



MASTER YOUR OWN SUCCESS

- > Computer Science
- > Software Engineering
- > Computing
- > MBA - Master of Business Administration
- > MBA (IT Sector)
- > Finance

- > Technology Management
- > IT Management
- > Mobile Computer Systems

- > Euro-Asia Business
- > International Business Communications
- > Global Marketing Management



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

SCHOOL OF POSTGRADUATE STUDIES

www.apu.edu.my

■ UK MASTERS DEGREE PROGRAMMES

- MSc in Technology Management
- MSc in IT Management
- MSc in Mobile Computer Systems
- MSc in Software Engineering
- MSc in Computer Science
- MSc in Computing
- MBA - Master of Business Administration
- MBA (IT Sector)

Awarded by Staffordshire University

■ DUAL MASTERS DEGREE PROGRAMMES

- MBA (Euro-Asia Business)
- MSc in International Business Communications
- MSc in Global Marketing Management
- Master of Finance

Awarded by APU & Staffordshire University

■ APU PhD PROGRAMMES

- Doctor of Philosophy (Computing)
- Doctor of Philosophy (Technology)
- Doctor of Philosophy (Business)
- Doctor of Philosophy (Management)
- Doctor of Philosophy (Finance)

Awarded by APU



**STAFFORDSHIRE
 UNIVERSITY**
 Our Partner in Quality

AN AWARD-WINNING UNIVERSITY

The 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 graduates for significant roles in business and society globally. 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.

Originally established as the Asia Pacific Institute of Information Technology (APIIT) in 1993 and Asia Pacific University College of Technology & Innovation (UCTI) in 2004, APU's sound approach to nurturing school leavers into qualified professionals has resulted in our graduates being highly sought after by employers. With an international student community from more than 100 countries studying in its Malaysian campus, APU offers a truly cosmopolitan learning environment which prepares students well for the global challenges which lie ahead. APU offers a wide range of degrees with Technology as a common core.



> APU's future purpose-built state-of-the-art campus in TPM.



APU amongst the Highest Rated Universities

Rated at Tier 5 (Excellent) by Ministry of Higher Education / Malaysian Qualifications Agency under SETARA 2011

It is APU's aim to nurture and encourage innovation through our programmes of study, with the intention of producing individuals who will learn, adapt and think differently in new and better ways.

The Asia Pacific University has and always will, continue to develop and deliver its academic programmes through unique and well-established international partnerships, particularly with Staffordshire University UK but also with other partners throughout the world. This formidable combination of Malaysian homegrown programmes fortified with international benchmarking, provides our students with the assurance that the qualifications gained from APU truly meet international quality standards.

APU was announced as among the Highest Rated Universities in Malaysia, being rated at TIER 5 (EXCELLENT) under the SETARA 2011 Ratings by the Ministry of Higher Education (MOHE) and Malaysian Qualifications Agency (MQA) which was announced by the Y.Bhg. Minister of Higher Education on 1st November 2012.

APU's achievements bear testimony to our commitment to excellence in higher education and training, as well as innovative research and development and commercialization. APU (via APIIT) is Malaysia's first Institution to achieve Multimedia Super Corridor (MSC) Company Status. Through our network of APIIT Education Group branch campuses established in Sri Lanka and India, APU also reaches out to young aspiring professionals in these countries, providing them with a unique opportunity of experiencing international best practices in higher education using curricula, processes, resources and systems which have been developed in Malaysia. APU's academic programmes are approved by the Ministry of Higher Education of Malaysia and the qualifications are accredited by the Malaysian Qualifications Agency (MQA).



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, Dato' Seri Mohd Najib Tun Razak. 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.

SCHOOL OF POSTGRADUATE STUDIES

The School of Postgraduate Studies at APU is an established school for postgraduate education.

The school has a strong presence in the industry and is an obvious choice among professionals seeking to enhance their career and lifelong learning opportunities. The school offers a variety of specialised programmes. Our programmes are very much industry driven and relevant ensuring that our graduates are global citizens and industry ready. Alumni of the school have progressed into a number of significant careers in leading multinational technology based companies.

In line with APU's vision, the school aims to enhance lifelong learning opportunities by being a leading provider of high quality and innovative postgraduate education in computing, business and technology. The school also aims to be a contributor to research at the national and international level. This is emphasised by our mission to provide high quality and internationally recognised and benchmarked postgraduate education and to be recognised for innovative facilitation of graduate study and educational activities.

The aims of the Masters Degree Programmes are to provide you with the opportunity to:

- Progress naturally from a degree or equivalent qualification
- 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

Why our Masters Degree programmes?

- International recognition and exposure
- A professional learning environment
- Our strength of research
- Experienced, academically well-qualified staff with substantial professional and industrial experience
- Natural progression from undergraduate to postgraduate study
- No working experience required
- Complete within 16 months (Full-time Study) or 2 years (Part-time Study)
- Develop project/dissertation based on your own interest
- Flexibility to take modules at your own pace and to switch between full-time and part-time modes for selected courses
- Opportunity to interact with staff, students and working professionals with a multitude of backgrounds and experience
- Programmes approved by Ministry of Higher Education, Malaysia
- Programmes accredited by Malaysian Qualifications Agency (MQA)

Our Strengths

- **Internationally recognised** Masters Degrees quality assured by our partner universities in UK.
- **Innovative** programmes designed to give you the professional edge in your career.
- **Flexible entry points** to suit your professional and personal schedules.
- **Flexibility** to take, and pay for, modules at your own pace and to switch between full-time and part-time modes for selected courses.
- Complete within **16 months** (Full-Time study) or **2 years** (Part-Time study).
- Masters Degrees that are specially designed to meet your **time, cost** and **quality needs**.

Masters Degree Admission Requirements*

General Admission Requirements

- Bachelor's degree with minimum CGPA of 2.50 or equivalent as acceptable by the Senate; OR
- Bachelor's degree or equivalent but for CGPA below 2.50; can be accepted provided that the candidates must have 5 years working experience in relevant field.
- Graduates of equivalent qualifications who have several years of relevant industry experience.
- Evidence of satisfactory English language skills is required for candidates where English is not their first language, such as IELTS 6.0 or above or TOEFL 550 or above.

