

POSTGRADUATE STUDIES



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



I am limitless

POSTGRADUATE STUDIES

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD



1st Malaysian University

1 of 20 in the world



ONLY Malaysian University
to achieve both
QS 5-Stars Plus+ Rating & being
Ranked in QS World Rankings 2024

Facts regarding APU's achievements in the latest QS World University rankings:



- **Ranked TOP 2.2%** in the World
- **Ranked #621-630** in the World
- **Ranked No. 179** in Asia
- **Ranked No.1** for International Students in Malaysia
- **Ranked No.16** in the World for International Students
- **Ranked Top 200** for International Faculty in the World
- **Ranked among Top 13** Universities in Malaysia
- **Ranked among Top 6** Private Universities in Malaysia

(QS World University Ranking 2024)



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 20 universities worldwide to achieve this honour.



RANKED NO.1 FOR INTERNATIONAL STUDENTS IN MALAYSIA AND NO.16 IN THE WORLD

APU is the ONLY Malaysian University to achieve the double distinction of achieving the QS 5-Stars Plus Rating as well as being Ranked in the QS World University Ranking 2024, where APU is ranked in the Top 2.2% in the World. APU is Ranked No.1 for International Students in Malaysia and No. 16 for International Students in the World.



APU IS AWARDED BEST TECH UNIVERSITY FOR 2023 - PC.COM AWARDS

PC.com Awards is the hallmark recognition presented to organisations that show exceptional delivery in the field of technology and innovation. For 2023, Asia Pacific University of Technology and Innovation (APU) was recognised by PC.com readers and bestowed the Best Tech University. The award was presented in recognition of APU's commitment in offering top-notch digital technology courses amongst selected leading institutions.

APU'S LIST OF FIRSTS:

- 1st** Malaysian University to achieve Five Stars Plus in the latest QS Stars Rating
- 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 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”.

"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 20 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



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

Inspiring

you towards
success & accomplishments



Keeps you going..... takes you further

POSTGRADUATE STUDIES

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 Science in Digital Transformation
- 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



Open & Distance Learning (ODL)

- Master of Science in Artificial Intelligence (ODL)
- Master of Science in Data Science and Business Analytics (ODL)
- Master of Business Administration (ODL)
- Master of Business Administration with a specialism in Digital Leadership (ODL)



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 (ODL)
- PhD in Technology (ODL)
- Doctor of Philosophy in Management (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.

APU IS AWARDED BEST TECH UNIVERSITY FOR 2023 - PC.COM AWARDS



PC.com Awards is the hallmark recognition presented to organisations that show exceptional delivery in the field of technology and innovation. For 2023, Asia Pacific University of Technology (APU) and Innovation was recognised by PC.com readers and bestowed the Best Tech University. The award was presented in recognition of APU's commitment in offering top-notch digital technology courses amongst selected leading institutions.

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.



Malaysia's Award Winning University

- 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 Pacific University of Technology & Innovation (APU)'s Ultra-Modern University Campus in MRANTI - Technology Park Malaysia 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.

<p>Ranked No.1 for International Students in Malaysia</p> <p>QS World University Ranking 2024</p>	<p>MALAYSIA'S AWARD WINNING UNIVERSITY</p>	<p>Engineering Degrees Accredited under WASHINGTON ACCORD</p> <p>(Accepted Worldwide)</p>	<p>100% Employability*</p>	<p>MORE THAN 80,000 GRADUATES & ALUMNI</p>	<p>FIRST IN MALAYSIA TO ACHIEVE 5-STARS PLUS IN QS RATINGS</p>
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* 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.*



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.

Outstanding Support

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



RANKED #1 for International Students in Malaysia
#16 in the World
 QS World University Rankings 2024

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 diversified 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 educational experiences but also the wide range of social, sporting and cultural activities on campus.

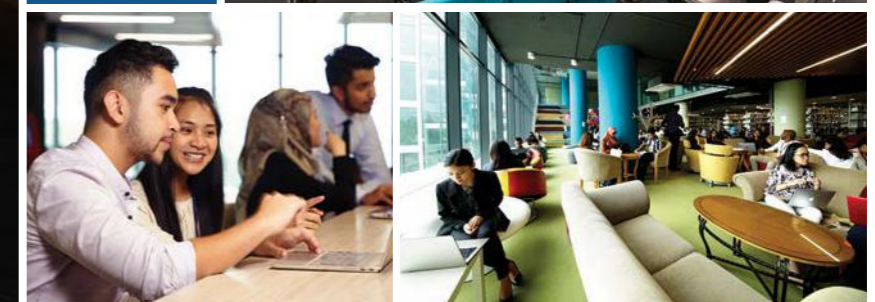
World-class

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.

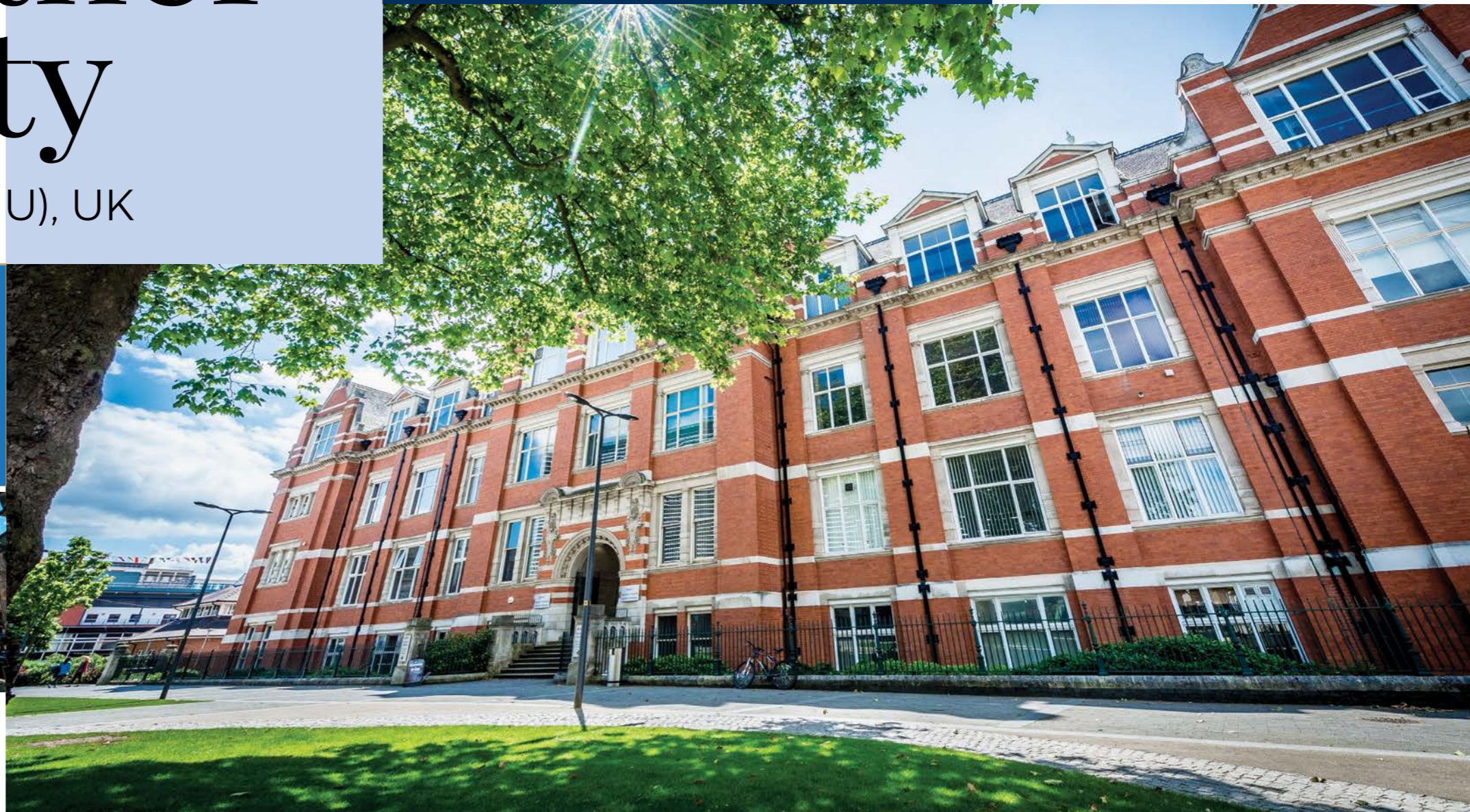
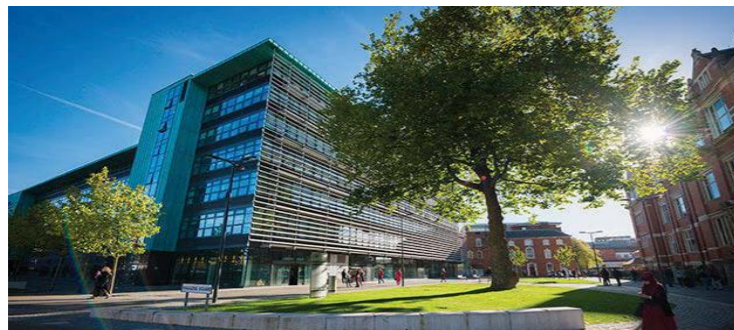
An Integrated Community

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 (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester which is a great place to be a student.

Find your new home at DMU

At DMU, our supportive and nurturing community will empower you to realise your dreams. Our courses are carefully designed and taught by expert academics to help you gain the skills needed to enter today's competitive jobs market and succeed in your career.

The university is organised into four faculties; Arts, Design and Humanities, Business and Law, Health and Life Sciences and Computing, Engineering and Media.

Our award-winning careers and employability service, DMU Works provides guaranteed work experience opportunities, including placements, internships and career mentoring.

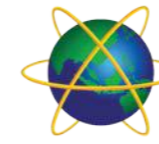


Why choose DMU?

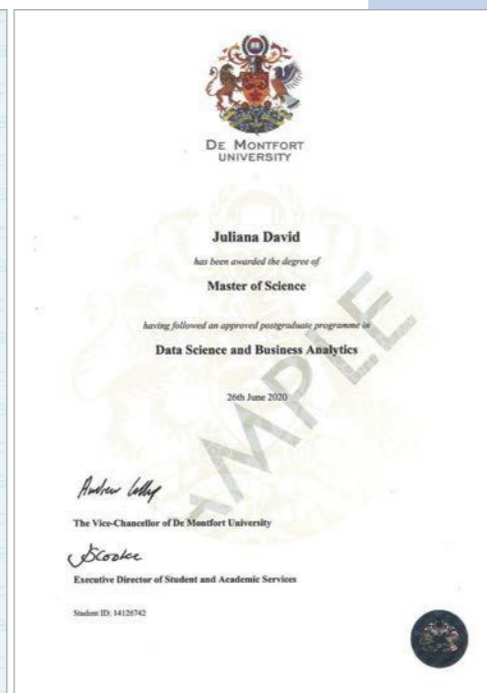
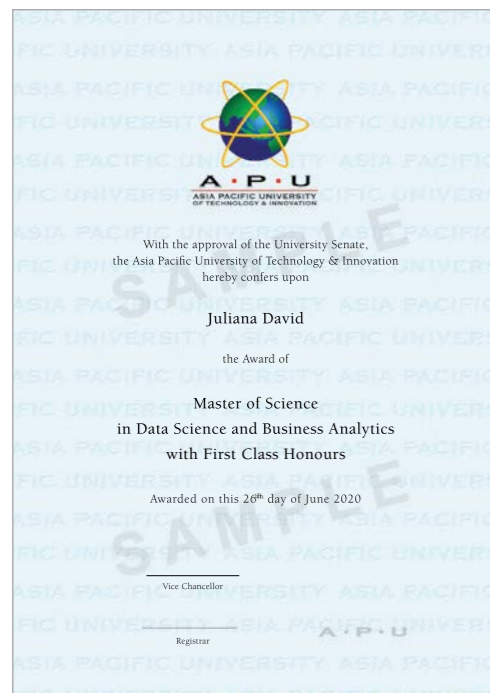
- DMU has over 150 years of history in providing higher education to students from around the globe.
- Leicester offer everything students could need and it has been named the fourth most vibrant city in the UK (Top Cities Vibrancy Report, 2022), as well as the best city in the East Midlands region to live and work (Good Growth for Cities Index, 2022).
- 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



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- 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).

