A · P · U
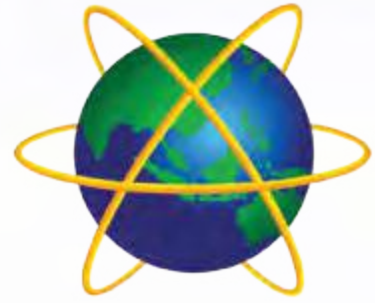ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

I am limitless

POSTGRADUATE STUDIES

INNOVATIVE **THINKING** CAN CHANGE **YOUR WORLD**

5 STAR
EXCELLENT RATING
SETARA

D Premier Digital Tech Institution™

QS WORLD UNIVERSITY RANKINGS
Asia 2022

QS 1st Malaysian University 5-Stars Plus ★★★★★＋

1st
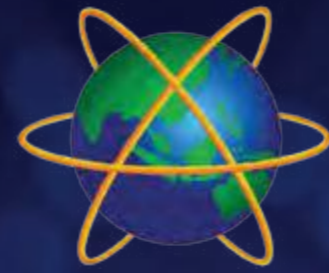
Malaysian University

1 of 19 in the world

QS 5-Stars Plus ★ ★ ★ ★ ★ +

APU EMERGES AS THE FIRST QS 5-STARS PLUS UNIVERSITY IN MALAYSIA

APU is the First Malaysian University to achieve an overall rating of Five Stars Plus in the latest QS Stars Rating awards that were presented at the QS Apple Conference on 1st Nov 2021. Five Stars Plus institution must achieve five stars across all categories in addition to achieving minimum highest benchmark score by QS STARS. APU is amongst 19 universities worldwide to achieve this honour.

RANKED TOP 3 FOR INTERNATIONAL STUDENTS (QS WORLD UNIVERSITY RANKING ASIA 2022)

APU is Ranked Top 3 for International Students, Top 5 for Inbound Exchange, and is amongst the Top 30 Universities for International Faculty. APU is also Ranked amongst the Top 270 Universities in Asia.

APU AWARDED 5-STAR RATING FOR ONLINE LEARNING

APU awarded 5-Star Rating for Online Learning in the latest QS Stars Rating System – the highest possible rating in this category. It demonstrates APU's continued focus in providing interactive, student-centred, and flexible digital learning using innovative technologies that enable its students to learn seamlessly and meaningfully - anytime, anywhere.

APU'S LIST OF FIRSTS:

1st Local Institute awarded Multimedia Super Corridor Status
1st Institute awarded the MSC Research & Development Grant
1st Institute awarded MS ISO 9002 Quality Certification
1st Institute appointed Novell Education Academic Partner
1st Institute appointed Authorised Sun Education Centre
1st Institute appointed Microsoft Training Partner
1st Institute listed in Enterprise 50 Award Programme
1st Institute appointed University Alliance Partner by SAP
1st XR Studio - Mixed & Extended Reality Infrastructure in Asia
1st Integrated Cybersecurity Talent Zone in Malaysia

QS defines rating as "The system evaluates universities across a wide range of import-ant performance indicators as set against pre- established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution".

"The QS Stars university rating system audits and rates over 600 universities globally in a broader range of criteria than any world ranking exercise. Comprehensive audits are also independently carried out as part of the rating exercise. QS Stars™ shines a light on both the excellence and the diversity of the rated institution. Congratulations to Asia Pacific University (APU) for being the first-ever QS 5-Stars Plus rated institution in Malaysia and being 1 amongst 19 in the world."

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit

OUTSTANDING

Rated for Excellence

Asia Pacific University of Technology & Innovation

The QS Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars™ methodology, rated Asia Pacific University of Technology & Innovation as a Five Stars Plus institution.

Teaching

Internationalisation

Facilities

Social Responsibility

Employability

Academic Development

Accounting & Finance

Inclusiveness

Online Learning

QS STARS

The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars shines a light on both the excellence and the diversity of the rated institution.

Leigh Kamolins, Head of Evaluation

18 Oct 2021

Inspiring

you towards
success & accomplishments

CMI Chartered Management Institute
HE PARTNER

Keeps you going........... takes you further

MASTER DEGREE PROGRAMMES

- MSc in Software Engineering
- Master of Science in Artificial Intelligence
- Master of Science in Cyber Security
- MSc in Data Science and Business Analytics
- MSc in Information Technology Management
- Master of Technology Management
- Master of Business Administration
- Master of Business Administration with a specialism in Digital Leadership
- Master of Business Administration (Euro Asia Business)
- Master of Science in International Business Communications
- Master of Science in Global Marketing Management
- Master of Project Management
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Finance
- Master of Finance with a specialism in FinTech
- Master of Arts in Design Innovation Management
- Master of Philosophy in Engineering
- Master of Philosophy in Management
- Master of Science in Computing

CMI Chartered Management Institute
ACCREDITED

PHD PROGRAMMES

- PhD in Computing
- PhD in Technology
- PhD in Management
- PhD in Finance
- Doctor of Philosophy in Engineering
- Doctor of Business Administration (DBA)

Open & Distance Learning (ODL)

- PhD in Computing
- PhD in Technology
- Doctor of Philosophy in Management

Open & Distance Learning (ODL)

APIIT RATED 6-STARS (OUTSTANDING) RATING

APIIT was announced as one of the Top Private Colleges in Malaysia to attain 6-STAR (OUTSTANDING Rating) under the latest Ratings by the Ministry of Higher Education (MOHE) on 18th Dec 2020. MYQUEST is a quality evaluation system assessed by MOHE to evaluate the quality of programmes offered by Malaysian private colleges.

APU AWARDED 5-STAR (EXCELLENT) RATING

APU was announced as among the Highest Rated Emerging Universities in Malaysia, being rated 5-STAR (EXCELLENT Rating) under the latest SETARA Ratings by the Ministry of Higher Education (MOHE). APU has maintained this Excellent Rating consecutively in the SETARA 2011, 2013, 2017 as well as in the latest ratings announced on 18th Dec 2020. The SETARA ratings system measures the performance of teaching and learning in universities in Malaysia.

APU IS A PREMIER DIGITAL TECH INSTITUTION - MALAYSIA DIGITAL ECONOMY CORPORATION

APU was among the first institute in Malaysia awarded Premier Digital Tech Institution status by the Malaysia Digital Economy Corporation (MDEC) and Ministry of Higher Education (MOHE). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.

Experience

APU's iconic campus

Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia's Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing professional graduates for significant roles in business and society globally.

- A Stylish Blend of Functionality & Accessibility
- A Unique Fusion of Technology, Innovation and Creativity
- Cutting-edge Technologies
- A Wide Variety of Spaces to Learn, Engage & Transform

An Ultra-modern Campus Built Today for the Needs of Tomorrow

Asia Pacfic University of Technology & Innovation (APU)'s Ultra-Modern University Campus in Technology Park Malaysia (TPM) is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. TPM is the ideal location for this new and contemporary Campus due to its strong positioning as Malaysia's primary hub for leading-edge and high-tech developments in a wide variety of areas. It is also located in one of the most rapidly developing areas in Kuala Lumpur, and is well served and accessible through major highways, LRT and other forms of public transportation.

APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.

APU's iconic campus is setting a new benchmark for design excellence among Malaysian Universities, combining an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning. It is a magnificent teaching & learning space for our Students & Staff designed by our award-winning architects & consultants.

Rated No.1 in Asia and Malaysia	**MALAYSIA'S AWARD WINNING UNIVERSITY**	Engineering Degrees Accredited under **WASHINGTON ACCORD**	**100%** Employability**	13,000 STUDENTS	**FIRST IN MALAYSIA**
for multicultural learning experience*		(accepted Worldwide)		on campus from 130 COUNTRIES	TO ACHIEVE **5-STARS PLUS** IN QS RATINGS

*Student Barometer Wave 2019 (International Students), 'Studying with people from other cultures'.
** Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.

100% of our graduates are employed by graduation*; this is not just a number, but a significant symbol of our success and pride in nurturing professionals for global careers.

Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.

100%
Employability*

Outstanding Support

Regardless of the programme you choose, you will be supported by highly qualifed and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.

Industry Ready Graduates

The APU Career Centre connects and engages with over 12,000 Employers to ensure that our graduates are highly employable in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

Work-ready, World-ready

Study with us and we'll equip you to become a world-ready professional, with the knowledge, attributes, skills and expertise that employers look for.

Employers are demanding that graduates not just have qualifications, but also have the experience and ability to contribute to the workplace. To meet these demands, APU develops programmes and partnerships with academic and industry partners, with a heavy focus on applied learning. This helps to ensure that the skills and knowledge taught at APU are up-to-date and in high demand.

Rated No.1

in Asia and Malaysia for Multicultural Learning Experience*

◤ **A Truly International Community**

Just like the beautiful country in which we are located, APU is a rich blend of traditional and modern styles. We have developed a singular character to embrace those things that set us apart. We pride ourselves on the quality of both our teaching and research as well as having a unique living and learning environment.

A Hub of Cultural Diversity

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversifed and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

Student Welcome Team

The Student Welcome Team was established by Asia Pacific University of Technology & Innovation (APU) to improve the arrival experience of international students in Malaysia. "Warm Welcome, Warm Hello, Warm What's up" is the theme of this ASK ME Team.

Student Life @ APU

Being a university student can be one of your most exciting expeditions. Higher education opens up a world of new ideas, intellectual growth, new adventures and the building of lifelong friendships. Here at APU, we support you to take the time to explore not only the educa-tional experiences but also the wide range of social, sporting and cultural activities on campus.

* Student Barometer Wave 2019 (International Students), 'Studying with people from other cultures'.

World-class
Facilities @ APU
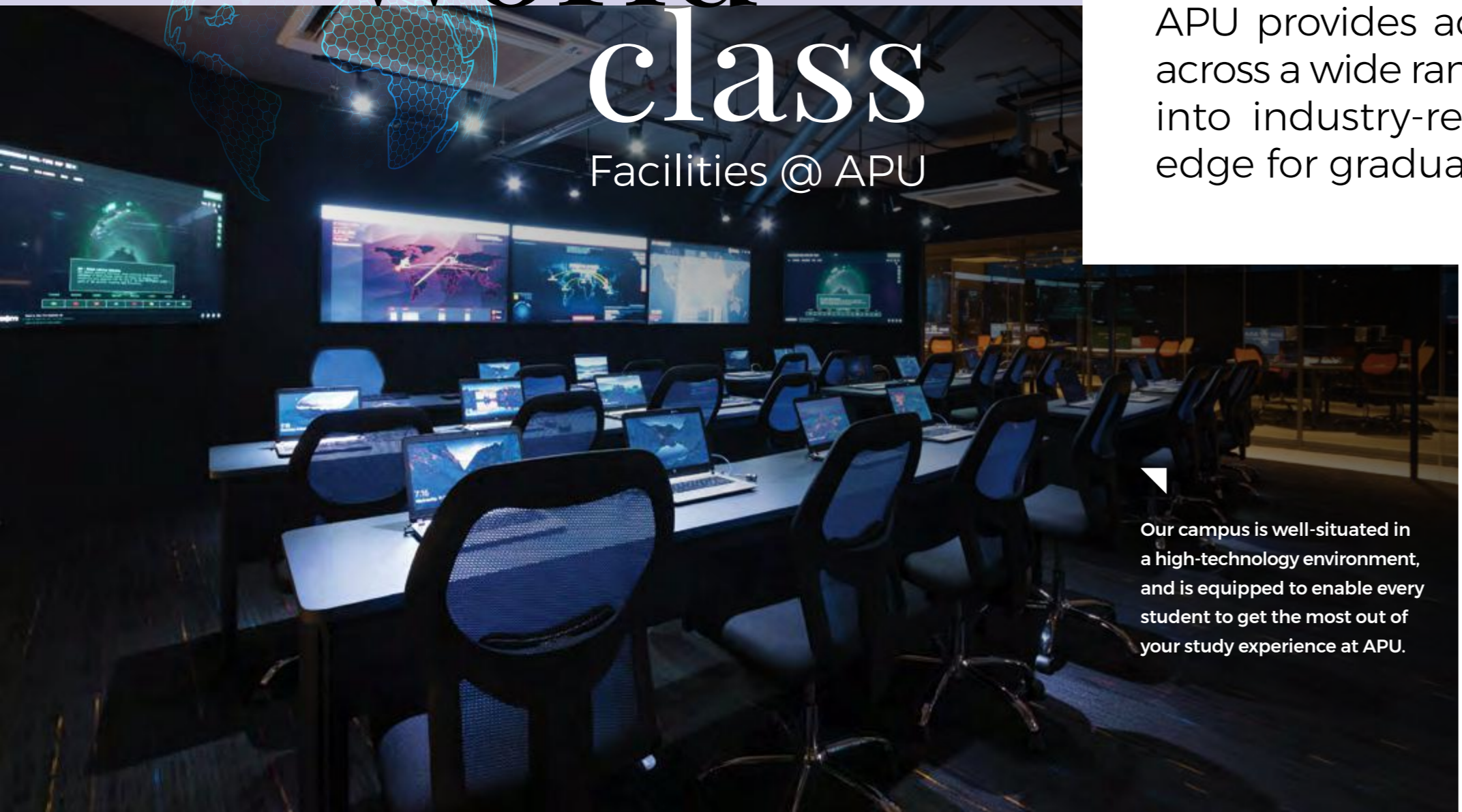
APU provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates.

Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of your study experience at APU.

Cutting-Edge Technologies

The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets. APU, as Malaysia's leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.

Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialisation throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.

An Integrated Community

The campus aims to establish a community aspect for the university – where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industrial Revolution 4.0.

Our Partner in Quality

De Montfort University (DMU), UK

DE MONTFORT UNIVERSITY LEICESTER

De Montfort University Leicester (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester.

About DMU

DMU recently celebrated its 150-year anniversary in 2020. The university has approximately 27,000 full and part-time students and 3,240 members of staff. The university is organised into four faculties: Arts, Design and Humanities (ADH); Business and Law (BAL); Health and Life Sciences (HLS); and Computing, Engineering and Media (CEM). The university prides itself on the support it offers students looking to gain work experience. In 2021, DMU's careers and employability service, DMU Works, was named the Best University Careers/ Employability Service at the National Undergraduate Employability (NUE) Awards.

MAKE THE MOST OF YOU DMUWORKS

DMU Global Recognitions

- DMU has over 150 years of history in providing higher education to students from around the globe.
- Leicester offers students everything they could need, with the latest Student Living Index (compiled by NatWest) ranking Leicester in the UK top ten 'most affordable student cities'.
- DMU has been awarded a second term as a United Nations Academic Impact (UNAI) global hub for Sustainable Development Goals (SDGs), aimed at transforming lives around the world.
- Each year, international students from more than 130 countries choose to study at DMU.
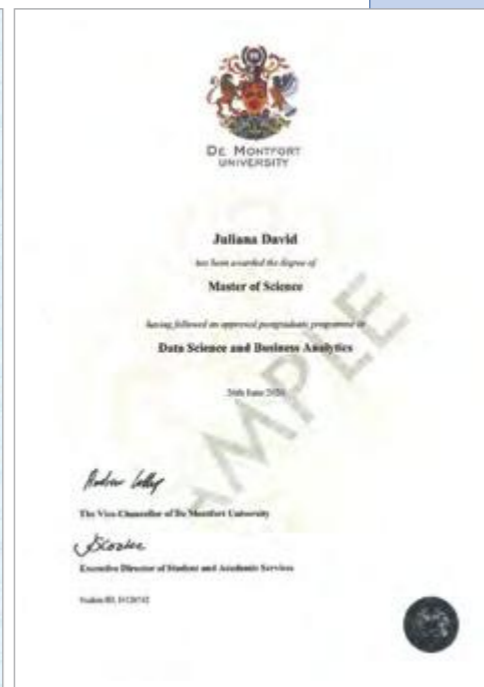
Double your Advantage

APU-DMU **Dual Degree Programme**
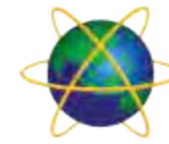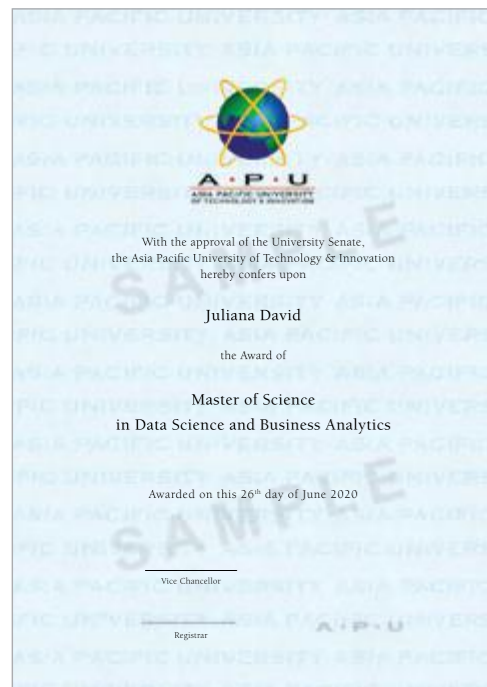
- · APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution – and enhances not just teaching and learning experiences, but also career prospects.
- · Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- · Both degrees are recognised locally & internationally.
- · The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).

Embracing the wave of
Industry
Revolution
4.0

FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

New waves of technological disruptions and the emergence of advanced technologies have resulted in the Fourth Industrial Revolution (Industry 4.0), where Robotics, Artificial Intelligence (AI), Machine Learning, Virtual Reality (VR), Cloud Computing, Internet of Things (IoT), Data Science are going to transform the way businesses operate – routine, mundane jobs will be replaced and there is a growing need to develop "smarter" talents that can ride along the wave of digital transformation.

At APU, we developed our own IR 4.0 strategy to prepare our students to join the workforce of the future. We nurture the world's future innovators and uphold our Vision as a University of Technology and Innovation.
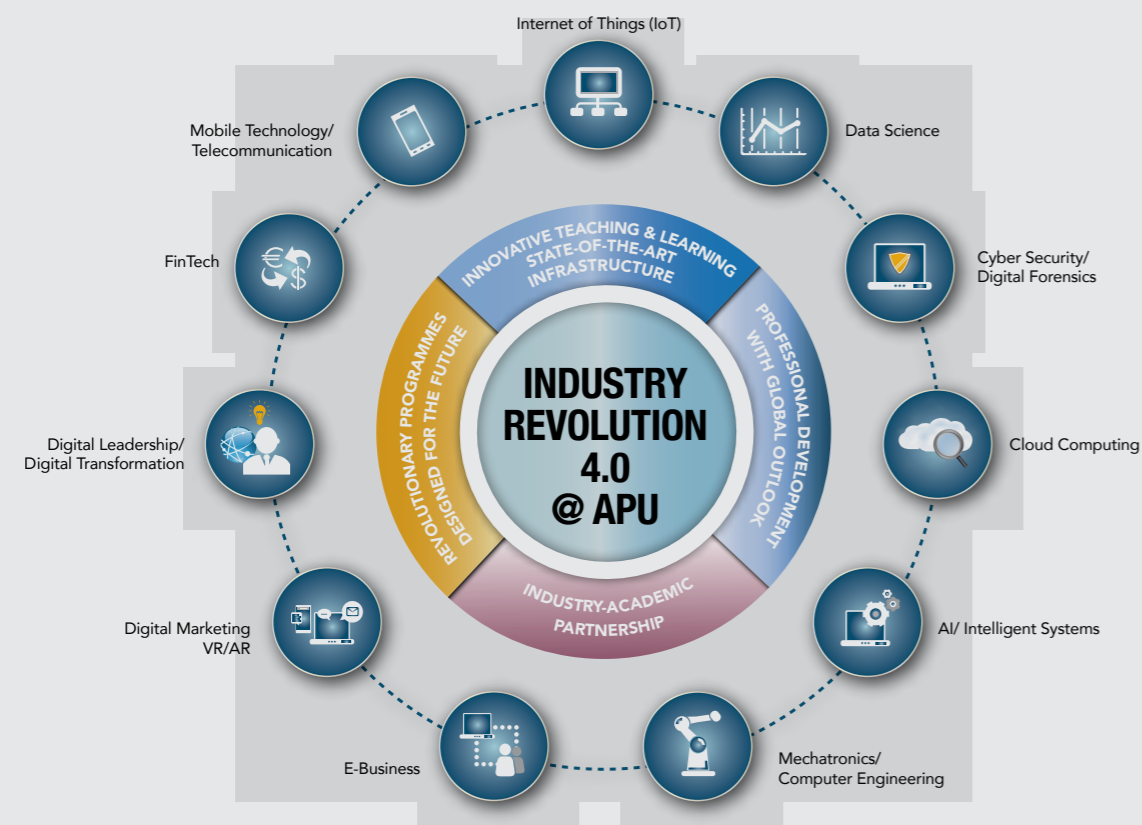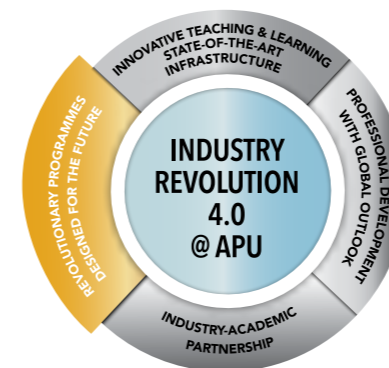

INDUSTRY REVOLUTION 4.0 @ APU
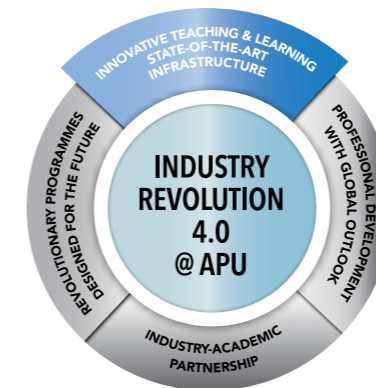
INNOVATIVE TEACHING & LEARNING
STATE-OF-THE-ART INFRASTRUCTURE

In the era of Industry 4.0, learning is no longer confined within the classroom. Our iconic campus houses world-class facilities that aim to nurture Creativity & Innovation. Industrial-grade infrastructure are built to provide real-life exposure to our students, cultivating their practical skills aside from academic knowledge. We have also redesigned our teaching & learning methods to stimulate critical thinking, decision making, teamwork and build confidence.

REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

New technologies mean new expertise, while this translates into a new need of talents in new areas. We address the needs of the industry, to help to build talents who can manage, operate and innovate under the new IR 4.0 environment, by carefully designing new programmes of the future. Our programmes are first-of-its-kind, such as in Cyber Security, Data Science, Internet of Things (IoT), Intelligent Systems, Digital Leadership, Digital Transformation, VR/AR, Financial Technology (FinTech), Digital Marketing, E-Business, Mechatronics, Telecommunication, Computer Engineering, Cloud Computing and more.
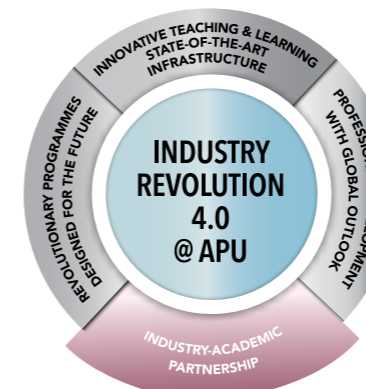
INDUSTRY-ACADEMIC PARTNERSHIP

Industry 4.0 is all about the "industry". Our close relationship with our industry partners allows students to be exposed to real-life case studies, enabling them to formulate innovative solutions even before they graduate. Innovative accelerators such as GrowthX Academy and Supercharger create a platform for students to realize their world-changing ideas, inspiring them to build startups and develop world-changing solutions.
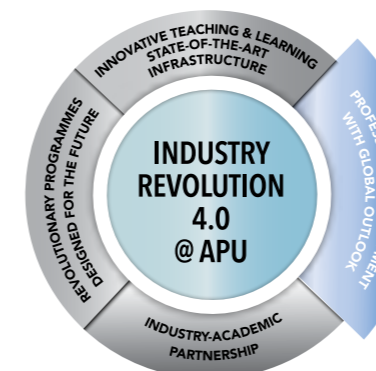
PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

Communication skills, professionalism and cultural sensitivity are 'people' element skills that cannot be replaced by machines and automation. Under our unique formula to nurture professionalism, we create an ecosystem that simulates the workplace on-campus. Global outlook, international understanding and respect are nurtured through continuous immersion in multicultural discourse, as our campus houses a community of 12,000 students from over 130 countries.

Future Proof Your Career

And land that dream job

CMI is the Chartered Management Institute, dedicated to increasing the number of professionally qualified managers and leaders. CMI works with education providers to inspire students to unleash their potential and become skilled, confident and successful managers and leaders identified by their Chartered status.

CMI DUAL ACCREDITATION

You have the exciting opportunity of enrolling for the APU-CMI Dual Certification by registering for a qualification through APU. By adding a CMI qualification to your University qualification you are really on the road to success.

- **Dual qualifications –** When you complete your studies you will have both your University qualification AND a CMI qualification.

- **Theory into practice –** CMI qualifications are highly regarded by employers as a testament that you can demonstrate the practical skills needed to perform in the workplace.

- **International stamp of approval –** CMI qualifications are linked to the QCF and European Qualification Framework, so you can be assured that the qualification you are taking is of the highest standard.

GIVE YOUR CAREER A HEAD START WITH

Benefits for CMI Accreditation & Dual Certificate:

APU Students will become **CMI Affiliate Members** for the duration of their course, and will be benefited with:
- Access to CMI's online learning portal – More than 1,000 journal articles, e-books, and practical digital resources to enhance learning.
- **Career Development Centre:** Full access to online career development portal, enabling students to obtain free CV reviews, online interview training, online skills development as well as access to thousands of jobs and internships.
- **Mentoring Service:** All students can benefit from a CMI mentor to support their studies or career aspirations subject to the availability of mentors.
- Fast-Track to **Chartered Manager Status** (after 3 years), and future **CMI Fellow Status** (after 10 years).
- Students are able to receive a **"Dual" CMI certificate** for approved modules.

Benefits to the Student of a Dual Accredited Degree

EARN MORE
Recent CMI graduates earn a median of **£28k**, compared to just **£21k** for a typical business studies graduate.

72%
COMPETITIVE EDGE
of students agree their accredited degree gave them a competitive edge in the job application process.

87%
CANDIDATES OF CHOICE
of students economically active within 6 months of graduation.

You are One Step Ahead in Your Career Already

The course you have chosen maps directly to CMI modules giving you an insight into what good management and leadership looks like during your time at university. These skills sets you on a clear career differentiator on graduation and boost your employability.

Research carried out by CMI found that the top 3 skills employers of first time managers look for are management of:

INNOVATION   PEOPLE   FINANCES

GET THE SKILLS EMPLOYERS WANT
Boost your employability with CMI

- Online resources to support your study
- Mentoring and networking opportunities
- CV builder and review service
- Career development advice
- Professionally recognised qualification

Stand Out from the Crowd and Get That Job !

89%
of CMI graduates agree they are using the skills learnt on their accredited degree in their current role.

88%
of CMI graduates agree the accredited degree gave them good career prospects.

"Being Chartered has enabled me to not only benefit from accessing world-class resources but more crucially, connect and engage with an incredibly diverse community."

- Manisha Mistry CMgr MCMI, Head of Digital Culture - Rolls Royce PLC

"The skills obtained through CMI are exceptional, so it would absolutely make someone stand out from the rest, primarily due to the phenomenal range of accessible resources available from ManagementDirect."

- Fadi Alzayer, Transplant Laboratory Supervisor - King Faisal Specialist Hospital and Research Centre

Postgraduate Programmes @ APU

INTERNATIONALLY RECOGNISED PROGRAMMES	INNOVATIVE PROGRAMMES DESIGNED FOR PROFESSIONAL EDGE	FLEXIBLE STUDY MODES & ENTRY POINTS	REWARDING LEARNING EXPERIENCE	ACADEMIC & PRACTICAL PROGRESSIONS FOR LIFELONG LEARNING
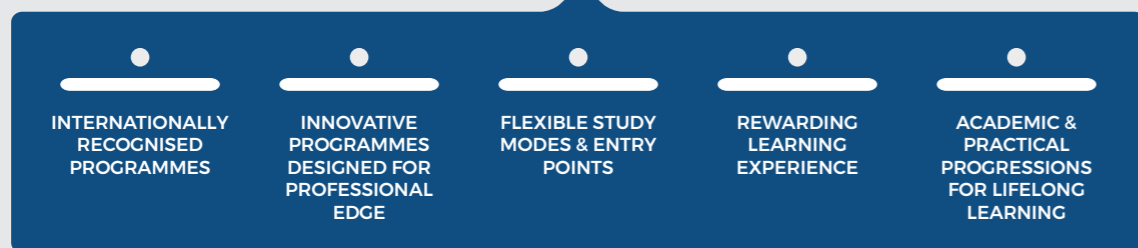
THE AIMS OF THE APU POSTGRADUATE PROGRAMMES ARE TO:

- Improve your employability opportunities and career development prospects through employable skills
- Improve skills and knowledge in the context of your current work environment
- Develop independent learning and working skills to improve prospects within your current work environment or outside
- Develop higher cognitive skills such as analysis, synthesis & evaluation
- Upgrade your communication and technical skills
- Further develop knowledge and skills within your chosen field of study
- Identify, review and critically evaluate relevant sources of information, theories and concepts appropriate to your subject area

STUDY MODE

- **FULL-TIME STUDY MODE**

  Masters Foundation (4 weeks)

  12 months over 3 semesters of 12 weeks each
  + Revision week
  + Assessment week

  Day time delivery over a full semester with few modules on flexi mode.

  Coursework modules plus Research Methods module

  Dissertation / project / case study

  2 years for Masters by Research
  - Master of Philosophy in Engineering
  - Master of Philosophy in Management
  - Master of Science in Computing

- **PART-TIME FLEXI STUDY MODE**

  2 to 3 years on modular basis
  - Intensive delivery during weekends and evenings
  - Coursework modules plus Research Methods module
  - Dissertation / project / case study

  3 to 4 years for Masters by Research
  - Master of Philosophy in Engineering
  - Master of Philosophy in Management
  - Master of Science in Computing

ENGLISH REQUIREMENTS (only applicable to International Students)

Please note that under Ministry of Education regulations, only students who have achieved the minimum requirement in the English Language proficiency assessment as indicated above will be allowed to continue their studies in the main study programme. Students who do not have the required English Language achievement may apply for a student visa on conditional basis and are allowed to enrol in an English Language Certification programme at APU upon arrival in Malaysia and, subsequently, appear for the IELTS/TOEFL/PTE/MUET assessment. Students who are unable to obtain the required level of English Competency during the maximum 12 months' period, will not be allowed to pursue their studies in the main programme and will have to return to their home country.

Students from English speaking countries and those with qualifications taught in English (previous Bachelor's/Master's Degree taught in English) are exempted from English requirements. Applications for exemption must be accompanied by supporting documents.

Note: The above entry requirements may differ for specific programmes based on the latest programme standards published by Malaysian Qualifications Agency (MQA).

ADMISSION REQUIREMENTS

Master of Technology Management **Master of Business Administration** **Master of Business Administration with a specialism in Digital Leadership** **Master of Business Administration (Euro Asia Business)** **Master of Science in Global Marketing Management** **Master of Science in International Business Communications** **Master of Project Management**	• Bachelor's degree in related fields with a minimum CGPA of 2.50 as accepted by the Senate. • Bachelor's degree in related fields with a minimum CGPA of 2.00 and not meeting CGPA of 2.50 can be accepted, subject to a rigorous internal assessment. • Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the Senate and with relevant working experience, subject to a rigorous internal assessment. • Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the Senate and without relevant working experience, subject to passing pre-requisite courses. • English Requirements: IELTS 6.0
MSc in Information Technology Management **MSc in Software Engineering** **Master of Science in Artificial Intelligence**[*] **Master of Science in Cyber Security ***[°] **MSc in Data Science and Business Analytics**[^,Δ] **Master of Philosophy in Management #**	• Bachelor's degree with minimum CGPA of 2.75 out of 4.00, or its equivalent qualification as acceptable by the Senate. • Bachelor's degree with CGPA 2.50 out of 4.00, but below CGPA 2.75; can be accepted with rigorous assessment (include test, interview or portfolio). • Bachelor's degree with CGPA below 2.50 out of 4.00, or qualification which is equivalent can be accepted with minimum 5 years relevant working experience in related field. • English Requirements: IELTS 5.0 • English Requirements: IELTS 6.0 #

Notes :
Δ Fundamental skills in programming, database, mathematics and statistics would be an added advantage.
° Applicants without a Bachelor's degree or equivalent in Cyber Security or Forensic Computing must pass the perquisite modules in Cyber Security and Digital Forensics to continue with the Master's degree.
* Applicants without a Computing-related Bachelor's degree must pass the pre-requisite modules to continue with the Master's Degree.

Master of Science in Computing *(Bachelor's Degree must be in an area of Science and Technology related to Computing)*	• Bachelor's degree with minimum CGPA of 3.00 out of 4.00, or its equivalent qualification as acceptable by the Senate. • Bachelor's degree with CGPA 2.50 out of 4.00, but below CGPA 3.00; can be accepted with rigorous assessment (include test, interview or portfolio). • Bachelor's degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field. • English Requirements: IELTS 5.0
Master of Accounting **Master of Accounting in Forensic Analysis**	• Bachelor's degree with minimum CGPA of 2.75 out of 4.00, or its equivalent qualification as acceptable by the Senate. • Bachelor's degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field. • Relevant professional accounting qualifications equivalent to a bachelor's degree as accepted by the Senate. • English Requirements: IELTS 5.5
Master of Finance **Master of Finance with a specialism in FinTech** *(Applicants with Bachelor's Degree in Business, Economics, Software Engineering, Banking & Finance, Engineering, Actuarial Science, Mathematics and Statistics maybe considered for entry to the Master of Finance programme.)*	• Bachelor's degree with minimum CGPA of 2.75 out of 4.00, or its equivalent qualification as acceptable by the Senate. • Bachelor's degree in related field with CGPA above 2.75 out of 4.00 but above 2.50; or its equivalent qualification can be accepted, subject to a minimum of 5 years' working experience in relevant field. • Relevant professional accounting qualifications equivalent to a bachelor's degree as accepted by the Senate. • English Requirements: IELTS 6.5
Master of Philosophy in Engineering *(Bachelor's degree in Engineering is required for entry to Master of Philosophy in Engineering)*	• Bachelor's degree with minimum CGPA of 2.50 out of 4.00, or its equivalent qualification as acceptable by the Senate. • Bachelor's degree with CGPA below 2.50 out of 4.00, or its equivalent qualification can be accepted with minimum 5 years relevant working experience in related field. • English Requirements: IELTS 5.0
Master of Arts in Design Innovation Management	• Bachelor's Degree with Level 6, Malaysian Qualifications Framework (MQF) or a relevant field or its equivalent, with a minimum CGPA of 2.50 as accepted by the Senate. • Bachelor's Degree with Level 6, MQF or CGPA below 2.50, or its equivalent qualification and a minimum of 5 years' working experience in relevant field. • Other relevant qualifications equivalent to a bachelor's degree as accepted by the Senate and Pass an interview or submission of portfolio determined by the Senate. • English Requirements: IELTS 6.0

OVERALL PROGRAMME STRUCTURE

The Masters Degree Programmes are available in Full & Part-time modes.

Structure of the Masters Degree Programme (Full-Time Study Mode)

AWARD	Master of Accounting Master of Accounting in Forensic Analysis Master of Project Management	Master of Technology Management MSc in Information Technology Management MSc in Software Engineering Master of Science in Artificial Intelligence Master of Science in Cyber Security Master of Business Administration Master of Business Administration with a specialism in Digital Leadership Master of Business Administration (Euro Asia Business) Master of Science in International Business Communications Master of Science in Global Marketing Management Master of Finance Master of Finance with a specialism in FinTech	MSc in Data Science and Business Analytics	Master of Arts in Design Innovation Management
FOUNDATION PROGRAMME *FOR FULL-TIME STUDENTS ONLY* *(4 Weeks)*	The Masters Foundation programme equips students with learning strategies and skills required to better handle the Postgraduate Programme. It will run prior to the commencement of the 1st semester of the Postgraduate programmes. The Masters Foundation Programme will offer modules such as: Business Environment and Strategic Planning, Understanding Customers, Managing People, & Managerial Finance.			
SEMESTER 1 *(12 Weeks)*	5 modules*	5 modules*	5 modules*	4 modules*
SEMESTER 2 *(12 Weeks)*	5 modules*	4 modules*	4 modules* + Capstone Project	4 modules*
SEMESTER 3 *(12 Weeks)*	3 modules* + Project OR 2 modules* + Project (Applies to Master of Project Management)	1 module* + Project OR 3 modules* + Project (Applies to Master of Business Administration with a specialism in Digital Leadership)	2 modules* + Capstone Project	1 module* + Project

* Few modules may be delivered in Flexi Study Mode

Flexi Study Mode (Part-Time)

All modules follow the intensive delivery pattern with at least a one week break between modules. You may start the research module once you have completed 5 modules. Having completed the research module you may start your dissertation.

Intensive Delivery Study Pattern
The typical module structure is as follows:

Sample Schedule/ Module		
Flexi Study Classes	Session 1	Friday
	Session 2	Friday
	Session 3	Saturday
	Session 4	Sunday
	Session 5	Weekday
	Session 6	Weekday
	Session 7	Weekday
	Session 8	Saturday
	Session 9	Sunday
Assignment Clinic *(where necessary)*	Session 10	Weekday
	Session 11	Weekday
	Session 12	Weekday
	Session 13	Weekday
Flexi Study Classes **Examination** *(where applicable)*		Saturday

Attendance at all sessions and completion of the examination and assignments is compulsory.

Timings:
Weekdays (Mon-Fri) : 7pm - 9.30pm
Saturday : 2pm - 7pm
Sunday : 9.30am - 4.30pm
Examination : 2pm - 5pm

Note: The above schedule is subject to change where necessary. It may also change due to Public Holidays.

Masters Degree Programmes

- MSc in Software Engineering
- Master of Science in Artificial Intelligence
- Master of Science in Cyber Security
- MSc in Data Science and Business Analytics
- MSc in Information Technology Management
- Master of Technology Management
- Master of Business Adminsitration
- Master of Business Administration with a specialism in Digital Leadership
- Master of Business Adminsitration (Euro Asia Business)
- Master of Science in International Business Communications
- Master of Science in Global Marketing Management
- Master of Project Management
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Finance
- Master of Finance with a specialism in FinTech
- Master of Arts in Design Innovation Management
- Master of Philosophy in Engineering
- Master of Philosophy in Management
- Master of Science in Computing

MSc in **SOFTWARE ENGINEERING**

(R/481/7/0781)(02/27)(MQA/FA8836)

Duration:

Full-time - 1+ years

Part-time - 2-3 years

This programme is specifically designed to provide:

- An opportunity for professional development at an advanced level within the area of software engineering.
- Enhancement of skills and knowledge in specialist areas for practising IT professionals.
- The ability to undertake large-scale IT software development projects.
- The skills necessary to participate effectively in the design and implementation of software systems of high quality and reliability.

Career options

- Project Manager
- Software Architect
- Senior Software Developer
- Solutions Architect
- Software Engineer
- Software Consultant
- Chief Technology Officer (CTO)
- Development Manager
- Senior System Designer
- Application Engineer
- Software Test Engineer
- Software Quality Assurance (QA) Specialist
- R&D Specialist
- Senior Technical Lead
- Product Specialist

Premier Digital Tech Institution™

The Benefits of the Programme

On successful completion of this programme, you will be able to:

- Undertake and effectively manage large-scale and complex software development projects.
- Participate in the design and implementation of software systems of high quality and reliability.
- Appreciate problems and suggest solutions associated with the development of software systems.
- Contribute to the advancement and development of software engineering theories and practices.
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge.

Who Should Attend

This programme is geared towards practicing software engineers within industry who seek formal qualifications in software engineering. In addition, IT professionals and managers who wish to upgrade their technical software engineering knowledge and IT skills to post-graduate level will find this programme attractive.

Modules & Project

The programme comprises 3 pre-requisite modules (for non-Computing students), 10 coursework modules and a Project.

There are 7 compulsory Core Modules and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)

- Software Engineering Principles
- Systems Development Methods
- Software Design and Development

Core Modules

- Managing Software Development Projects
- Reliability Management
- Object Oriented Software Systems Engineering
- Software Engineering Support Environments
- Software Quality Engineering
- Security Technologies
- Research Methodology in Computing and Engineering
- Project

Elective Modules (Choose 3)*

- Internet Applications
- Network Design & Performance
- Data Management
- Big Data Analytics and Technologies
- Natural Language Processing

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

Project

You are required to complete industry-based major projects that are directly relevant to your work and your organisation or any substantial idea from the modules taken.