Different Options

- **FULL-TIME**

Masters Foundation (4 weeks)

16 months over 3 semesters of 16 weeks each

+ Revision week

+ Assessment week

Day time delivery over a full semester plus intensive delivery during weekends and evenings

Coursework modules plus Research Methods Module

Dissertation (Optional for Dual Masters Degree)

- **PART-TIME**

2 to 5 years on modular basis

Intensive delivery during weekends and evenings

Coursework modules plus Research Methods Module

Dissertation (Optional for Dual Masters Degree)

Pathways to the Masters Degree Programmes

		AWARD LIST											
		UK MASTERS DEGREE PROGRAMMES							DUAL MASTERS DEGREE PROGRAMMES				
		MSc in Technology Management	MSc in IT Management	MSc in Mobile Computer Systems	MSc in Software Engineering	MSc in Computer Science	MSc in Computing	Master of Business Administration	MBA (IT SECTOR)	MBA (Euro-Asia Business)	MSc in International Business Communication	MSc in Global Marketing Management	Master of Finance
GRADUATES WITH FIRST DEGREE IN:	Accounting & Finance	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Advertising & Publishing	✓	(✓)	(✓)			✓	✓	✓	✓	✓	✓	✓
	Architecture & Design	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Arts	✓					✓	✓	✓	✓	✓	✓	✓
	Aviation	✓	(✓)	(✓)	(✓)		✓	✓	✓	✓	✓	✓	✓
	Biological Science	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Biotechnology	✓	(✓)		(✓)	(✓)	✓	✓	✓	✓	✓	✓	✓
	Business Management	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Chemistry	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Commerce	✓	(✓)	(✓)			✓	✓	✓	✓	✓	✓	✓
	Computer Science	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
	Construction Management	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Dance, Drama & Music	✓					✓	✓	✓	✓	✓	✓	✓
	Economics	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Education	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Engineering	✓	(✓)	(✓)	(✓)	(✓)	✓	✓	✓	✓	✓	✓	✓
	Environmental Management	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Event Management	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Geology	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Graphic Design	✓	(✓)	(✓)	(✓)		✓	✓	✓	✓	✓	✓	✓
	Health & Social Science	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	History	✓					✓	✓	✓	✓	✓	✓	✓
	Human Resource Management	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Information Systems/Library Science	✓					✓	✓	✓	✓	✓	✓	✓
	Internet Technology & Computing	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
	Language & Literature	✓					✓	✓	✓	✓	✓	✓	✓
	Law & Justice	✓					✓	✓	✓	✓	✓	✓	✓
	Marketing	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Material Science	✓	(✓)		(✓)	(✓)	✓	✓	✓	✓	✓	✓	✓
	Mathematics & Statistics	✓	(✓)	(✓)	(✓)	(✓)	✓	✓	✓	✓	✓	✓	✓
	Media Marketing	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Medicine	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Mobile Computing	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
	Multimedia	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
	Nursing & Midwife	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Nutrition	✓	(✓)				✓	✓	✓	✓	✓	✓	✓
	Philosophy	✓					✓	✓	✓	✓	✓	✓	✓
	Physics	✓	(✓)	(✓)	(✓)	(✓)	✓	✓	✓	✓	✓	✓	✓
	Politics & International Studies	✓					✓	✓	✓	✓	✓	✓	✓
	Psychology	✓					✓	✓	✓	✓	✓	✓	✓
Public Relations	✓					✓	✓	✓	✓	✓	✓	✓	
Real Estate & Property Management	✓	(✓)				✓	✓	✓	✓	✓	✓	✓	
Social Work & Human Services	✓	(✓)				✓	✓	✓	✓	✓	✓	✓	
Sociology	✓	(✓)				✓	✓	✓	✓	✓	✓	✓	
Software Engineering	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	
Sport & Recreational Management	✓	(✓)	(✓)			✓	✓	✓	✓	✓	✓	✓	
Telecommunication	✓	(✓)	(✓)	(✓)		✓	✓	✓	✓	✓	✓	✓	
Theatre Studies	✓					✓	✓	✓	✓	✓	✓	✓	
Tourism & Hospitality	✓	(✓)	(✓)			✓	✓	✓	✓	✓	✓	✓	
Web Development	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	

Legend ✓ - No prior computing or IT knowledge required
 (✓) - Students recommended to have prior knowledge (or working experience) in Computing or IT

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

Structure of the Postgraduate Programme (Full-Time Mode)

AWARD	MSc in Computing MBA MBA (IT Sector)	MSc in InformationTechnology Management MSc in Software Engineering MSc in Technology Management MSc in Mobile Computer Systems MSc in Computer Science	MBA (Euro-Asia Business) MSc in International Business Communications MSc in Global Marketing Management Master of Finance
FOUNDATION PROGRAMME <i>FOR FULL-TIME STUDENTS ONLY</i> (4 Weeks)	The Masters Foundation programme equips students with a whole new set of learning strategies and skills required to better handle the Postgraduate Programme. It will run prior to the commencement of the 1st semester of the Postgraduate programmes. The Masters Foundation Programme will offer the following modules: Continuing Professional Development, Study Skills & Research Methods. Preliminary module <ul style="list-style-type: none"> MSc in Computing Computing Skills MBA (IT Sector) Management Skills 		
SEMESTER 1 (18 Weeks)	4 modules	4 modules	5 modules
SEMESTER 2 (18 Weeks)	MSc in Computing 3 modules Plus 1 Compulsory module (Personal Development and Research Methods) MBA / MBA (IT Sector) 4 Modules	3 modules Plus 1 Compulsory module (Personal Development and Research Methods)	5 modules
SEMESTER 3 (16 Weeks)	Dissertation MBA / MBA (IT Sector) 1 Compulsory module (Business Research Methods) Plus Dissertation	Dissertation	Dissertation OR 3 modules + Project Paper /Case Study

Study Pattern for the Part-Time Student

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:

Week 1	Pre-Intensive Session	Directed study to prepare for intensive session
Week 2		
Week 3	Intensive Session	Intensive lectures & assignments delivery
Week 4		
Week 5	Post-Intensive Session	Independent study time
Week 6		
Week 7	Post-Intensive Session	Independent study and preparation time to complete assignment & hand-in assignment
Week 8		

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

UK MASTERS DEGREE PROGRAMMES

- **MSc in Technology Management**
- **MSc in IT Management**
- **MSc in Mobile Computer Systems**
- **MSc in Software Engineering**
- **MSc in Computer Science**
- **MSc in Computing**
- **MBA - Master of Business Administration**
- **MBA (IT Sector)**

Awarded by Staffordshire University



**STAFFORDSHIRE
UNIVERSITY**

OUR PARTNER IN QUALITY

Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.

The Faculty of Computing, Engineering and Science

The Faculty has a long history in the UK, having started its first degree course in Computing Science in 1965. Since then, significant growth has been experienced such that it is now among the Top 20 largest teaching units for computing in the United Kingdom with more than 100 staff teaching computing.

