

# AeU's ICT Programmes meet current, future market needs

Opportunities for ICT graduates employment are strong. The ICT industry has developed a unique corporate culture in which flexible employment conditions are commonplace. ICT skills transfer easily from one country to the next, so experienced ICT professionals can expect to find career opportunities almost anywhere in the developed and developing world.

Careers in ICT now encompass broad areas from business consulting, development and sales to technical roles. ICT professionals work in a variety of sectors including finance, property and business services, as well as the primary IT & ICT sectors. The range of occupational pathways in ICT continues to expand as technology penetrates more and more aspects of daily life.

To meet current and future market needs, Asia e University (AeU) offers a good range of academic postgraduate and undergraduate ICT programmes: PhD (ICT); Masters in ICT; Bachelor of ICT (Hons); Bachelor of Digital Creative Media or BDCM (Hons) and Bachelor of Technology (Information Technol-

ogy) (Hons).

An AeU popular programme, Bachelor of Digital Creative Media or BDCM (Hons) cuts across arts and business in creating unprecedented connectivity, driving innovation and new business models. There is a rising demand for practitioners who can function as multidisciplinary experts.

In BDCM, AeU teaches media skills and competencies covering the aspects in new media, internet technology, digital media and how it can be used to enhance communication. The digital era of ICT has created a strong demand for young tech-savvy individuals who are capable in using the latest and most advanced media tools in getting the message through via mobile technology.

AeU's BDCM is suitable for those who are interested into involving with creative design job and industry, filming and arts, and those who are inclined towards playing with photos, graphics, animations, audio, video, mobile applications, etc.

During their last three semesters in the programme, students will be assigned to

undertake two real-world creative media project. Students will also benefit from AeU's attachment with creative media industry to gain industrial training experience during their industrial placement in their final semester. These projects and trainings will give them an exposure to the real working environment in the creative industry in selected organizations in Malaysia.

"It's about half creative and half technical – so it's good that way. It is very project based – almost 100% continual assessment with just one exam, which I like too. The lecturers are so nice. We're a small bunch of people, we're really close knit and everyone just gets along and the lecturers, they all know us by name, so in lectures we can joke around as well as being serious, it's all very easy going," says Shahrizal bin Othaman, an assistant Multimedia Computer Technician (UNISEL) and AeU student of BDCM.

AeU's mode of study are part-time via open distance learning mode, and, full-time study which applies conventional face-to-face meeting

with students. Full-time study will take the form of attending classes led by lecturers or academic facilitators either in AeU Kuala Lumpur or any of our approved learning centres available nationwide. Students can also communicate with their academic facilitators and peers via email, video conferencing and Skype.

## Fast Facts on AeU

AeU is a collaborative multinational university established under the auspices of the 34 Asia Cooperation Dialogue Countries (ACD). All academic programmes are internationally benchmarked and approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency.

Besides its presence in ACD countries, AeU has also spread its wings to 17 non ACD countries: Denmark, Hong Kong, Iraq, Kenya, Libya, Maldives, Mauritius, Namibia, New Zealand, Nigeria, Sweden, Somalia, Taiwan, United Kingdom, Yemen, Zambia and Zimbabwe.

AeU now has an enrolment of more than 22,000 students



Shahrizal, Bachelor of Digital Creative Media (Hons) student of AeU.

from 65 countries and a global network of over 7,000 alumni, many of whom are now holding prominent positions.

AeU offers Incentives, loans and EPF withdrawal assistance. Besides the normal entry, APEL is an alternative entry to those without the pre-

requisite qualifications. For information on APEL admissions, please login to: <http://apel.aeu.edu.my/> For enquiries, call Tel: 1300 300 238 or apply online at [www.aeu.edu.my](http://www.aeu.edu.my), Asia e University 1 University 34 Countries