The project emphasis should involve the derivation of criteria for the selection of software engineering processes, methods and tools. It would be expected that a software prototype, review of current practices or specifications should be produced.

Master of Science in Artificial Intelligence

Artificial Intelligence is among the important key areas of focus in the era of Industrial Revolution 4.0. Application concepts and skill sets in areas such as Machine Learning, Natural Language Processing (NLP) & Automation are among the key deliverables of this programme, placing you at the forefront of technology, shaping you to be a part of the most demanded workforce of the future.

TIBCO®

Joint Professional Certification by TIBCO Software Inc.

Upon completion of the Master of Science in Artificial Intelligence programme, in addition to their Masters Degrees, students will receive a professional certificate from TIBCO Software Inc. TIBCO is amongst the global leaders in Integration, Data Management and Analytics platforms that has a global clientele. In addition to the certification, TIBCO, as APU's industry partner, has provided all students & lecturers with complimentary access to the TIBCO Spotfire software for academic purposes. Students are utilising the software to perform tasks & projects related to data analytics.

Enterprise leaders define AI as technology that:

- 31%
- 3%
- 28.5%
- 1.5%
- 4%
- 7%
- 25%

- ■ Thinks and acts like human beings
- ■ Can learn to do things better over time
- ■ Can understand language
- ■ Can answer questions
- ■ Passes the "Turing test"
- ■ All of the above
- ■ Other

Rate of automation
Division of labour as share of hours spent (%)

Human | Machine

Year	Human	Machine
2018	71	29
2022	58	42
2025	48	52

Source: Future of Jobs Report 2018, World Economic Forum

Where are we headed?

Coupling AI with voice recognition and chatbots enables UX designers to create speedier, more convenient and personalised experiences. It is projected that the number of people using digital assistants will rise from 700M to over

1.8 Billion
by 2021

Source: https://www.toptal.com/designers/product-design/infographic-ai-in-design

72% of business leaders say AI will bring a business advantage

85% of customer interactions will be managed without a human by 2020

1 billion video cameras will be connected to AI by 2020

4 billion devices currently in use include AI voice capabilities

$15.7 trillion will be added to economy by 2030 from AI productivity and personalisation

Artificial Intelligence to Create 58 Million New Jobs By 2022
Source: https://www.forbes.com/sites/amitchowdhry/2018/09/18/artificial-intelligence-to-create-58-million-new-jobs-by-2022-says-report/#2e616ab04d4b

80% of enterprise executives say AI makes workers more productive and create jobs

57.9% of business with big data tech have AI solutions deployed

Source: https://www.sas.com/content/dam/SAS/en_us/doc/infographic/artificial-intelligence-109282.pdf
https://www.sas.com/en_my/insights/analytics/what-is-artificial-intelligence.html
https://blogs.thomsonreuters.com/answerson/machine-learning-business-implications/

The power of artificial intelligence is "so incredible, it will change society in some very deep ways"
- Bill Gates, Microsoft Co-Founder
Source: https://www.cnbc.com/2019/03/26/bill-gates-artificial-intelligence-both-promising-and-dangerous.html

"A.I. is more important than fire or electricity"
- Sundar Pichai, Google CEO
Source: https://www.cnbc.com/2018/02/01/google-ceo-sundar-pichai-ai-is-more-important-than-fire-electricity.html

"The rise of artificial intelligence (AI), machine learning, and robotics will lead to the loss of up to 20 million manufacturing jobs worldwide by 2030"
- Oxford Economics
Source: https://www.techrepublic.com/article/robots-will-kill-20m-manufacturing-jobs-by-2030/

Master of Science in ARTIFICIAL INTELLIGENCE

(N/481/7/0811)(06/24)(MQA/FA11933)

Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:
- Advanced skills and techniques in artificial intelligence
- Research opportunities to solve meaningful industrial problems with artificial intelligence techniques
- Advanced research opportunities in artificial intelligence in preparation for doctoral studies.

Career options
- Software Engineer
- Data Scientist
- AI Researcher
- Intelligence Specialist
- Consultant
- AI Data Analyst
- Machine Learning Engineer
- Robotics R&D Engineer
- Machine Vision Engineer
- Artificial Intelligence Analyst
- Deep Learning Scientist

The Benefits of the Programme

On successful completion of this programme, you will be able to :
- Gain hands-on experience to implement Artificial Intelligence (AI) to solve problems
- Grasp knowledge on a wide range of subject matters ranging from Machine Learning, Robotics to Natural Language Processing.
- Effectively undertake and manage large scale and complex Artificial Intelligence (AI) projects.
- Engage in the design and implementation of Artificial Intelligence (AI) systems of high quality and reliability.
- Appreciate problems and suggest solutions associated with the development of Artificial Intelligence (AI) systems.
- Appreciate how an efficient Artificial Intelligence (AI) technology based infrastructure is a key factor in enabling a business to gain a competitive edge.
- Draw upon the body of knowledge and be able to overcome human limits to solve new problems using Artificial Intelligence (AI).

Who Should Attend

This programme is geared towards practicing IT/Computing professionals within industry who seek further formal qualifications in Artificial Intelligence. In addition, professionals and managers who wish to enhance themselves with Artificial Intelligence knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Artificial Intelligence / Software Engineering / Data Science background will also find this programme worthwhile as a path to further enhance their academic qualifications.

Modules & Project

The programme comprises 3 pre-requisite modules (for non-Computing students), 10 coursework modules and a Project.

There are 7 compulsory Core Modules and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)
- Fundamentals of Artificial Intelligence
- Programming in Python
- Introduction to R Programming

Core Modules
- Artificial Intelligence
- Image Processing and Computer Vision
- Fuzzy Logic
- Applied Machine Learning
- Computational Intelligence Optimization
- Natural Language Processing
- Research Methodology in Computing and Engineering
- Project

Elective Modules (Choose 3)*
- Applied Robotics
- Pattern Recognition
- Expert Systems and Knowledge Engineering
- Business Intelligence Systems
- Multivariate Methods for Data Analysis
- Deep Learning

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.
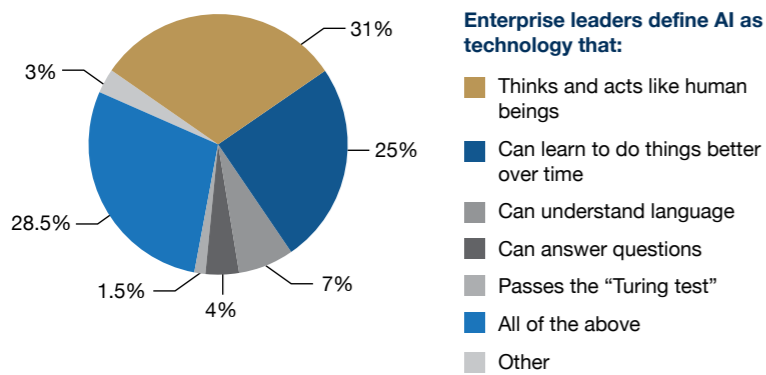
Project

You will be expected to conduct effective research in relation to Artificial Intelligence for both academic and industry purposes. Either route will require you to plan and conduct effective academic research, and produce one academic paper, consultancy report or academic paper in relation to an aspect of Artificial Intelligence.

TIBCO certification is awarded to students who complete:
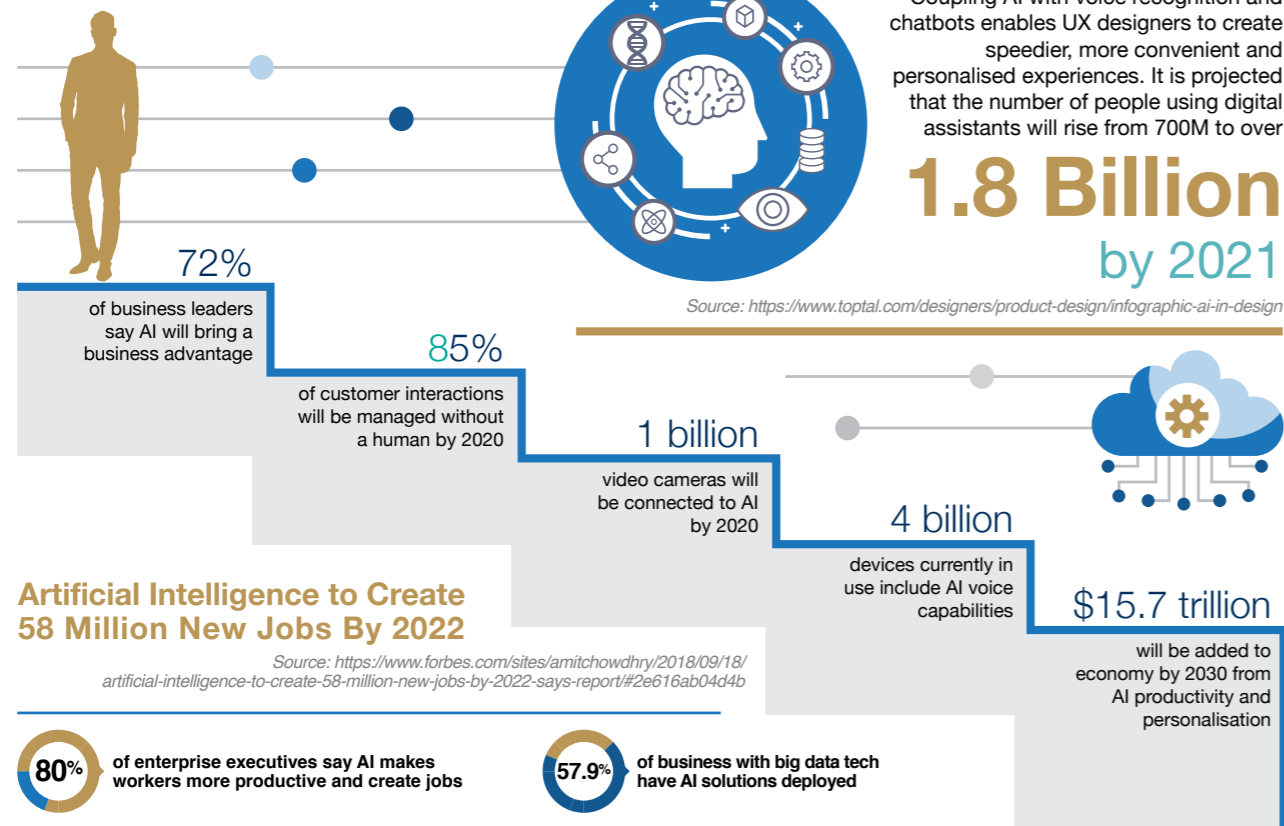- Business Intelligence Systems
- Applied Machine Learning
- Deep Learning

Premier Digital Tech Institution™

DUAL DEGREE

Master of Science in Cyber Security

The Rocheston Certified Penetration Tester (RCPT) program stresses research, live labs and interactive sessions on emerging security findings, offering the scope for defining the information security requirements while finding options to enhance existing methodology assets. The RCPT certification is designed and embedded as part of their Advanced Ethical Hacking module in the **Master of Science in Cyber Security** programme, to allow the students to have an industry-standard exposure towards penetration testing as well as an opportunity to upskill themselves in real-life scenarios and simulations through the offered CyberLabs. As such, every student in the programme is given equal opportunity in getting their hands on the certification as part of the syllabus learn in the module without the need of taking up additional training resources. The certification received by the student is valid for 2 years and subject to a renewal process to ensure all Penetration Testers are updated with the current scope of Penetration Testing.
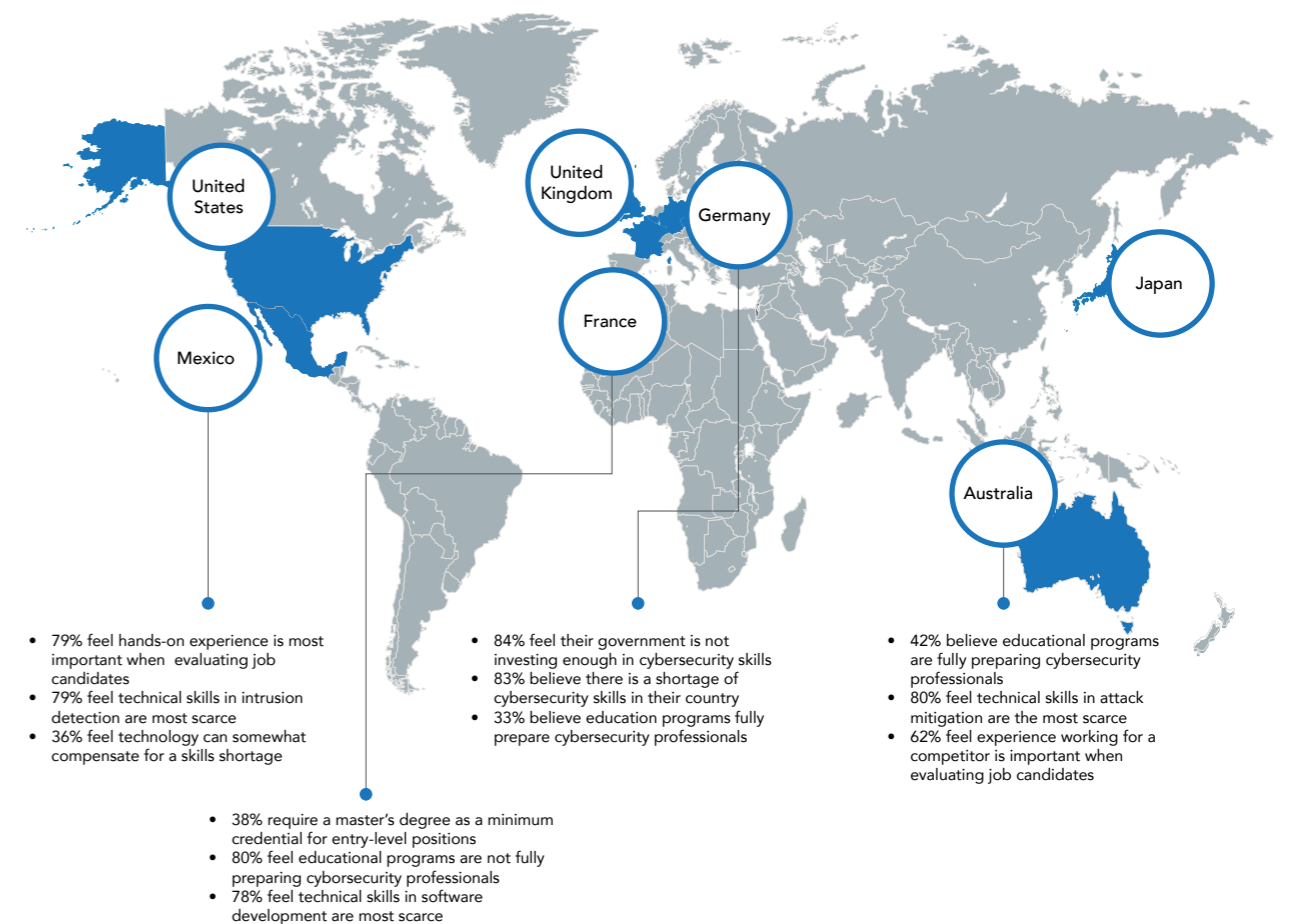
Global Cybersecurity Skill Shortage + Increased Budgets
=
CAREER OPPORTUNITIES

Source: https://cybersecurity.isaca.org/newsroom

United States

United Kingdom

Germany

Japan

France

Mexico

Australia

- 79% feel hands-on experience is most important when evaluating job candidates
- 79% feel technical skills in intrusion detection are most scarce
- 36% feel technology can somewhat compensate for a skills shortage

- 84% feel their government is not investing enough in cybersecurity skills
- 83% believe there is a shortage of cybersecurity skills in their country
- 33% believe education programs fully prepare cybersecurity professionals

- 42% believe educational programs are fully preparing cybersecurity professionals
- 80% feel technical skills in attack mitigation are the most scarce
- 62% feel experience working for a competitor is important when evaluating job candidates

- 38% require a master's degree as a minimum credential for entry-level positions
- 80% feel educational programs are not fully preparing cybersecurity professionals
- 78% feel technical skills in software development are most scarce

Source: https://newsroom.intel.com/news-releases/global-study-reveals-businesses-countries-vulnerable-due-shortage-cybersecurity-talent/#gs.qc3z9r

Cybersecurity Ventures predicts there will be
3.5 MILLION cybersecurity job openings by 2021
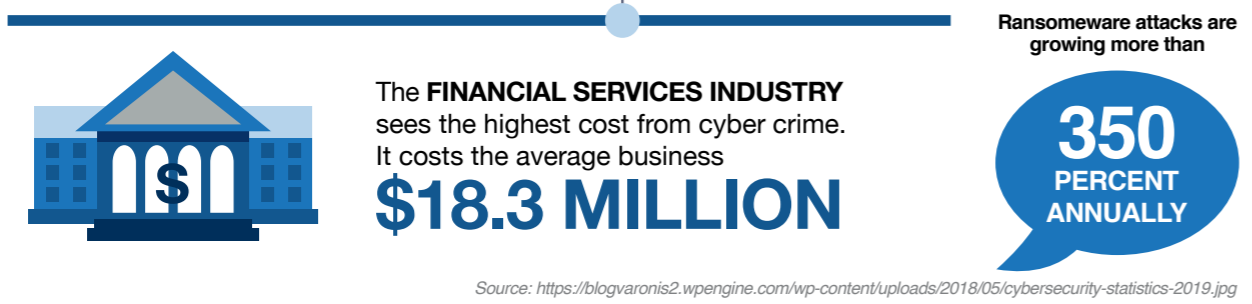
The global cybersecurity market size is forecasted to grow to
248.26 BILLION U.S. dollars by 2023

Source: https://cybersecurityventures.com/jobs/

Source: https://www.statista.com/statistics/595182/worldwide-security-as-a-service-market-size/

ROCHESTON [RCPT]

ROCHESTON DISTINGUISHED NEW YORK

ROCHESTON CERTIFIED RED/BLUE PENTESTER

JASON SPRINGFIELD

> Both the government and the private sector are scrambling for talent. Thousands of information-security jobs are going unfilled as the industry in the U.S. struggles with a shortage of properly trained professionals. By one estimate, there will be 3.5 million unfilled cybersecurity jobs by 2021.

Source: https://www.securitymagazine.com/articles/90182-the-cybersecurity-talent-gap-an-industry-crisis

38% require a master's degree as a minimum credential for entry-level positions.

Source: https://newsroom.intel.com/news-releases/global-study-reveals-businesses-countries-vulnerable-due-shortage-cybersecurity-talent/#gs.qc3z9r

32% takes 6 months or more to fill cybersecurity jobs in their organisation.

Source: ISACA State of Cybersecurity 2019

DEMAND INCREASING FOR SKILLED PROFESSIONALS

59% The number of security professionals who say that fewer than half of job candidates were considered "qualified upon hire" has risen from 50% to 59% in a year.

Source: http://www.isaca.org/cyber/Documents/2016-cyber-security-jobs-infographic.pdf

69% say their cybersecurity teams are understaffed.

Source: https://www.businesswire.com/news/home/20190304005307/en/ISACA's-State-Cybersecurity-2019-Survey-Retaining-Qualified

The **FINANCIAL SERVICES INDUSTRY** sees the highest cost from cyber crime. It costs the average business
$18.3 MILLION

Ransomeware attacks are growing more than
350 PERCENT ANNUALLY

Source: https://blogvaronis2.wpengine.com/wp-content/uploads/2018/05/cybersecurity-statistics-2019.jpg

"As digital transformation agendas continue to dominate, a bigger cybersecurity budget is necessary. Almost all companies are looking at technologies such as robotics, machine learning, artificial intelligence, blockchain and so on. All of that change will come with additional cyber risks and necessary investments."

- Mike Maddison, EY EMEIA Cybersecurity Leader

Source: https://www.ey.com/Publication/vwLUAssets/ey-global-information-security-survey-2018-19/$FILE/ey-global-information-security-survey-2018-19.pdf

"Malaysia is one of the top three ASEAN countries that are expected to contribute 75 per cent of cybersecurity services market share by 2025."

