed to ensure that students advance their knowledge in doing business in the region, develop analytical competencies and gain experience in conducting practical research.

This programme is offered by AeU's School of Arts, Humanities and Social Science (SAHUSS) for students to explore the aspects of diversity and excellence in social science.

The dissertation forms a crucial component of the programme.

Therefore, the research project aims not only to equip graduates with thorough grounding in traditional social science studies, but also expose them to current and in-depth knowledge on the policies and institutions that characterise the Asean business community.

Asean business is an innovative industry which requires broad, interdisciplinary character and a comparative approach to study as a powerhouse of local and global changes. Students will focus on the social practices of Asean countries, stressing the importance of looking at interconnections within the vast region and its communities, as well as other parts of the world.

A former sports psychologist, Hasmah Mohamad Yusoff, said she had a great time conducting her research while pursuing the MSS programme.

"I gained a wealth of knowledge through discussions with leading practitioners in the industry and talented coursemates from all over the world with diverse experiences and views."

SAHUSS dean Professor Dr Juhary Ali said research on Asean businesses and its societies is gaining relevance on the world stage.

He said the importance of Asean's role in advancing and enriching contemporary theories and debates on business development, economic re-

structuring, mobility and many other issues are engaged and demonstrated throughout the study.

"In the research of Asean businesses, a student may focus on a specific member country.

"Alternatively, the student may conduct his or her research with emphasis not on a country, but rather a discipline, focusing on politics, culture, social structure, and economic and financial environments affecting businesses in Asean countries," he said.

AeU's MSS offers flexibility in course delivery that is set for three to six semesters, where students undergo four stages in their research — proposal development, data collection, report writing and thesis examination, or viva voce.

Other programmes offered by SAHUSS are the Master of Humanities & Arts (by Research), Executive Master in International Relations, Executive Master in Public Administration, Executive Master in Industrial & Organisational Psychology, Executive Master in Islamic Management and Administration, Bachelor of Education (Teaching Islamic Studies in Primary School (Hons) and the Diploma in Islamic Studies.

**Registration for postgraduate programmes (by research) is open throughout the year. Apply online at [www.aeu.edu.my](http://www.aeu.edu.my). For enquiries, call 1300-300-238.**

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**Hasmah Mohamad Yusoff**  
AeU Master of Social Sciences student