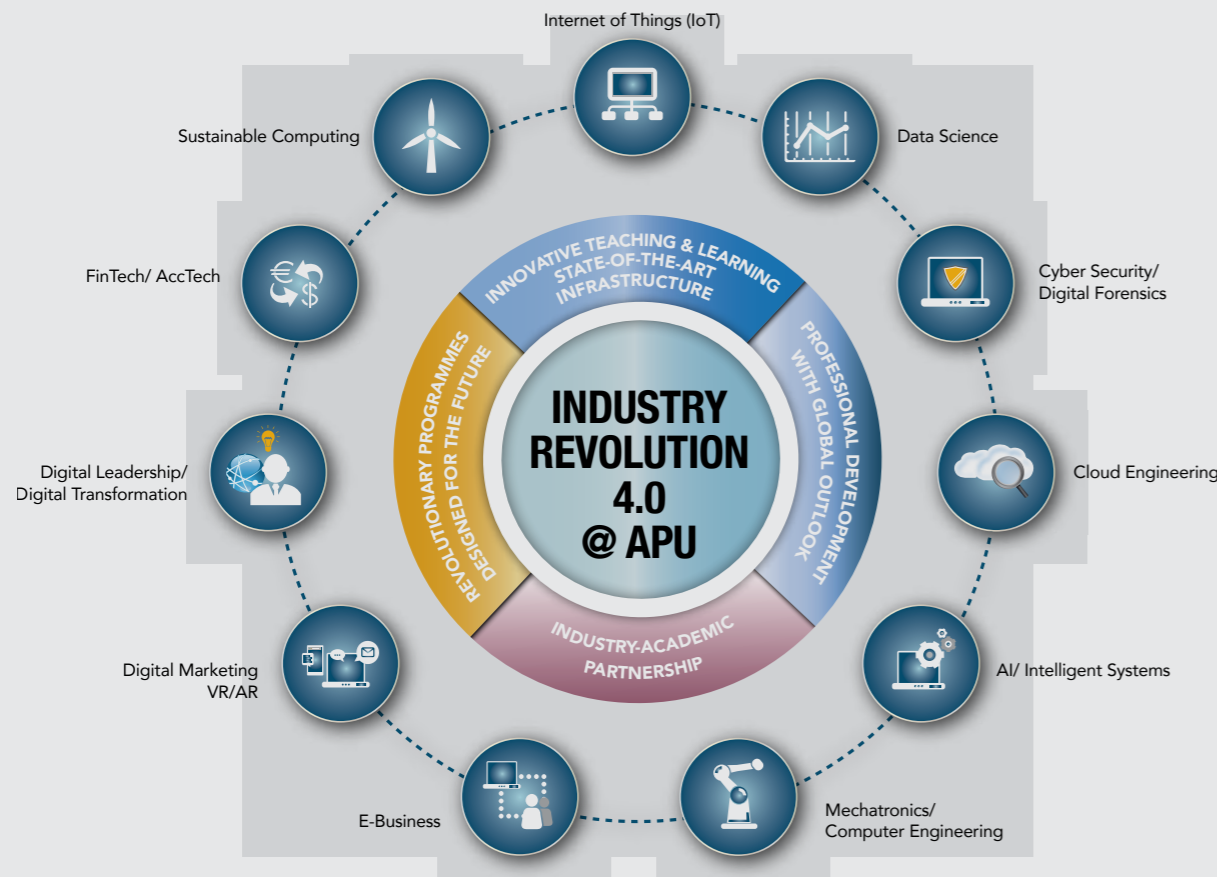


Embracing the wave of Industry Revolution 4.0

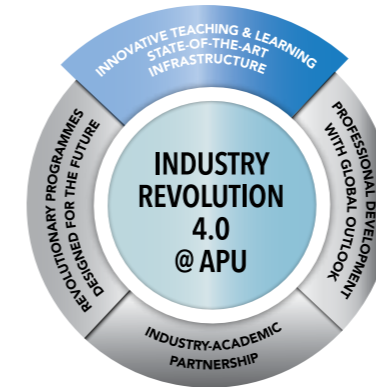
FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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.

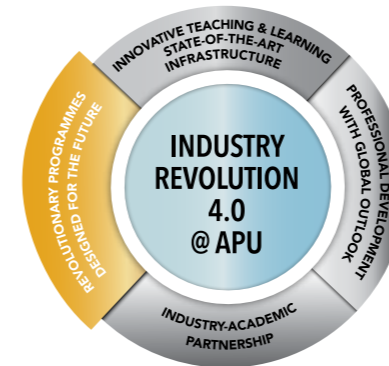


INDUSTRY REVOLUTION 4.0 @ APU



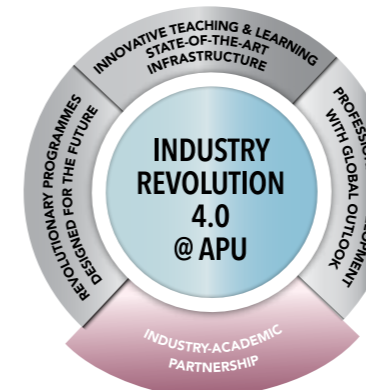
INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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.



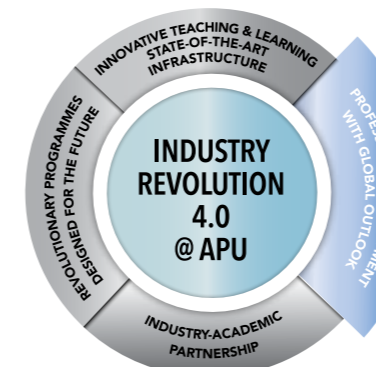
REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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), Artificial Intelligence (AI), Digital Leadership, Digital Transformation, Sustainable Computing, VR/AR, Financial Technology (FinTech), Accounting Technology (AccTech), Digital Marketing, E-Business, Mechatronics, Computer Engineering, Cloud Engineering 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.



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 (ManagementDirect)**- More than 23,000 journal articles, e-books, and practical digital resources.
 - **Full access to Career Development Centre** which enables students to obtain free online CV reviews, online interview training, online skills development as well as access to thousands of jobs and internship opportunities..
 - **Mentoring Opportunities** to support studies & career aspirations , and connect with over 150,000 CMI members through events, webinars and social channels.
 - **Fast-Track to Chartered Manager Status** (only applicable to CMI qualification of Level 5 Diploma and above; with 5 years of relevant management experience), and future **CMI Fellowship** (minimum 10 years).
 - To receive a **"Dual" CMI certificate** for approved courses.

Benefits to the Student of a Dual Accredited Degree

CMI ACCREDITED GRADUATE

NON-CMI ACCREDITED GRADUATE

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.

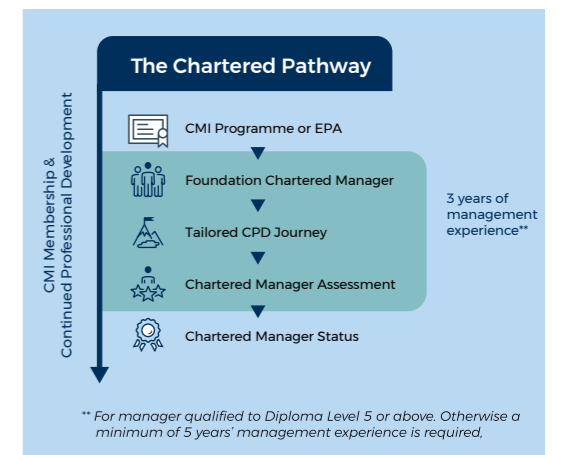
87%

CANDIDATES OF CHOICE

of students economically active within 6 months of graduation.

Get One Step Ahead in Your Career with CMI Foundation Chartered Manager

- Student will graduate with **Foundation Chartered Manager status**.
- Gain a Post-nominals **fcMgr**.
- Enjoy **3 months free membership** after graduation.
- Pathway to gain the experience and development to get to full chartered status.



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.

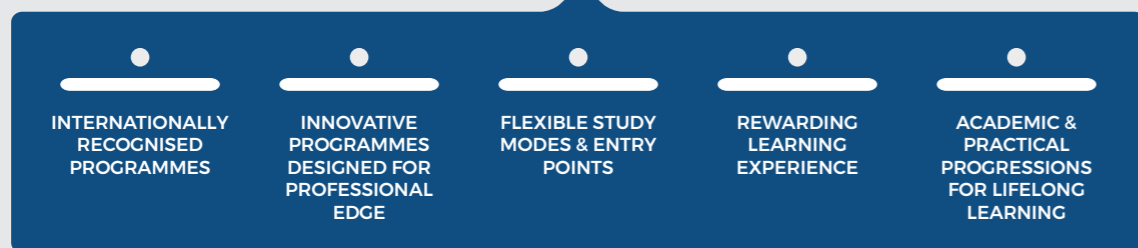
88%

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



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
 - Combination of Hybrid and On-campus sessions
 - 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 (ODL)
Master of Business Administration with a specialism in Digital Leadership
Master of Business Administration with a specialism in Digital Leadership (ODL)
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 Digital Transformation
Master of Science in Artificial Intelligence
Master of Science in Artificial Intelligence (ODL)
Master of Science in Cyber Security^{**}
MSc in Data Science and Business Analytics^Δ
Master of Science in Data Science and Business Analytics (ODL)^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 Pre-requisite 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 below 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)

- A Bachelor's degree accepted by APU Senate with minimum CGPA of 2.75; or
- A bachelor's degree in the field or related fields or equivalent with a minimum CGPA of 2.50 and not meeting CGPA of 2.75, can be accepted subject to rigorous internal assessment; or
- A bachelor's degree in the field or related fields or equivalent with minimum CGPA of 2.00 and not meeting CGPA of 2.50, can be accepted subject to a minimum of 5 years working experience in the relevant field and rigorous internal assessment.
- Other qualifications equivalent to a Bachelor's degree that are accepted by APU Senate
- English Requirements: IELTS 5.0

Master of Arts in Design Innovation Management

- Bachelor's Degree in the field or related fields with a minimum CGPA of 2.75 or equivalent, as accepted by the HEP Senate.
- Bachelor's Degree in the field or related fields or equivalent with a minimum CGPA of 2.50 and not meeting CGPA of 2.75, can be accepted subject to rigorous internal assessment.
- Bachelor's Degree in the field or related fields or equivalent with minimum CGPA of 2.00 and not meeting CGPA of 2.50, can be accepted subject to a minimum of 5 years working experience in the relevant field and rigorous internal assessment.
- 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 Digital Transformation 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 <i>FOR FULL-TIME STUDENTS ONLY (4 Weeks)</i>	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.			
SEMESTER 1 <i>(12 Weeks)</i>	5 modules*	5 modules*	5 modules*	4 modules*
SEMESTER 2 <i>(12 Weeks)</i>	5 modules*	4 modules*	4 modules* + Capstone Project	4 modules*
SEMESTER 3 <i>(12 Weeks)</i>	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 with combination of Hybrid and On-campus sessions:

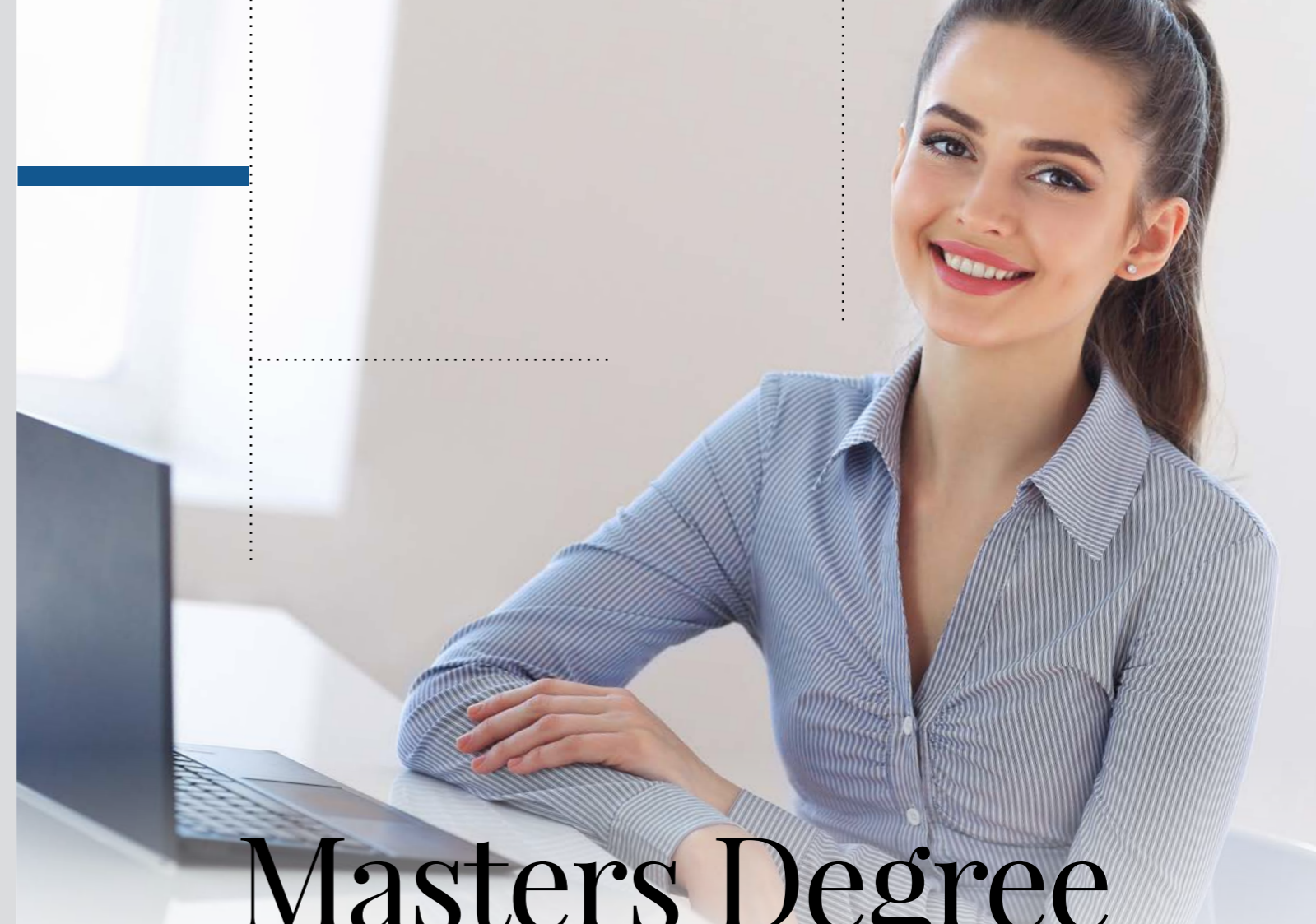
Sample Schedule/ Module		
Flexi Study Classes	Session 1	Friday
	Session 2	Saturday
	Session 3	Sunday
	Session 4	Weekday
	Session 5	Weekday
	Session 6	Weekday
	Session 7	Saturday
	Session 8	Sunday
Assignment Clinic <i>(where necessary)</i>	Session 9	Weekday
	Session 10	Weekday
	Session 11	Weekday
Flexi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