- Gobind Singh Deo, Minister of Communications and Multimedia

https://www.nst.com.my/news/nation/2018/10/418130/malaysia-expected-contribute-75-cent-cybersecurity-services-market-2025

"The global cybersecurity workforce needs to grow 65% to effectively defend organizations' critical assets."

- (ISC)² Cybersecurity Workforce Study, 2021

"Organisations were facing difficulties in hiring talents with 32% of these take 6 months or more to fill cybersecurity jobs."

- Information Systems Audit and Control Association (ISACA) 2019

DUAL DEGREE

Master of Science in CYBER SECURITY

(N/481/7/0810)(05/24)(MQA/FA11934)

Duration:
Full-time - 1+ years
Part-Time - 2-3 years

This programme is specifically designed to provide:

- Opportunity for professional development at an advanced level within the area of Cyber Security.

- Enhancement of skills and knowledge in Cyber Security for practising IT professionals.

- Ability to further develop specialisation gained in taught modules through an extensive research-based and/or technical-based dissertation, to prepare the student to be a subject matter expert in the field.

- Furthermore, APU is also poised to become a frontrunner in cyber security research through the establishment of the Forensics and Cyber Security (FSEC) Research Centre, through which research activities will be undertaken to challenge boundaries in the application of cyber security.

Career options

- Cyber Security Analyst / Consultant
- Information Security Analyst / Consultant
- Cyber Security Incident Response Consultant
- Digital Forensic Investigator
- Cyber Security Engineer
- Information Security Engineer
- Cyber Security Manager
- Information Security Manager

Certification by:

CHFI
GLOBAL ACE CERTIFICATION
Premier Digital Tech Institution™

The Benefits of the Programme

- The curriculum covers a wide range of industry relevant subject areas in Security Operations Centre (SOC) and Incident Response, Security Auditing and Assessment, Advanced Ethical Hacking, E-Investigation, Data Analytics in Cyber Security etc.

- External reviews conducted by Cyber Security Malaysia (CSM), KPMG and F-Secure during the development of the programme curriculum.

- Programme Support by an Industry Advisory Panel involving cyber security experts from Cyber Intelligence, Cyber Test Systems, Akati Consulting Group and Cyber Security Malaysia (CSM).

- A fully-functional Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations platform to monitor live data which allows them to perform real-time cyber security monitoring to fortify network defense with global threat intelligence and launching faster response on cyber security incidents.

- A full-fledged Cyber Threats Simulation and Response Centre – Cyber Range is also included within the Cyber Security Talent Zone in APU. Cyber Range incorporates latest technologies and a military grade cyber-defence system, enabling students to understand and formulate defence strategies, and practice the entire chain of cyber defence, while preparing them to deal with real cyber threat attack when it happens.

- A technical project related to Cyber Security as dissertation in the final semester.

- Research opportunities for students via APU's Forensic and Cyber Security Research Centre - FSEC.

Who Should Attend

This programme is geared towards practicing IT/Computing professionals within industry who seek further formal qualifications in Cyber Security. In addition, professionals and managers who wish to enhance themselves with Cyber Security knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Cyber Security / Digital Forensics background will also find this programme worthwhile as a path to further enhance their academic qualifications.

Modules & Project

The programme comprises 3 pre-requisite modules (for non-Computing students), 10 coursework modules and a Project.

There are 7 compulsory Core Modules and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)
· Cyber Security
· Digital Forensics
· Digital Forensic and Cyber Security Tools

Core Modules:
· Information Security Design
· E-Investigation
· Cyber Security & Threats
· Security Operations Center (SOC) & Incident Response
· Advanced Ethical Hacking
· Advanced Digital Forensics
· Research Methodology in Computing & Engineering
· Project

Elective Modules (Choose 3)*
· Data Analytics in Cyber Security
· Network Design & Performance
· Information Security Architectures
· Security Audit and Assessment
· Applied Scripting in Cyber Security

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

Project

As part of this course, you are expected to complete an extensive project paper in relation to Cyber Security for both academic and industry purposes. This project paper will be supervised by a member of academic staff as the main supervisor. It may involve working with an external organisation (probably directly relevant to your work or organisation or any of our industry partners). You are given considerable flexibility in choosing any Cyber Security related topics to base your project paper. As for the deliverables, you are required to come up with a prototype / simulation / framework etc. (the list is just an example and not limited to only these) and to produce one project paper and a publishable conference / journal paper consists of summary of the work.

MSc in Data Science and Business Analytics

BIG DATA - Don't miss the opportunity to be part of the GLOBAL WAVE

Joint Professional Certification by TIBCO Software Inc.

TIBCO®

Upon completion of the MSc in Data Science & Business Analytics programme, in addition to their Masters Degrees, students will receive a professional certificate from TIBCO Software Inc. TIBCO is amongst the global leaders in Integration, Data Management and Analytics platforms that has a global clientele. In addition to the certification, TIBCO, as APU's industry partner, has provided all students & lecturers with complimentary access to the TIBCO Spotfire software for academic purposes. Students are utilising the software to perform tasks & projects related to data analytics.
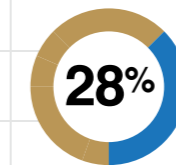

15,000 Data Scientist by 2020

28% of big data job adverts are in banking and finance

21% higher salaries for big data staff over permanent non-big data staff

Highest Paid Jobs

The White House administration is investing **$200 MILLION** into big data research projects
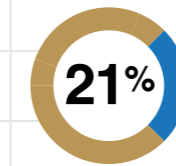
BIG DATA IS projected to grow into a **$53.4 Billion** market by 2017, up from $10.2 Billion in 2013

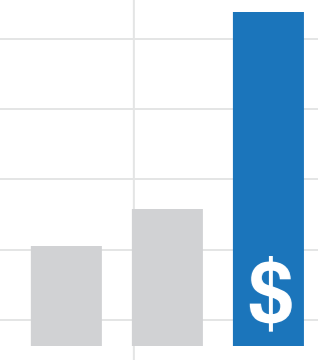**1,350,000,000** Google search results for "What is big data?"

Source: IBM Big Data & Analytics Hub

Source: www.mushroomnetworks.com

Graduates will be equipped with knowledge, skills and experience in three major dimensions: Strategic and Commercial application, "hands-on" ICT skills and Statistics & Analytics. The programme is not merely analytics-oriented, but develops the ability to use analytics to drive key success metrics related to yield management and revenue generation in practically any business domain. There is a tremendous requirement for Data Scientists and Big Data Specialists worldwide now and in the future, with hundreds of thousands of new job opportunities emerging globally. In Malaysia alone, by the year 2020 this need is expected to reach at least 15,000 professionals.

"The number of jobs requiring Data Science skills is expected to grow by 27.9 percent by 2026."

- US Bureau of Labor Statistics

The Malaysia Big Data Vision - Demand for Data Science Professionals

Talent Gap

"Malaysia's big data analytics market expected to grow to US$1.9b by 2025."

- Malaysia Digital Economy Corp's (MDEC) commissioned study by IDC

"There is a prediction that by 2026 there will be 11.5 million jobs in this sector."

- LinkedIn

"We have partnered with five universities in Malaysia to embed analytics into their computer science curriculum. Also, we are working with these universities to upgrade the syllabus to produce data scientists to address future needs"

- Paul Moung, Managing Director of IBM Malaysia
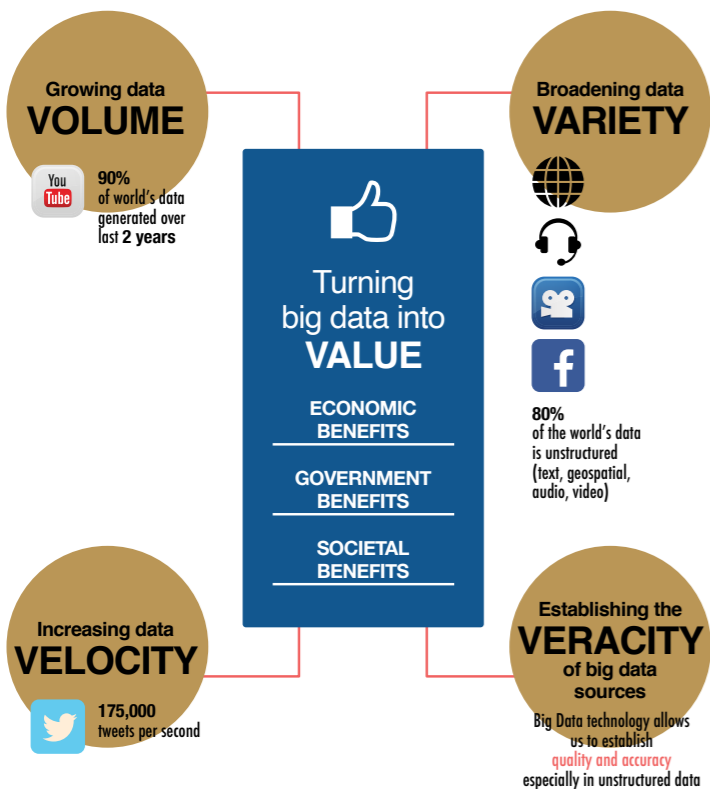
Dream Big: Think BIG - Reasons to Study BIG Data:

1. "The United States alone faces a shortage of 140,000 to 190,000 people with analytical expertise and 1.5 million managers and analysts with the skills to understand and make decisions based on the analysis of big data." - *McKinsey Report on BIG DATA*

2. "Starting salaries for data scientists have gone north of $200,000" - *Bloomberg*

3. "The Whitehouse Administration is investing $200 Million into big data research projects" - *Mushroom Networks*

4. "Data scientists are the new superheroes," says Pascal Clement, the *Head of Amadeus Travel Intelligence in Madrid.*

5. "Malaysia needs additional 12,000 Data Scientists" - *Ministry of Education*

6. "Data Scientist: The Sexiest Job of the 21st Century." - *Harvard Business Review*

https://hbr.org/2012/10/data-scientist-the-sexiest-job-of-the-21st-century/

http://www.mckinsey.com/features/big_data

http://www.bloomberg.com/news/articles/2015-06-04/help-wanted-black-belts-in-data

www.mushroomnetworks.com

Growing data VOLUME
90% of world's data generated over last 2 years

Broadening data VARIETY
80% of the world's data is unstructured (text, geospatial, audio, video)

Turning big data into VALUE
- ECONOMIC BENEFITS
- GOVERNMENT BENEFITS
- SOCIETAL BENEFITS

Increasing data VELOCITY
175,000 tweets per second

Establishing the VERACITY of big data sources
Big Data technology allows us to establish quality and accuracy especially in unstructured data

Source: MDeC Presentation on Big Data from 2015 APU's Big Data Week Launch

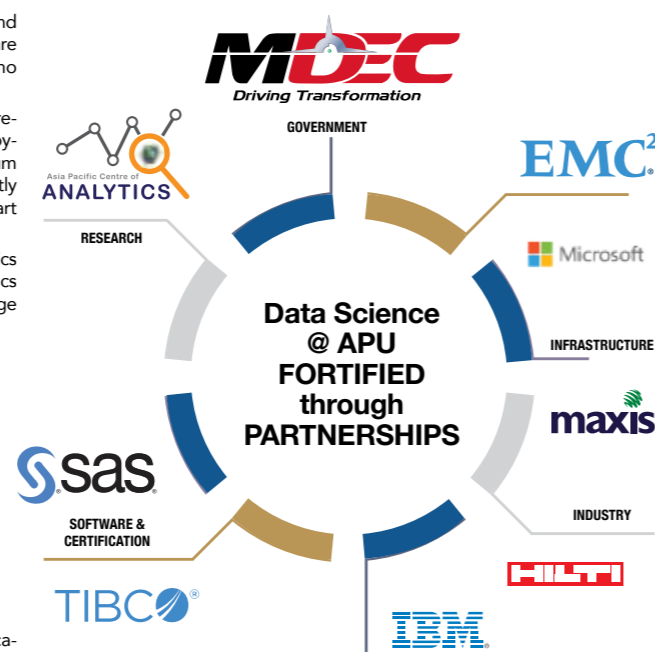## Data Science @ APU - FORTIFIED through PARTNERSHIPS

The programme has been carefully designed by APU with inputs and content from our partners, comprising major technology and software solutions providers, university partners as well as industry organisations who use analytics for strategic and competitive advantage.

The strength of these partnerships ensures that the programme comprehensively addresses all key stakeholders – Technology providers, Employers, Government as well as Students – in its learning outcomes, curriculum content, delivery and assessment. Students also obtain certification jointly issued with industry partners, which would certainly give them a head start in the exciting world of Big Data.

Furthermore, APU is also poised to become a frontrunner in analytics research through the establishment of the Asia Pacific Centre of Analytics (APCA), through which research activities will be undertaken to challenge boundaries in the application of analytics.

Graduates from this programme will not only gain an academic qualification from APU, but would also automatically attain a Globally Recognised Professional Industry Certification from SAS. Along the way, graduates would also gain exposure to industrial workshops led by experts from the industry, providing a valuable gateway into future careers.

Data Science @ APU FORTIFIED through PARTNERSHIPS
- GOVERNMENT
- RESEARCH
- INFRASTRUCTURE
- INDUSTRY
- SOFTWARE & CERTIFICATION

MSc in DATA SCIENCE AND BUSINESS ANALYTICS

DUAL DEGREE

Open & Distance Learning (ODL)

(R/482/7/0093)(10/25)(MQA/FA8020)
(N-DL/482/7/0168)(03/26)(MQA/PA 14220) - ODL option is available for part-time mode

The Benefits of the Programme

- In addition to the degree award, a Joint Professional Certification will be offered by SAS Institute, USA.

- 30% of the curriculum will allow for mini projects assessed as in-course work allowing for practical skills development in Data Analytics.

- The curriculum covers a wide range of subject matter from Analytical Technologies, Exposure to tools such as R & SAS Modelers, Data Visualisation, Customer/User Behavioural Studies, Forecasting Methods and to Presenting the Business Intelligence reports.

- External Programme Annual Reviews by International University Partners.

- Programme Support by an Industry Advisory Panel involving data analytical experts from Petronas ICT, RedTone, SharePoint, CyberSecurity Malaysia, Maxis, IBM, Microsoft, Fusionex and Axiata.

- Research opportunities via APU's Centre of Analytics - APCA.

Who Should Attend

This programme is designed to provide students with knowledge and applied skills in data science, big data analytics and business intelligence. It aims to develop analytical and investigative knowledge and skills using data science tools and techniques, and to enhance data science knowledge and critical interpretation skills. Students will understand the impact of data science upon modern processes and businesses, be able to identify, and implement specific tools, practices, features and techniques to enhance the analysis of data.

Duration:
Full-time   - 1+ years
Part-time - 2.5-3 years

This programme is specifically designed to provide:

- Knowledge and applied skills in data science, big data analytics and business intelligence.

- Overall understanding of the impact of data science upon modern processes and business.

- Exposure towards data science tools and techniques, as well as methods of data collection and utilisation, to tun data into useful information via various processes.

Career options
- Data Engineers
- Data Analyst
- Business Analyst
- Data Scientist
- Chief Technology Officer (CTO)
- Data Analytics Manager
- Business Analyst Manager
- Data Innovation Manager
- Machine Learning Scientist
- Business Process Engineer
- Data Wrangler / Munger / Miner
- Business Intelligence Manager
- Analytics & Reporting Manager
- Decision Analytics Manager

Open & Distance Learning (ODL)

- MSc in Data Science and Business Analytic with ODL (Open & Distance Learning) allows students to learn anytime, anywhere at their own pace - this power of freedom has ignited more interest & excitement in learning.

- The delivery will be Microsoft Teams and Moodle.

- The ODL Programme for Data Science and Business Analytics is available for part-time study mode. The minimum duration of study is 2.5 years.

- This is an APU own award only.

- Students are to register the modules on a modular basis. Each module will be offered over a two-month duration.

Premier Digital Tech Institution™

Modules & Project

The programme comprises 4 pre-requisite modules (for non-Computing students), 11 coursework modules and a Capstone Project (2 parts).

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)
- Introduction to R-programming
- Statistics
- Database for Data Science
- Programming in Python

Core Modules
- Big Data Analytics & Technologies
- Data Management
- Business Intelligence Systems
- Research Methodology for Capstone Project
- Applied Machine Learning
- Data Analytical Programming
- Multivariate Methods for Data Analysis
- Capstone Project 1
- Advanced Business Analytics and Visualisation
- Capstone Project 2

Specialisation Modules (Choose 1 Pathway only)

Pathway 1 (Business Intelligence):
- Behavioural Science, Social Media and Marketing Analytics
- Time Series Analysis and Forecasting
- Strategies in Emerging Markets
  OR Multilevel Data Analysis
  OR Operations Research and Optimization

Pathway 2 (Data Engineering)
- Cloud Infrastructure and Services
- Deep Learning
- Natural Language Processing
  OR Building IoT Applications
  OR Data Protection and Management

* Specialisation modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules - however such changes may prolong the study duration.

POWER of Analytics and Data Driven Marketing

TIBCO certification is awarded to students who complete:
- Business Intelligence Systems
- Applied Machine Learning
- Deep Learning

MSc in **INFORMATION TECHNOLOGY MANAGEMENT**

(N/482/7/0149)(07/22)(MQA/FA8835)

Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:

- An opportunity to demonstrate how the application of computer-related technology is an integral part of an efficient business environment.

- An emphasis on the understanding of how an effective computer system is a key factor in enabling a business to gain a competitive and strategic edge.

- An overall consideration of how IT can be managed in the organisation.

- An understanding of how strategic IT frameworks can be established to enhance the capability of the organisation.

Career options
- Senior IT Consultant
- IT Recruitment Consultant
- IT Manager
- IT Project Manager
- Technical Support Manager
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- IT Infrastructure Manager
- Innovation Manager
- IT Director

The Benefits of the Programme

On successful completion of this programme, you will be able to:

- Demonstrate professional competencies in one or more specialist branches of IT Management.
- Draw upon the body of theoretical and technical knowledge available and be able to use this to professional advantage.
- Communicate effectively in technical and professional environments.
- Show initiative and independence of thought in technical project planning and design.
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge.
- Demonstrate a critical awareness of the importance of IT in the development of systems.
- Develop an appreciation of the management context within which software and IT systems are developed.
- Critically analyse, design and evaluate possible developments in a specialised area of discipline in order to further the knowledge and understanding of an IT management environment.

Who Should Attend

This programme is geared towards industry or business professionals who are seeking to develop their careers in the management of technological systems and/or their production for the benefit of organisations. Managers within organisations where information technology plays a vital role in the managerial functions and the efficient operation of the organisation will find this programme very useful.

Modules & Project

The programme comprises 2 pre-requisite modules (for non-Computing students), 10 coursework modules and a Project.

There are 7 compulsory Core Modules and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (For non-Computing students: to be completed upon 1st month of the programme)
- Systems Development Methods
- Software Design and Development

Core Modules
- Managing Software Development Projects
- Technology Management
- Digital Execution
- Strategic Planning and Systems Development
- Business Intelligence Systems
- Research Methodology in Computing and Engineering
- Managing Organisations
- Project

Elective Modules*
(Choose 1)
- Internet Applications
- Enterprise Applications

(Choose 2)
- Information Security Architectures
- Network Design & Performance
- Data Management

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

Project

You are required to complete industry-based major projects where possible, however the emphasis must be placed on an effective demonstration of how the application of computer-related technology can be part of the business environment. It is expected that the project would devise, recommend or implement innovative solutions to the problem areas.

Master of **TECHNOLOGY MANAGEMENT**

(N/345/7/0162)(06/22)(MQA/FA8837)

Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:

- An opportunity to understand and appreciate the combination of technology with management.

- A platform to produce capable managers who can effectively manage the dynamic changes that technology makes at all levels.

- An understanding of the needs of management in decision-making.

- An overall appreciation of the manner in which an organisation's strategic business plan drives its technology strategy and infrastructure.

Career options
- Business IT Consultant
- BPR Manager
- Business Strategy Consultant
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- Product Manager
- IT Manager
- IT Project Manager
- IT Consultant
- System Analyst
- Technology Consultant

The Benefits of the Programme

On successful completion of this programme, you will be able to :

- Demonstrate professional competencies in one or more specialist branches of Technology Management.
- Draw upon the body of theoretical and technical knowledge available and be able to use this to professional advantage.
- Communicate effectively in technical and professional environments.
- Show initiative and independence of thought in technical project planning and design.
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge.
- Illustrate how technology can support strategies to enhance corporate goals.
- Critically analyse, design and evaluate possible developments in a specialised area of discipline in order to further the knowledge and understanding of a technology management environment.

