

# AeU offers **Master of Social Sciences**

> Graduates specialise in Asean business and are prepared to take on leadership roles

**A**SIA e University's (AeU) Master of Social Sciences (MSS) is a multi-disciplinary postgraduate programme specifically designed for working adults who want to specialise in the field.

Asean business is among the research areas AeU specialises in. Social research covers business culture and practices, economic and social (religion) systems, political and financial systems, consumerism, halal economy, and international relations, among others.

The programme, offered by the university's School of Arts, Humanities and Social Science (SAHUSS) takes into cognizance the growing importance of the Asean business community. A multi-disciplinary approach is adopted to provide students with a thorough understanding of this multi-faceted region. They learn to communicate their findings and arguments in a clear, measured and convincing manner.

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 also to 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 a Master's level degree in Asean Business studies.

The learning outcomes enhance students' practical knowledge and ability to solve the current issues and problems faced by contemporary Asean society.

Graduates demonstrate in-depth knowledge of concepts and theories in the field and are able to apply their research knowledge effectively to suit various types of employment needs.

Graduates of the unique programme will have the confidence to take on international leadership roles. They will be prepared to enrol in social science PhD programmes with a focus on Central Asia or to move seamlessly into careers in government, international organisations, development, communication, and any other field that requires solid area expertise and knowledge of Asean business.

Yeo Khee Choon, who pursued the programme, said, "I am thoroughly enjoying my research degree at AeU. The university 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 Center 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."

SAHUSS dean, Prof Dr Juhary Ali said, "Academic research on Asean business is becoming increasingly important in terms of both theoretical and practical relevance. How can we approach, in a rigorous academic manner, the many



Working adult students in AeU's postgraduate weekend class.

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?"

He added, "In terms of research, a student may focus on a specific region, choosing a country within Asean. Alternatively, students may conduct their research with the primary emphasis not on a region but rather on a discipline, focusing on such topics as politics, culture, social structure and the financial environment affecting doing business in Asean."

## STUDY MODE AND LEARNING FLEXIBILITY

AeU's flexible learning offers students the ease of studying online at home or at work while they 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 lifestyle as AeU's programmes are affordable and accessible 24/7.

AeU MSS offers flexibility in course delivery; it is set for a period of three to six semesters where students have to undergo four 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 myPLS, the university's learning

management system.

Through 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 digital library collection comprising more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles.

## FLEXIBLE ADMISSION FOR PROFESSIONALS

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 lack the basic education requirements 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 requires students to be at least 35 years old and possessing STPM/Matriculation/Diploma/A-level or equivalent and recognised prior learning experience.

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.

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

The university offers various financial incentives and aids: Merit scholarships 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 and above, and 75% discount for disabled people.

There are three intakes annually—in January, May and September. Though registrations are open based on the month of intakes, registrations for postgraduate programmes (by research) are open throughout the year.

**Enrolment** for May 2015 semester is now open. For further enquiries, call 1300300238, or apply online at [www.aeu.edu.my](http://www.aeu.edu.my).