

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

If you want to pursue your passion in a particular area in ICT, or if you want to improve your skills related to ICT for career advancement while juggling work-life balance, then programmes offered by the 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

Create your competitive edge

range of areas pertaining to ICT, and in multimedia communications.

Focused on the needs of working adults, SICT continually imparts up-to-date knowledge and information while placing emphasis on career advancement.

SICT caters for full-time and part-time mode of study through its online, blended learning and work-based learning.

AeU offers ICT programmes that are related to the major industries in the market.

The programmes offered include Master in Information & Communication Technology



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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 post-graduate programmes at SICT produce graduates who can fulfil market requirements.

These programmes encapsulate a wide range of transferable skills, including creativity, research and analysis techniques, problem-solving, communication and negotiation.

Web-based portal learning management system

Riding on excellent ICT infrastructure, SICT encourages its students from 54 countries all over the world to interact and exchange ideas online through the use of a specially designed web-based portal learning management system, called the Personalised Learning Space (myPLS) that enables students to access and download learning materials anytime, anywhere.

"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 our students.

"The programmes are developed to engage working students with their current workplace to establish more impact that is relevant to their life," says Prof Dr Syed Malek Fakar Duani, dean of SICT.

Teaching method

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

It offers both modes of study: part-time study via blended learning and fully online study, and full-time study which applies conventional face-to-face meetings with students.

Full-time study will take the form of attending classes led by qualified lecturers or academic

facilitators, either in AeU KL or any of its learning centres available nationwide.

AeU understands the commitment and challenges faced by working students.

Hence the ODL programme is designed to suit their busy work schedule. Classes for ODL students are conducted over the weekend.

About three to five face-to-face sessions for each class per semester will be conducted for part-time students choosing to enrol in this mode of study.

Relevant learning materials will be uploaded in myPLS for students to download, read and practise at their own time.

Access to PLS is given to both full-time and part-time students.

Flexible earning at AeU

AeU is well known for its flexibility and distance-learning courses that accommodate students' study and work schedules.

AeU's flexible learning offers students the ease of studying online at home or at work while enjoying 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, work and enjoy a harmonious life with their loved ones.

"I would say that AeU has equipped me with relevant and practical knowledge that I need to succeed in my job. It's about being half creative and half technical, so it's good that way," says Bachelor of Digital Creative Media (BDCM) student Anas Afifi Szali.

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

"The lecturers are so nice. We're a small bunch of people, we're really close-knit and everyone just gets along and the lecturers know us by name, so in lectures we can joke as well as be serious. It's all very easy-going."

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

Registration for the January 2014 intake is in progress, available online, at AeU's Main Campus, Jalan Sultan Sulaiman, Kuala Lumpur, or at any of its learning centres nationwide.

If you wish to know more, drop by the AeU Preview Day on Jan 25 at AeU's main campus, KL, from 9am to 2pm.

AeU's Orientation and Registration will also be held on the same day.

Registration will close on Feb 16. However, registration for post-graduate (research) programmes will be opened throughout the year.

■ For further details, call 1300 300 238 (toll-free).

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