Who Should Attend

This programme is geared towards graduates from technical programmes such as engineering and computer science who wish to master managerial skills that are relevant to their background. This programme also appeals to non-technical managers and executives who are increasingly required to manage technology and technical personnel as part of their managerial responsibilities. Graduates seeking senior management careers in high technology or technology intensive businesses are also encouraged to enroll in this programme.

Modules & Project

The programme comprises 4 pre-requisite modules (for non-Computing students), 8 core modules (including Research Methodology module), 2 elective modules and a project. The modules take into consideration issues of quality, management of innovation and technological change. In addition, internationalisation and global perspectives are considered and focus is given to strategic management in order to enhance the coherence of the programme.

Pre-Requisite Modules (For Non-Business students: to be completed upon 1st month of the programme)
- Business Environment & Strategic Planning
- Understanding Customers
- Managing People
- Managerial Finance

Core Modules
- Managing Creativity and Innovation
- Business Intelligence Systems
- New Product Development & Innovation
- Statistical Decision Making
- Research Methodology in Computing and Engineering
- Technology Management
- Technology, Culture and People : A Global Perspective
- Entrepreneurship in Asia
- Project

Elective Modules (Choose 1)*
- Digital Execution
  OR Data Management
- Strategic Marketing Management
  OR Marketing and Sustainability in the Age of Globalisation

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

Project

You are required to complete industry-based major projects where possible, however the emphasis must be placed on an effective demonstration of how the application of computer-related technology can be part of the business environment. It is expected that the project would devise, recommend or implement innovative solutions to the problem areas.

Master of Business Administration

MASTER OF BUSINESS ADMINISTRATION - MORE THAN JUST AN MBA

In this age of digital transformation, being equipped with digital, technical & analytical skills in addition to profound business skills & professional knowledge makes you stand out among the rest. As an MBA @ APU student, you will be exposed to modules in business intelligence & data analytics & technology management, which will shape you into competent business leaders upon completion of the programme.

"Demand for **MBA** talent is strongest in Asia Pacific"

- Graduate Management Admission Council (GMAC) Survey

95% of business school graduates stated that their MBA degree was beneficial personally even during recession time" - Graduate Management Admission Council (GMAC) Survey

81% of companies plan to hire MBA graduates" - Graduate Management Admission Council (GMAC) Survey
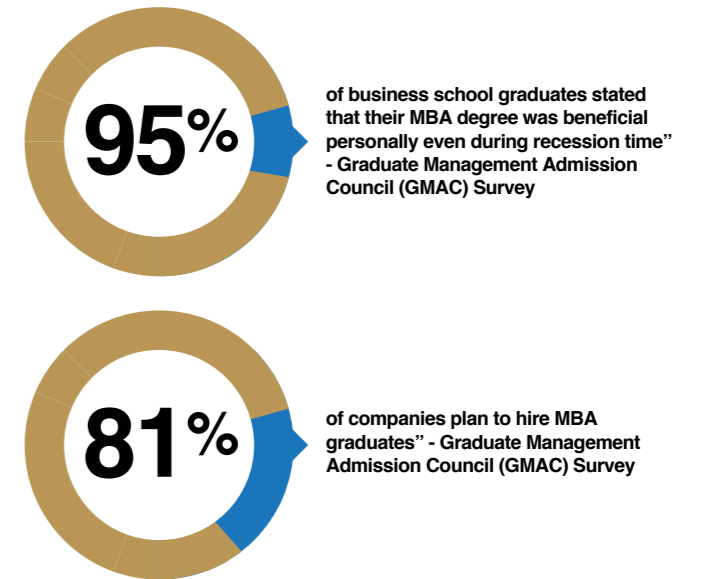
"Typically, those applicants with a Master's degree or MBA will be hired with one or two grades higher than degree holders... about an 8% higher salary depending on the field or industry they plan to join".

- Lee Chun Keat
Director of Engineering, Oppstar Malaysia

The MBA is a popular platform for career progression (Lessler, 2018), providing students with a set of transferable skills and knowledge to allow them to lead and make decisions in management positions. With its emphasis on personal growth, networking and challenging complexity, MBA graduates are well prepared for the future jobs market and the continued demand for MBA talent.

"Information is the oil of the 21st century, and analytics is the combustion engine."

- Peter Sondergaard,
Senior Vice President, Gartner Research (2014)

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TESTIMONIALS BY OUR MBA GRADUATES

"Driven by state of the art technology on all fronts and boasting of a well-equipped faculty, I was conditioned and nurtured in a way that has helped me thrive in some of the most challenging environments ever since I graduated with a MBA."

- Arjun Narayanan
Content Manager, IIMResume, India

"APU's environment well adapted for students' needs and wants. I learned how to be optimistic and to be a fast learner. It was undoubtedly a life changing experience. "

- Kanat Zhumanov
Chief Manager of the Board Office of "University Medical Center"
Corporate Fund in Nur-Sultan City, Kazakhstan

Master of BUSINESS ADMINISTRATION

DUAL DEGREE

(N/345/7/1061)(06/22)(MQA/FA8762)

Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:

- An opportunity to develop knowledge and skills as a business manager in various work settings.
- A platform to improve effectiveness in any present and future management roles.
- Developing capabilities in integration of knowledge, skills and personal qualities that are applied appropriately in response to various circumstances.

Career options
- Banking Manager
- Business Development Manager
- Finance Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Procurement Manager
- Project Manager
- Sales and Marketing Manager
- Market Researcher
- Business Consultant
- Business Research Analyst
- Entrepreneur
- Chief Marketing Officer (CMO)
- General Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- Management Consultant
- Chief Executive Officer (CEO)
- International Marketing Manager

The Benefits of the Programme

On successful completion of the programme, you will be able to:

- Gain necessary knowledge and understanding about contemporary business and management theory, research and professional practice locally and globally.
- Demonstrate intellectual and practical skills and knowledge within the business and management strategic environment.
- Demonstrate innovative problem solving skills that are capable of tackling global business management issues.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate ability to devise and apply research and investigative methods within major business research paradigms.
- Understand and critically analyse the contemporary business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the personal effectiveness through effective self management within the professional environment.

Who Should Attend

This programme is geared towards senior managers, managers and executives who wish to focus on enhancing and enriching management, critical decision making skills and career growth in both local and international organisations. The Part time programme is specifically designed for working executives.

Modules & Project

This programme comprises 8 core modules (including Research Methodology module), 2 elective modules and a project. The modules take into consideration issues of management skills, marketing, managing strategy, change management, and leadership. In addition, internationalisation and global perspectives are considered and focus is given to project management in order to enhance the programme.

Pre-Requisite Modules (For non-Business students: to be completed upon 1st month of the programme)
- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

Core Modules
- Organizational Behaviour
- Managerial Finance
- Global Strategic Management
- Strategic Marketing Management
- Managerial Economics
- Statistical Decision Making
- Human Resource Management
- Research Methodology
- Project

Elective Modules (Choose 2)
- Technology Management
- Managing Creativity and Innovation
- Behavioural Science, Social Media and Marketing Analytics
- Entrepreneurship

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

Project

You will be expected to conduct effective research in relation to business for both academic and industry purposes. Either route will require you to plan and conduct effective academic research in relation to the conduct of substantial and substantive individual research and analysis in relation to an aspect of business leading to a significant project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of business.

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Master of BUSINESS ADMINISTRATION WITH A SPECIALISM IN DIGITAL LEADERSHIP

DUAL DEGREE

(N/345/7/1061)(06/22)(MQA/FA8762)

Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:

- The Master of Business Administration with a specialism in Digital Leadership would allow those students who choose this specialism to acquire advanced skills to take on the challenges of digital transformation. The subject is an important area to study given the growing demand from employers across all sectors for professionals who combine managerial skills, digital understanding and vision. The area is considered a fast-growing sector for employment, developing key employability skills.

Career options
- Analytics & Reporting Manager
- Business Development Manager
- Business Consultant
- Business Research Analyst
- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Corporate Strategy Manager
- Decision Analytics Manager
- Entrepreneur
- General Manager
- Global Purchasing Manager
- Finance Manager
- Logistic and Supply Chain Manager
- Procurement Manager
- Management Consultant
- International Marketing Manager

The Benefits of the Programme

- Demonstrate intellectual and practical skills and knowledge within the business and management strategic environment.
- Identify leadership requirements in differing situations and demonstrate appropriate leadership capabilities.
- Develop the ability to master of the technology associated with the profession.
- Demonstrate innovative problem solving skills that are capable of tackling global business management issues.
- Research information considering social responsibilities and related ethics.
- Understand behavioural science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate ability to devise and apply research and investigative methods within major business research paradigms.
- Understand and critically analyse the digital business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the personal effectiveness through effective self-management within the professional environment.
- Identify leadership requirements in differing situations and demonstrate appropriate leadership capabilities.

Who Should Attend

This programme is geared towards managers who wish to focus on enhancing and enriching skills to take on the challenges of digital transformation. In addition, middle and senior level managers will find this programme useful towards career growth as digital leadership is an important area to study given the growing demand from employers across all sectors to develop professionals with the combination of managerial skills, digital understanding, and vision.

Modules & Project

This programme comprises of 7 core modules (including Research Methodology module), 3 specialisation modules, 2 elective modules and a project. The modules take into consideration issues of management skills, marketing, managing strategy, change management, and digital leadership. In addition, internationalisation and global perspectives are considered and focus is given to project management in order to enhance the programme.

Pre-Requisite Modules (For non-Business students: to be completed upon 1st month of the programme)
- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

Core Modules
- Managerial Finance
- Managerial Economics
- Global Strategic Management
- Strategic Marketing Management
- Human Resource Management
- Research Methodology
- Statistical Decision Making

Specialisation Modules
- Leading Digital Business Transformation
- Big Data Analytics and Technologies
- Digital Execution

Elective Modules (Choose 2)
- Technology Management
- Managing Creativity and Innovation
- Entrepreneurship
- Behavioural Science, Social Media & Marketing Analytics

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, at the beginning of the semester, they can choose from the available modules offered in the semester.

Project

You will be expected to conduct effective research in relation to your area of specialisation (Digital Leadership) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history.

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POWER of Analytics and Data Driven Marketing

Master of BUSINESS ADMINISTRATION (EURO ASIA BUSINESS)

DUAL DEGREE

(R2/340/7/0150)(03/27)(MQA/FA0759)

This programme is specifically designed to provide:

- Students with knowledge, critical and applied skills in business management and strategies in the Pacific Rim and opens windows to Asia and its emerging giants, and to European perspectives.

- The Master of Business Administration (Euro-Asia Business) draws on contemporary business thinking and methods. Students learn powerful business concepts by drawing on real-world business issues and the comparative business issues between Asia and Europe.

Career options

- Corporate Strategy Manager
- Global Purchasing Manager
- Global Retail Manager
- International Marketing Manager
- International Operations Manager
- Business Development Manager
- Finance Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Procurement Manager
- Project Manager
- Sales and Marketing Manager
- Business Consultant
- Business Research Analyst
- Entrepreneur
- Chief Marketing Officer (CMO)
- Chief Executive Officer (CEO)
- Analytics & Reporting Manager
- Decision Analytics Manager
- General Manager
- Management Consultant

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Premier Digital Tech Institution™

POWER of Analytics and Data Driven Marketing

The Benefits of the Programme

- Evaluate complex business scenarios in an Asian European context and develop new applications, insights and strategies for business.
- Demonstrate the personal and interpersonal competencies and knowledge which are necessary to manage businesses in the vastly differing and complex cultures of Europe and Asia.
- Interact effectively and responsibly with individuals and organisations in this context.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Research information considering social responsibilities and related ethics.
- Develop the ability to conduct an interdisciplinary analysis of business and political-economic issues in the Euro-Asian region.
- Behave in an appropriately professional manner in various situations and culture
- Identify leadership requirements in differing situations and demonstrate appropriate leadership capabilities.
- Equipped with a comprehensive understanding of the different approaches to conducting Business in Europe and Asia.

Who Should Attend

This programme is designed to enhance the professional knowledge and management skills of key managers, senior executives, executives, entrepreneurs and other professionals who would like to gain new perspectives in complex business scenarios in an Asian European context. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in a career in business. The Master of Business Administration (Euro-Asia Business) program enables professionals to enhance their business knowledge, improve their management skills and strategic decision-making abilities in conducting business in Europe and Asia.

Modules & Project

This programme comprises 10 coursework modules (including Research Methodology module) and a project. The modules are designed to equip students with the knowledge, skills, techniques, and personal qualities to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to conducting Business and Administration in Europe and Asia.

Pre-Requisite Modules (For non-Business students: to be completed upon 1st month of the programme)
- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

Modules
- Statistical Decision Making
- Doing Business in Europe and Asia
- Euro Asian Financial Management
- Euro Asian Business Strategy
- Euro Asia Global Business and Trends
- Managing Creativity and Innovation
- Managing Organisations
- Marketing and Sustainability in the Age of Globalisation
- Research Methodology
- Behavioural Science, Social Media and Marketing Analytics
- Project

Project

You will be expected to conduct effective research in relation to business in Euro Asia for both academic and industry purposes. Either route will require you to plan and conduct effective academic research in relation to the conduct of substantial and substantive individual research and analysis in relation to an aspect of Euro Asia Business leading to a significant project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of Euro Asia Business.

Master of Science in INTERNATIONAL BUSINESS COMMUNICATIONS

DUAL DEGREE

(R2/340/7/0117)(03/27)(MQA/FA0761)

This programme is specifically designed to provide:

- A broad and extensive knowledge of international and intercultural communication.

- An overall understanding on how culture affects communication.

- The ability to conduct an interdisciplinary analysis of business communications in an international environment.

Career options

- International Communication Manager
- Event Manager
- Business Communication Advisor
- Intercultural Consultant
- Spokesperson
- PR & Communications Manager
- Global Marketing Manager
- International Development Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- Media Relations Manager
- Communications Specialist
- Sales & Marketing Manager

CMI Chartered Management Institute
ACCREDITED

Premier Digital Tech Institution™

POWER of Analytics and Data Driven Marketing

The Benefits of the Programme

On successful completion of this programme, you will be able to:

- Develop skills to be employed in an advisory or practical managerial capacity in international communications.
- Manage business and corporate communication in multinational business environments.
- Demonstrate the personal and interpersonal competencies and knowledge are necessary to manage communications in differing & complex cultures.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Interact effectively & responsibly with individuals and organisations in this context
- Demonstrate ethical behaviour through appropriate communication in a international environment.
- Build perceptiveness, transparency and capability to communicate in a unfamiliar cultural context.
- Demonstrate creative and innovative approaches to solving communications problems and the development of new approaches to effective business communications.

Who Should Attend

The Master of Science in International Business Communication focuses on business and corporate communication in multinational business environments. The interface of communication is between corporate communication, language and management. This programme is ideal for executives, managers and professionals who wish to become effective communication managers in today's complex global environment. Our programme provides students with the opportunity to study various aspects of business and corporate communication knowledge, theories, techniques, media technologies and skills. Career paths for MIBC graduates include corporate communications, marketing communications, management consulting, public relations and advertising in international business environments.

Modules & Project

This programme comprises 10 coursework modules (including Research Methodology module) and a project. The modules are designed to equip students with the knowledge, skills, techniques, and personal qualities to secure and prosper in appropriate employment or further research, with a comprehensive understanding of the different approaches to communicating in an international business context. The modules equip existing professionals with highly developed capabilities in relation to innovation, integration of ideas and concepts in business communications.

Pre-Requisite Modules (For non-Business students: to be completed upon 1st month of the programme)
- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

Modules
- Communication Theory and Practice
- Business Communication Research and Audit
- Integrated Marketing Communications
- Planning Business Communications Campaign
- Marketing and Sustainability in the Age of Globalisation
- New Media Industries and Technologies
- International Business Communications and Competencies
- Research Methodology
- Technology, Culture and People: A Global Perspective
- Behavioural Science, Social Media and Marketing Analytics
- Project

Project

You will be expected to conduct effective research in relation to International Business Communications for both academic and industry purposes. Either route will require you to plan and conduct effective academic research in relation to the conduct of substantial and substantive individual research and analysis in relation to an aspect of International Business leading to a significant project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of International Business Communications.

Master of Science in **GLOBAL MARKETING MANAGEMENT**

DUAL DEGREE

(R2/342/7/0118)(03/27)(MQA/FA0760)

Duration:
Full-time   - 1+ years

This programme is specifically designed to provide:

- An overview on marketing in a global environment.
- An understanding towards the marketing blueprint that can be used in all countries, whether as a standard approach or adapted to specific characteristics of a particular market.
- Focus on thinking and planning marketing activities at a global level in the light of the market and its requirements.

Career options

- Marketing Researcher
- Brand Manager
- Sales & Promotion Manager
- Advertising & Promotion Manager
- Retail Manager
- Distribution Manager
- Sales Manager
- Client Servicing Manager
- Global Purchasing Manager
- Global Retail Manager
- Global Business Consultant
- Global Trade Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- International Marketing Manager
- International Operations Manager
- Marketing Director

CMI Chartered Management Institute
ACCREDITED

Premier Digital Tech Institution™

POWER of Analytics and Data Driven Marketing

The Benefits of the Programme

On successful completion of this programme, you will be able to:

- Assess the relevance of national and international trends and issues in cross border marketing.
- Evaluate the importance of creating, developing and maintaining a competitive advantage in a global context.
- Critically evaluate the range of advanced skills required to design and implement a global marketing plan.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Develop skills to be employed in an advisory or practical managerial capacity in marketing management.
- Manage marketing and corporate communication in global marketing environments.
- Possess the personal, interpersonal, cultural awareness and critical skills to be able to work in Marketing Management.
- Integrate knowledge and to handle complex marketing information.
- Evaluate complex marketing scenarios and develop new applications, insights and strategies for global marketing.
- Develop a comprehensive understanding of the complexity global marketing.

Who Should Attend

The Master of Science in Global Marketing Management has been designed to equip key managers, senior executives, executives, entrepreneurs and other professionals for a career in global marketing by developing the critical knowledge and competencies in the identification, evaluation and solution of problems encountered in global marketing and the development of global marketing strategies. In addition, it is designed for those who have an undergraduate background in business, as well as those from other industry areas interested in developing a comprehensive understanding of concepts and current theories in the management of global businesses.

Modules & Project

This programme comprises 10 coursework modules (including Research Methodology module) and a project. The modules are designed to provide the knowledge and skills that managers need in order to attract customers globally. It is specially designed to meet the needs and trends of the global marketplace in an international and multi-cultural setting. Students learn the importance of defining the scope of 21st century marketing, developing and executing effective marketing strategies, adapting to rapidly changing technologies; building customer satisfaction and retention, and facilitating communications successfully.

Pre-Requisite Modules (For non-Business students: to be completed upon 1st month of the programme)

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

Modules

- Statistical Decision Making
- Strategic Marketing Management
- Euro Asia Global Business and Trends
- Global Marketing Management
- Integrated Marketing Communications
- Managing Creativity and Innovation
- Marketing and Sustainability in the Age of Globalisation
- New Product Development and Innovation
- Research Methodology
- Behavioural Science, Social Media and Marketing Analytics
- Project

Project

You will be expected to conduct effective research in relation to business in Global Marketing for both academic and industry purposes. Either route will require you to plan and conduct effective academic research to critically evaluate and select global market entry strategies leading to a significant project or the conduct of appropriate research and analysis leading to one of an academic paper, consultancy report or case history in relation to an aspect of Global Marketing Management.

Master of Project Management

- ACCREDITED -

PMI Global Accreditation Center for Project Management Education Programs (GAC)

APU's Master of Project Management programme (MPM) is accredited by the Project Management Institute (PMI) Global Accreditation Center (GAC), USA. Effective 1st August 2021, APU has been awarded accreditation by the Project Management Institute (PMI) Global Accreditation Center (GAC), USA for the Master of Project Management programme.

The Accreditation, further strengthens the recognition of the MPM Programme and its commitment to foster excellence and continuous improvement in project management principles and practice, leading towards delivery of successful projects.

The GAC is the world's leading specialised accrediting body for project management and related degree programs, accrediting programs at the bachelor's, postgraduate, and doctorate levels offered within accredited institutions of higher education worldwide.