Open & Distance Learning (ODL)*

- Master of Science in Artificial Intelligence*
- Master of Science in Data Science and Business Analytics*
- Master of Business Administration*
- Master of Business Administration with a specialism in Digital Leadership*





MSc in SOFTWARE ENGINEERING

(R/4817/0781)(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



The Benefits of the Programme

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

- Undertake and effectively manage largescale and complex software development projects.
- Consider reliability and quality in the design of software systems
- Determine the security requirements for computer systems
- Apply and critique quality metrics in the assessment of software systems
- Participate in the design and implementation of high quality and reliable software systems
- 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 aims to develop specialist knowledge in the domain of software engineering, and exposes students to the core principles and processes of SE fundamental to successfully developing systems capable of addressing emerging business needs. Students will have the opportunity to supplement their knowledge, through elective modules, which domain adjacent topics such as natural language processing, data management and big data analytics.

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 of 10 coursework modules and a Project.

There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (for non-computing students)

Duration: 1 month (Full-time) / 2 months (Part-time)

- 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.

Joint Professional Certification by TIBCO Software Inc.

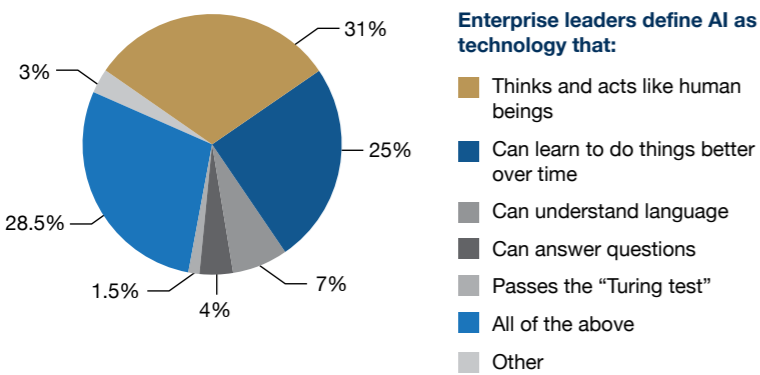


Upon completion of the Master of Science in Artificial Intelligence programme, in addition to their Masters Degrees, students will receive a professional certificate from TIBCO Software Inc. TIBCO is amongst the global leaders in Integration, Data Management and Analytics platforms that has a global 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.



Master of Science in ARTIFICIAL INTELLIGENCE

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



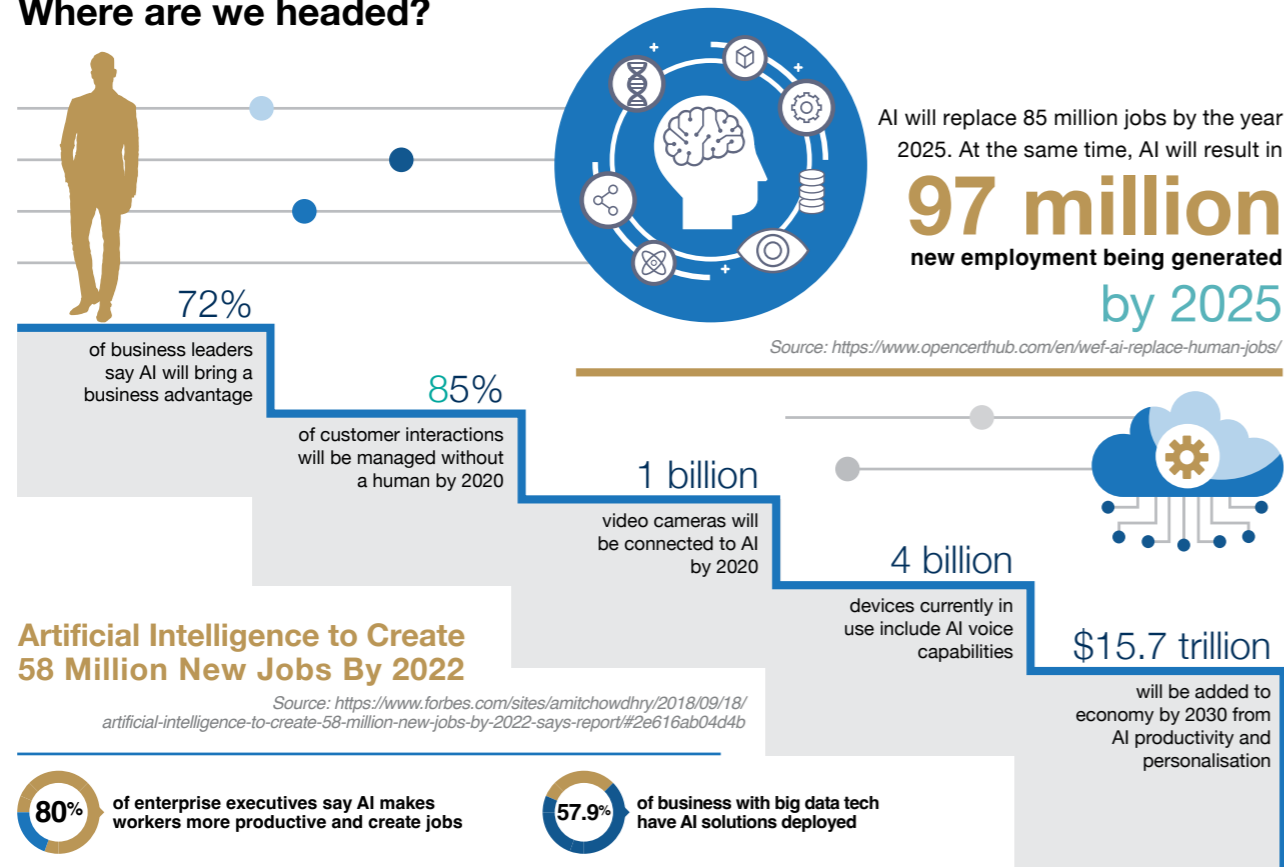
Rate of automation

Division of labour as share of hours spent (%)

	Human	Machine
2018	71	29
2022	58	42
2025	48	52

Source: Future of Jobs Report 2018, World Economic Forum

Where are we headed?



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.cnn.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.cnn.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/>

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

Modules & Project

The programme comprises of 10 coursework modules and a Project.

There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (for non-computing students)

- Duration: 1 month (Full-time) / 4 months (Part-time)**
- 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

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.

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





Master of Science in Cyber Security

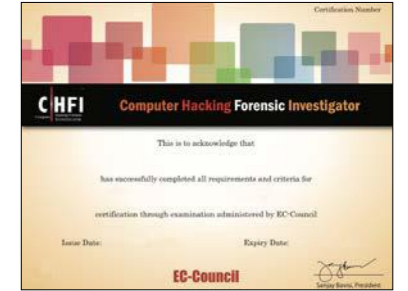
Rocheston Certified Penetration Tester

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 **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. Student can opt for the Rocheston certification which 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.



Certified Hacker Forensics Investigator (CHFI)

Upon completion of the **Advanced Digital Forensics** module, students will be ready and may opt for the **Certified Hacker Forensics Investigator (CHFI)** professional certification. The CHFI certification is provided by the International Council of Electronic Commerce Consultants [EC-Council], which is an American organisation that offers cybersecurity certification, education, training, and services in various cybersecurity skills. EC-Council is headquartered in Albuquerque, New Mexico, and has certified over 237,000 professionals from 145 countries (<https://iclass.eccouncil.org/>). CHFI is an advanced cybersecurity certification for forensic network security investigators.



Certified Security Operation Centre Analyst (CSOC)

Upon completion of the **Security Operations Center (SOC) & Incident Response** SOC module, students will be ready and may opt for the **Certified Security Operation Center (CSOC)** professional certification. The CSOC examination is certified by the Global ACE Certification where the certification body for the Global ACE Certification is the Information Security Certification Body or ISCB, a department within CyberSecurity Malaysia (CSM). Candidates can take the examination at authorised examination centres in participating member countries. Candidates who have successfully passed the CSOC examination will be eligible to apply as an associate or professional member by fulfilling the membership criteria defined under the Global ACE Certification.

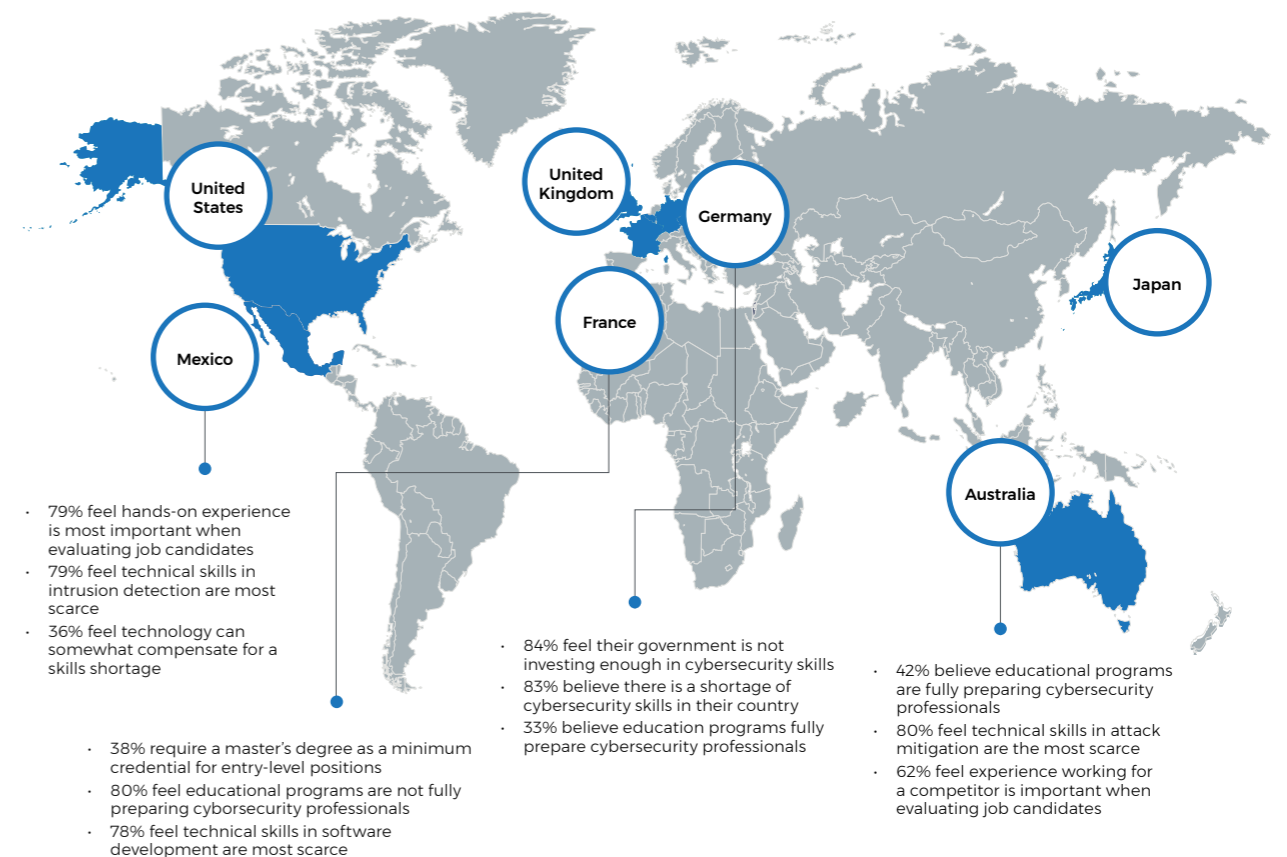


Global Cybersecurity Skill Shortage + Increased Budgets

=

CAREER OPPORTUNITIES

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



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

Malaysia needs **20,000** cybersecurity knowledge workers by 2025.
- Datuk Dr. Amirudin Abdul Wahab, CEO of CyberSecurity Malaysia