The policy of the Faculty is to develop courses that are relevant to the needs of industry and commerce, leading to enhanced employability of Graduates - a policy that is reflected in the strategy of its overseas partners for designing industry related courses.

Staffordshire University staff visit overseas partners regularly for purposes of quality assurance. This includes monitoring, examining and advising on courses. University lecturers also deliver some of the Masters modules.

In addition, Staffordshire University validated courses run by overseas partners are subject to review by external examiners who are made up of distinguished senior members of staff from other UK universities. These courses have received high praise, for the relevance of content, the standards achieved and the way in which they are administered.

“Staffordshire’s teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK.”

- The Sunday Times, September 2009



**STAFFORDSHIRE
UNIVERSITY**

Facts about Staffordshire University

- Staffordshire University’s strong focus on employability was underlined in the Sunday Times newspaper’s 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
- The University’s Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.
- Staffordshire’s Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.
- The University’s learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.

APU’s programmes are subject to extensive External Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.

In addition, our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.

Programme Structure

The structure of the Masters Programme is as follows:



Dissertation

Guidance in research methods will be provided to enhance knowledge and understanding of research, data collection and reference methods. Project Supervisors will provide additional support to students in the course of the dissertation.

Credit Accumulation and Transfer Scheme (CATS)

If circumstances do not allow you to continue with the programme, you will be able to leave at any point and claim CATS points for the modules successfully completed. You may use these CATS points as entry for further study at a later date as and when required, or to gain entry into other programmes offered by Staffordshire University and other universities.

Accreditation of Prior Certification of Learning (APCL)

If you have certified passes in subjects from related programmes, you may request for exemptions against such modules. However such exemptions will only be granted if the learning outcome and syllabus content are compatible and are at an equivalent level. These exemptions are subject to the final discretion of Staffordshire University.

Staffordshire University Masters Awards



Masters Degree

Masters Foundation Programme

The Masters Foundation Programme aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The Masters Foundation Programme offers the following modules:

- **Continuing Professional Development**
The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking)
- **Study Skills**
The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques
- **Research Methods**
The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references

The modules on the Masters Foundation Programme is delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**
1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (eg laboratory work, presentations, projects case studies, discussions etc)

MSc in Technology Management

**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

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 enrol in this programme.

THE BENEFITS OF THIS 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

DISSERTATION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations 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.



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation. 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.

There are 5 compulsory Core Modules and you will have to choose 2 electives from those listed.

Core Modules

- Managing Change & Leadership
- Professional and Academic Support Skills
- Quality and Project Management for Technology
- Strategic Planning and Systems Development
- Technology Management

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

- (choose 2)
- Database Technology
 - Economics and Marketing
 - Integrated Systems Management
 - Knowledge Management
 - Managing Through Information
 - Services Science

** Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*

MSc in IT Management

**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

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.

THE BENEFITS OF THIS 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

DISSERTATION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are relevant to your work and organisation or any substantial idea from the modules taken.

The project should emphasise how an effective computer system is a key factor in enabling a business to gain a competitive and strategic edge. This would usually involve devising, recommending or implementing an innovative solution to a problem area.



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major dissertation.

There are 5 compulsory Core Modules and you will have to choose 2 electives from those listed.

Core Modules

- Electronic Commerce 1
- Integrated Systems Management
- Networks Systems and Technologies
- Quality and Project Management for Technology
- Strategic Planning and Systems Development

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 2)

- Database Technology
- Interaction Design
- Software Engineering Support Environments
- Software Quality Engineering

** Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*

MSc in Mobile Computer Systems

**THIS PROGRAMME
IS SPECIFICALLY
DESIGNED TO PROVIDE:**

- A thorough and deep knowledge of state of the art mobile technology
- An opportunity to examine practices in mobile computing systems and associated subject areas
- The ability to develop mobile computing artefacts and implementations
- Skills in the design and deployment of applications for mobile devices

WHO SHOULD ATTEND

This programme provides a focus on mobile computer systems for students who already possess a first degree in computing. The focus is placed on technical and specialist issues of mobile computer systems. Students learn to develop concepts into small mobile computer systems. Students will study topics such as interaction design, networking, communications, design of mobile architecture, network infrastructures, standards and protocols, mobile programming tools and environments, and associated management issues. The award also aims to instill sound academic and professional skills required for lifelong learning and development.

The School of Postgraduate Studies has numerous research and business contacts who have contributed to the award's development, and will continue to advise and contribute to the award delivery.

THE BENEFITS OF THIS PROGRAMME

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

- Develop mobile computing artefacts and systems, using state-of-the-art technologies;
- Deliver up-to-date subject contents that are relevant to current and future business demands, by maintaining close links and direct input from national and international industrial and commercial organisations;
- Develop further your technical competence, building on computing knowledge and skills acquired in your first degree, expanding into areas of mobile computing;
- Enhance your abilities in research, problem-solving and management;
- Apply knowledge and skills to solving mobile computer systems problems during your dissertation project;
- Acquire knowledge, skills, experience and confidence to pursue a successful career in academia or industry.

DISSERTATION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are relevant to your work and organisation or any substantial idea from the modules taken.

The project should discuss detailed analysis of a particular topic in a mobile computer systems related field. It would be expected that a software prototype critical review of recent development in the field or a prognosis of future developments should be produced.



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/ dissertation.

There are 3 compulsory Core Modules and you will have to choose 4 electives from those listed.

Core Modules

- Mobile Applications and Systems
- Mobile Computer Communications Systems
- Network Systems and Technologies

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 4)

- Database Technology
- Electronic Commerce 1
- Interaction Design
- Internet Applications
- Object Oriented Software Systems Engineering
- Strategic Planning and Systems Development

* *Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*

MSc in Software Engineering

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

WHO SHOULD ATTEND

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

THE BENEFITS OF THIS PROGRAMME

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

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

DISSERTATION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations 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.



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/ dissertation.

There are 5 compulsory Core Modules and you will have to choose 2 electives from those listed.

Core Modules

- Interaction Design
- Object Oriented Software Systems Engineering
- Quality and Project Management for Technology
- Software Engineering Support Environments
- Software Quality Engineering

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 2)

- Database Technology
- Integrated Systems Management
- Network Systems and Technologies
- Strategic Planning and Systems Development

** Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*

MSc in Computer Science

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- A broad understanding and knowledge of computing science, and an enhanced ability to apply this within industry or commerce
- In depth knowledge of state-of-the-art technologies and further develop the ability to apply them
- The ability to undertake large-scale IT solution projects
- The skills necessary to develop a systems view of business problems including analysis of problems, design and delivery of comprehensive technical solutions

WHO SHOULD ATTEND

This programme is geared towards IT professionals who wish to further develop their technical competence, building on computing knowledge and skills acquired in their first degree. In addition, IT professionals and managers who wish to upgrade their technical computer science knowledge and IT skills to postgraduate level will find this programme attractive.