Master of **PROJECT MANAGEMENT**

DUAL DEGREE

(N/345/7/1072)(01/23)(MQA/FA8923)

This programme is specifically designed to provide:

- Produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards. This programme aims to provide core skills to consultants, engineers, and executives from any industry, which includes knowledge and processes that are crucial for projects that deliver organisational values and benefits.
- The programme aims to develop skills in strategic thinking, leadership and best practices that enables more confident leaders in spear heading business initiatives and projects. In addition to meeting the needs of aspiring candidates or professionals, the programme will strengthen and develop existing project management professional's expertise.

Career options

- Director of Project Management
- Project Engineer
- Project Leader
- IT Project Manager
- Site Manager
- Team Leader
- Project Manager
- Senior Project Manager
- Business Project Manager
- Technical Project Manager
- PMO Manager
- Project Coordinator
- Development Manager

CMI Chartered Management Institute
ACCREDITED

Premier Digital Tech Institution™

The Benefits of the Programme

- Develop masters-level knowledge and skills in Project Management in context of employer-driven needs, emerging markets, and contemporary subject areas within the discipline.
- Extend knowledge and understanding of, and practical skills in, a range of advanced Project Management topics.
- Develop academic and discipline-specific rigour through applied scholarship.
- Build or strengthen domain-specific understanding and transferrable skills thus equipping graduates for a career in industry or academia.
- Focus on depth of study, critical awareness and evaluation in selected areas of current research and advanced scholarship within the academic discipline of Project Management.
- Develop and strengthen critical analysis, independent scholarship, and intellectual empowerment through a structured research-informed programme of studies in Project Management and through research-informed teaching.
- Use the rigour of academic knowledge development and training to develop applied practical skills for construction of computer systems in real-world contexts.
- Provide a balanced programme of study, comprising Project Management theory with the opportunity to gain practical, hands-on experience.
- Develop scholarly and professional skills within the professional, legal and ethical frameworks which govern the development of computing solutions.
- To equip you, through independent learning at a postgraduate level, for further academic study, lifelong learning, and for personal & professional development.
- Develop effective communication skills of value to academic, technical and professional environments.

Who Should Attend

This programme is designed to produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards.

Accredited by:

Modules & Project

The programme comprises 12 coursework modules (including Research Methodology module) and a project. There are 10 compulsory Core Modules and you will have to choose 2 electives from those listed.

Pre-Requisite Modules (For non-Business students: to be completed upon 1st month of the programme)

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

Core Modules

- Fundamentals of Project Management
- Project Quality Management
- Project Development and Scope Management
- Project Planning and Scheduling
- Research Methodology
- Project Cost Estimation and Budgeting
- Communication and Stakeholder Management
- Project Procurement Contract Management
- Project HR and Leadership
- Project Risk Management
- Project

Elective Modules 1 (Analytical Decision Making Pathway)*

- Strategic Planning and Systems Development
- Quantitative Methods for Decision Making

OR

Elective Modules 2 (Management Pathway)*

- Managing Creativity and Innovation
- Managing Organisations

OR

Elective Modules 3*

- Digital Execution
- Digital Project Management

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules - however such changes may prolong the study duration.

Project

This module builds on the Research Methods module to provide students with the challenge and experience of conducting and reporting on research in the form of one of: writing an academic paper, a case history of a business or business practice or an industry standard consultancy report.

Master of **ACCOUNTING**

DUAL DEGREE

(R/344/7/0250)(04/24)(MQA/FA3458)

This programme is specifically designed to provide:

- Exposure towards both financial and managerial aspects of accounting.
- Knowledge of current and latest practices and principles of accounting.
- In-depth knowledge of accounting concepts and standard procedures.
- Exposures towards professionalism and ethical standards needed to execute accountabilities and responsibilities in evaluation and decision making.
- FinTech knowledge and technical skill relevant to Accounting and Finance.

Career options

- Accounts Manager
- Inventory Manager
- Credit Controller
- Audit Manager
- Financial Analyst
- Tax Consultant
- Payroll Manager
- Compliance Manager
- Budget Analyst
- Senior Risk Analyst
- Audit Consultant
- Chief Financial Officer (CFO)

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The Benefits of the Programme

On successful completion of this programme, you will be able to:

- Demonstrate a coherent and advanced understanding of the concepts, principles of accounting, its applications and financial workings, and also the application of such understanding in using those financial assets to the real world of business and investment.
- Describe and comment on advanced scholarship in accounting and finance and critically evaluate arguments and assumptions to make judgments.
- Demonstrate the ability to recognise and appropriately respond to ethical issues in the practice of accounting by incorporating appropriate professional codes of conduct and social responsibility.
- Use oral, written and electronic communication to elicit information, to explain, debate and present complex arguments, knowledge and rationale to different audiences and circumstances.
- Gather, interpret, evaluate, analyse and apply relevant professional standards to complex accounting-related issues, and come to well-reasoned conclusions.
- Demonstrate a commitment to life-long learning and professional development by reading and critically appraise management theory.

Who Should Attend

This programme is specially designed for enhancing the current group of accounting graduates or practitioners who may need to further advance, improve their fundamental understanding of the accounting profession and the market needs from the academia perspective. It is a process of preparation as well as upgrading their skills.

Modules & Project

This programme comprises 13 coursework modules (including Research Methodology module) and a project. The modules of this programme will provide the knowledge and analytical skills to explore and explain the principles and practices of accounting.

Modules

- Quantitative Methods for Decision Making
- Managerial Finance
- Management Accounting for Decision Making
- Management Control and Audit
- Financial Accounting and Reporting
- Taxation
- Financial Reporting and Analysis
- Forensic Accounting and Fraud Examination
- Accounting Information Systems
- Research Methodology
- Ethical Obligation in Accounting
- Accounting for Islamic Financial Institutions
- Business Law
- Project

Project

You will be expected to engage in comprehensive research through a critical review of published material relevant to Accounting. Thorough review is carried out on theoretical and empirical literature from which a conceptual or theoretical framework is derived. Sources of literature will range from academic papers, business case history and consultancy reports. Existing theories and research findings will be utilised to create solutions or opportunities to address challenges in today's international business climate. Identification of such opportunities or challenges will be important factors in modern business strategies and planning. Business case history will be utilised to research and analyse either the strategies of an organisation or the application of specific concepts, theories or techniques as well as analyse the effectiveness and outcomes. The consultancy reports will be utilised to examine contemporary problems faced by one or more organisations and to recommend strategies and actions to be taken by the organisation(s). Case study would be the core focal point of content delivery for this course.

Master of **ACCOUNTING IN FORENSIC ANALYSIS**

(R/344/7/0251)(04/24)(MQA/FA3459)

Duration:
Full-time - 1+ years

This programme is specifically designed to provide:
- A progressive, challenging and stimulating framework of study that will equip students with knowledge and skills required in this field.
- Legal and ethical knowledge for forensic accountants to meet the demands of the current financial market.
- FinTech knowledge and technical skill relevant to Accounting and Finance.

Career options
- Forensic Accountant
- External Auditor
- Risk Department Manager
- Internal Auditor
- Chief Financial Officer (CFO)
- Forensic Investigator
- Investigative Accountant
- Audit Consultant
- Forensic Advisor
- Forensic Analyst
- Accounts Manager

The Benefits of the Programme

On successful completion of this programme, you will be able to:
- Demonstrate an advanced understanding of the concepts, principles of forensic accounting theory, and understand the legal framework of forensic accounting services and the roles and responsibilities of the forensic accountant.
- Recognise and appropriately respond to ethical issues in the practice of accounting by incorporating appropriate professional codes of conduct and social responsibility.
- Conduct successful investigations and communicate effectively in writing and orally both in and out of the courtroom with respect to a variety of criminal and civil financial matters.
- Develop a mindset of professional scepticism, using critical thinking and creative approaches to complex problem solving.
- Gather and analyse quantitative and non-quantitative evidence, plan and conduct a research project in a professional and ethical manner which requires familiarity with a range of data, research sources and appropriate methodologies.
- Create, evaluate and assess a range of options together with developing the capacity to apply ideas and knowledge to a range of situations.

Who Should Attend

This progamme is ideal for any fresh graduate interested in pursuing a career in the dynamic and growing field of forensic accounting and fraud examination as well as those accountants and auditors who wish to pursue or enhance their career as forensic accountants. This programme integrates the accounting, auditing and investigative skills used to yield analysis and results suitable for use by the courts as the basis for resolution.

Modules & Project

This programme comprises 13 coursework modules (including Research Methodology module) and a project. The modules of this programme will provide the knowledge and analytical skills to identify and apply the law, the rules of procedure and evidence and ethics that relate to forensic accounting.

Modules
- Quantitative Methods for Decision Making
- Managerial Finance
- Management Accounting for Decision Making
- Management Control and Audit
- Financial Accounting and Reporting
- Forensic Accounting and Fraud Examination
- Forensic Accounting Engagement
- Financial Statement Fraud
- Accounting Information Systems
- Research Methodology
- Anti-Money Laundering
- Cybercrime and Investigation
- Criminology and Legal Framework
- Project

Project

You will be expected to engage in comprehensive research through a critical review of published material relevant to Accounting in Forensic Analysis. Thorough review is carried out on theoretical and empirical literature from which a conceptual or theoretical framework is derived. Sources of literature will range from academic papers, business case history and consultancy reports. Existing theories and research findings will be utilised to create solutions or opportunities to address challenges in today's international business climate. Identification of such opportunities or challenges will be important factors in modern business strategies and planning. Business case history will be utilised to research and analyse either the strategies of an organisation or the application of specific concepts, theories or techniques as well as analyse the effectiveness and outcomes. The consultancy reports will be utilised to examine contemporary problems faced by one or more organisations and to recommend strategies and actions to be taken by the organisation(s). Case study would be the core focal point of content delivery for this course.

Master of **FINANCE**

(R/343/7/0098)(10/23)(MQA/FA3456)

Duration:
Full-time - 1+ years
Part-time - 2-3 years

This programme is specifically designed to provide:
- A solid in-depth knowledge in the theory and practice of decision making needed to face the challenges in the financial world of today.
- An understanding of the demanding financial environment and its key areas at a global level.
- Specialised financial knowledge and tools to move from theory to real-world applications needed for a graduate to be on the forefront of the financial world.
- FinTech knowledge and technical skill relevant to Finance.

Career options
- Administrative and Support
- Financial Manager
- Insurance Manager
- Securities Researcher
- Mergers and Acquisitions
- Financial Planner
- Investment Banker
- Securities Trader
- Risk Assurance
- Financial Advisor
- Financial Analyst
- Money / Investment Manager
- Asset Manager
- Chief Financial Officer (CFO)
- Risk Manager

The Benefits of the Programme

On successful completion of this programme, you will be able to:
- Have an in-depth understanding concerning principles of the financial workings and also the application of such understanding in using those financial assets to the world of business and investment.
- Understand and apply advanced concepts of finance and investment and extend the knowledge of the finance discipline into more specialised areas.
- Have the ability to integrate knowledge, handle complexity and formulate judgments with incomplete or information including reflection on the social and ethical responsibilities linked to the application of their knowledge and judgments.
- Communicate clearly and unambiguously the conclusions and the knowledge and rationale underpinning them, to specialist and non-specialist audience.
- Apply qualitative and quantitative techniques in analysing and evaluating financial and investment problems.
- Use information technology, such as word processing, databases, the web and econometric packages to download and analyse financial and economic data.
- Conduct independent research and solve multidisciplinary and interdisciplinary questions in a professional field on an academic, higher education level.
- Put plans into action with the experience learned from the successful entrepreneurs and a solid understanding of the realities of a business especially in financial or investment related areas.

Who Should Attend

This degree is intended for finance professional looking to widen their skill base, or students who have made a professional commitment to pursue a career in the finance industry and who have studied finance in an undergraduate degree and are interested in equipping with the most comprehensive array of analytical tools and techniques. This Masters of Finance could be a stepping stone to one of the most sought-after careers in the finance sectors broadly defined as corporate finance, security analysis, portfolio management, options and futures, treasury management, the functioning of financial institutions and markets, and financial decision-making.

Modules & Project

This programme comprises 10 coursework modules (including Research Methodology module) and a project. The modules are designed to provide a solid understanding of those understanding to various aspects of the finance industry. The students are able to act autonomously in planning and implementing financial strategies which include Financial Analysis, Quantitative Methods, Investment Management and Financial Markets as well as Corporate Finance.

Modules
- Quantitative Methods for Decision Making
- Securities, Futures and Options
- Financial Regulation and Regulatory Policy
- Financial Markets and Institutions
- Corporate Finance
- Financial Statement Analysis
- Fixed Income and Equity Investment
- International Finance
- Investment and Portfolio Management
- Research Methodology
- Project

Project

You will be expected to conduct effective research in relation to Finance for both academic and industry purposes. Project will provide you an opportunity to study a topic related to Finance in the form of a written report. You are required to develop your chosen research study by conducting literature reviews, engaging with research methodology, developing skills in data collection and analysis. At the end of the study, you will produce and present a report conforming to the conventions of academic writing.

Master of Finance
with a specialism in FinTech

FINTECH FOR THE FUTURE

Financial Technology (FinTech) is gaining momentum year-on-year and creating a huge demand for professionals with specific FinTech skills. Traditional accounting and finance industry is getting digitally transformed. To cater to the skill gap in the Financial Services the technology application has become an essential part of the graduate skill.

Traditional financial institutions and FinTech start-ups alike are looking for more candidates who specialise in Artificial Intelligence, Machine Learning, Data Science. According to Bloomberg reporting and data from LinkedIn[1], job listings requiring these skills in the financial services industry increased nearly 60% in the past year. APU Master of Finance (FinTech) programme is designed to cater to the increased demand for finance graduates with FinTech skills.

FUTURISTIC:
[ADVANCEMENTS]

Powered by
FINTECH

"FinTech is massively popular. 96% of global consumers are aware of FinTech-driven money transfer and payment services. 3 out of 4 consumers have used an alternative money transfer and payment service."
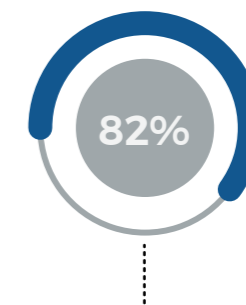
- EY Global FinTech Adoption Index

FINTECH FOR THE FUTURE

60%

60% of consumers want to transact business with financial institutions with a single platform, such as social media or mobile banking apps. **(Ernst & Young)**

28%
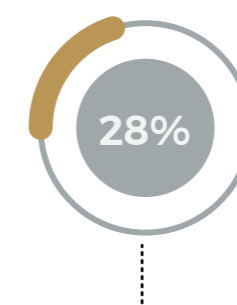
"Global FinTech market investments have seen a 28% year-on-year rise from 2018 to 2019." **(Tranglo)**
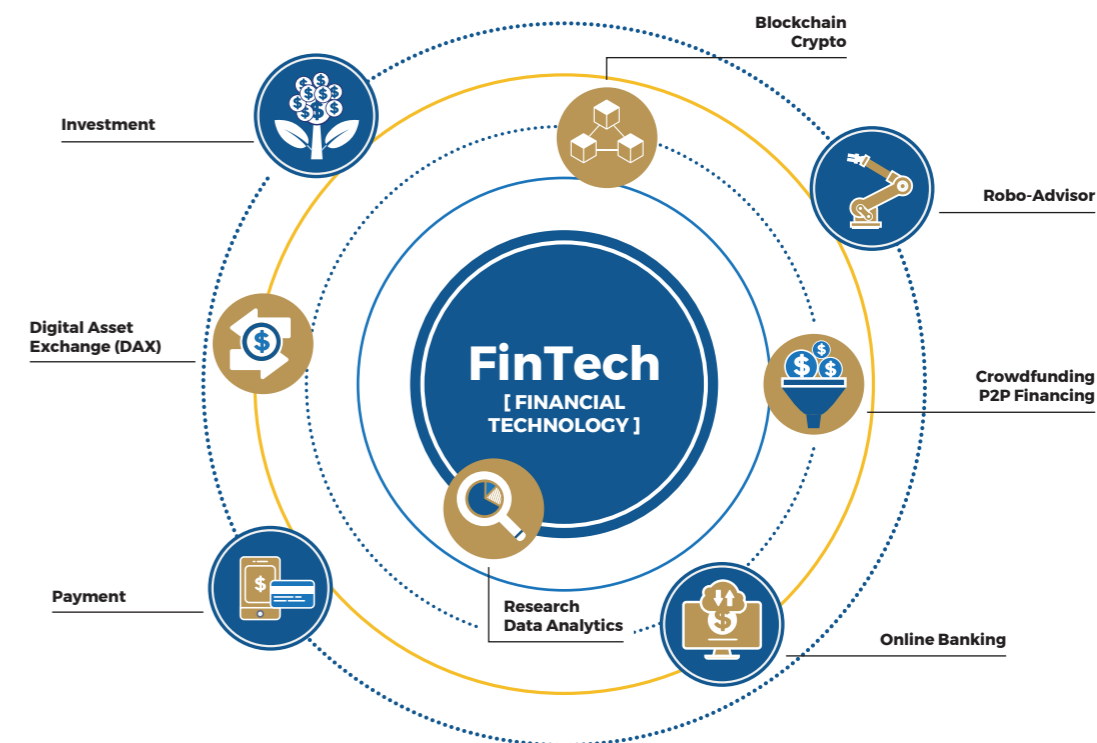
82%

In 2017, 88% of incumbent financial institutions feared that they would lose money to the disruptive innovation of FinTech companies, but 82% plan to partner with FinTech startups in the next 3–5 years. **(PwC)**

64%
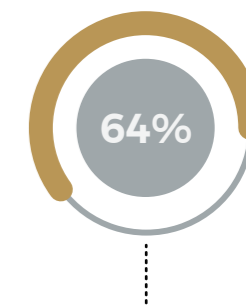
In 2019, 64% of consumers worldwide have used one or more FinTech platforms, up from 33% in 2017. **(Ernst & Young)**

> "Financial institutions are becoming more technology focused. We see it as the evolving intersection of financial services and technology. Looking forward, we expect FinTech disruptors to continue to expand into other areas within financial services."
>
> **- Pricewaterhouse Coopers (PwC)**

FinTech [FINANCIAL TECHNOLOGY]

- Investment
- Blockchain Crypto
- Robo-Advisor
- Digital Asset Exchange (DAX)
- Crowdfunding P2P Financing
- Payment
- Research Data Analytics
- Online Banking

> "FinTech is changing businesses and customers rapidly. Those that embrace FinTech will stay at the forefront of their markets; those that don't will lose out on opportunities, customers, and market share."
>
> **- Bernard Marr, Forbes**

Master of FINANCE
WITH A SPECIALISM IN FINTECH

DUAL DEGREE

(R/343/7/0098)(10/23)(MQA/FA3456)

Duration:
Full-time   - 1+ years
Part-time   - 2-3 years

This programme is specifically designed to provide:

- Solid in-depth knowledge in the theory and practice of decision making needed to face the challenges in the FinTech industry.
- An understanding of the demanding financial environment and its key areas at a global level.
- Specialised financial knowledge and tools to move from theory to real-world applications needed for a graduate to be at the forefront of the FinTech world.
- FinTech knowledge and technical skill relevant to Finance.

Career options
- Cybersecurity Analyst (Financial Services)
- Data Analyst (Financial Services)
- Finance Manager
- Insurance Manager
- Securities Trader
- Financial Planner
- Investment Banker
- Fund Manager
- Wealth Manager
- Financial Analyst
- Chief Financial Officer (CFO)
- Risk Manager
- Credit Analyst

Powered by

FINTECH

Premier Digital Tech Institution™

The Benefits of the Programme

On successful completion of this programme, you will be able to:

- Understand the financial system and the linkages of financial institutions and markets to corporations, individuals and governments.
- Understand the financial technology (FinTech) ecosystem and the developments that shape the financial industry in the 21st century.
- Acquire the necessary skills to be a successful financial enthusiast championing financial solutions in the 21st century.
- Interpret principles & understandings of financial workings in the world of FinTech.
- Apply qualitative and quantitative techniques in analysing problems in Finance & Technology and solve complex, unstructured finance or investment related problems.
- Perform advanced methods and procedures in solving complex problems by extending the knowledge of the Finance discipline into more specialized areas.
- Employ digital skills such as word processing, the web and econometric packages in analysing financial data while conducting research in a professional field.
- Demonstrate advanced numeracy skills in solving complex problems.
- Apply experience learned and solid understanding of the realities of a business especially in FinTech related areas.