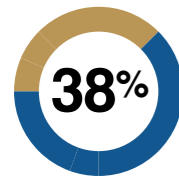
Source: <https://news.microsoft.com/en-my/2022/04/11/securing-our-cyberspace-with-a-skilled-and-diverse-cybersecurity-workforce/>

The global cybersecurity market size is forecasted to grow to **248.26 BILLION** U.S. dollars by 2023

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

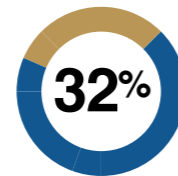
“Malaysia is one of the top three ASEAN countries that are expected to contribute 75 per cent of cybersecurity services market share by 2025.”
- Gobind Singh Deo, Minister of Communications and Multimedia

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



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

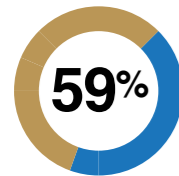
Source: <https://newsroom.intel.com/news-releases/global-study-reveals-businesses-countries-vulnerable-due-shortage-cybersecurity-talent/#gs.qc3z9r>



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

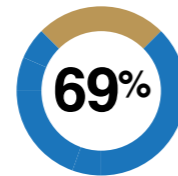
Source: ISACA State of Cybersecurity 2019

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**

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

Ransomware attacks are growing more than



“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 EMEA 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](https://www.ey.com/Publication/vwLUAssets/ey-global-information-security-survey-2018-19/$FILE/ey-global-information-security-survey-2018-19.pdf)

“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

“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>



Duration:

Full-time - 1+ years
Part-Time - 2.5-3 years

This programme is specifically designed to provide:

- Opportunity for professional development at an advanced level within the area of Cyber Security.
- Ability to further develop specialisation gained in taught modules through an extensive research-based and/or technical-based dissertation, to prepare a subject matter expert in the field.
- 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:



Master of Science in **CYBER SECURITY**

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

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.

Modules & Project

The programme comprises of 10 coursework modules and a Project.

There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (for non-computing students)

Duration: 1 month (Full-time) / 4 months (Part-time)

- Cyber Security
- Digital Forensics
- Digital Forensic and Cyber Security Tools

Core Modules:

- Data Analytics in Cyber Security
- Information Security Design
- Cyber Security & Threats
- Security Operations Center & Incident Response
- Advanced Ethical Hacking
- Advanced Digital Forensics
- Research Methodology in Computing & Engineering
- Project

Elective Modules (Choose 3)*

- E-Investigation
- 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.

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.

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.





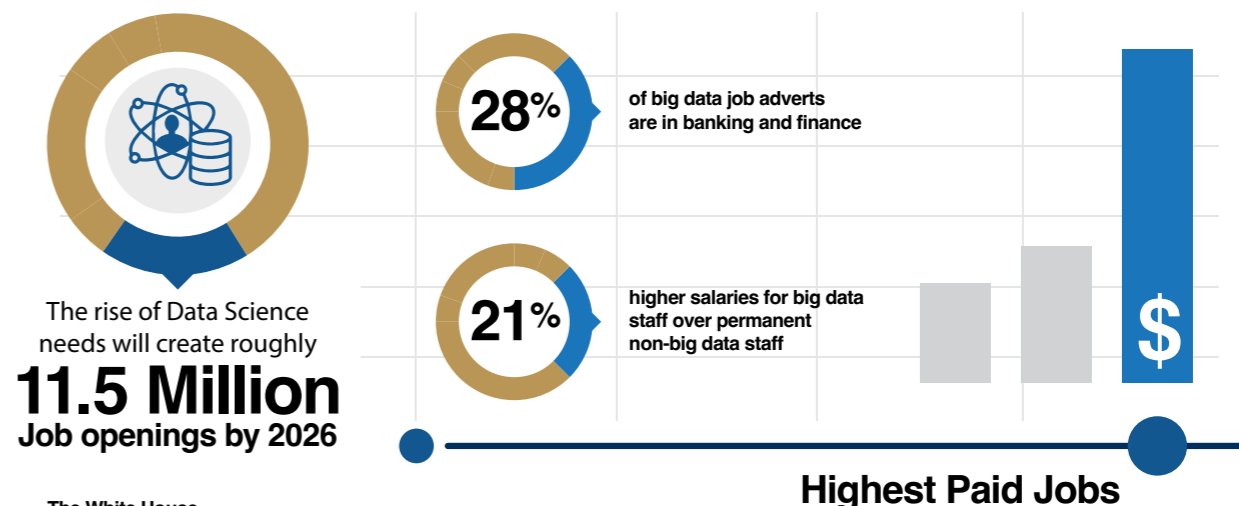
MSc in Data Science and Business Analytics

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



Joint Professional Certification by TIBCO Software Inc.

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.



The White House administration is investing

\$200 MILLION into big data research projects

Source: www.mushroomnetworks.com

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

Data Science and Artificial Intelligence are two of the most promising fields of the 21st century that will impact all segments of daily life by 2025, from transport and logistics to healthcare and customer service. In the coming years, with the digitalization of the world and rapid development of technology and industry, AI and its associated branches promise a fulfilling future. According to the US Bureau of Labour statistics, the rise of Data Science will create roughly 11.5 million job openings by 2026, and by 2022, Data Scientists and Analysts will become the number one emerging role in the world, according to the World Economic Forum.

Source: https://m.economictimes.com/magazines/panache/11-5-mn-job-openings-by-2026-sky-high-salaries-why-data-science-is-booming/amp_article/show/74667347.cms

"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



"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 Mung, Managing Director of IBM Malaysia



MSc in DATA SCIENCE AND BUSINESS ANALYTICS

(R/482/7/0093)(10/25)(MQA/FA8020)

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.

Modules & Project

The programme comprises of 11 coursework modules (including Research Methodology module) and a Capstone Project (2 parts).

Pre-Requisite Modules (for non-computing students)

Duration: 1 month (Full-time) / 4 months (Part-time)

- 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.



TIBCO certification is awarded to students who complete:

- Business Intelligence Systems
- Applied Machine Learning
- Deep Learning



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 turn data into useful information via various processes.

Career options

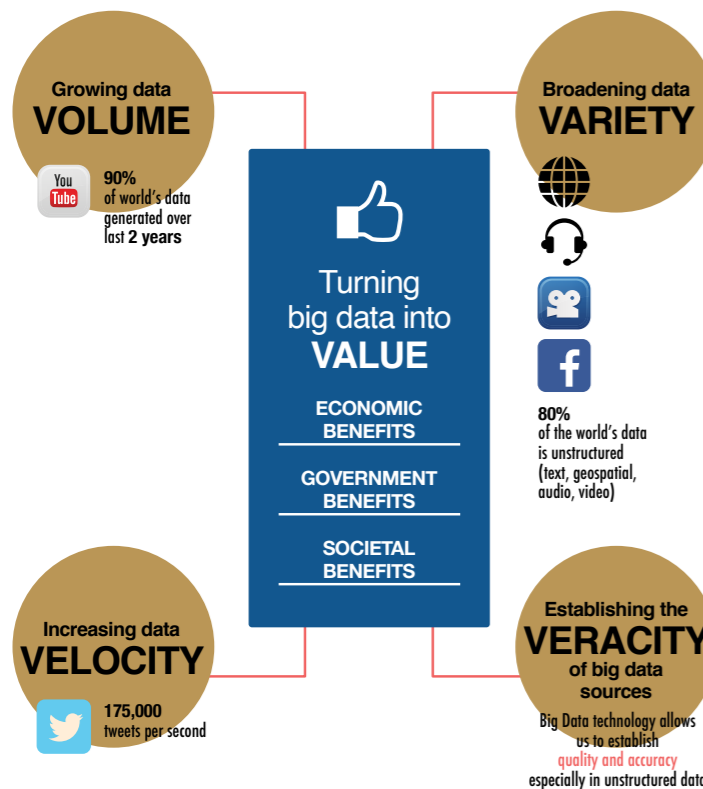
- Data Engineers
- Data Analyst
- Business Analyst
- Data Scientist
- Chief Technology Officer (CTO)
- Data Analytics Manager
- Business Analyst Manager
- Data Innovation Manager
- Machine Learning Scientist
- Business Process Engineer
- Data Wrangler / Munger / Miner
- Business Intelligence Manager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



Dream Big: Think BIG - Reasons to Study BIG Data:

- "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*
- "Starting salaries for data scientists have gone north of \$200,000" - *Bloomberg*
- "The Whitehouse Administration is investing \$200 Million into big data research projects" - *Mushroom Networks*
- "Data scientists are the new superheroes," says Pascal Clement, the *Head of Amadeus Travel Intelligence in Madrid*.
- "Malaysia needs additional 12,000 Data Scientists" - *Ministry of Education*
- "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



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

Data Science @ APU - FORTIFIED through PARTNERSHIPS

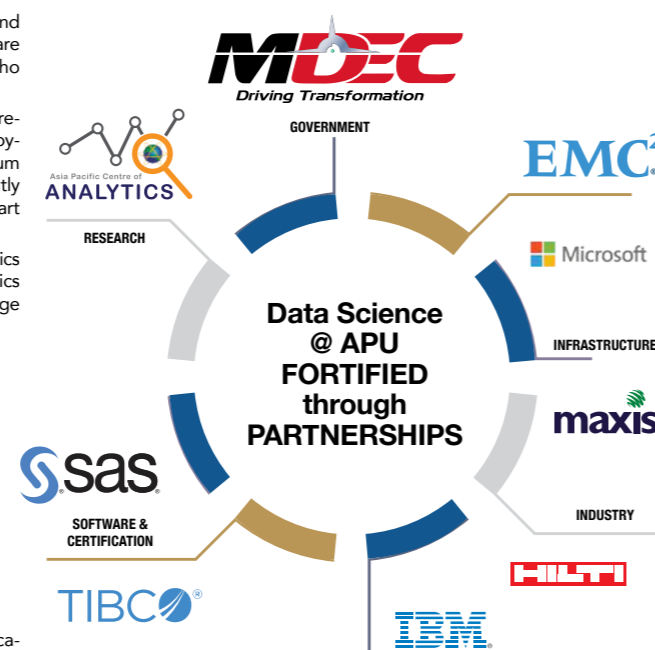
The programme has been carefully designed by APU with inputs and content from our partners, comprising major technology and software solutions providers, university partners as well as industry organisations who use analytics for strategic and competitive advantage.

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.





MSc in INFORMATION TECHNOLOGY MANAGEMENT

(R/482/7/0149)(07/27)(MQA/FA8835)



Duration:

- Full-time - 1+ years
- Part-time - 2.5-3 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 of 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)

Duration: 1 month (Full-time) / 2 months (Part-time)

- 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

(R/345/7/0162)(06/27)(MQA/FA8837)



Duration:

- Full-time - 1+ years
- Part-time - 2.5-3 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 of 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)

Duration: 1 month (Full-time) / 2 months (Part-time)

- 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.

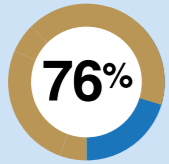
Project

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 Science in Digital Transformation



of companies are providing training for existing managers to equip them with skillsets related to digital transformation

- Digital Talent in Malaysia, 2021



of additional value for the world economy is expected from digital transformation by 2025

- WEF

Digital Transformation Specialists	
Countries	Job Ranking
Germany	3
Indonesia	8
Malaysia	4
Saudi Arabia	4
Singapore	3
UAE	5
UK	5

The Malaysian government aims to attract

RM70.0 billion (USD15.6 billion)

investments to accelerate digitalisation efforts by 2025

- theedgemarkets.com, October 28, 2022

"Digital Transformation Specialist is the 7th highest job role in increasing demand across industries"

Source: Future of Jobs Survey 2020, World Economic Forum.



