

Empowering programmes at AeU

AS we are headed to an interconnected socio-economic environment, information and communication technologies (ICTs) not only brings us closer together but also helps us in increasing the competitive edge in any business.

Asia e University (AeU) School of Information and Communication Technology (SICT) programmes are designed in consultation with industries, employers, certification bodies and professionals.

The uniqueness of SICT's programmes is closely connected to employers' needs for graduates who can contribute specialist knowledge while working across organisational boundaries, understanding connections across different domains and conceptualising problems from different perspectives.

AeU has designed a Master of ICT Management programme (MICTM) to produce professionals who can successfully master the management and implementation of ICTs in their organisation and understand the environment of the information society in which they conduct businesses.

"Future corporate leaders need to have the knowledge in ICT and use it not to support the business but utilise its advantages in line with the company's business strategies," said AeU SICT dean Prof Dr Syed Malek Fakar Duani Syed Mustapha.

"There are examples of organisations in Malaysia like AirAsia that is



Dr Siow believes that you can't compromise with quality or standards.

using the Internet and ICT to position itself better but we need more companies that use e-commerce to reach a wider market segment."

"For example, AirAsia has managed to get, lock and maintain customers using technology. Its utilisation of ICT has the company working around the supply and demand of the basic economic model.

"Not many people think about the elements of business and IT going together. A leading organisation that uses Internet technology fully to build better business and position their business is more likely to stay on top," revealed Prof Syed.

Prof Syed believes that heads of organisations should not only be Internet savvy, but should also have



Prof Syed believes that heads of organisations should have the ability to think strategically.

the ability to think strategically. Many use IT independently, using it only to support business strategies but not at strategic levels.

This programme focuses on equipping professionals with fresh business and technology capabilities to help them fulfil leadership roles in today's tech-savvy organisations.

The programme is designed with working adults in mind. The background of the learner is not necessarily in ICT alone.

SICT employs a variety of teaching and learning methods, including case analyses, simulations, international adjunct professor's lectures, industry guest lectures and study visits to selected Asian countries.

Currently, students pursuing the

part-time programme come from various technical and non-technical backgrounds.

SICT also offers programmes such as:

- Bachelor of Information and Communication Technology (Hons)
- Bachelor of Digital Creative Media (Hons)
- Bachelor of Technology (Information Technology) (Hons)
- Professional Bachelor of Digital Creative Media
- Professional Bachelor of Computer Technology
- Professional Bachelor of Internet Marketing Technology (PBIMT)

School of Graduate Studies

AeU's School of Graduate Studies (SGS) Asian-centric postgraduate programmes are forward-looking, mind-enriching and open opportunities, while equipping you with tools and authority for engaging the world.

The school's mission is to enhance coordination and strategic direction to ensure the continued development of postgraduate studies at AeU.

"Candidates are primarily industry practitioners and their doctoral research would focus on industry-related issues," said AeU SGS dean Prof Dr Siow Heng Loke.

He added that the programme is unique as it allows candidates to combine their strengths in academic research and industrial knowledge

to come up with innovative solutions that are industry-applicable.

Dr Siow explained that at AeU, students receive support in their thesis, from beginning till end with a timeline to guide them.

Most students are working adults who pursue research studies for two reasons - career advancement and to attain knowledge in the areas of interest.

The academic facilitators, supervisors and examiners come from AeU as well as from local and international institutions. The university has a stringent policy for selecting the supervisors or examiners based on their qualifications, expertise, experiences, achievements and publications.

SGS offers programmes such as:

- Doctor of Philosophy (PhD) in Education

- Doctor of Philosophy (PhD) in ICT

- Doctor of Philosophy (Business Administration)

- Doctor of Philosophy (PhD) in Arts

- Industrial Doctorate (IndD)

- Master of Science (Management) by research

■ For details on SICT, contact Prof Syed at 03-2785 0060 or e-mail your enquiries to deansict@aeu.edu.my. For information on SGS, call 1300 300 238, e-mail enquiries@aeu.edu.my or visit www.aeu.edu.my