THE BENEFITS OF THIS PROGRAMME

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

- Develop academic qualities to relate, understand, apply and adapt fundamental Computer Science theory and principles and be able to present these in a professional format to a wide audience
- Research the problems associated with the development of computing systems and propose effective solutions
- Critically analyse, design and evaluate current developments in a specialized area of the Computer Science discipline in order to further the knowledge and understanding in the environment
- Appreciate how an efficient technology-based infrastructure is a key factor in enabling a business to gain a competitive edge

DISSERTATION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations that are directly relevant to your work and your organisation or any substantial idea from the modules taken. The project emphasis should involve the use principled processes in problem solving to find and devise acceptable solutions that encompass people and computer systems.



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 7 coursework modules, the Personal Development and Research Methods Module and a major project/dissertation. There is 1 compulsory Core Module and you will have to choose 7 electives from those listed.

Core Modules

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 7)

- Database Technology
- Electronic Commerce 1
- Interaction Design
- Internet Applications
- Knowledge Management
- Mobile Applications and Systems
- Mobile Computer Communications Systems
- Network Systems and Technologies
- Object Oriented Software Systems Engineering
- Strategic Planning and Systems Development

* *Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*

MSc in Computing

[FOR NON-COMPUTING GRADUATES ONLY]

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Non-computing graduates with a good coverage of practical and theoretical core areas of computing to develop IT solutions and systems, using state-of-the-art technologies at the postgraduate level
- The opportunity to enhance qualities in problem-solving and management and to develop a new career in computing and information technology
- The ability to specialise to address business problems and deliver IT based solutions

WHO SHOULD ATTEND

This course develops in depth knowledge of state of the art techniques within the context of industry or commerce. It addresses market demand for graduates with Information Technology skills appropriate for business and industry. The student population is drawn from non-Information Technology backgrounds and therefore students study and work with others from a wide range of backgrounds providing a rich learning environment. Advanced computing skills and IT knowledge are developed that result in a Masters graduate able to design and implement systems that support application requirements efficiently and effectively, while also bearing in mind business and strategic issues.

The School of Postgraduate Studies has numerous research and business contacts who have contributed to the award's development, and will continue to advise and contribute to award delivery.

THE BENEFITS OF THIS PROGRAMME

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

- Produce quality computing professionals (from a diverse set of backgrounds), able to develop IT solutions and systems using state-of-the-art technologies;
- Focus on enhancing your overall qualities in aspects such as research, problem-solving and management through the development of your abilities and skills;
- Develop multiple competencies in computing and relevant application areas, allied to a broader intellectual sensibility inherited from your first degree;
- Work effectively in project teams, with sufficient knowledge, skills, experience and confidence to address business problems and deliver IT based solutions;
- Demonstrate the required knowledge, skills, experience and confidence to pursue a successful career in computing;
- Critically analyse and evaluate problems giving rise to computing solutions where applicable.

DISSERTATION

Training in research methods, through the Personal Development and Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry-based major projects/dissertations 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.



STAFFORDSHIRE UNIVERSITY

PROGRAMME MODULES & PROJECT / DISSERTATION

The programme comprises 8 coursework modules, the Personal Development and Research Methods Module and a major project/ dissertation.

There are 5 compulsory Core Modules and you will have to choose 3 electives from those listed.

Core Modules

- Computer Systems Architecture
- Computing Skills (Preliminary Module)
- Internet Applications
- Principles of Software Engineering
- Systems Analysis and Design

A Personal Development and Research Methods Module and a Dissertation.

Optional Modules*

(choose 3)

- Database Technology
- Electronic Commerce 1
- Interaction Design
- Knowledge Management
- Mobile Applications and Systems
- Mobile Computer Communications Systems
- Network Systems and Technologies
- Object Oriented Software Systems Engineering
- Strategic Planning and Systems Development

** Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*



THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

Master of Business Administration

- 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; and
- Developing capabilities in integration of knowledge, skills and personal qualities that are applied appropriately in response to various circumstances.

WHO SHOULD ATTEND

This MBA programme is designed to focus on enhancing and enriching management and critical decision making skills that managers need to function effectively in an organisation. The MBA graduates of this programme can position themselves for middle and senior level managerial positions in national and international organisations, aspire for upward mobility in their own organisations or take up challenging tasks in senior positions in the manufacturing and/or services sectors. The programme identifies the need for 'soft skills' at higher levels, including:

- management, interpersonal and commercial awareness/market knowledge;
- sales, marketing, and operations that are global-ready;
- finance and accounting skills;
- customer handling skills;
- team working, networking and problem solving

THE BENEFITS OF THIS PROGRAMME

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

- Demonstrate a systematic understanding of knowledge of contemporary theory, professional practice and research into the main business functions;
- Contextualise, analyse and learn from experience or simulated environments taking a wide perspective upon contemporary developments and research in the field of business. Respond continuously to the challenges of changing technologies and opportunities of business drivers;
- Devise and apply valid research and investigative methods to access existing data and information, and also where necessary generate new data. Demonstrate an understanding of the position of chosen methodologies within major business research paradigms;
- Demonstrate a critical awareness and evaluation of current research, advanced scholarship, and contemporary problems; much of which is at, or informed by, the forefront of management education;
- Generate innovative and enterprising solutions and applications of knowledge which informs judgements, develops ideas and proposes business solutions taking into account the needs of stakeholders and the changing and possible competing business drivers.
- Act autonomously in planning and implementing action through the negotiation of outcomes and deadlines within frameworks. Identify tasks, organise resources and make effective use of management skills including the ability to respond to and manage change.

DISSERTATION

Coaching and mentoring in research methods, through the Business Research Methods module, in addition to close supervision, encourages you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry based projects/dissertations where possible; however the emphasis must be placed on effective research methodologies and strategies that are appropriate to the field of business. It is expected that the project develops critical skills to assess and evaluate current issues within the areas of marketing; finance; operations; global strategy and management. The dissertation should comprise a business report which looks at a particular issue, focusing upon establishing and interpreting a set of facts and recommending implementable solutions. It should also include a business plan with strategic analysis, feasibility study and implementation plan.



