

In our increasingly interconnected socio-economic environment, which depends on the excellent management of information and knowledge, information and communication technologies (ICTs) are a key factor in the competitiveness of companies and their ability to hold on to their market position.

Dynamic and efficient organisations do not simply invest in technology, they also analyse their needs and implement the system that best suits them. It is also important for us

to be familiar with the policies of the information society and their interrelation with culture, economics and education if we are to deal successfully with strategies for business growth and their technological



Syed Malek says an organisation that uses ICT to position itself is more likely to stay on top.

AeU's thinkers for tomorrow

> Prepares professionals for leadership roles

implementation.

Hence, Asia e University (AeU) has designed the Master of ICT Management programme (MICTM) to produce professionals who can successfully manage and implement ICTs in their organisation. These are professionals who understand the environment of the information society in which they do business.

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

The aim of the programme is to enable individuals to develop a more strategic and entrepreneurial approach to applying ICT in organisations. The programme gives you the opportunity to build on existing competencies and develop new skills in complementary areas.

The programme also enables you to focus on areas of specialisation within your professional field or to broaden your knowledge and skills to enhance your career development.

The programme is designed to be offered where most learning activities are online mode. The background of the learner is not necessarily in ICT alone; they may come from other areas such as human resource, banking, business, and finance.

The programme's core courses provide an advanced grounding in key areas such as ICT Management, Cyber Laws, ICT Entrepreneurship, System Analysis, Design & Development, Network Management, ICT Project Management, Information Security Management, and ICT Strategic Planning.

The unique programme content, with its explicit focus on management and organisational dimensions of information technology, is closely connected to employers' needs for graduates who can contribute specialist knowledge whilst working across organisational boundaries, understand connections across different domains and conceptualise problems from different perspectives.

The development of this broad, critical and reflexive management mindset is cultivated across the programme, its modules and in reflective management practice sessions throughout the programme.

"Future corporate leaders need to have knowledge information and communication

technology (ICT) and use it not only to support the business but utilise its advantages in line with the company's business strategies," says Prof Dr Syed Malek Fakar Duani, dean of AeU's School of Information & Communication Technology (SICT).

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

"So it is important for CEOs to fully understand all aspects of IT pertaining to business. One cannot solely depend on consultants when coming up with a system network for a product or service. Only when a CEO knows the full extent IT has for the business, will he be able to develop business strategies successfully."

Alan Yap Cheng Tat, who graduated and received the AeU Chairman's Award during the university's recent third convocation, says, "This programme has helped me to identify the main aspects of business that need to be improved and how to use technology as a strategic element to drive business.

"During the course, I worked with a group of professionals from different areas and countries that gave me the opportunity to understand each problem in each class from a different point of view.

"For each practical case, data analytics is very important as a tool to understand the core of a business, according to the strategies of a company and how they turn into smart decisions."

AeU offers a comprehensive range of academic and professional training programmes, from graduate diploma level to bachelor's, master's and doctoral levels in Business and Management, ICT, Education and Humanities, Arts and Social Sciences.

Candidates can apply for studies through regular entry or via Open Entry System that takes into consideration the individual's work experience.

For more information about the programme, go to www.aeu.edu.my