A · P · U

ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

# I am limitless

## POSTGRADUATE STUDIES

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

5 STAR EXCELLENT RATING SETARA

MD™ Premier Digital Tech Institution

QS WORLD UNIVERSITY RANKINGS 2027

QS 1st Malaysian University 5-Stars Plus

# First and Only Malaysian University with QAA UK Accreditation 2024 - 2029

QAA

CERTIFICATE OF ACCREDITATION

This is to certify that

ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION

is accredited by The Quality Assurance Agency for Higher Education (QAA) for the successful completion of the International Quality Accreditation and meeting the Standards and Guidelines for Quality Assurance in the European Higher Education Area.

Accreditation valid from:
30/04/2024

Accreditation valid until:
29/04/2029

Vicki Stott
Chief Executive
QAA

OUTSTANDING

QS

# Rated for Excellence

## Asia Pacific University of Technology & Innovation

The QS Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars™ methodology, rated Asia Pacific University of Technology & Innovation as a Five Stars Plus institution.

| | | | |
|---|---|---|---|
| Teaching | Internationalisation | Facilities | Social Responsibility |
| Employability | Academic Development | Accounting & Finance | Inclusiveness |
| Online Learning | | | |

QS STARS

The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars shines a light on both the excellence and the diversity of the rated institution.

Leigh Kamolins, Head of Evaluation

18 Oct 2021

# 1st Malaysian University

QS 5-Stars Plus

*1 of 24 in the world*

QS WORLD UNIVERSITY RANKINGS 2027

## QS WORLD UNIVERSITY RANKINGS 2027

IN THE TOP 550 IN THE WORLD

**TOP 2%** in the World

| #528 | #20 | #157 | TOP 500 | #177 |
|---|---|---|---|---|
| WORLDWIDE | INTERNATIONAL STUDENTS | INTERNATIONAL FACULTY | EMPLOYER REPUTATION | STUDENT EXPERIENCE |
| Top 2% Globally | | | | |

## QS WORLD UNIVERSITY RANKINGS : ASIA 2026

ASIA 2026 IN THE TOP 40 SOUTH-EASTERN ASIA

ASIA IN THE TOP 150 2026

**#39**
IN SOUTH EAST ASIA

**#147**
IN ASIA

AppliedHE™ Public & Private University Ranking ALL ASIA 2026

## TOP 20 IN ASIA & TOP 5 IN ASEAN

APU has achieved outstanding recognition in the AppliedHE All Asia 2026 Private University Ranking. This remarkable achievement reflects our unwavering commitment to academic excellence, innovation, and global impact. The AppliedHE Private University Ranking: All Asia was created with the goal of measuring the things about private universities that students deciding on their higher education journey find most important. The ranking measures what is important to students: the quality of teaching and learning, Employability, Research, Internationalisation, Community Engagement and Institution Reputation.

QS WORLD UNIVERSITY RANKINGS 2027

## APU MAKES WAVES IN THE QS WORLD UNIVERSITY RANKING 2027 - TOP 2% GLOBALLY

The Asia Pacific University of Technology & Innovation (APU) has been officially recognised among the world's leading universities in the QS World University Rankings 2027, achieving a global ranking of #528 and placing APU within the Top 2% of universities worldwide. APU is also ranked #20 in the World for International Students, reflecting its highly diverse, multicultural and globally inclusive learning environment, with students representing more than 130 nationalities studying together on campus.

TALENTBANK GRADUATE EMPLOYABILITY INDEX

## APU IS AWARDED 2026 EMPLOYERS' CHOICE OF UNIVERSITY - TALENTBANK

Renowned for its 100% employability rate among graduates, APU underlined its strengths by being selected as the 2026 Employers' Choice of University in Talentbank's annual survey of employers. Further reinforcing its strong employability outcomes, APU programmes received the prestigious Talentbank 6-Star Employer Choice rating in the following fields: Computing & IT, Actuarial Science, Analytics, Animation, Banking, Business Management, Event Management, Finance, Games Design & Development, Human Resource Management, and Mechatronic Engineering.