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PROGRAMME MODULES & PROJECT / DISSERTATION

This programme comprises 8 coursework modules and a major project/dissertation (including a Business Research Methods module). 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.

Core Modules

- Corporate & Global Strategy
- Economics & Marketing
- Managing Change and Leadership
- Managing Risk
- Managing Strategy
- Managing Through Information
- Operations Management
- Professional & Academic Support Skills

A Business Research Methods Module and a Dissertation.

MBA (IT Sector)

**THIS PROGRAMME
IS SPECIFICALLY
DESIGNED TO PROVIDE:**

In our current highly competitive talent market, where skills are no longer the main commodity, more and more k-workers are finding it a necessity to have an MBA. Our MBA (IT Sector) programme will provide candidates with opportunities to improve and balance their broad-based management skills and enhance their chosen areas of expertise.

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

WHO SHOULD ATTEND

The programme is designed for professionals in all IT Sectors, whether as a manager or intending to manage in the IT Sector. The IT Sector covers a wide range of companies including vendors, software developers, hardware manufacturers, IT consultants and IT services, such as internet/web design, operational services as well as traditional user support. Applicants may see their current role evolving from technology support to business applications with more responsibility for business planning/strategy.

The programme identifies the need for 'soft skills' at higher levels, including:

- management, interpersonal and commercial awareness/market knowledge;
- sales and marketing (particularly amongst programmers, internet professionals and database staff);
- finance and accounting skills;
- customer handling skills;
- team working and networking and problem solving

THE BENEFITS OF THIS PROGRAMME

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

- Demonstrate an ability to understand and critically evaluate the main business functions of Human Resource Management, Accounting and Finance, Marketing and Operations Management and Strategy, within the context of the environment within which business operates.
- Objectively analyse and synthesise integrative responses to complex problems, issues, research outcomes and opportunities within business organizations.
- Generate innovative and enterprising solutions and applications of knowledge which informs judgements, develop ideas and proposes business solutions.
- Act autonomously in planning and implementing action through the negotiation of outcomes and deadlines.
- Identify tasks, organise resources and make effective use of management skills including the ability to respond to and manage change.
- Work effectively with others, accepting responsibility in a variety of roles.
- Contextualise and analyse contemporary developments and research in the field of business, generating new data where necessary.

DISSERTATION

Training in research methods, through the Business Research Methods module, in addition to close supervision, encourages you to develop your research skills so that you can complete your major project/dissertation efficiently. You are encouraged to complete industry based projects/dissertations where possible; however the emphasis must be placed on effective research methodologies and strategies that are appropriate to the field of business. It is expected that the project develops critical skills to assess and evaluate current issues within the areas of marketing; finance; operations and information technology and management. The dissertation should comprise a business report which looks at a particular issue, focusing upon establishing and interpreting a set of facts and recommending implementable solutions. It should also include a business plan with strategic analysis, feasibility study and implementation plan.



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PROGRAMME MODULES & PROJECT / DISSERTATION

This programme comprises 8 coursework modules and a major project/dissertation (including a Business Research Methods module). The modules take into consideration issues of management skills, business innovation, managing strategy and technology management. In addition, internationalisation and global perspectives are considered and focus is given to project management in order to enhance the programme.

Core Modules

- Economics and Marketing
- Management Principles & Operational Contexts
- Managing Change and Leadership
- Managing Risks
- Managing Strategy
- Managing Through Information

A Business Research Methods Module and a Dissertation.

Option Modules*

- (choose 2)
- Business Creativity and Innovation
 - International E-Business
 - Internet Strategies

** Optional modules are offered based on a pre-defined sequence and should students select their own set of preferred options, the duration to completion may be extended.*

DUAL MASTERS DEGREE PROGRAMMES

- MBA (Euro-Asia Business)
- MSc in International Business Communications
- MSc in Global Marketing Management
- Master of Finance



Awarded by:



**STAFFORDSHIRE
UNIVERSITY**

OUR PARTNER IN QUALITY

Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.

The Faculty of Computing, Engineering and Science

The Faculty has a long history in the UK, having started its first degree course in Computing Science in 1965. Since then, significant growth has been experienced such that it is now among the Top 20 largest teaching units for computing in the United Kingdom with more than 100 staff teaching computing.

The policy of the Faculty is to develop courses that are relevant to the needs of industry and commerce, leading to enhanced employability of Graduates - a policy that is reflected in the strategy of its overseas partners for designing industry related courses.

Staffordshire University staff visit overseas partners regularly for purposes of quality assurance. This includes monitoring, examining and advising on courses. University lecturers also deliver some of the Masters modules.

In addition, Staffordshire University validated courses run by overseas partners are subject to review by external examiners who are made up of distinguished senior members of staff from other UK universities. These courses have received high praise, for the relevance of content, the standards achieved and the way in which they are administered.

“Staffordshire’s teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK.”

- The Sunday Times, September 2009



**STAFFORDSHIRE
UNIVERSITY**

Facts about Staffordshire University

- Staffordshire University’s strong focus on employability was underlined in the Sunday Times newspaper’s 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
- The University’s Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.
- Staffordshire’s Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.
- The University’s learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.

APU’s programmes are subjected to extensively External Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.

In addition, our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.

Programme Structure

The APU & SU Dual Masters programme offers students a unique opportunity to achieve a Masters degree which will be ideally placed to assist them in their career development or as a stepping stone into further postgraduate research and into academia. The programmes offered on the APU & SU Dual Masters programme, allows students to choose their preferred route at the Masters stage of their studies in semester 3.

Option 1: Dissertation Route

This route is suitable for students who wish to extend their research capabilities in the fulfilment of their ambition to progress in to academia. The dissertation forms one third of the Masters degree ensuring that students are able to demonstrate the skills required for further study or for academia.

Option 2: Project Paper/Case Study Route

In this route students are able to combine current work experience and knowledge to develop a smaller work based project or case study (equivalent to 2 modules), in addition students will be required to study 3 additional modules. This route will enable students to showcase their ability to perform detailed research and reviews within the working environment, skills which may then assist in promotion at work. The structure of the Masters Programme is as follows:



APU Dual Masters Awards



Masters Degree



Masters Degree

Masters Foundation Programme

The Masters Foundation Programme aims to enable students to acclimatise to the Masters nature of their studies. This is to ensure that students are equipped with a new set of learning strategies and skills required to better handle the Postgraduate Programme.

