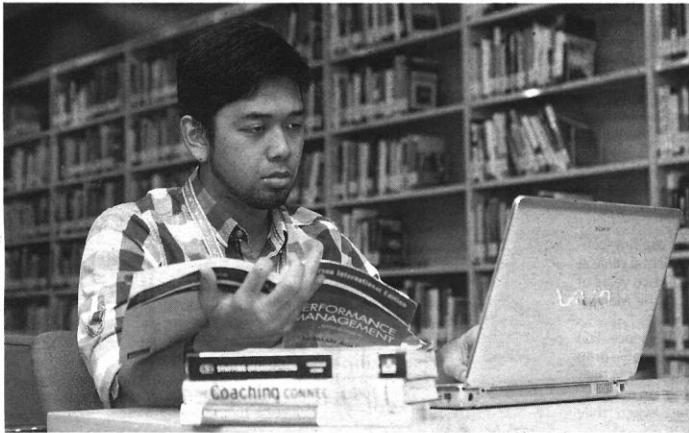


# A close-knit ICT university



**Asia e University (AeU)'s Bachelor of Digital Creative Media student Anas Afifi Sazali revising online.**

INFORMATION and Communications Technology (ICT) has become an important sector in Malaysia's development since the government included it in one of the strategies towards creating an industrial-based economy and then a knowledge-based economy.

ICT has become the strategic enabler and key driver of the Government and Economic Transformation Programmes for Malaysia.

Asia e University (AeU) offers opportunities to those wanting to improve their ICT-related skills for career advancement while juggling work and life, through its School of Information and Communication Technology (SICT).

SICT is committed to offering academic programmes in ICT and multimedia communications.

Its programmes emphasise on diverse Asian cultures, traditions and business needs.

SICT imparts knowledge and information while placing emphasis on career advancement.

AeU offers ICT programmes designed with industries.

The programmes offered include Master in Information & Communication Technology Management, Bachelor of Information & Communication Technology (Hons), Bachelor of Technology (Information Technology) (Hons), Bachelor of Digital Creative Media (Hons), Professional Bachelor of Digital Creative Media and Professional Bachelor of Computer Technology.

The Professional Bachelor of Internet Marketing Technology will be offered this year.

The undergraduate and postgraduate programmes produce graduates who can fulfil requirements driven by market, from foundation to research techniques in the computer sciences and information technology-related subjects.

These programmes cover transferable skills such as creativity, research and analysis techniques, problem-solving, communication and negotiation.

Learning material is presented in the form of readings, practical applications and self-assessments.

SICT encourages its students from 54 countries to interact and exchange ideas via online by using a web-based learning management system called as Personalised Learning Space (myPLS) that enables students access and download learning materials anytime and anywhere.

SICT dean Professor Dr Syed Malek Fakar Duani said: "We embedded the latest pedagogical techniques in our ICT curriculum development and teaching methodology, plus our state-of-the-art facilities, to create a conducive learning experience for students.

"The programmes engage working students with their workplace."

Through flexible admission named as open entry, adults are given a second chance to study at AeU based on the recognition for prior learning

(RPL) concept, where industry experiences and professional certifications are given their credit value and carry weightage in their application.

For an industry that is worth billions per annum, the ICT industry in Malaysia has always experienced a shortage of employees.

The career opportunities available in ICT are exponential.

This includes roles such as Interface Designer, Interaction Designer, Web Designer, Web Programmer, e-Commerce Designer, Flash Animator, Flash Programmer, Project Manager, e-Business Developer, e-Learning Developer, Creative Media Consultant, Creative Media Developer, Sound & Video Editor, Video Editor, 3D/2D Animator, Web Developer (programming and scripting), Instructional Designer and Website Manager.

For postgraduate alumni, they can move up the career ladders to higher managerial post in ICT, such as ICT manager, director of ICT, chief technology officer or chief information officer.

Bachelor of Digital Creative Media (BDCM) student Anas Afifi Sazali said: "AeU has equipped me with practical knowledge that I need to succeed in my job.

"It's about half creative and half technical.

"It's very project based, almost 100 per cent continual assessment with just one exam, which I like."

"The lecturers are nice. We're a small bunch of people, we're really close knit and everyone gets along.

"The lecturers know us by name, so in lectures, we can joke around as well as being serious. It's all very easy going."

Apart from its competitive and flexible study fees, AeU offers financial aids and incentives to students.

It has more than 15,000 students enrolled for 30 programmes ranging from PhD to foundation courses.

AeU provides 26 learning centres in cities, including those in rural areas such as Ranau and Kota Marudu in Sabah, and Miri and Sibul in Sarawak.

There are three intakes every year in January, May and September.

Registration for the January intake is in progress and available online, and at AeU's main campus, Jalan Sultan Sulaiman, Kuala Lumpur, or at any of its learning centres

It will have a preview day on Jan 25 at the main campus along with orientation and registration between 9am and 2pm.

Registration for postgraduate (research) programmes is open throughout the year.

**For details, call 1-300-300-238, visit [www.aeu.edu.my](http://www.aeu.edu.my), [www.facebook.com/AsiaeUniversity-Fans](https://www.facebook.com/AsiaeUniversity-Fans); [twitter.com/asiaeuniversity](https://twitter.com/asiaeuniversity); and [www.youtube.com/asiaeuniversity](https://www.youtube.com/asiaeuniversity).**