Who Should Attend

This degree is intended for finance professionals looking to widen their skill base or students who have made a professional commitment to pursue a career in the financial service industry with a focus on FinTech skills and who have studied finance in an undergraduate degree and interested in equipping with the most comprehensive array of analytical tools and techniques. This Master of Finance (FinTech) could be a stepping stone to one of the most sought-after careers in the finance sectors broadly defined as corporate finance, security analysis, portfolio management, financial technology, and the functioning of financial institutions and markets.

Modules & Project

The programme comprises 1 pre-requisite module (for non-Computing students), 10 coursework modules and a Project.

The modules are designed to provide a solid understanding of financial principles and technology applications of those understanding to various aspects of the finance industry. The students are able to act autonomously in planning and implementing financial strategies.

Pre-Requisite Modules (For non-computing students: to be completed upon 1st month of the programme)
· Fundamentals of Artificial Intelligence

Modules
· Cybercrime and Investigation
· Corporate Finance
· Financial Statement Analysis
· Financial Markets and Institutions
· Financial Technology
· Big Data Analytics and Technologies
· Artificial Intelligence
· International Finance
· Research Methodology
· Investment and Portfolio Management
· Project

Project

You will be expected to conduct effective research in relation to FinTech for both academic and industrial purposes. The project will provide you with an opportunity to study a topic related to FinTech in the form of a written report. You are required to develop your chosen research study by conducting literature reviews, engaging with research methodology, developing skills in data collection and analysis. At the end of the study, you will produce and present a report conforming to the conventions of academic writing.

Master of Arts in Design Innovation Management

The Masters of Arts in Design Innovation Management programme will enhance graduates managerial skills and develop interdisciplinary knowledge through both theoretical and practical modules on a range of topics relevant to contemporary design management issues.

The interdisciplinary blend of design, innovation and management in this programme will enable graduates to develop critical approaches and practices that enhance their effectiveness as a practitioner, to enable graduates to pursue a broad range of design management careers in the private and public sectors relevant to the world of today.

Skills Gain

01	02	03	04	05	06	07	08	09
Strategic Sighted	**Cross-industry Experience**	**Fast and Furious**	**Optimistic**	**Curious**	**Willing to Change**	**Able to Manage Failure**	**Project Oriented**	**Business Case Oriented**
Ability to inspire others with a clear vision	Mixed background in multiple industries (the best ideas emerge when different views collide)	Willingness to find short-cuts; done is better than perfect	Obstacles are just triggers for change	Willingness to deep dive into new domain	Willingness to take the first steps and to inspire others to follow	Ability to make others aware that the future is always uncertain	Project Management Skills in order to follow multiple innovation projects	Ability to work with a brieflist of assumptions

Diagram adopted from Board of Innovation.com

Master of Arts in DESIGN INNOVATION MANAGEMENT

DUAL DEGREE

(N/214/7/0206)(05/26)(MQA/PA14558)

Duration:
Full-time - 1+ years

This programme is specifically designed to:

- Extend design innovation management programme to different organisations that consider design to be a strategic competitive force.
- Meet the growing demand for advanced skills in design management and leadership in the various services and business.
- Prepare graduates to meet the growing needs for management of advanced design technology and implementation of new management approaches.

Career options

- Project Manager
- Design Producer
- Brand Manager/ Strategist
- Marketing Manager
- Product Manager
- Account Manager
- Client Manager
- Chief Design Officer
- Design Researcher
- Design Strategist
- Service Designer/ Design Experience Strategist
- Venture Architect

The Benefits of the Programme

- Innovation and management from a creative perspective, within a world-leading art and design institution with strong link to the creative industries.
- Apply Design Thinking to real-world challenges, design collaboratively, engage critically and creatively with others and learn from shared experiences.
- An interdisciplinary programme informed by theories drawn from a range of design, business and humanities areas and delivered through projects and collaborations.
- Gain insight into creative briefs, target audiences and markets, through Design Management and Innovation.
- Benefit from diverse potential employment routes including setting up your own business, in-house and external design leadership roles, cultural positions and agency management jobs.

Who Should Attend

This programme is geared towards graduates who have graduated from design backgrounds who wish to master managerial skills that are relevant to their previous experience. This programme also appeals to non-design field managers and executives who require design management skills as part of their managerial responsibility.

Modules & Project

The programme comprises of 9 coursework modules (including Research Methodology module) and a project named Creative Futures Project. There will be a combination of management context and design context in the modules. Throughout the semester you will be expose to:

Pre-Requisite Modules (For non-Business students: to be completed upon 1st month of the programme)
· Managing People
· Understanding Customers
· Managerial Finance
· Business Environment & Strategic Planning

Semester 1
· Design and Creative Industries
· Business Planning for Creative Entrepreneur
· Research Methodology
· Design Thinking

Semester 2
· Integrated Brand Management
· Future Media Innovation
· Service Design
· Project Feasibility Study

Semester 3
· Creative Futures Project

Elective Modules (Choose 1):
· Intellectual Property
· Creative Sustainability
· Technology Management
· Design for Retail
· Managing Business Web Presence

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules - however such changes may prolong the study duration.

Project

For the final project module named Creative Futures Project, you will need to complete an industry-based major projects along with evidence and output related to the Design Innovation Management field. There will be a final exhibition and presentation towards the end of the course.

Master of Philosophy in ENGINEERING (R/520/7/0071)(04/25)(MQA/FA6112)
Master of Philosophy in MANAGEMENT (R/345/7/1048)(05/29)(MQA/FA9018)
Master of Science in COMPUTING (N/482/7/0148)(06/22)(MQA/PA9019)

Duration:
Full-time - 2 years
Part-time - 3-4 years

This programme is specifically designed to provide:

- Knowledge to enhance technical capabilities within the subject area.
- Understanding of how to innovate, generate and manage the creation of new ideas.
- In-depth knowledge of a certain domain of knowledge, that is related to management and computing.
- Advanced research experience and skills that enable students to pursue a PhD programme.

Career options
Master of Philosophy in Engineering

- Academic / Lecturer
- Entrepreneur
- Quality Assurance Specialist
- Researcher
- Product Design and Developer
- R&D Engineer
- Project Engineer
- Engineering Consultant

Master of Philosophy in Management

- Public and Private R&D Institutions
- Data Analyst
- Academic / Lecturer
- Entrepreneur
- Researcher

Master of Science in Computing

- Computer and Information Systems
- Manager
- IT Director
- IT Research and Development Leader
- Computing Scientist
- Research Assistant
- University Lecturer
- IT Project Manager

Conversion to PhD

Students of the Research Degree programme may convert to a PhD candidate if they satisfy all the criteria below:

(a) Display excellent progress in their research.
(b) Able to demonstrate the potential of their project to be expended to PhD level.
(c) Pass a rigorous assessment.

Successful conversion means that the student will no longer be a Research Degree candidate but will instead become a PhD candidate with their candidature start date backdated to their original Research Degree registration date. Hence, it allows the student to gain a PhD award within a shorter timeframe, without the need to complete a Masters programme.
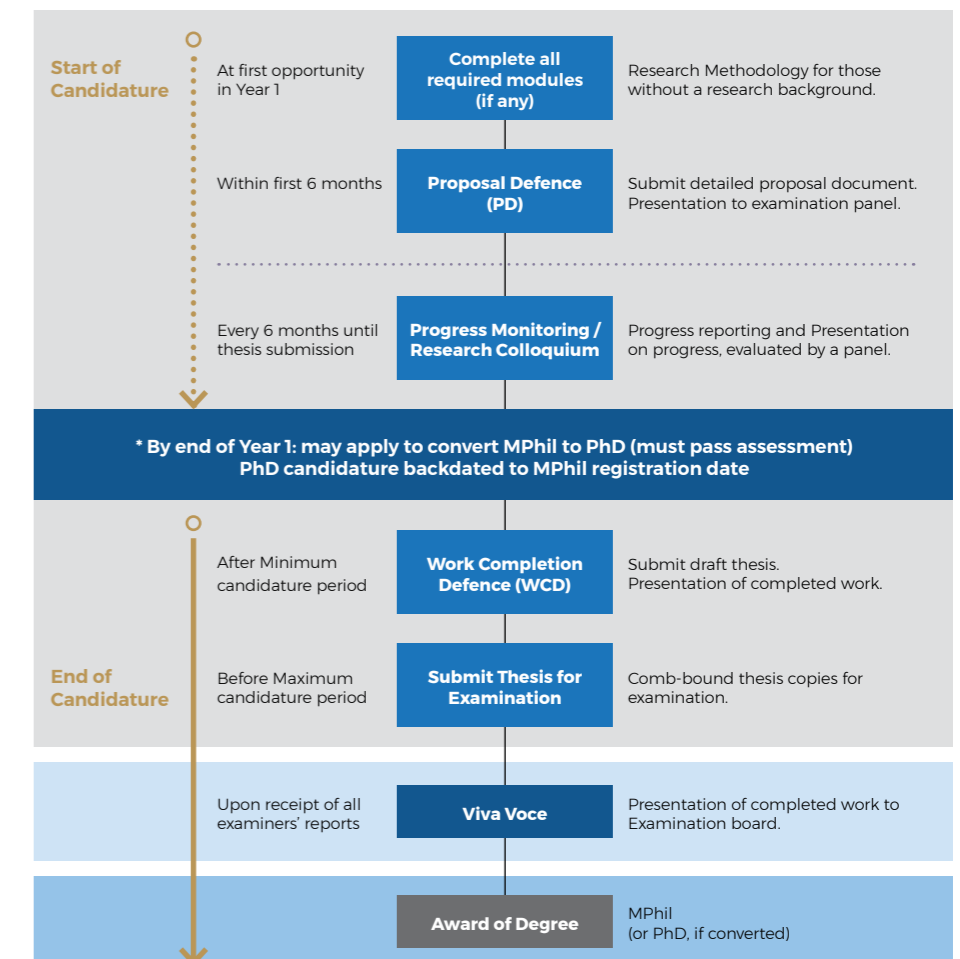
Modules & Assessments

This programme is conducted by research and is assessed via oral presentations and reports at various junctures, including a Proposal Defence, regular half-yearly progress monitoring at research colloquiums, Work Completion Defence, Thesis Examination and Viva Voce. Students would need to take one taught module on Research Methodology to gain the pre-requisite knowledge to effectively carry out their research. Regular discussions with the supervisors would be expected to ensure the direction of research as well as the quality and significance of the findings.

Programme Structure / Process Flow

Application Process
Ideally, student works with potential supervisors to develop proposal.

Start of Candidature	At first opportunity in Year 1	Complete all required modules (if any)	Research Methodology for those without a research background.
	Within first 6 months	Proposal Defence (PD)	Submit detailed proposal document. Presentation to examination panel.
	Every 6 months until thesis submission	Progress Monitoring / Research Colloquium	Progress reporting and Presentation on progress, evaluated by a panel.

* By end of Year 1: may apply to convert MPhil to PhD (must pass assessment) PhD candidature backdated to MPhil registration date

End of Candidature	After Minimum candidature period	Work Completion Defence (WCD)	Submit draft thesis. Presentation of completed work.
	Before Maximum candidature period	Submit Thesis for Examination	Comb-bound thesis copies for examination.
	Upon receipt of all examiners' reports	Viva Voce	Presentation of completed work to Examination board.
		Award of Degree	MPhil (or PhD, if converted)

Doctor of Philosophy Programmes

- **PhD in Computing** (R/481/8/0102)(07/22)(MQA/FA0928)
- **PhD in Technology** (R/482/8/0040)(07/22)(MQA/FA2107)
- **PhD in Management** (R2/345/8/0203)(8/28)(MQA/FA2094)
- **PhD in Finance** (N/343/8/0058)(09/23)(MQA/FA2093)
- **Doctor of Philosophy in Engineering** (R/520/8/0072)(04/25)(MQA/FA6113)

Open & Distance Learning (ODL):

- **PhD in Computing** (N-DL/481/8/0790)(11/27)(MQA/PA14010)
- **PhD in Technology** (N-DL/482/8/0173)(11/27)(MQA/PA14011)
- **Doctor of Philosophy in Management** (N-DL/345/8/1082)(11/27)(MQA/PA14009)

Why our APU PhD by Research Programme?

- You will be assigned to a group of highly qualified supervisors.
- Wide range of latest research areas in the fields of computing and business administration areas.
- We have our regular research workshops, colloquium and seminars facilitated by local and international academicians and professionals.
- Comprehensive Student Support Services.
- Resourceful online databases.

PROGRAMME STRUCTURE

Application Process
Ideally, student works with potential supervisors to develop proposal.

Start of Candidature	At first opportunity in Year 1	**Complete all required modules**	Research Methodology.
	Within first 12 months	**Proposal Defence (PD)**	Submit detailed proposal document. Presentation to examination panel.
	Every 6 months until thesis submission (May & November)	**Progress Monitoring / Research Colloquium Mid-Candidature Defence**	Progress reporting and Presentation on progress, evaluated by a panel.
	After Minimum candidature period	**Work Completion Defence (WCD)**	Submit draft thesis. Presentation of completed work.
End of Candidature	Before Maximum candidature period	**Submit Thesis for Examination**	Comb-bound thesis copies for examination.
	Upon receipt of all examiners' reports	**Viva Voce**	Presentation of completed work to Examination board.
		Award of Degree	PhD

DURATION FOR PhD

The minimum and maximum duration of the PhD programme are as follows:

Study mode	Normal minimum period*	Normal maximum period**
Full Time	3 years	5 years
Part Time	4 years	6 years

* Completion of studies is subject to approval from the Senate
** Candidates with Extenuating Circumstances may apply for approval to extend the duration of study

Students are required to enrol in the Research Methods module to fill the gaps in research skills.

Minimum Entry Requirement

- A Masters degree in a related field accepted by the APU Senate
- Other qualifications equivalent to a Masters degree that are accepted by the APU Senate

Doctor of Business Administration (DBA)
- Master's degree (Level 7, MQF) or its equivalent accepted by APU Senate
- Work Experience
> Applicants must have recent and relevant study or practice in business or management
> Submission of Curriculum Vitae (CV) or Resume will be required. An interview session will be conducted with all prospective candidates.

English Requirement

Programmes	Requirements
PhD in Computing	IELTS 5.0
PhD in Technology	IELTS 5.0
Doctor of Philosophy in Engineering	IELTS 5.0
PhD in Management / Doctor of Philosophy in Management	IELTS 6.0
Doctor of Business Administration (DBA)	IELTS 6.0
PhD in Finance	IELTS 6.5

PhD in **COMPUTING**
PhD in **TECHNOLOGY**
PhD in **MANAGEMENT**
PhD in **FINANCE**
Doctor of Philosophy in **ENGINEERING**

Open & Distance Learning (ODL)

PhD in **COMPUTING**
PhD in **TECHNOLOGY**
Doctor of Philosophy in **MANAGEMENT**

Open & Distance Learning (ODL)

Fields of Research

Specialist Doctoral Topics for Supervision

Engineering

- Sustainable Development
- Renewable Energy
- Power Electronics
- Data Analytics
- Medical Image Processing
- Neural Networks
- Data Compression
- Content-based Retrieval
- Artificial Intelligence Applications in Engineering
- Signal and Image Processing
- Rapid Prototyping
- Engineering Materials
- Silicon Nanoelectronics
- Nanofabrication Technologies
- Single Electron Transistors
- Quantum Computation
- Radiation Detectors
- Optics Fiber/Wireless Communication
- Infrared Remote Sensing Technology
- Wireless and Mobile Systems
- Active Radio frequency Identification System (RFID)
- Wireless Sensor Network (WSN)
- Antenna Design
- Ultra Wideband Applications
- Electromagnetic Sensing
- Artificial Intelligence
- Speech Technology (Recognition and Synthesis)
- Image Processing
- Biomedical Applications in Engineering
- Image Segmentation

Computing & Technology

- Database Development
- Artificial Intelligence
- Green Computing
- Computing & Society
- Medical Image Processing
- Neural Networks
- Data Compression
- User Interfaces
- Human Computer Interaction
- Content-based Retrieval
- Malware Analysis and Detection
- Cyber Security
- Computer Forensics
- Artificial Intelligence
- Algorithm and Distributed Computing
- Digital Image Processing
- Machine Learning
- Data Mining
- Neural Networks
- Robotics
- Healthcare Systems
- Technological Innovation and Change
- Information Systems Adoption
- Image Processing
- Graph Theory/ Combinatorics
- Computational Analysis
- Big Data Analytics
- Cloud Computing
- Internet of Things (IoT)
- Natural Language Processing

Business & Management

- Strategy of Multinational Corporations
- Strategic Framework for SDG6 Adoption - Malaysian In-Bound Technology Transfer Model
- Student Mobility and Internationlisation in a Post Pandemic World
- International Human Resource Management
- Business Innovation
- Transformations
- Green Business
- Human Resource Management
- Organisation Behaviour
- Public Administration
- Customer Satisfaction
- Work Quality
- Strategic Management

Finance

- Finance
- Financial Economics, Time Series Econometrics
- Risk Management
- Portfolio Management
- Financial Statement Analysis
- Monetary Movements, Financial Markets
- Investment
- Financial Technology (FinTech)
- Financial Planning
- Financial Management
- Islamic Finance
- Corporate Governance
- Econometrics

Doctor of **BUSINESS ADMINISTRATION**

(N/345/8/1089)(04/28)(MQA/PA14557)

Duration:
Full-time   - 3 years
Part-time   - 4 years

This programme is designed for executives, professionals and leaders to prepare them for digital transformation, by:

- Applying innovation and technology in problem-solving—guided by Design Thinking ideals.
- Employing real-world coaching and providing an entrepreneurial outlook via our in-class and value-added activities.
- Participating in thought leadership sessions delivered by our academic staff and Industry partners.
- Learning and collaborating in a highly dynamic and interactive world-class environment.
- Future-proofing themselves and enabling them to lead digital transformation in organisations.

Career options

- Management Analyst
- Business Consultant
- Business Research Analyst
- Market Research Analyst
- Entrepreneur
- Economist
- Professor
- Chief Marketing Officer (CMO)
- General Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- Management Consultant
- Chief Executive Officer (CEO)
- International Marketing Manager

The Benefits of the Programme

- The APU DBA prepares you to address the challenges within an increasingly Volatile, Uncertain, Complex and Ambiguous (VUCA) digitalised world.
- The knowledge and experience gained via APU's DBA will allow you to sharpen your skills and competencies in decision making, strategic thinking, and problem solving - be it for work or personal aspirations. The programme is also designed to enhance your research skills which can be applied to strategic formulation, policy formation and organisational risk assessment and mitigation plans.
- The APU DBA programme has a unique digital emphasis and is a technology-infused leadership programme that focuses on future-proofing leaders in a highly volatile and uncertain future. The content of each module is carefully designed through collaboration with business and covers the following topics:

1. FinTech – developed through professional engagement with MyFin.
2. Economics - teaching & research content infused through consultation with professionals from the Economic & Social Research Council, UK (UKRI).
3. Digital Thinking - inclusion of professional talks/seminars/guest lectures by Startup Malaysia and other organisations, powered by Design Thinking principles.
4. Leadership - collaborative case studies from the Engineering Council UK (ECUK) via the Education & Skills Strategy Board of IMechE-UK.
5. Data Science - supported by software tools powered by SAS Institute Inc (USA).
6. Data Science - supported by software tools powered by SAS Institute Inc (USA).
7. Marketing - research content in consultation with Marketing Research Society of Malaysia (MRSM).

- The Malaysian Institute of Accountants (MIA) has endorsed APU DBA to enhance and progress existing business knowledge, gaining perspective of contemporary business issues, future trends, and complex problems that require analytical skills to solve.
- Under a strategic collaboration with the Chartered Management Institute, UK, you have the exciting opportunity of enrolling for the exclusive APU-CMI Dual Certification by adding a separate CMI qualification to your APU qualification, you are really on the road to success to be truly recognised globally as a Professional Manager.

Modules & Dissertation

The emphasis of the DBA programme is on collaboration, interpersonal relationship building and applied experiential learning. Students are required to complete 10 taught modules on the DBA which are delivered in a combination of online and face-to-face blended learning modes depending on the module.

Modules

- Strategic Management for Integrated Value Creation
- FinTech and Corporate Financial Strategy
- Advanced Marketing Intelligence and Research
- Research Methodology
- Leadership and Organisational Science
- Digital Thinking and Innovation Management
- Data Science and Business Analytics
- Quantitative Research **OR** Qualitative Research
- Digital Business Transformation
- Global Economic and Business Issues
- Dissertation

The modules are assessed through flexible assessment methods with minimal examinations, catering to the needs of busy working professionals.