Master of Science in **DIGITAL TRANSFORMATION**

(N/0688/7/0001)(08/38)(MQA/PA16559)

The Benefits of the Programme

- Duration:**
Full-time - 1+ years
Part-time - 2.5-3 years
- This programme is specifically designed to provide:**
- Graduates with knowledge, skills, and competencies that will help in the development of the country and enable them to progress their careers in digital transformation.
 - An understanding of digitally connected systems in organizations that automate manual tasks, streamlining workflows, enhancing efficiency, and improving customer experience.
 - An opportunity to develop capabilities in implementing digital transformation initiatives effectively, empowering organisations agility and innovation to quickly respond to customer and competitor demands.
 - A comprehensive knowledge in identifying digital technologies, their applications in various industries, and leadership qualities.

Career options

- Digital Transformation Specialist
- Digital Transformation Manager
- Digital Transformation Consultant
- Data Transformation Officer
- Chief Digital Officer
- Digital Transformation Director
- Director of Digital Strategy
- Head of Strategy and Transformation
- Digital Transformation Lead
- Digital Transformation Programme Integrator
- Digital Project Manager

Modules & Project

- Develop skills to conduct business consultation in digital transformation projects by engaging with customers and understanding their needs.
- Apply the concepts in technologies relevant to industrial revolution 4.0 to develop or redesign new business processes that can improve productivity and efficiency while preparing companies for AI adoption.
- Master design thinking principles on change management to build strategic working relationships and meet potential customers expectations.
- Examine digital engagement platforms requirement in meeting customers needs.
- Analyse business trends in digital platforms to grow new business or cross sell additional products or services.
- Prepare students who are not from a computing background to develop the necessary knowledge to undertake digital transformation projects within their expertise.

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)

Duration: 1 month (Full-time) / 4 months (Part-time)

- Programming in Python
- Practical IOT
- Fundamentals of Artificial Intelligence

Core Modules

- Business Intelligence Systems
- Disruptive Innovation Strategies
- Technology, Culture and People: A Global Perspective
- Leading Digital Business Transformation
- Digital Project Management
- IR 4.0 Enabling Technologies
- Research Methodology in Computing and Engineering
- Project

Elective Modules (Choose 3)

- Building IOT Application
- Financial Technology
- Cyber Security & Threats
- Big Data Analytics and Technologies

* 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.

Who Should Attend

This programme is geared towards industry or business professionals who are seeking to develop their careers in the digital transformation 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.

For business managers who want to leverage on power of cloud services to increase efficiencies in business operations, they will learn different digital transformation frameworks and decide on the ones most applicable to their industries. Though they may not have any IT background, pre-requisite modules in key areas of AI, programming and internet of things will be taught to help them navigate the IT landscape.

Project

You are required to complete an industry-based major project where possible, however the emphasis must be placed on an effective demonstration of how the application of digital transformation 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

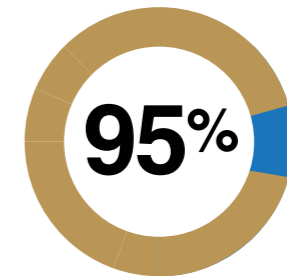
In this age of digital transformation, being equipped with digital, technical & analytical skills in addition to profound business skills & professional knowledge makes you stand out among the rest. As an MBA @ APU student, you will be exposed to modules in business intelligence & data analytics & technology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



“MBA GRADUATES CONTINUE TO COMMAND A SALARY PREMIUM COMPARED TO DIRECT FROM INDUSTRY HIRES AND BACHELORS DEGREE HIRES” - GRADUATE MANAGEMENT ADMISSION COUNCIL (GMAC) SURVEY

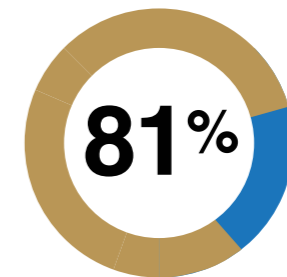
“Demand for MBA talent is strongest in Asia Pacific”

- 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)



POWER
of Analytics and Data
Driven Marketing

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**

(R/345/7/1061)(06/27)(MQA/FA8762)



Duration:

Full-time - 1+ years
Part-time - 2.5-3 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 of 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)

Duration: 1 month (Full-time) / 2 months (Part-time)

- 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
- Business Intelligence Systems (ODL only)

Elective Modules (Choose 2)*

- Technology Management
- Managing Creativity and Innovation
- Behavioural Science, Social Media and Marketing Analytics
- Entrepreneurship
- Leading Digital Business Transformation (ODL only)
- Digital Execution (ODL only)

* 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.



Master of **BUSINESS ADMINISTRATION WITH A SPECIALISM IN DIGITAL LEADERSHIP**

(R/345/7/1061)(06/27)(MQA/FA8762)



Duration:

Full-time - 1+ years
Part-time - 2.5-3 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 6 core modules (including Research Methodology module), 4 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)

Duration: 1 month (Full-time) / 2 months (Part-time)

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

Core Modules

- Managerial Finance
- Managerial Economics
- Strategic Marketing Management
- Human Resource Management
- Research Methodology
- Statistical Decision Making
- Project

Specialisation Modules

- Global Strategic Management
- 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.



Master of **BUSINESS ADMINISTRATION** (EURO ASIA BUSINESS)

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



Duration:

Full-time - 1+ years

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



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 of 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)

Duration: 1 month (Full-time)

- 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**

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



Duration:

Full-time - 1+ years

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

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 of 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)

Duration: 1 month (Full-time)

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

Modules

- Technology, Culture and People: A Global Perspective
- Marketing and Sustainability in the Age of Globalisation
- Behavioural Science, Social Media and Marketing Analytics
- Communication Theory and Practice
- International Business Communications and Competencies
- Planning Business Communications Campaign
- New Media Industries and Technologies
- Statistical Decision Making
- Research Methodology
- Managing Crisis Communications
- 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**



(R2/0415/7/0006)(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



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 of 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)

Duration: 1 month (Full-time)

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

Modules

- Technology, Culture and People: A Global Perspective
- Marketing and Sustainability in the Age of Globalisation
- Behavioural Science, Social Media and Marketing Analytics
- New Product Development and Innovation
- Managing Creativity and Innovation
- Statistical Decision Making
- Strategic Marketing Management
- Global Marketing Management
- Research Methodology
- Digital Marketing Tools and Trends
- 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

(R/345/7/1072)(01/28)(MQA/FA8923)



Duration:

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

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



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

This programme comprises of 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)

- Duration: 1 month (Full-time) / 2 months (Part-time)**
- Managing People
 - Understanding Customers
 - Managerial Finance
 - Business Environment & Strategic Planning

Core Modules

- Project Quality Management
- Project Development and Scope Management
- Project Planning and Scheduling
- Research Methodology
- Project Cost Estimation and Budgeting
- Principle and Practices of Project Management
- 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 (Digitalisation Pathway)*

- 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

(R2/0412/7/0002)(10/28)(MQA/FA3456)



Duration:

Full-time - 1+ years

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)

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 of 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/544/7/0251)(04/24)(MQA/FA3459)



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 programme 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.

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



Master of FINANCE

(R2/0412/7/0002)(10/28)(MQA/FA3456)



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.

Accredited by:

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

Modules & Project

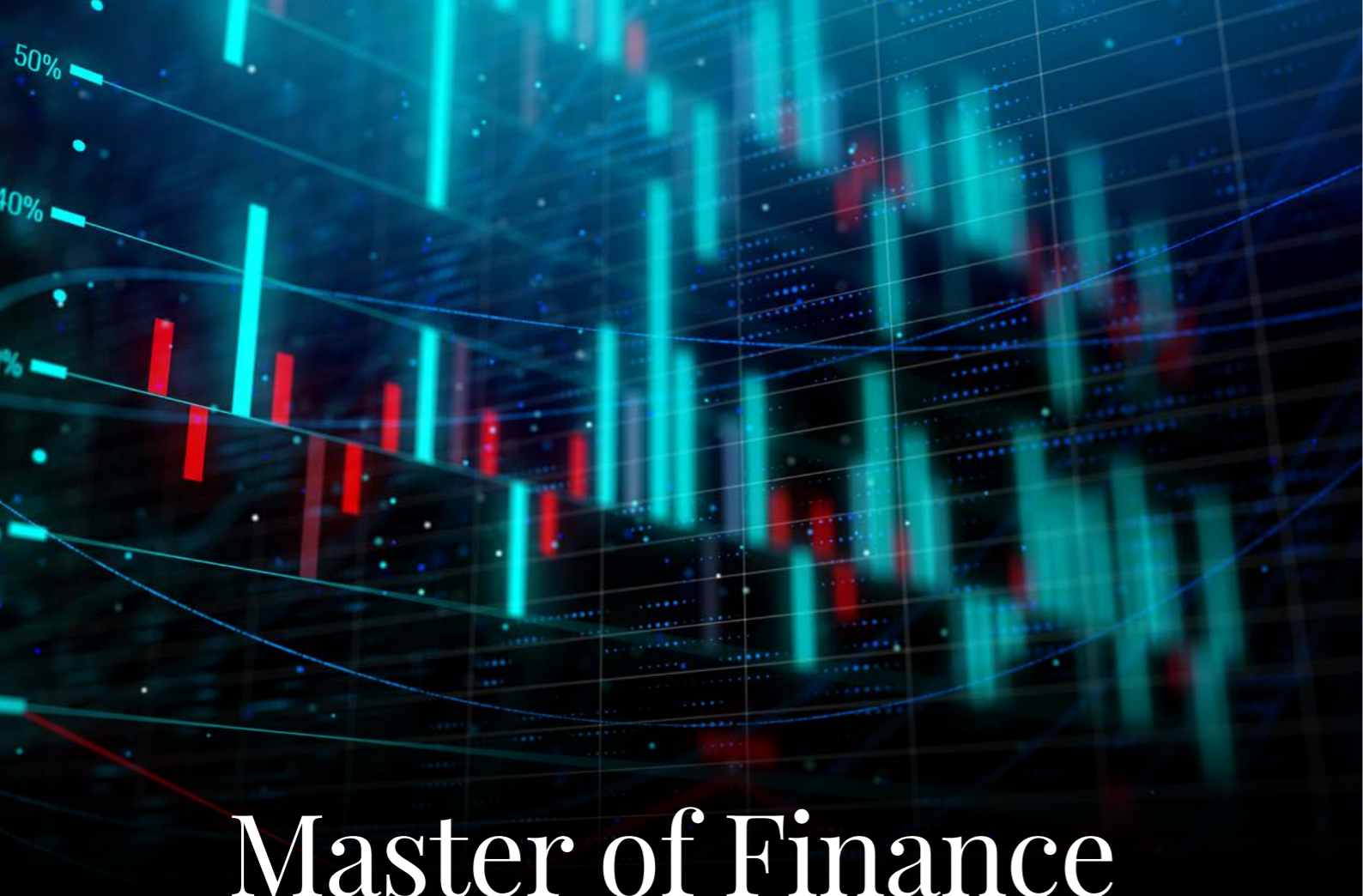
This programme comprises 10 coursework modules (including Research Methodology module) and a project. The modules are designed to provide a solid understanding of financial principles and their applications of those understanding to various aspects of the finance industry. The students are able to act 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.

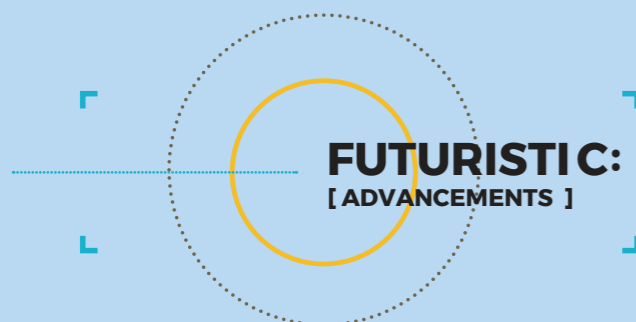


Master of Finance with a specialism in FinTech

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.



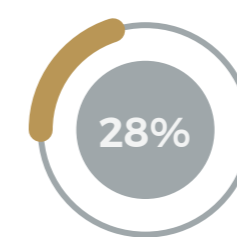
"FinTech is massively popular. 96% of global consumers are aware of FinTech-driven money transfer and payment services. 3 out of 4 consumers have used an alternative money transfer and payment service."

