



Asia e university offers a wide range of postgraduate programmes to suit the needs of every eager learner.

The rise of social science

THE studies of social sciences encompass all aspects of human life, including but not limited to social issues such as gender studies; poverty and social entrepreneurship; employee relations, talent and health-care and employee well-being; family and youth study; religion, government management and law; culture, international relations, and development management, and new media and communication. This diversity of the social sciences field spreads into the vacancies available in the job market as well.

When asked about possible career choices, Professor Dr. Juhary Ali, Dean of Asia e University's School of Arts, Humanities and Social Sciences (SAHUSS) says that graduates will be able to find jobs in almost all fields of work upon graduation. "There are many places our graduates can find employment. It is an industry that deals with many fields, so finding a job that suits your personality will be an easy task. Job opportunities can be found in the government sector, private sector, non-government organisations, multinational corporations and in the media industry," says Professor Juhary.

Lately, the market economy – developed, growth and emerging market – has seen economic growth with emerging issues in society, political economy, governance, politics and international relations causing more people to want to play a part in these issues. Experts such as social scientists, in particular, can play an important role in helping policy makers to formulate effective public policies and in assisting business managers to make decisions in their complex working and business environment.

SAHUSS currently has four postgraduate programmes: Master of Knowledge Management, Master of Humanities and Arts, and Master of Social Sciences and Doctor of Philosophy (PhD) in Arts. Knowledge management covers knowledge in areas such as trends and innovation in political, ethical and technological contexts. Humanities and Arts delve into the understanding of classical and modern theories, and the programme covers the realm of Asian studies. The final programme, Social Sciences, sees understanding on human society and social relationships as a whole.

→ Continued Page 23

Human capital development at the forefront

→ From previous page

SAHUSS is utilising its PhD, Master of Humanities and Arts, and Master of Social Sciences programmes to pave the way in social research in a niche area called Asian Studies. Students are required to choose one of six Asian regions, and to complete their master's and doctoral thesis, which goes across a variety of Asian related subjects.

"Asian Studies is an important highlight in our school," says Professor Juhary. "This is because we believe that social development and environmental sustainability has to grow in tandem with the economic growth of a region. We hope to realise this through our programme."

With its strong presence in the knowledge of developments in the

region, SAHUSS aims to impart quality education to its students, and in the process, be one of the innovative schools in Arts, Humanities and Social Sciences in the Asia region.

ABOUT AeU

AeU is a dual mode international university initiated by the Malaysian government and supported by 33 member countries under the Asia Cooperation Dialogue (ACD). AeU is a member of the Association of Commonwealth Universities (ACU), the European Foundation for Quality in E-Learning (EFQUEL), the International Council for Open and Distance Education (ICDE), the Asia Association of Open Universities (AAOU), the Association of Asia Pacific Business School (AAPBS) and the Asia-Pacific University Community Engagement

Network (APUCEN).

Since its humble beginning in April 2007, AeU has established its reputation as an acclaimed institution of higher education in the region by providing quality education programmes to almost 15,000 students coming from 54 different countries. AeU was declared as one of the successful projects under ACD in October 2012.

Inspired and firmly forged by 33 Asian member countries, AeU generally targets human capital development, the alleviation of poverty and improvements in the quality of life of Asians.

Currently, around 15,000 local and international students have enrolled in AeU's 30 programmes ranging from PhD to foundation courses. The courses are primarily targeted at the Asian community but are open to global

counterparts. Conforming to the Malaysian Ministry of Education's agenda to enhance the quality of higher education to be on par with international standards by 2020, AeU is fully assured that its efforts in promulgating online and flexible learning are meeting if not exceeding the international standard. With its 23 local and 12 international learning centres, AeU enables students to access classes easily and find the flexibility in their study anywhere at any time.

FINANCIAL AID & ADVANTAGES OFFERED BY AeU

AeU has made an effort to seek out the most practical, and at the same time, the most credible forms of funding to assist in ensuring that students are able to pursue their studies. The following list may be enticing for you if you have been

considering studying again.

- AeU Merit Scholarship available for top-performing students
- 10% discount available through student loyalty schemes
- 10% discount for full payment of semester fees
- 50% discount for senior citizens who are 55 years of age & above
- 75% discount for disabled people
- PTPTN loans and EPF withdrawal assistance are available
- MyBrain15 Sponsorships (for Doctoral & Master's Degree only)
- Human Resource Development Fund (HRDF) is claimable

For more information
→ www.aeu.edu.my