Instructional Design and Delivery

Learning is supported by materials, tasks, and activities provided through the Institution's Learning Management System. The fundamental delivery mode of the programme encompasses the following:

- Face to Face Learning
- Guided Online Learning
- Self-Managed Learning
- Group Discussions and Presentations
- Case Study Analysis
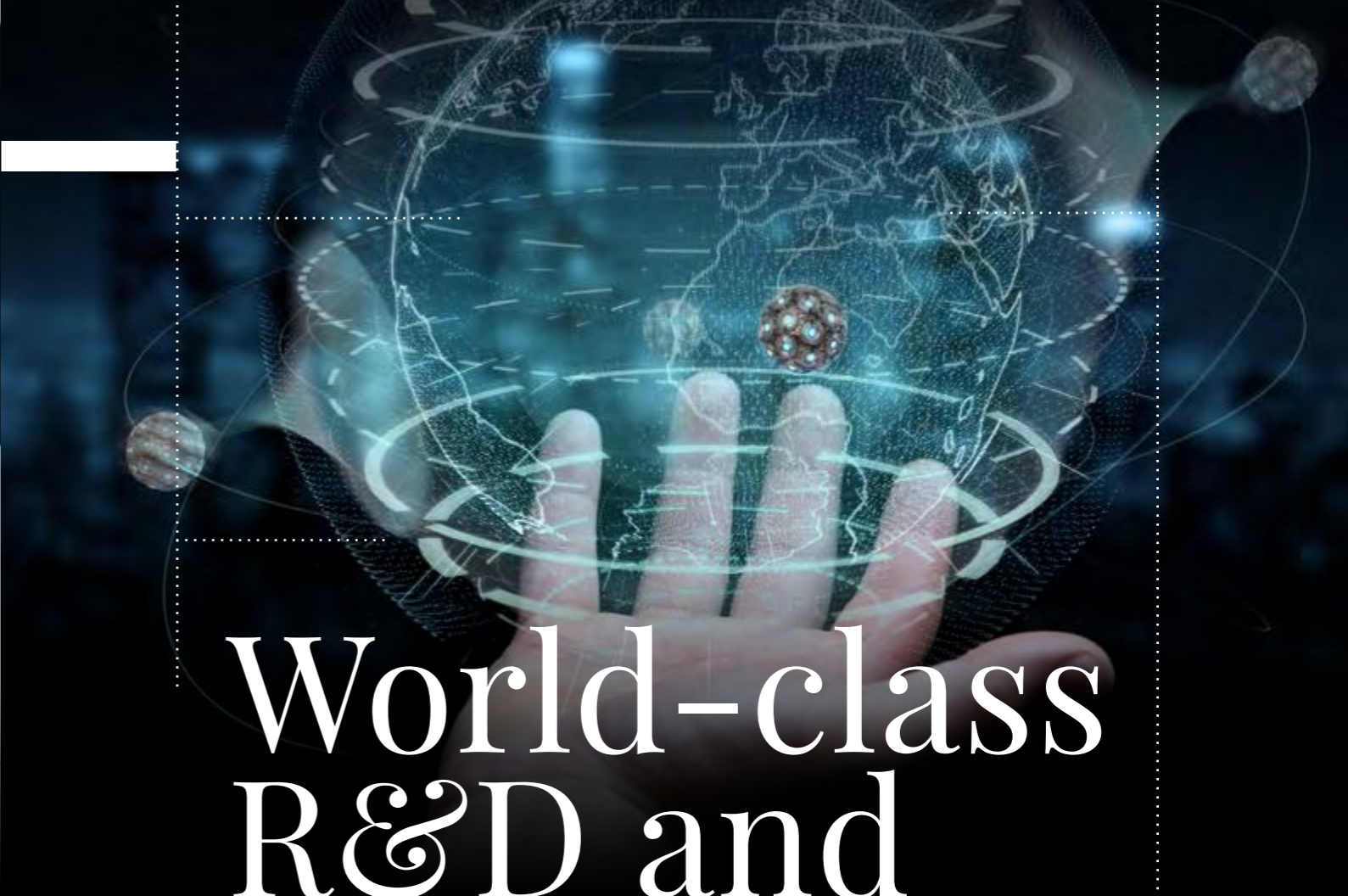- Seminars and Discussions with Guest Speakers

Endorsed by:

PHD Open & Distance Learning

Open & Distance Learning (ODL)

- The ODL (Open & Distance Learning) PhD programmes are designed to address the theoretical, practical and scientific skills and contribute towards new and meaningful knowledge in their field of expertise.
- ODL allows students to learn anytime, anywhere at their own pace - this power of freedom has ignited more interest & excitement in learning.
- Students will reinforce their independent learning skills, as well as demonstrate their ability to produce a professional document.
- The supervision and monitoring will be conducted via Microsoft Teams and Moodle.
- There is an option to undertake additional research workshops organised jointly by Graduate School of Technology and Graduate School of Business.
- Students must participate in online research seminars/colloquiums/conferences.
- For PhD in Computing/ Technology, students are required to publish 1 journal article (indexed) as a requirement for the PhD award.
- Assessment of the fundamental knowledge is carried out through assessment of the students' performance based on oral and written assessment. The final assessment is the viva voce and the dissertation.
- Open Distance Learning (ODL) PhD students at APU will need to take the Research Methods Modules and subsequently produce the Dissertation.

| Application | Proposal Defense + 1 Research Seminar + Ethics Form | Mid-Candidature Defence + 1 Research Seminar | Work Completion Defence | Viva Voce | Graduation |

World-class R&D and Innovation

ACADEMIC RESEARCH

For our staff, learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our academic staff publish papers and present them at conferences worldwide. Some of the areas of research include:

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Wireless Networks and Internet of Things (IoT)
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature

- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation
- Cloud Computing
- Security and Forensics
- Internet of Things (IoT)
- Malware Analysis
- Big Data

Malaysia's First Integrated Cybersecurity Talent Zone

APU's Cybersecurity Talent Zone is a clear and perfect example of how APU collaborates closely with industry leading organisations to expose students to best-in-class technologies and systems. This Zone features a fully-functional Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations experience. APU's Cyber Security students are able to actively analyse occurrences of cyber-attacks and plan counteractive measures towards cyber threats through real-time data.

In addition, a full-fledged Cyber Threats Simulation and Response Centre (also known as a Cyber Range) is also located within the Cyber Security Talent Zone. The Cyber Range incorporates latest technologies and a military grade cyber-defense system that can simulate highly complex cyber-attacks in a hyper realistic environment, enabling students to understand and formulate defence strategies, and practice the entire chain of cyber defence, while preparing them to deal with real cyber threat attack when it happens. The Cyber Range is among the best-equipped facility of its kind across the Asia Pacific region.

APU's CISCO Networking Academy, its Centre for Research and Development in IoT (CREDIT) and its Forensic and Security Research centre also make up the APU CyberSecurity Talent Zone, which is truly a unique, end-to-end integrated facility to provide hands-on experience to our students - the global cybersecurity, networking and IoT talents of the future.

Asia Pacific Centre of Analytics (APCA)

Asia Pacific Centre of Analytics – APCA is established in association of multi-discipline expertise from various schools in APU. The vision of APCA is to establish the foundation to develop young data scientists to meet the demands in Malaysia and global. The expertise and experience cover areas of Data Management, Machine Learning, Behavioral Studies, Business Cases, Statistics and Engineering. The formation directs to broad activities in Big Data ecosystem, in line with National vision to make Big Data Analytics the catalyst for nation's economic development: Creating new area in BDA studies, Embedding BDA topics into Undergraduate and Postgraduate studies, Development of Educational and Industrial Framework, Creating Project Marketplace, Research project commercialisation and crowdfunding, Consultancy and Training Services.

Centre for Research and Development of IoT (CREDIT)

The establishment of Centre for Research and Development of IoT (CREDIT) is a significant milestone that supports the objectives of the Malaysia National IoT Strategic Roadmap initiative. CREDIT aims to provide students and academic staff the opportunities to access IoT-related knowledge and know-how through various activities. It also acts as a hub to support commercialising potential state-of-the-art solutions resulting from R&D projects.

APU IEEE Student Branch

APU IEEE Student Branch, which is part of the Malaysia Section under Region 10 (Asia and Pacific), was formulated in 2014. As a member of IEEE, APU students have a wide variety of resources and valuable opportunities to advance their knowledge and future career. APU Student Branch provides numerous educational, technical, and professional development for its members through special projects, activities, meetings, tours and field trips.

Forensic and Cyber Security Research Centre (FSEC)

The establishment of Forensics & Cyber Security (FSec) center is to be a recognised Forensics and Cyber Security Research and Development Centre which acts as an international resource for government, industry and academia. This vision has kept us on the toe and with the closing of all cases including expert testimonies given by our dedicated analysts.

Centre for Innovation and Entrepreneurship (CIE)

The Centre provides resources for staff and student to innovation and entrepreneurship in a form of a sandbox; supports curricular and co-curricular programming, including workshops, networking events, speakers, talks and internship and start-up programs. Students have access to laboratory space, and other resources to meet their entrepreneurial needs.

Integrated Sustainability & Urban Creativity Centre (ISUC)

ISUC is committed to the mission of cultivating "sustainable shaping and innovating" leading us to be needed by the new era. The overall goal of the research centre is to establish an international, innovative, forward-looking and research-oriented world-class of think tank comprising of students and academic staff researchers with great sense of mission of the era, international perspective and native characteristics.

APU 5G Research Lab

The APU-5G research lab was established to serve as a platform for members from academia, business and industry to collaborate on 5G research to create market ready, innovative 5G technology solutions, applications and business ventures. The APU-5G research lab facilitates research at circuit, system and network level in 5G technologies and also is focused to the pathway for 6G technology to develop a powerful, faster, greener, sustainable network which will be smarter with infusion of AI, ML and Reinforcement learning.

The research lab aims at exploring the cutting edge technologies such as SDN, NFV, mm/THz Wave Band, Radio Access, Massive MIMO, D2D Communication, Ultra Densification, IoT, Big Data, Mobile Computing and fusion of AI and ML for development of 5G core and Radio Access Network Infrastructure. The developed 5G Network Infrastructure will be a platform to develop and test a range of use cases of primary, secondary and tertiary industries and business that are built on communication infrastructure. The 5G lab in association with the other research centers of APU will facilitate research in 5G network security, Network Data Collection and Analysis for Smarter 5G/6GNetwork and Highspeed Sensor Networks for Autonomous Industry.

Postgraduate Studies Facilities

It's all going on @APU
Students from over 130 countries ★

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

APIIT Education Group is the proud recipient of

Prime Minister's Award
and Export Excellence Award (Services)
for Industry Excellence Awards - March 2011

The APIIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation was selected to receive the Prime Minister's Industry Excellence Award from among nearly 30 other award recipients in 8 different categories. The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister's Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

CYBERSECURITY EXCELLENCE AWARDS
2022 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2021 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2020 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2019 - Gold Winner (Best CyberSecurity Education Provider)

RESEARCH & INNOVATION POSTER COMPETITION (RIPC)
2022 - Gold Winner in the Category: Master Science, Technology, Engineering and Mathematics

RHB GET YOUR HACK ON: DATA EDITION
2022 - Winner of AWS Special Award

HILTI GLOBAL IT CHALLENGE
2021 - Champion
2020 - Champion
2020 - 1st Runner Up

ASIA INTERNATIONAL INNOVATION EXHIBITION (AIINEX)
2021 - 2 Gold Awards + 2 Special Awards

FUSION UX-HACKATHON
2021 - 1st Place & Gold Award
2021 - Silver Award
2021 - Bronze Award

XYLEM REACH STUDENT HACKATHON
2021 - 1st Prize Winner

IMECHE DESIGN SKILL COMPETITION
2021 - Champion

TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UC) CAPTURE-THE-FLAG COMPETITION
2021 - Champion
2021 - 2nd Runner Up

THE AWS HACKATHON BUILD ON MALAYSIA
2021 - Champion
2021 - 1st Runner Up
2021 - 2nd Runner Up
2020 - Champion
2020 - Best Innovation Award

BATTLE OF HACKERS (BOH)
2021 - Champion
2021 - Top 6
2021 - Top 7
2021 - Top 8

THE VIRTUAL INNOVATION COMPETITION (VIC) AWARD
2021 - 2 Gold Medal in the Category: Tertiary – Science & Technology
2021 - Best Video Special Award in the Category: Tertiary – Science & Technology

UPSI'S CONNECT 2021 – DESIGN 2 CONNECT E-POSTER COMPETITION
2021 - 1st Prize
2021 - 2nd Prize
2021 - 3rd Prize

JAMES DYSON AWARD MALAYSIA
2021 - National Champion
2020 - National Champion

THE GREAT GREEN SUSTAINABILITY CHALLENGE 2021
2021 - 1st Place & 2nd Place

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) COMPETITION
2021 - 1 Gold Award & 2 Silver Awards
2019 - 2 Gold Awards & 1 Silver Award
2018 - 2 Gold Awards & 1 Silver Award

THE IMECHE PLC DESIGN COMPETITION 2021
2021 - Champion (Degree Level)
2021 - 1st Runner Up (Degree Level)
2021 - 1st Runner Up (Diploma Level)

PENANG INTERNATIONAL INVENTION, INNOVATION AND DESIGN (PIID)
2021 - Gold
2021 - Silver

FINAL YEAR PROJECT & POSTGRADUATE: RESEARCH & INNOVATION POSTER COMPETITION (RIPC)
2021 - Gold Award in the Category C1: Degree Final Year Project Science, Technology, Engineering and Mathematics

MIFF FURNITURE DESIGN COMPETITION
2021 - Winner
2021 - Best Mentor Award

WORLD ENGINEERING, SCIENCE & TECHNOLOGY CONGRESS (ESTCON2020)
2021 - Winner of 'Best Paper Award' in the International Conference on Production, Energy & Reliability (ICPER) category

SUSTAINABLE DEVELOPMENT GOALS (SDG) FILMFEST
2021 - Winner of 'Best Overall Film'
2021 - Winner of 'Dramatization or Re-Enactment Award'
2021 - Winner of 'Best Production Value Award'

DIVERSITY AND INCLUSION YOUTH CONFERENCE (DYIC) COVID-19 BUSINESS STARTUP CHALLENGE
2021 - Grand Prize

MERDEKA AWARD PRESENTATION CEREMONY
2021 - Grantee of the Merdeka Award Grant for International Attachment

THE 3RD INTERNATIONAL ACADEMIC AND RESEARCH EXCELLENCE AWARDS (IARE)
2021 - The Best Academician of the Year Award (Male) (Overseas)

PEKAN RAYA STATISTIKA DATA ANALYSIS COMPETITION
2021 - Best Algorithm Award

28TH NATIONAL MATHEMATICAL SCIENCE SYMPOSIUM
2021 - PERSAMA Award for Best PhD Thesis and Best Academic Article

AIM DATA SCIENCE FACULTY EXCELLENCE AWARD
2021 - Outstanding Graduate Student Teaching Award

DATA VISUALIZATION COMPETITION, DATA CHALLENGE – TELL A STORY WITH DATA
2021 - Viewer's Choice Award

WOMEN ICON, IN ASSOCIATION WITH TIMES WOMEN
2021 - Outstanding Academician Award highlighted with No.1 Women Excellence Award
2021 - Emerging Women Award highlighted with No.1 Women Excellence Award

SOCIETY OF PETROLEUM ENGINEERS (SPE) INTERNATIONAL
2021 - Student Chapter Excellence Award

UIJIR ACADEMIC RESEARCH FOUNDATION INDIA
2021 - Young Researcher Award

GLOBAL CLIMATE HACK COMPETITION
2021 - 3rd Place
2021 - People's Choice Award

INTERNATIONAL RESEARCH FELLOWSHIP AWARD BY MAE FAH LUANG UNIVERSITY (MFU), THAILAND
2021 - International Research Fellowship Award

INTERNATIONAL INVENTION, INNOVATION & DESIGN EXPO (INoDEx)
2021 - 4 Silver Awards

VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEX)
2021 - Silver Award

THE INTERNATIONAL RESEARCH AND SYMPOSIUM AND EXPOSITION (RISE)
2021 - Silver Award

INTERNATIONAL INNOVATION ARSVOT MALAYSIA (IAM)
2021 - 2 Silver Awards

WOMEN SCIENTIST OF THE YEAR BY HUMCEN AWARDS
2021 - 2nd Runner Award

F-SECURE MDEC CYBERSECURITY COMPETITION
2021 - 2nd Runner Up
2021 - Top 6

ATOS GLOBAL IT CHALLENGE
2020 - Champion
2016 - 1st Runner Up

INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS
2020 - Best Innovation Award
2019 - Best Innovation Prize

F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE
2020 - Champion
2018 - Champion and 2nd Place
2017 - Champion
2016 - Champion

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA (MULTIMEDIA DEVELOPMENT CORPORATION)
2020 - Top Award for 'Best of Tertiary Student Project'
2019 - Top Award for 'Best of Tertiary Student Project'
2016 - Top Award for 'Best of Tertiary Student Project'
2013 - Top Award for 'Best of Tertiary Student Project'
2012 - Top Award for 'Best of Tertiary Student Project'
2011 - Winner of 'Special Jury Award' by the Prime Minister
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Top Award for 'Best of Tertiary Student Project'
2010 - Top Award for 'Best of Tertiary Student Project'
2008 - Top Award for 'Best of e-Inclusion & e-Community'
2005 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Top Award for 'Best of Education & Training'
2004 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Merit Award for 'Best of Research & Development'
2003 - Merit Award for 'Best of Research & Development'
2002 - Merit Award for 'Best of Smart Learning Applications'
2001 - Merit Award for 'Best of Smart Learning Applications'
2000 - Merit Award for 'Best of Smart Learning Applications'
2000 - Top Award for 'Best of Student Projects'
1999 - Merit Award for 'Best of Student Projects'

MALAYSIAN ACTUARIAL STUDENTS ASSOCIATION (MASA) HACKATHON
2020 - Champion
2020 - 1st Runner Up
2020 - 2nd Runner Up

ACCA POWER OF ETHICS COMPETITION
2020 - Champion of 'Most Creative Promotional Video'
2020 - 1st Runner Up of 'Best In-Campus Promotional Campaign'

MALAYSIA RESEARCH ASSESSMENT (MYRA®) RATINGS 2020
2020 - Special Award (Best Achievement)

ASIA PACIFIC CENTRE FOR ANALYTICS (APCA) ACHIEVEMENT AWARD
2020 - Most Published Author

**INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)**
2019 - 1 Gold Award for the Invention, Innovation and Technology category
2018 - 1 Bronze Award for the Invention, Innovation and Technology category
2018 - 1 Silver Award for the Invention, Innovation and Technology category
2018 - 1 Silver Award for the Invention, Innovation and Technology category
2017 - 1 Silver Award for the Invention, Innovation and Technology category
2016 - 1 Gold Award for the Invention, Innovation and Technology category
2016 - 1 Silver Award for the Invention, Innovation and Technology category
2016 - Best Green Invention Award
2015 - 1 Gold Award for the Invention, Innovation and Technology category
2015 - 1 Bronze Award for the Invention, Innovation and Technology category
2014 - 1 Gold Award for the Invention, Innovation and Technology category
2014 - 1 Bronze Award for the Invention, Innovation and Technology category
2013 - 2 Silver Medals for the Invention, Innovation and Technology category
2013 - 2 Gold medals for the innovator category

ERNST & YOUNG (EY) ASIA-PACIFIC CYBER HACKATHON CHALLENGE
2019 - Champion

For more awards listing, please visit APU website.

A · P · U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION
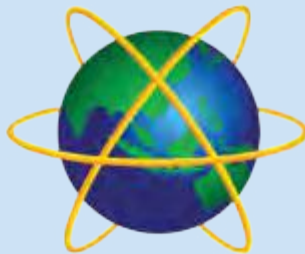
A · P · I · I · T
ASIA PACIFIC INSTITUTE
OF INFORMATION TECHNOLOGY

A P I I T E D U C A T I O N G R O U P

Asia Pacific University of Technology & Innovation (APU) Company no. 672203-A
Asia Pacific Institute of Information Technology (APIIT) Company no. 260744-W
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