- EY Global FinTech Adoption Index

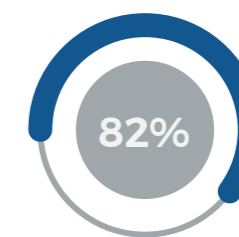
FINTECH FOR THE FUTURE



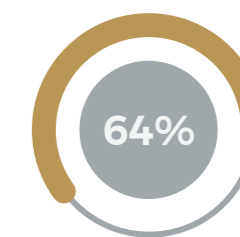
60% of consumers want to transact business with financial institutions with a single platform, such as social media or mobile banking apps. **(Ernst & Young)**



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



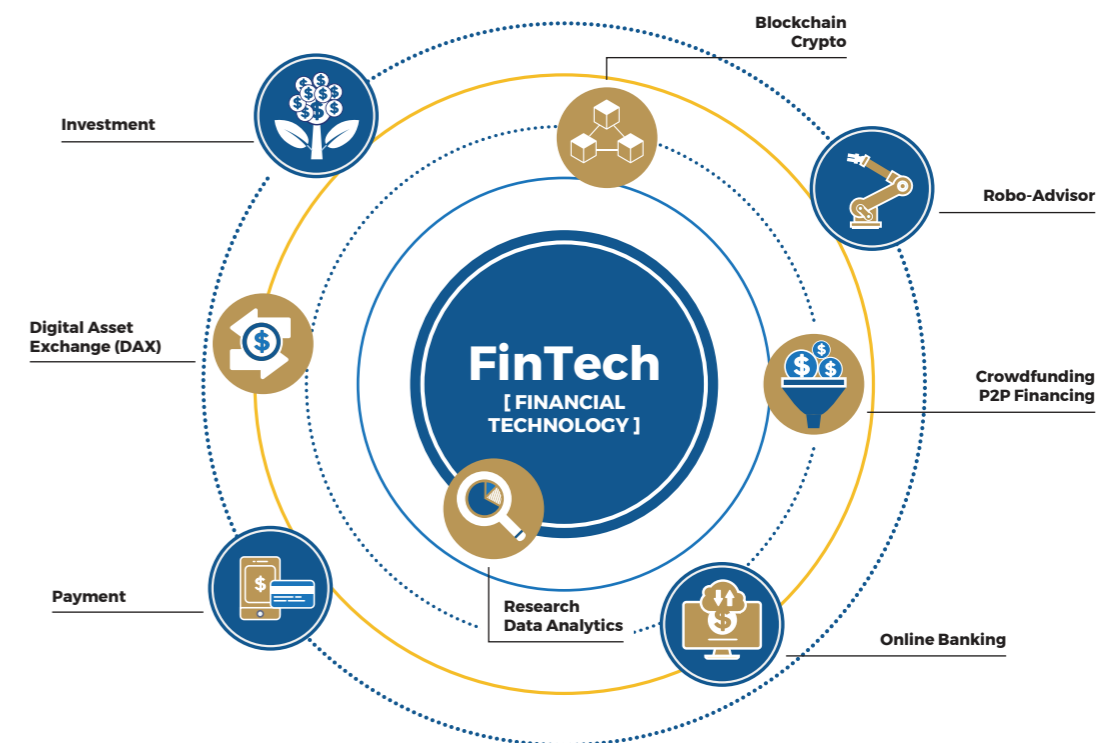
In 2017, 88% of incumbent financial institutions feared that they would lose money to the disruptive innovation of FinTech companies, but 82% plan to partner with FinTech startups in the next 3-5 years. **(PwC)**



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 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



(R2/0412/7/0002)(10/28)(MQA/FA3456)

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.

Accredited by:



Modules & Project

The programme comprises of 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)

Duration: 1 month (Full-time) / 2 months (Part-time)

- 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.

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



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.





Master of Arts in **DESIGN INNOVATION MANAGEMENT**



(N/0288/7/0001)(05/26)(MQA/PA14558)

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:

Core Modules

- Design and Creative Industries
- Business Planning for Creative Entrepreneur
- Research Methodology
- Design Thinking
- Integrated Brand Management
- Future Media Innovation
- Service Design
- Project Feasibility Study
- Creative Futures Project

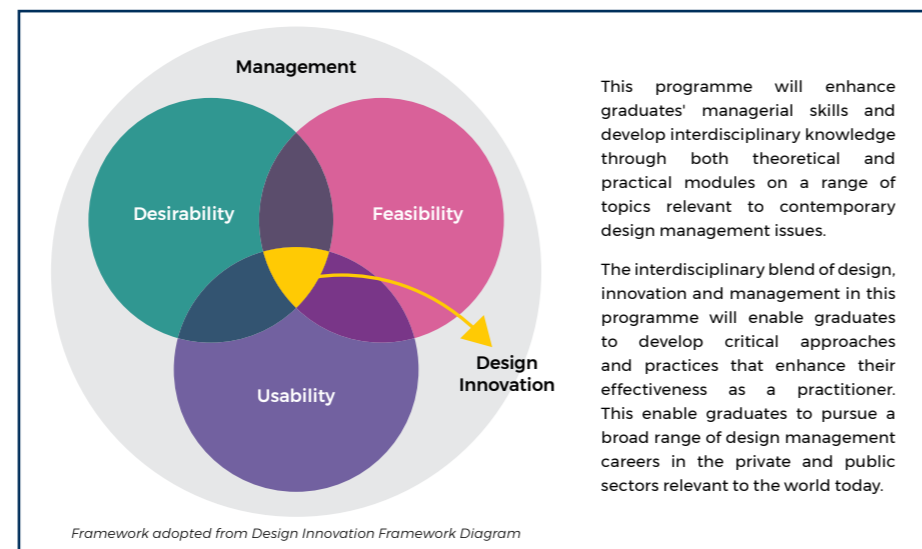
Elective Modules (Choose 1)

- 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.



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



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



Master of Philosophy in **ENGINEERING** (R/0710/7/0005)(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)(06/29)(MQA/FA9019)

Conversion to PhD

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

- Display excellent progress in their research.
- Able to demonstrate the potential of their project to be expanded to PhD level.
- 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.

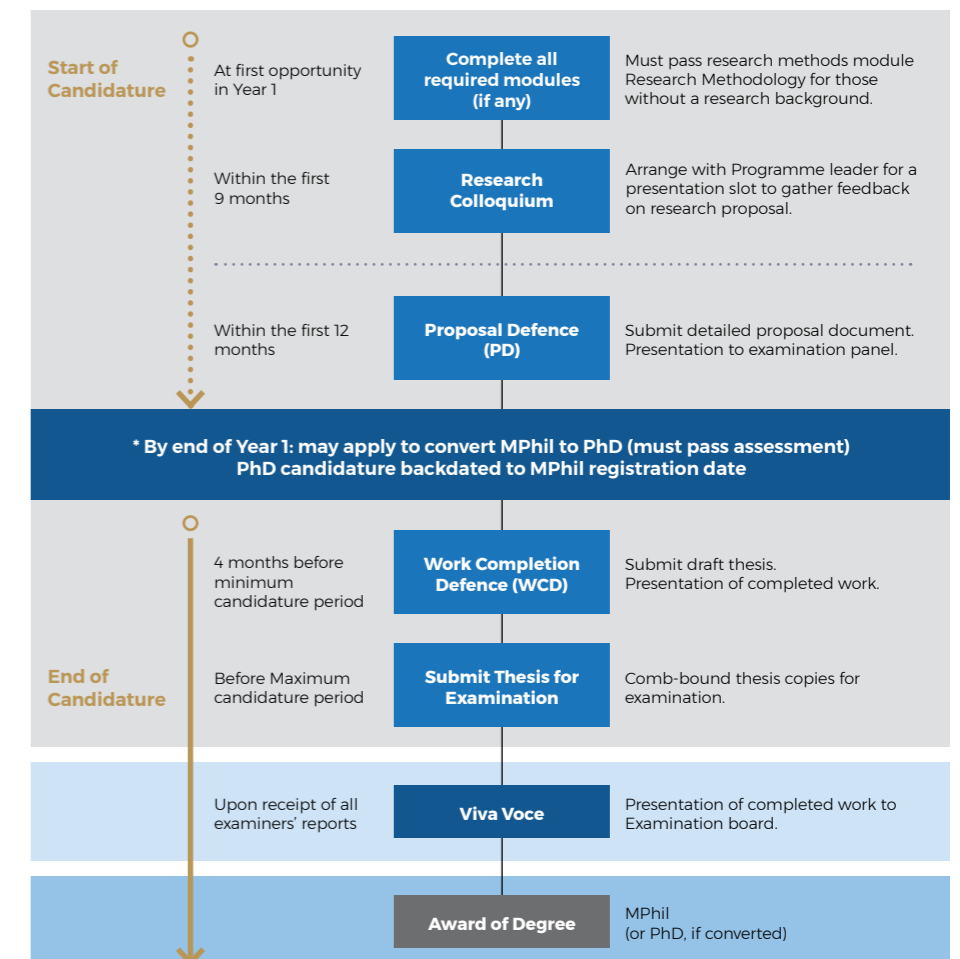
Modules & Assessments

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.





100% Online

Master Degree Open & Distance Learning



Open & Distance Learning (ODL)

- The ODL (Open & Distance Learning) 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.
- All the Master (ODL) programmes are available for part-time study mode. The minimum duration of study is 2.5 years.
- All the Master (ODL) programmes are APU own award only.
- Students are to register the modules on a modular basis. Each module will be offered over a two-month duration.

- Master of Business Administration (ODL)
- Master of Business Administration with a specialism in Digital Leadership (ODL)
- Master of Science in Artificial Intelligence (ODL)
- Master of Science in Data Science and Business Analytics (ODL)



Duration:

ODL - 2.5-3 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



Master of BUSINESS ADMINISTRATION (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/PA15616)



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 managers who wish to focus on enhancing and enriching management and critical decision making skills in national and international organisations. In addition, middle and senior level managers who are undergoing challenging tasks in manufacturing and/or services sectors will find this programme useful towards career growth.

Modules & Project

This programme comprises of 9 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)

Duration: 2 months (ODL)

- 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
- Business Intelligence Systems
- Project

Elective Modules (Choose 2)

- Technology Management
- Managing Creativity and Innovation
- Behavioural Science, Social Media and Marketing Analytics
- Entrepreneurship
- Leading Digital Business Transformation
- Digital Execution

* 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.





Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN **DIGITAL LEADERSHIP (ODL)**

(N-DL/0414/7/0005)(05/27)(MQA/PA15616)



The Benefits of the Programme

- Identify leadership requirements in different situations and demonstrate appropriate leadership capabilities.
- Attain expertise in strategic thinking, essential for navigating the complex business environment.
- Develop adaptable leadership skills to excel in diverse situations, demonstrating effective leadership capabilities.
- Understand behavioural science, marketing analytics' skills on tools and business intelligence applications allows digital leaders to track user preferences and strategically offer users towards content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Develop proficiency and skills to address the challenges of digital transformation while fostering a comprehensive understanding of modern business processes, enabling success in the digital era.
- Acquire innovative problem-solving techniques to solve global business challenges.
- Approach research and decision-making with a strong sense of ethics and social responsibility
- 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.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.

Who Should Attend

The Master of Business Administration with a specialism in Digital Leadership is designed for professionals who aspire to excel in leadership roles within the dynamic landscape of digital business. This program is ideal for individuals who wish to understand and navigate the intersection of business strategy, digital technologies, and data analytics. It aims to develop the knowledge and skills using the power of technology and data to excel in today's digital business environment.

Modules & Project

This programme comprises 10 coursework modules (including Research Methodology module, 3 specialisation modules and a project.

Pre-Requisite Modules (for non-business students)

Duration: 2 months (ODL)

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

Core Modules

- Organisational Behaviour
- Managerial Finance
- Managerial Economics
- Business Intelligence System
- Global Strategic Management
- Strategic Marketing Management
- Statistical Decision Making
- Entrepreneurship
- Human Resource Management
- Research Methodology
- Project

Specialisation Modules

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

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.



Master of Science in **ARTIFICIAL INTELLIGENCE (ODL)**

(N-DL/0613/7/0004)(12/27)(MQA/PA16033)



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 of 10 coursework modules and a Project. There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 electives from those listed.

Pre-Requisite Modules (for non-computing students)

Duration: 4 months (ODL)

- 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





Master of Science in **DATA SCIENCE AND BUSINESS ANALYTICS (ODL)**

(N-DL/482/7/0168)(03/26)(MQA/PA14220)



Duration:

ODL - 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 turn 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

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.

Modules & Project

The programme comprises of 11 coursework modules (including Research Methodology module) and a Capstone Project (2 parts).

