

Empower Yourself with Market Driven and Flexible ICT Programmes at AeU

Information and Communications Technology (ICT) has become an important sector in Malaysia's economic development since the Government incorporated it in one of the strategies towards creating an industrial-based economy and then a knowledge-based economy. At present scene, ICT has become the strategic enabler and key driver of The Government and Economic Transformation Programmes for Malaysia. In line with the strong growth and vast experience gained in electronics industry, Malaysia established Multimedia Super Corridor in 1996 as the nucleus for the growth of ICT and technology-based industries. Hence, from a mere role as manufacturer & exporter of ICT products, Malaysia strengthen its presence in the industry value chain as provider & exporter of ICT services, and making significant inroads to overseas markets.

Nevertheless, if you want to pursue your passion in a particular area in ICT, or if you want to improve your skills related ICT for career advancement while juggling time to meet wellbeing & work-life balanced, then programmes offered by School of Information and Communication Technology (SICT) of Asia e University (AeU) may interest you.

ICT Programmes at SICT

SICT, AeU is committed to offering innovative and relevant academic programmes, in a wide range of areas pertaining to ICT, and in multimedia communications. Its programmes also emphasize on diverse Asian cultures, traditions and business needs. Focused on the needs of working adults, SICT continually imparts up-to-date knowledge and information while placing emphasis on career advancement. SICT offers several uniqueness in its programme to cater for full time and part time mode of study through its fully on line, blended learning and work-based learning to fulfill various needs of students.

Taking into account the industry's demands, AeU offers its ICT programmes that are designed in collaboration with industries who have been major players in the industry. 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. In addition, Professional Bachelor of Internet Marketing Technology will be offered in 2014.

The undergraduate and postgraduate programmes at SICT are crafted in such a way that can produce graduates who can fulfill requirements driven by market, from foundation up to latest research techniques in the computer sciences and information technology related subjects. These programmes encapsulate a wide range of transferable skills including creativity, research and analysis techniques, problem-solving, communication and negotiation. Learning material is presented in the form of readings, practical applications and self-assessments.

Riding on excellent ICT infrastructure, SICT encourages its students from 54 countries all over the world to interact and exchange ideas via online by optimizing the use of a specially designed web-based portal learning management system, called

as Personalised Learning Space (myPLS) that enables students for continuous access and download learning materials at anytime and anywhere that fits their lifestyle.

Teaching Method

SICT inculcates a variety of teaching and learning methods, including case analyses, simulations, project based learning and industry guest lectures.

We offer both mode of study: part time study via blended learning and fully online study, and full time study which applies conventional face to face meeting with students. Full time study will take the form of attending classes led by our qualified lecturers or academic facilitators, either in AeU Kuala Lumpur or any of our learning centres available nationwide.

AeU fully understand the commitment and challenges face by our working students. Hence the Online Distance Learning (ODL) programme is designed to suit their busy work schedule. Classes for ODL students are arranged over the weekend. About 3 to 5 face-to-face sessions for each class per semester will be conducted for part time students choosing to enroll in this mode of study. Relevant learning materials will be uploaded in myPLS for students to download, read and practice at their own learning time. The access to our PLS are given to both full-time and part-time students.

Conducted classes will be captured in videos which will later be uploaded in the myPLS for students to refer to at any time. Discussion among students will be facilitated online by our academic facilitators via the forum features available in the system. These forum acts as a platform for the students to discuss relevant subject matters with their peers as well as the academic facilitators. Students can also communicate with their academic facilitators and peers via email and any video conferencing tools such as Skype.

Flexible Learning at AeU

AeU is well known for its flexibility and distance learning courses that always accommodate student's study and working schedules. AeU's flexible learning offers students the ease of studying online at home or at work while they can continue to enjoy their employment income. Students can choose between full time or part time mode depending on their lifestyles as AeU's programmes are affordable and accessible 24/7.

Unlike conventional learning methodology, AeU's students do not face any pressure to complete the study period within the stipulated period set by the University. Hence, they are encouraged to study in a stress free environment where they can study, working and enjoy their life with the loved ones, harmoniously.

Through flexible admission named as Open Entry, adult is been given a second chance to study at AeU based on Recognition for Prior Learning (RPL) concept, where previous industry experiences and professional certifications are all given their due credit value and carried some weightage in their application. AeU considers the obstacles that candidates might have faced during the previous quest to continue study that appeared in many forms due to poverty,

financial constraints, emotional instability, family obligations, major accident/tragedy or other life-changing factors.

ICT Industry and Its Career Opportunity

For an industry that is worth billions per annum, ICT industry in Malaysia has always experienced shortage of highly skilled employees. Through time and technological advancement, ICT is not just an industry which stands by itself, but also complement and support the development of other industry sectors. It is the enabler of growth and increasingly important either to the Government, private sector as well as the society. ICT expands its roles by cutting across all spheres of the national economy and Malaysian quality of life that eventually boost productivity and raise the nation's overall competitiveness. Some of the interesting opportunities in ICT include Electronic Government (e-Government Solutions), Electronic Commerce (e-Commerce), Vertical ICT Services, ICT Hardware, Telecommunication and Digital creative multimedia. The industry's future trends will witness the emerging of nanotechnology, micro-electro-mechanical systems (MEMS), semantic technology, wireless communications, grid-computing, biometrics and biotechnology.

The career opportunities available in ICT are exponential. This includes variety of 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 would be able to move up the career ladders to higher managerial post in ICT such as ICT Manager, Director of ICT, Chief Technology Officer (CTO) or Chief Information Officer (CIO).

"I would say that AeU has equipped me with a relevant and practical knowledge that I need to succeed in my job. Constant interaction with my coursemates and Academic Facilitators on the latest and in-depth industrial-related issues in local and international landscapes, have always excite me and make it more interesting to learn," says Norence Porodong @Kelly, a postgraduate student from Kudat, Sabah.

"AeU advanced facilities like the library, possesses a large bank of invaluable resources that definitely meet my learning needs. This facility plays an important role in supporting my research and material sourcing. The best part is when a wide range of online databases can be accessed at my own convenience, whenever I want and wherever I am," she added.

AeU's Library known as Knowledge Centre is one of the most comprehensive online libraries in the country. The library holds a wide range of resources in print and online format. Collectively, the Library has close to 7,000 titles of printed books and subscribes to over 100,000 e-books, 71,000 e-journals and 1.6 million e-theses titles.



As a postgraduate student from Kudat, Sabah, Norence Porodong@Kelly finds exciting learning experience at AeU.

REGISTER AND MEET US NOW!

Student registration is available three times a year for January, May and September intakes. Registration for January 2014 intake is now available online, at counter registration at AeU's Main Campus, Jalan Sultan Sulaiman, Kuala Lumpur; or at any of its learning centres all over Malaysia.

For further inquiries, just call us at toll-free 1 300 300 238, or you can also visit www.aeu.edu.my or our facebook www.facebook.com/AsiaeUniversityFans.

Student Financial Aid and Incentives at AeU

AeU has always listened to student needs especially when it comes to financial difficulties. Apart from its competitive and flexible study fees, AeU offers various financial aids and incentives to assist students during their period of study.

- 1) AeU Merit Scholarship available for top-performing students
- 2) 10% discount available through student loyalty schemes 3) 10% discount for full payment of semester fees
- 3) 50% discount for senior citizens who are 55 years of age & above
- 4) 75% discount for disabled people
- 5) PTPTN loans and EPF withdrawal assistance
- 6) MyBrain15 Sponsorships (for Doctoral & Master's Degree only)
- 7) Human Resource Development Fund (HRDF) claimable courses