The Masters Foundation Programme offers the following modules:

- **Continuing Professional Development**

The objective of this module is to expose the students to the importance of discussing and working in groups, collaboration, managing cultural differences and develop analytical skills (reading, reflecting, critical thinking)

- **Study Skills**

The objective of this module is to expose the students to academic writing, referencing, presentation and exam answering techniques

- **Research Methods**

The objective of this module is to guide the students on how to generate research ideas, evaluate and summarise academic references, search for appropriate academic references and distinguish between scholarly and non-scholarly references

The modules on the Masters Foundation Programme is delivered over a period of 4 weeks with a total of 36 hours (each module consisting of 12 hours) as follows:

- **Weeks 1 to 4**

1 x 1 hour lecture + 1 x 2 hours supervised other activity depending on the module (eg laboratory work, presentations, projects case studies, discussions etc)

MBA (Euro-Asia Business)

**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

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.

THE BENEFITS OF THIS 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
- 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

DISSERTATION

Training in research methods, through the Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. 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 dissertation 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.



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



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

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 in Europe and Asia.

Core Modules

- Statistics and 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
- Managerial Accounting
- Managing Organisations
- Marketing and Sustainability in the Age of Globalisation
- Research Methodology

Dissertation or Modules

- Dissertation
OR
- Business Ethics and Corporate Responsibility
- Entrepreneurship in Euro Asia
- Foreign Language
- Project Paper/Case Study

MSc in International Business Communications

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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 specifically designed to provide a broad and extensive knowledge of international and intercultural communication. The students will focus on how culture affects communication.

WHO SHOULD ATTEND

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.

THE BENEFITS OF THIS 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
- 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
- Develop the ability to conduct an interdisciplinary analysis of business communications in an international environment
- Demonstrate creative and innovative approaches to solving communications problems and the development of new approaches to effective business communications

DISSERTATION

Training in research methods, through the Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. 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 dissertation 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.



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STAFFORDSHIRE
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PROGRAMME MODULES & PROJECT / DISSERTATION

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.

Core Modules

- Communication Theory and Practice
- Business Communication Research and Audit
- Intercultural Communication in Business
- Integrated Marketing Communications
- Planning Business Communications Campaigns
- Marketing and Sustainability in the Age of Globalisation
- New Media Industries and Technologies
- International Business Communications and Competencies
- Research Methodology
- Technology, Culture and People: A Global Perspective

Dissertation or Modules

- Dissertation
OR
- Business Ethics & Corporate Responsibility
- Foreign Language
- Strategies in Emerging Markets
- Project Paper/Case Study

MSc in Global Marketing Management

**THIS PROGRAMME
IS SPECIFICALLY
DESIGNED TO PROVIDE:**

The Master of Science in Global Marketing Management focuses on marketing in a global environment. The definition adopted here of Global Marketing is that of Clarke and Wilson (2009) "Global Marketing ...establishes a marketing blueprint that can be used in all countries whether as a standard approach or adapted to specific characteristics of that market". In other words the Programme will focus on thinking and planning at a Global level but implementing and acting at the local level in the light of the market and its requirements.

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.

THE BENEFITS OF THIS PROGRAMME

On successful completion of the 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
- 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
- Design and implement a global marketing plan

DISSERTATION

Training in research methods, through the Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. 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 dissertation 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.



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OF TECHNOLOGY & INNOVATION



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

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.

Core Modules

- Statistics and Decision Making
- Strategic Marketing Management
- Euro Asia Global Business and Trends
- Global Marketing Management
- Integrated Marketing Communications
- Managing Creativity and Innovation
- Marketing and Sustainability in the Age of Globalisation
- New Product Development and Innovation
- Research Methodology
- Services Marketing

Dissertation or Modules

- Dissertation
- OR
- Business Ethics & Corporate Responsibility
- Entrepreneurship in Euro Asia
- Strategies in Emerging Markets
- Project Paper/Case Study

Master of Finance

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. In the rapidly changing business world of today, there is a growing need for finance professionals to meet the high requirements set by firms operating in a demanding environment and understanding its key areas at a global level is critically vital.

This Master of Finance programme will equip graduates with the highly marketable skills, and specialised financial knowledge and tools to move from theory to real-world applications needed to take them to the forefront of the financial world.

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-taking. Developed alongside the international organisations, this Master of Finance degree ensures graduates have the knowledge they need and can apply it within today financial world.

THE BENEFITS OF THIS PROGRAMME

On successful completion of the 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 limited information but includes reflecting 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.

DISSERTATION

Training in research methods, through the Research Methods Module, in addition to close supervision, will encourage you to develop your research skills so that you can complete your dissertation or project paper efficiently. The dissertation helps students develop the kind of skills they will need for work in a variety of careers, as well as to develop their specific ability to research and analyse academic problems.

The research will focus on the issues related to the common business and managerial problems in finance within or external to an organization either locally or internationally particularly with reference to its policy's implication. The main purpose of this dissertation/project undertaking is to allow students to explore their area of interest and to apply the right approach or methodology and again to arrive at the rightful solutions that best suit or solve the problems at hands.



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ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION



**STAFFORDSHIRE
UNIVERSITY**

PROGRAMME MODULES & PROJECT / DISSERTATION

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.

Core 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
- Investment and Risk Management
- Investment and Portfolio Management
- Research Methodology

Dissertation or Modules

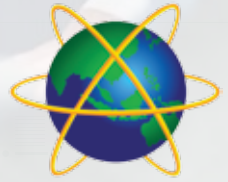
- Dissertation
- OR
- Financial Planning and Wealth Management
- Economics for Finance and Investment Analysis
- Fundamentals for Islamic Finance
- Project Paper/Case Study

PHD DOCTOR OF PHILOSOPHY

- **Doctor of Philosophy (Computing)**
- **Doctor of Philosophy (Technology)**
- **Doctor of Philosophy (Business)**
- **Doctor of Philosophy (Management)**
- **Doctor of Philosophy (Finance)**