Pre-Requisite Modules (for non-computing students)

Duration: 4 months (ODL)

- 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):

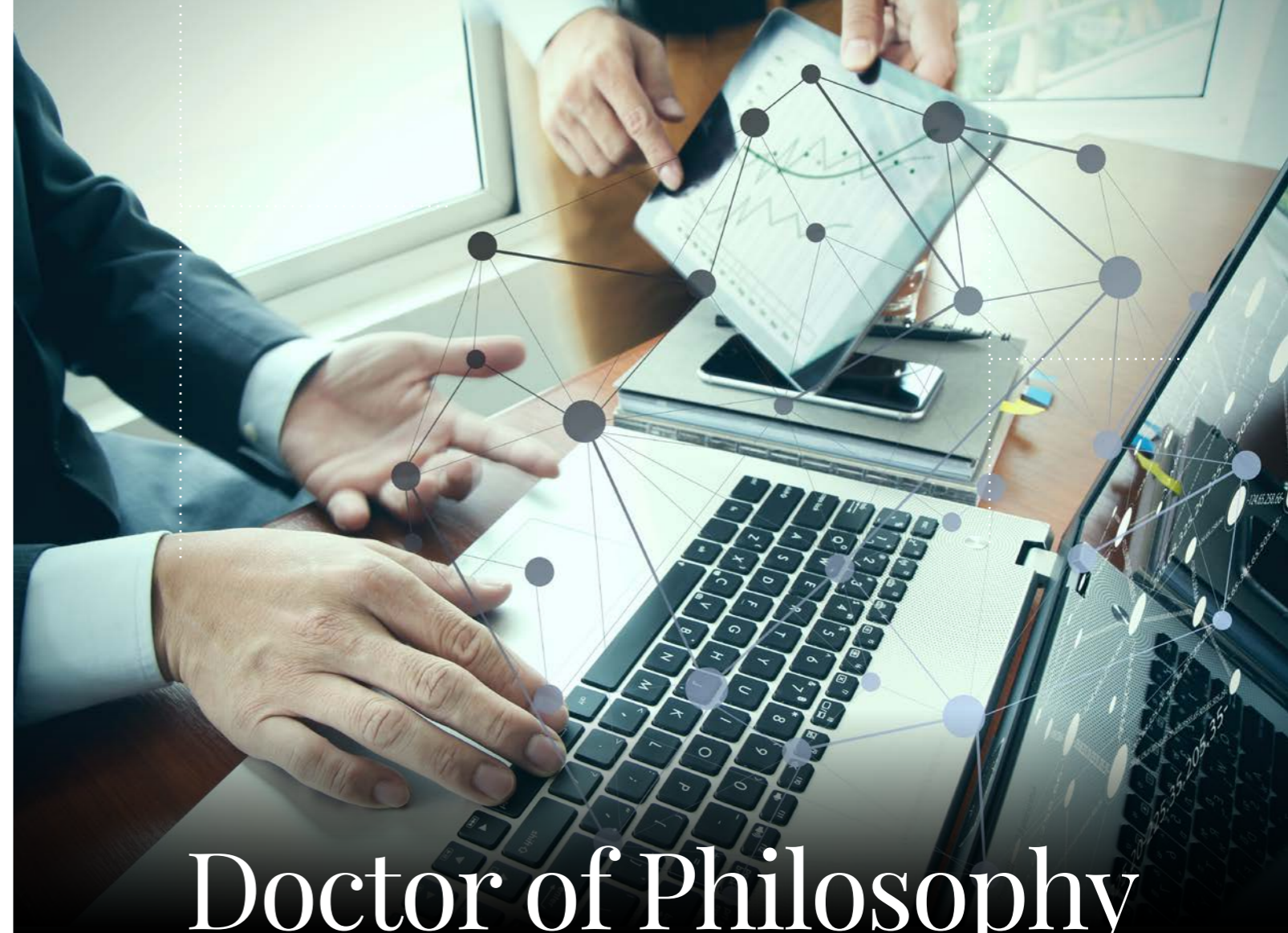
- Cloud Infrastructure and Services
- Deep Learning
- Natural Language Processing
- OR Building IoT Applications
- OR Data Protection and Management

* 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.



TIBCO certification is awarded to students who complete:

- Business Intelligence Systems
- Applied Machine Learning
- Deep Learning



Doctor of Philosophy Programmes

- **PhD in Computing** (R2/0610/8/0002)(07/27)(MQA/FA0928)
- **PhD in Finance** (R2/0412/8/0003)(09/28)(MQA/FA2093)
- **PhD in Technology** (R2/482/8/0040)(07/27)(MQA/FA2107)
- **Doctor of Philosophy in Engineering** (R/0710/8/0004)(04/25)(MQA/FA6113)
- **PhD in Management** (R2/0410/8/0007)(08/28)(MQA/FA2094)

Open & Distance Learning (ODL):

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

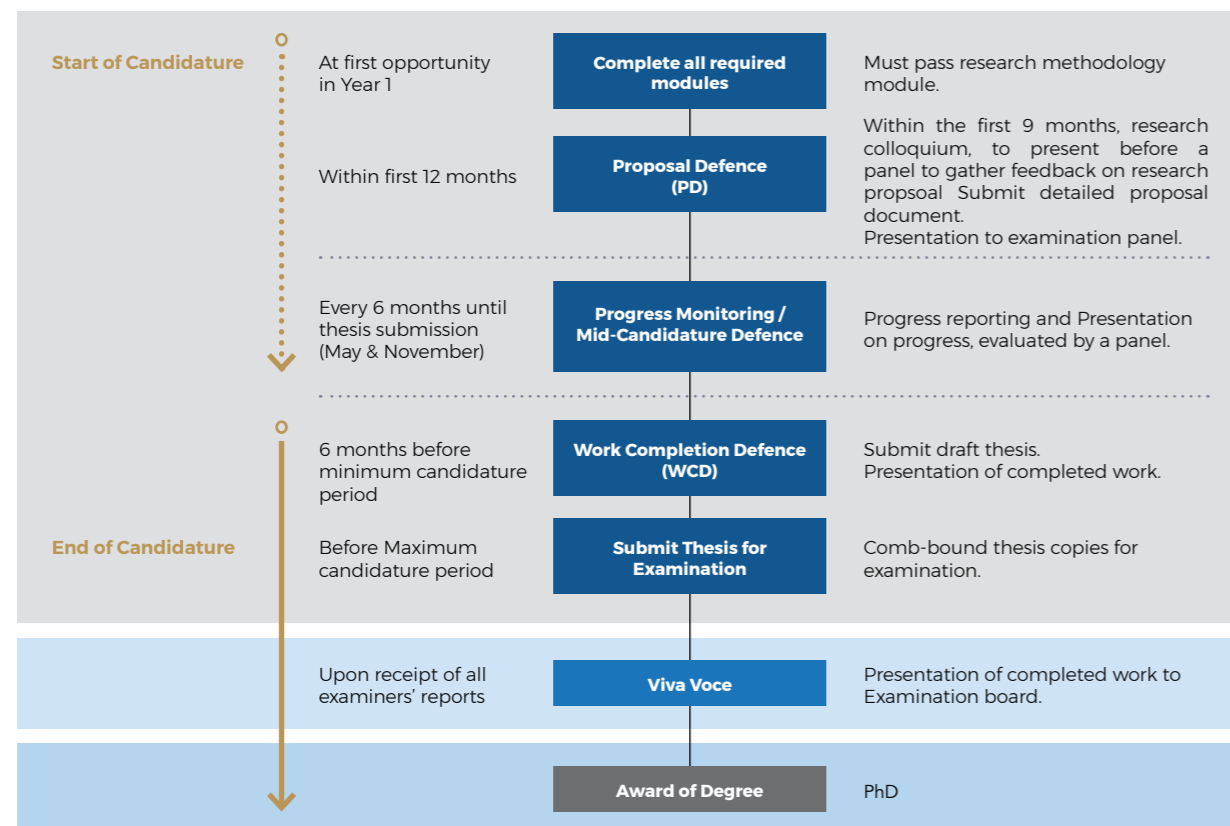
Why our APU PhD by Research Programme?

- 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.



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**



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

Business & Management

- Strategy of Multinational Corporations
- Strategic Framework for SDG6 Adoption - Malaysian In-Bound Technology Transfer Model
- Student Mobility and Internationalisation 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

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

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 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.

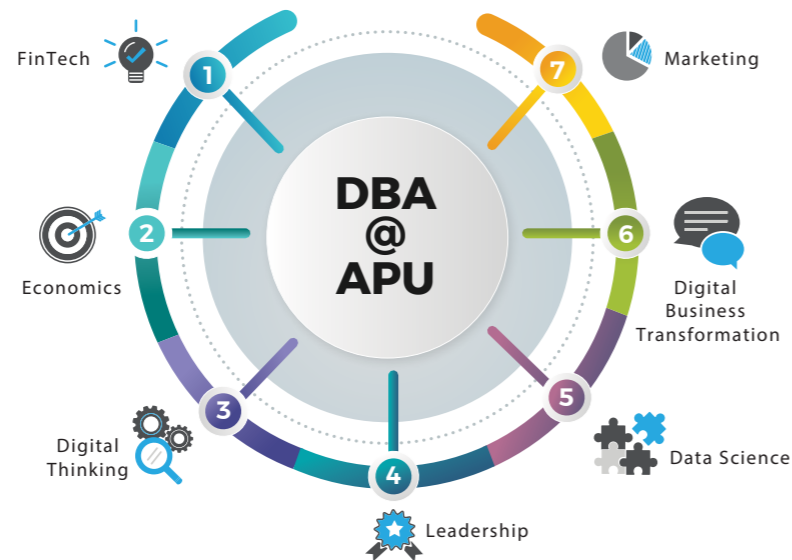
Modules & Dissertation

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.



Endorsed by:



100% Online

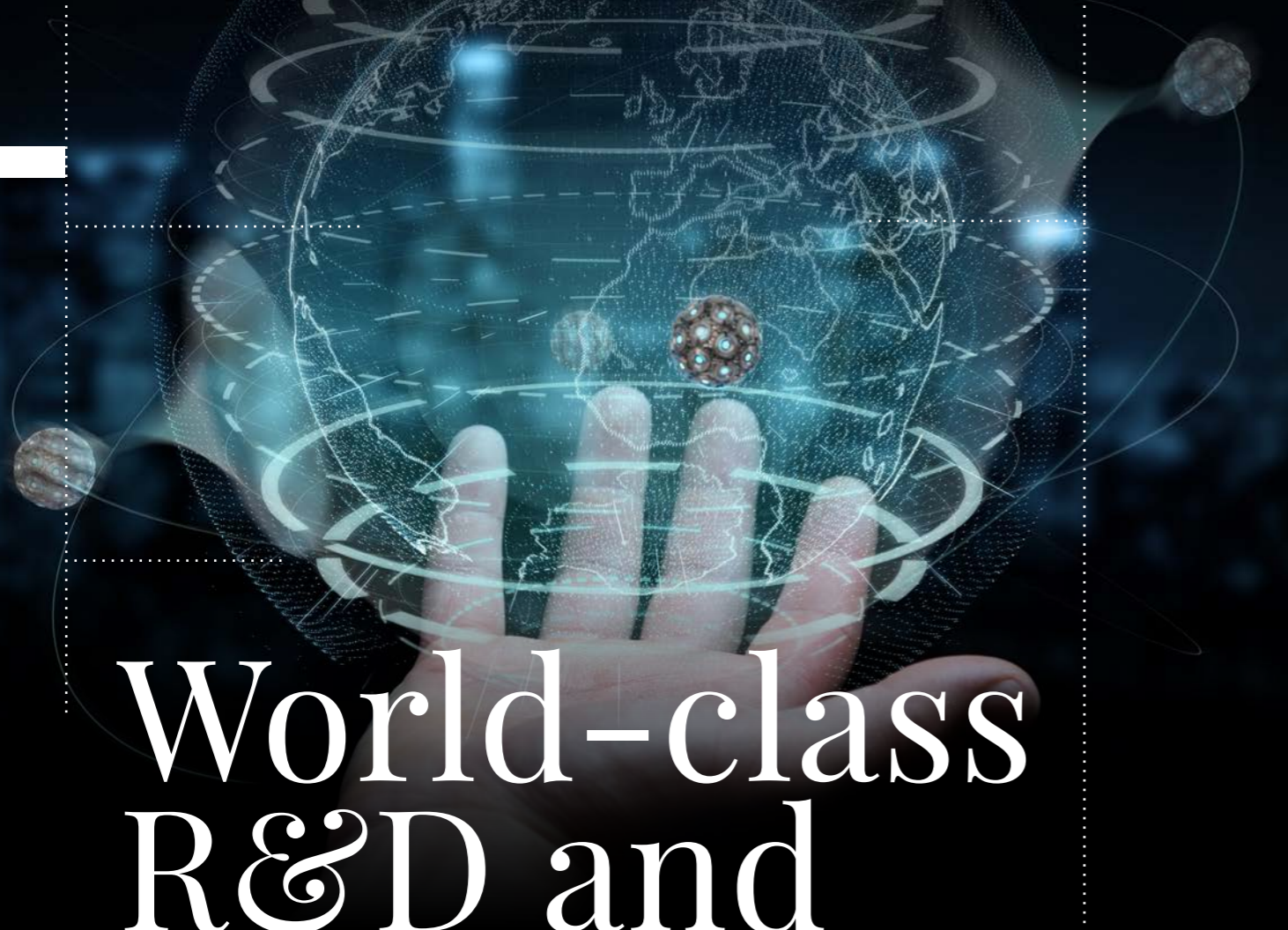
PHD-Open & Distance Learning



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.



