

AeU's Master of Social Science

> Asian Studies the university's top research area

SOcial science has a pivotal role in the development of modern society. Social research is research conducted by social scientists; the most important goal of social research is identifying order in a complex social life.

Among others, the goals of a social scientist involve testing theories about social life or collecting information about diverse social groups.

For those keen on the field, Asia e University's (AeU) Master of Social Science (MSS) is specifically designed to cater to the needs of working students who intend to become specialists in the field.

The programme, offered through the School of Arts, Humanities and Social Science (SAHUSS), covers such areas as Ethnic Studies, Economics, Gender Studies, Political Science, Sociology, Media Studies, Area Studies, Social Work, Environment, Future Studies and Policy Studies.

Approved by MOE and accredited by MQA, the programme is highly flexible and is able to accommodate candidates from all levels of management. It is relevant to industry and is aimed at improving the student's research skills and competencies in social sciences.

Asian Studies, one of the top research areas in AeU, addresses the growing importance of Asia, and is designed to ensure that students advance their knowledge on

Asian societies, develop analytical competencies, and gain experience in conducting practical research in Asia.

Asian Studies 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.

To date, only a few higher learning institutions in the country offer a Master's level degree in Asian Studies.

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 organisations, development, journalism, and any other fields that require solid area expertise and knowledge.

"Academic research on Asian societies is becoming increasingly important, in terms of both 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 China's economic transformations, or the global reach of Asian companies and the spread of Asian popular culture?"

"The crucial importance of Asia for advancing and enriching contemporary theories and debates on transnationalism, citizenship, development, economic restructuring, mobility and many other issues is engaged and demonstrated throughout the study," said SAHUSS dean, Prof Dr Juhary Ali.

Juhary added, "We can supervise research



Students doing research at the university's Knowledge Centre.

in a broad range of topics in linguistics, literature, religion, politics, sociology, and education. To us, good education means teaching and challenging students at the cutting edge of academic research, guided by independent study, critical and obligatory participation, proactive student counselling, strict thesis supervision, transparency and fair rules and regulations."

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 and part-time modes of learning, offered fully online or via blended learning.

The MSS is flexible in terms of course delivery; it is set for a period of three to six semesters, where students have to undergo four stages in their research. Tutorial sessions, which are conducted by qualified and experienced academic facilitators, are only conducted during weekends, once a month.

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.

The university offers more than 40 academic programmes at all levels, ranging from diplomas to PhDs, through five schools. Since opening its door in April 2007, it has seen an enrolment of more than 15,000 students in 56 countries, and has produced over 5,000 graduates.

Those keen to know more can meet representatives of the university at the 15th Penang Career & Postgraduate Expo 2014 to be held at Penang International Sports Arena on May 24 and 25, 10am to 6pm. The university will also feature at Napei's 33rd Malaysian Education Fair at Mid Valley Exhibition Centre on June 14 and 15, 10am to 6pm, and at Higher Education Fair 2014 at Mid Valley Exhibition Centre on July 19 and 20, 10am to 6pm.