Awarded by APU



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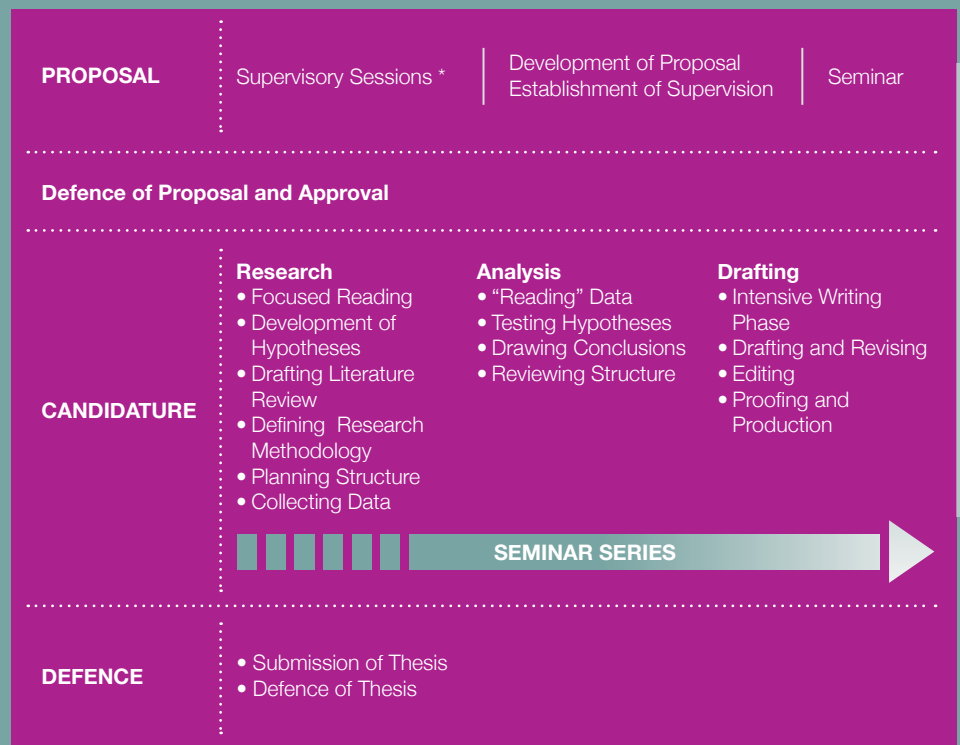


DOCTOR OF PHILOSOPHY PROGRAMME

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.
- Our Student Support Centre is comprehensive - reach our Counsellors, Deans, Lecturers and other supporting staff at anytime.
- Resourceful online databases.

Programme Structure



* Supervisory sessions consist of 4 elements as appropriate to the candidate's background:

1. Research Methods
2. Literature Review
3. Qualitative and Quantitative Analysis
4. Design of Research Proposal

* Students with entry qualifications of a mixed mode Masters programme with minimum 30% research component and a pass in a research module will be required to undergo supervisory sessions 3 and 4.

* Students with entry qualifications of a full research Masters will be required to undergo supervisory session 4.

Duration for PhD

Entry by Full Research Masters or Masters with minimum 30% research component with a formal taught research module.

Study mode	Normal minimum period	Normal maximum period
Full Time	2 years	5 years
Part Time	3 years	6 years

Entry by Taught Masters

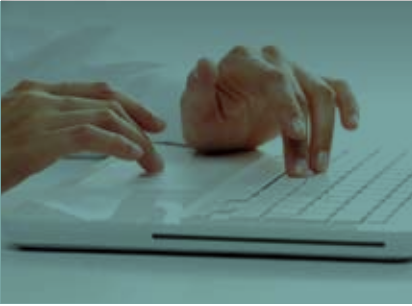
Study mode	Normal minimum period	Normal maximum period
Full Time	3 years	6 years
Part Time	4 years	7 years

Students with no prior Research Methods or Dissertation at Masters level are to enroll in Personal Development and Research Methods (PDRM - Masters module) to fill the gaps in research skills.

Minimum Entry Requirement

- A masters degree accepted by APU Senate with minimum CGPA of 3.0 ; or a Masters qualification with Merit.
- Other qualifications equivalent to a Master's degree that are accepted by APU Senate.
- Candidates with CGPA below 3.0 may be admitted subject to a rigorous internal assessment process.
- Minimum English language requirements of IELTS 6.5.

Fields of Research



- Doctor of Philosophy (Computing) JPT/BPPI(U)1000-801/63/Jid.2(14)(PA0328)08/16
- Doctor of Philosophy (Technology) JPT/BPPI(U)1000-801/63/Jid.4(3)(PA2107)07/17
- Doctor of Philosophy (Business) JPT/BEP(U) 1000-801/62/Jid.2(1)(PA0608)06/16
- Doctor of Philosophy (Management) JPT/BPPI(U)1000-801/63/Jid.4(2)(PA2094)07/17
- Doctor of Philosophy (Finance) JPT/BPPI(U)1000-801/63/Jid.4(3)(PA2093)07/17

Specialist Doctoral Topics for Supervision

Networking and Cloud Computing

- Web Services
- Internet Technologies
- Security issues in Cloud Environments
- Cloud based research for Entrepreneurs in Green Eco System
- Cloud based Network Security Techniques for Communication Systems
- Virtualization and Server Consolidation
- Optical Networks and Systems
- Internet Protocols (IPv6 and IPv4)
- Network Security
- Routing in Optical Networks

Green Computing

- Green Computing/IT
- Energy Efficient Computing
- Green Postal Services
- Green Technology
- Sustainable Development
- Energy Management
- Renewable Energy, Sustainable Development

AI & Knowledge Management

- Soft Computing (Application of Neural Net, Fuzzy logic, GA etc)
- Artificial Immune System
- Knowledge Discovery Database/Data Mining
- Knowledge Management
- Human Computer Interaction

Technology in Society

- Information Systems
- Electronic Commerce
- Technology Strategy and Governance
- Technology in Education
- Engineering Software Applications
- Intelligent Monitoring Systems for Power Plant Trips

Games Design & Development

- Image Processing
- Games Design
- Games Development

Communications Technology

- Digital Signal Processing
- Modern Communication Systems
- Wireless Sensor Network (WSN)
- Wireless and Mobile Systems
- Active Radio frequency Identification System (RFID)

Employee management

- Human Resource Management
- Persuasion and employees' performance
- Business and persuasion
- Business and motivation
- Managing change
- Organization Behaviour

Buying behaviour

- Consumer Behaviour
- Loyalty
- Older consumers and the marketing implications
- Financial aspects of ageing

Strategic management

- Corporate Governance
- Strategic management
- Contemporary management issues

Economics

- Macroeconomic issues
- Time series analysis
- Monetary and fiscal policies
- Interest rate and risks
- Economic forecasting and simulations
- Policy analysis and evaluation
- Time series modeling and forecasting
- Volatility models
- Threshold models
- Panel data modeling

International Trade

- International Trade/business
- International Trade, growth and investment theories

Financial modeling

- Financial models
- Financial market modeling (stock market, exchange rate)

Business Law

- Intellectual Property Law
- Contract Law and Torts
- EU Community Law
- Human Rights Law