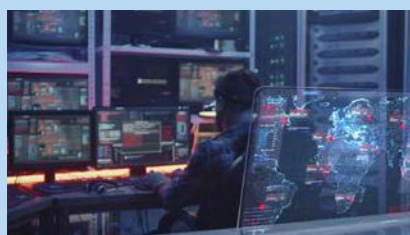


World-class R&D and Innovation

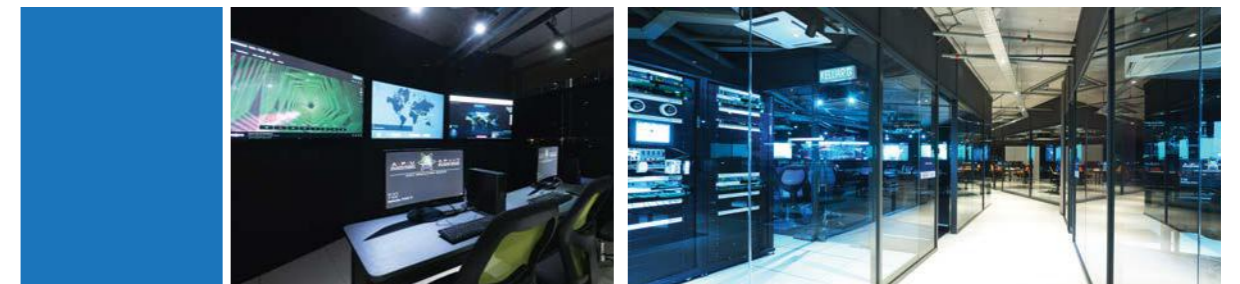
ACADEMIC RESEARCH

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
- Artificial Intelligence
- Cloud Computing
- Security and Forensics
- Internet of Things (IoT)
- Malware Analysis
- Big Data



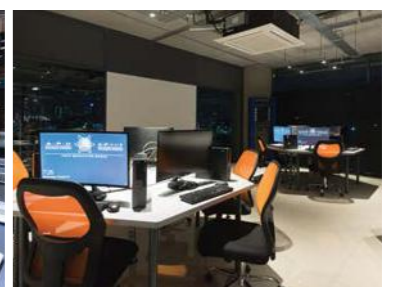
Malaysia's First Integrated Cybersecurity Talent Zone



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.



INNOVATIVE INDUSTRY-BASED RESEARCH CENTRES @ APU

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.



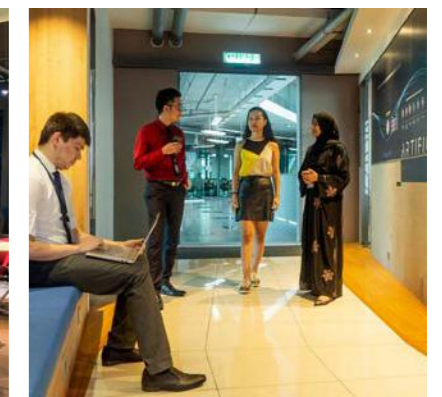
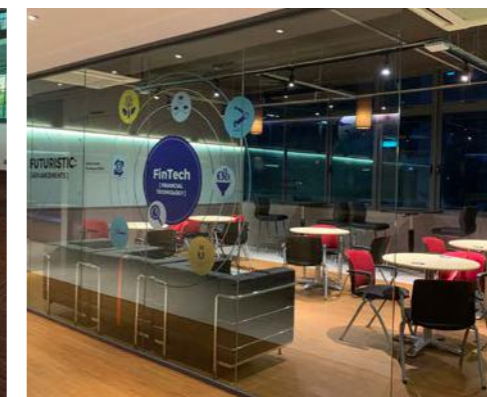
APU 5G Research Lab

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/6G Network and Highspeed Sensor Networks for Autonomous Industry.



Postgraduate Studies Facilities





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



Awards & Accolades



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.

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.

CYBERSECURITY EXCELLENCE AWARDS

- BEST CYBERSECURITY EDUCATION PROVIDER IN ASIA

2023 - Gold Winner
2022 - Gold Winner
2021 - Gold Winner
2020 - Gold Winner
2019 - Gold Winner

PRIVATE EDUCATION EXCELLENCE AWARDS

2023 - Best in Student Achievements (Institution Category)
2023 - Best in Diversity & Inclusion (Institution Category)
2023 - National Outstanding Innovator Award (University category)
2023 - National Outstanding Young Educator Merit Award

HILTI IT COMPETITION

2023 - Champion
2022 - 2nd Runner Up
2021 - Champion
2020 - Champion
2020 - 1st Runner Up

INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)

University and Educational Institution category

2023 - 1 Gold Award
2023 - 6 Silver Awards

Invention, Innovation and Technology category

2022 - 1 Gold Award
2019 - 1 Gold Award
2018 - 1 Bronze Award
2018 - 1 Silver Award
2018 - 1 Silver Award
2017 - 1 Silver Award
2016 - 1 Gold Award
2016 - 1 Silver Award
2015 - 1 Gold Award
2015 - 1 Bronze Award
2014 - 1 Gold Award
2014 - 1 Bronze Award
2013 - 2 Silver Medals
2016 - Best Green Invention Award
2013 - 2 Gold medals for the innovator category

HACKTITUDE MALAYSIA

2023 - Champion

5TH CARNIVAL OF RESEARCH AND INNOVATION (CRI)

2023 - 2 Gold, 2 Silver and 2 Bronze Medals

IMPACTHACK BY STANDARD CHARTERED

2023 - Champion

UNIVERSITI MALAYA (UM) HACKATHON

2023 - 2 Champions

MYStartup Hackathon X Digital Nasional Berhad (DNB)

2023 - Problem Statement 3 Winner

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD

2023 - Gold Award
2022 - Gold Award
2020 - Gold Award
2019 - Gold Award
2018 - Gold Award
2017 - Gold Award
2016 - Gold Award
2015 - Gold Award
2014 - Gold Award

WATER VANGUARDS CHALLENGE 2023

2023 - Champion

WICKED 6 CYBER GAMES, 2023 WOMEN'S GLOBAL CYBER

2023 - 1st Place in Women's Society of CyberJutsu (WSC) CTF
2023 - 2nd Place in the Haiku CTF and Security Innovation CTF
2023 - 7th Place in the SANS Bootup CTF

30-HOUR NO-CODE HACKATHON

2023 - First Place Winner

MICROSOFT'S CODE; WITHOUT BARRIERS HACKATHON

2023 - Winners

APU-AWS DEEPRACER COMPETITION

2023 - 1st Place
2023 - 2nd Place
2023 - 3rd Place

ADOBE CERTIFIED PROFESSIONAL (ACP) CHAMPIONSHIP MALAYSIA

2023 - National Champion
2022 - Top 5

DATA MINING CUP

2023 - Best Project of the Year: Returns Reduction in E-commerce
2022 - 1st Place & 3rd Place

ITANK COMPETITION

2023 - Best Solution in the Environment category case study

ETHEREUM BLOCKCHAIN HACKATHON AT ETH SEOUL 2023

2023 - Best Governance App Winner

THE ART OF WHEELS: RIM DESIGN CHALLENGE

2023 - Champion
2022 - Champion
2022 - 1st Runner-up
2022 - Consolation

INTERVARSITY CORPORATE STRATEGY CHALLENGE (ICSC)

2023 - 1st Runner-Up

INTERNATIONAL INNOVATION ARSVOT MALAYSIA (IAM)

2022 - Gold Award
2022 - Bronze Award
2021 - Silver
2021 - Silver

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

UTAR-FICT INAUGURAL INTERVARSITY CAPTURE THE FLAG (CTF) COMPETITION

2023 - 1st Place & 2nd Runner Up

SIBER SIAGA'S CAPTURE THE FLAGS (CTFS): CODE COMBAT

2023 - 2nd Place
2023 - 3rd Place
2023 - 6th Place
2023 - 9th Place
2022 - 2nd Place
2022 - 2nd Place
2022 - 3rd Place
2022 - 6th Place

INTERVARSITY CORPORATE STRATEGY CHALLENGE (ICSC)

2023 - 1st Runner-Up

CMT ASSOCIATION INTERNSHIP CHALLENGE

2022 - Top 5 Winner

MDEC PREMIER DIGITAL TECH INSTITUTION AWARDS

2022 - PDTI Outstanding Faculty 2022
2022 - Best Faculty Member

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA

2022 - Winner of 'Student-Tertiary Technology'
2020 - Winner of 'Best of Tertiary Student Project'
2019 - Winner of '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 - Merit Award for 'Best of Tertiary Student Project'
2011 - Merit 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'

FINAL YEAR PROJECT & POSTGRADUATE: RESEARCH & INNOVATION POSTER COMPETITION (RIPC)

2022 - Gold Winner in the Category: Master Science, Technology, Engineering, and Mathematics
2021 - Gold Award in the Category C1: Degree Final Year Project Science, Technology, Engineering and Mathematics

ODYSSEY HACKFEST: ONLINE CATEGORY

2022 - Champion

4TH NATIONAL SYMPOSIUM ON HUMAN COMPUTER INTERACTION - FUSION 2022: STUDENT DESIGN COMPETITION

2022 - 1 Gold award, 3 Silver awards, 5 Bronze awards, 3 Special Jury Awards for best poster and best video, and 2 Lucky Winners.

INTEL & CREST INDUSTRY-UNIVERSITY CHALLENGE

2022 - Grand Prize

IEM-INTEGRATED DESIGN PROJECT SHORT VIDEO COMPETITION

2022 - 1st Place Winner

RHB GET YOUR HACK ON: DATA EDITION

2022 - Winner of AWS Special Award

JAMES DYSON AWARD MALAYSIA

2022 - National Runner Up
2021 - National Champion
2020 - National Champion

INNOVATIVE RESEARCH, INVENTION AND APPLICATION EXHIBITION (I-RIA)

2022 - Silver Awards

FUSION UX-HACKATHON

2021 - 1st Place & Gold Award
2021 - Silver Award
2021 - Bronze Award

BATTLE OF HACKERS (BOH)

2022 - 1st Runner Up
2022 - 3rd Runner Up
2021 - Champion
2021 - Top 6
2021 - Top 7
2021 - Top 8

THE IMECHE PLC DESIGN COMPETITION 2021

2022 - 1st Runner Up
2021 - Champion (Degree Level)
2021 - 1st Runner Up (Degree Level)
2021 - 1st Runner Up (Diploma Level)

SEAR PLC DESIGN COMPETITION

2022 - 1st Runner Up

SOCIETY OF PETROLEUM ENGINEERS (SPE) INTERNATIONAL

2022 - Society of Petroleum (SPE) Presidential Award for Outstanding Student Chapter
2021 - Student Chapter Excellence Award

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) COMPETITION

2022 - 2 Silver Awards 1 Bronze Award
2021 - Gold
2021 - 2 Silver Awards
2019 - 2 Gold Awards
2019 - Silver
2018 - 2 Gold Awards
2018 - Silver

EY ENTREPRENEUR OF THE YEAR MALAYSIA

2021 - EY Entrepreneur Of The Year 2021 Malaysia

THE AWS HACKATHON BUILD ON MALAYSIA

2021 - Champion
2021 - 1st Runner Up
2021 - 2nd Runner Up
2020 - Champion
2020 - Best Innovation Award

CISCO PACKET TRACER NATIONAL CHALLENGE

2021 - Champion

ASIA INTERNATIONAL INNOVATION EXHIBITION (AIINEX)

2021 - 2 Gold Awards + 2 Special Awards

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

KARUNA HACKWIND

2021 - 1st Place & 3rd Place in the Mobile Application Category

XYLEM REACH STUDENT HACKATHON

2021 - 1st Prize Winner

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

2021 - Grand Prize

UPSIS'S CONNECT 2021 - DESIGN 2 CONNECT E-POSTER COMPETITION

2021 - 1st Prize
2021 - 2nd Prize
2021 - 3rd Prize

WORLD ENGINEERING, SCIENCE & TECHNOLOGY CONGRESS (ESTCON2020)

2021 - Winner of 'Best Paper Award' in the International Conference on Production, Energy & Reliability (ICPER) category

IMECHE DESIGN SKILL COMPETITION

2021 - Champion

TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UC) CAPTURE-THE-FLAG COMPETITION

2021 - Champion
2021 - 2nd Runner Up

PENANG INTERNATIONAL INVENTION, INNOVATION AND DESIGN (PIID)

2021 - Gold
2021 - Silver

For more awards listing, please visit APU website.

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ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION



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OF INFORMATION TECHNOLOGY

APIIT EDUCATION GROUP

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