ACCOLADES FOR APU

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

Industry Excellence 2011

2011 - Winner of Prime Minister's Industry Excellence Award
2011 - Winner of 'Special Jury Award' by the Prime Minister

Asia Pacific Ict Awards (APICTA) Malaysia (Multimedia Development Corporation)

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 - 2 Merit Awards 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'

International Asia Pacific ICT Awards (APICTA)

2012 - Merit Award for 'Best of Tertiary Student Project'
2011 - Merit Award for 'Best of Tertiary Student Project'
2010 - Merit Award for 'Best of Tertiary Student Project'
2004 - Merit Award for 'Best of Education & Training'
2004 - Merit Award for 'Best of Applications & Infrastructure Tools'

Malaysian Greentech Awards (Ministry of Energy, Green Technology & Water)

2012 - Silver Award for 'GreenTech University'

NAPEI Awards (National Association of Private Education Institutions, Malaysia)

2011 - Award for Educational Excellence
2007 - Award for Educational Excellence
2004 - Award for Educational Excellence

Stanford University's Global Innovation Tournament 2009

2009 - Winner for Global Innovation Tournament Global Challenge

Microsoft Imagine Cup (Microsoft Inc.)

2012 - Winner of Microsoft Imagine Cup (Malaysia)
2012 - Top Award for 'MDeC Special Innovation'
2011 - Winner of Microsoft Imagine Cup (Malaysia)
2011 - 1st Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - 2nd Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - Top Award for 'MDeC Special Innovation'
2011 - Top Award for 'Presentation Superstars'
2010 - Winner of Microsoft Imagine Cup (Malaysia)
2010 - Top 6 finalists at World Championship in Poland
2010 - Top Award for 'Best Presentation Team'
2010 - Top Award for 'Best Implementation of Multipoint'
2004 - 3rd Prize Award for 'System Government Elections Software'

HEP-IPTS Debate Competition (Ministry of Higher Education Malaysia)

2012 - Champion of HEP- IPTS Debate Competition
2012 - Best Speaker Award
2011 - Champion of HEP- IPTS Debate Competition

i-Hack Competition 2013 - by Malaysian Communications and Multimedia Commission (MCMC)

2013 - Champion for Forensic Challenge

Hack In The Box (HITB) International Competition 2010

2010 - 2nd Prize for 'Weapon of Mass Destruction'

Malaysia Frost & Sullivan Technology Innovation Award 2010

2010 - Award for 'Emerging Human Computer Interface Technologies'

World University Debates Championship 2010

2010 - Runner-up in the Grand Final

MSC Malaysia Creative Industry Awards 2009 (Games Category - Student)

2009 - Award for 'Best Game Design'
2009 - Award for 'Best Technical'

ITEX Awards (International Invention, Innovation & Technology Exhibition)

2013 - 2 Silver Medals for the Invention, Innovation and Technology category
2013 - 2 Gold medals for the innovator category
2009 - Gold Award for 'Best Invention - SmartSurface'
2009 - Special Award for Corporate Invention

Kopitiam Ekonomi Debate Challenge

2013 - Champions



Malaysia Cybersecurity Awards (Cybersecurity Malaysia)

2013 - Award for 'Cyber Security Education and Training Provider of the Year'
2012 - Award for 'Information Security Training Provider of the Year'
2009 - Award for 'Information Security Training Provider of the Year'

Ministry of Higher Education Malaysia Awards

2008 - Top Award for 'Best Website Design'
2004 - Only Malaysian Finalist

Asian Innovation Awards (Far Eastern Economic Review, Singapore)

2004 - Only Malaysian Finalist

PRIME MINISTER'S GOLDEN HANDS AWARD (Ministry of Works Malaysia)

2004 - Top Award in Network and PC Maintenance category

Ministry of Education Excellence Awards (Ministry of Education, Malaysia)

2003 - Award of Excellence in Research & Development
2003 - Award of Excellence for Development of Overseas Centres

Enterprise 50 Awards (Accenture & SMI Devt Corp)

1998, 1999, 2000 - 3rd position in 2000 among top 50 Malaysian organisations

Asia Student .NET Awards (Microsoft Inc.)

2003 - 3rd Prize Award for 'Automobile Manufacture Service' software application
2003 - 5th Prize Award for 'i-Mall' software application

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)

2002 - Top 3 winners worldwide for a Java-based e-mail client application for Nokia devices using J2ME (Java 2 Micro Edition)

The Brandlaureate - Smes Best Brands Awards

2012 - Winner of Corporate Branding Award in Education

1Malaysia Innovation Tournament (1MIT) 2010

2010 - Winner for 'Best Animated Award'
2010 - Winner for 'Most Scariest Video Award'

Hackathon Competitions

2013 - Winner for Water Drone Challenge
2013 - Winner for Creativity and Awesomeness Challenge

Makeweekend Robotics Challenge

2013 - Winner of Water Drone Competition
2013 - Winner of Awesomeness Challenge

Innoserve International ICT Innovative Services Contest

2013 - Second Prize of Innoserve International ICT Innovative Services Contest 2013
2013 - Best Innovation Award

Deloitte Inter-University Tax Competition

2013 - First Runner Up
2012 - First Runner Up (Individual Category)
2012 - 6th Place (Individual Category)

Business Excellence Award (Malaysia Canada Business Council)

2006 - Bronze award for Industry Excellence for Education

DKSH-CSSC Award

2006 - First Prize for DKSH-CSSC Media Challenge 2006

E-Genting Programming Competition (R&D Division, Egenting)

2006 - First Prize for 'Software Program Design and Development'
2004 - First Prize for 'Software Program Design and Development'
2003 - First Prize for 'Software Program Design and Development'
2002 - Merit Award for 'Software Program Design and Development'

HSBC Young It Entrepreneur Awards (Hong Kong Bank)

2004 - Gold Award for 'Universal Wireless Charging' solution
2004 - Judges Award for 'Security Transmitter & Detector' device
2002 - Silver Award for 'Business Edutainment Access Medium' Business Plan

MSC-IHL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)

2012 - Merit prize for Business Idea Category
2005 - Grand prize for Business Idea Category
2005 - Merit prize for Business Plan Category

Dare To Be Digital Programming Competition (British Council / University of Abertay, Dundee)

2003 - 1st Prize Award for a Multiplayer Online Game
2003 - 3rd Prize Award for a Role Playing Strategy Game

APU 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
- Detecting Pornographic Images
- 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



World Class Facilities





Asia Pacific University of Technology & Innovation (APU)

Formerly known as UCTI - Asia Pacific University College of Technology & Innovation
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