## APU IS AWARDED BEST AI UNIVERSITY, BEST TECH UNIVERSITY & BEST FUTURE READY UNIVERSITY - PC.COM AWARDS 2025

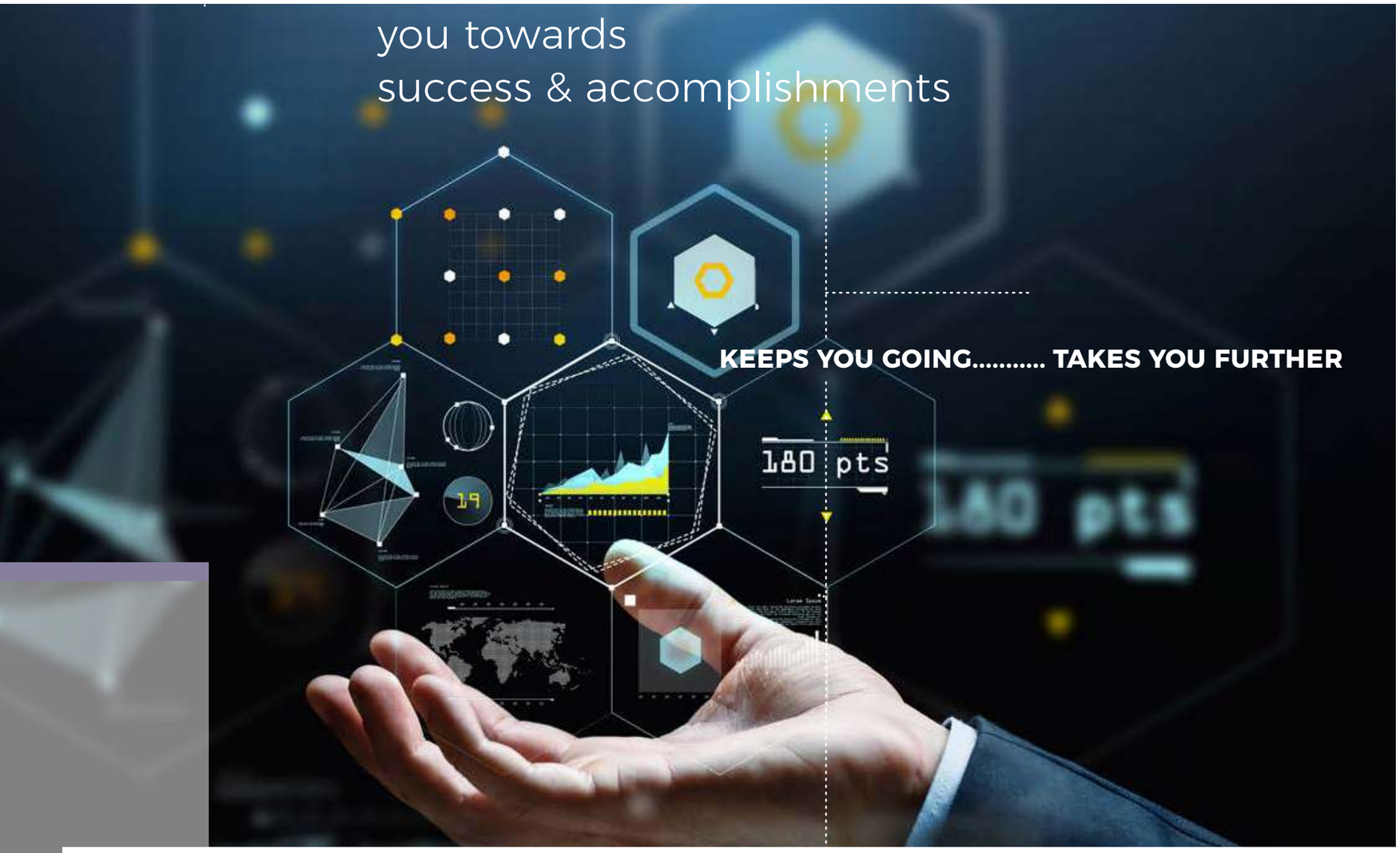
The PC.com Awards are prestigious accolades that celebrate organisations demonstrating excellence and leadership in technology and innovation. At the 2025 Awards, Asia Pacific University of Technology & Innovation (APU) once again stood out, earning Best Tech University, Best Future Ready University, and the newly introduced Best AI University titles, as voted by PC.com readers. These achievements reaffirm APU's dedication to delivering world-class digital technology programmes and shaping future-ready graduates. APU continues its winning streak, having previously secured both Best Tech University and Best Future Ready University in 2024, and Best Tech University in 2023.

## APU'S LIST OF FIRSTS:

- **1st** Malaysian University to achieve Five Stars Plus in the latest QS Stars Rating
- **1st** Local Institute awarded Multimedia Super Corridor Status
- **1st** Institute awarded the MSC Research & Development Grant
- **1st** Institute awarded MS ISO 9002 Quality Certification
- **1st** Institute appointed Novell Education Academic Partner
- **1st** Institute appointed Authorised Sun Education Centre
- **1st** Institute appointed Microsoft Training Partner
- **1st** Institute listed in Enterprise 50 Award Programme
- **1st** Institute appointed University Alliance Partner by SAP
- **1st** XR Studio - Mixed & Extended Reality Infrastructure in Asia
- **1st** Integrated Cybersecurity Talent Zone in Malaysia

# Inspiring

you towards
success & accomplishments




## POSTGRADUATE STUDIES

### MASTER DEGREE PROGRAMMES

- Master of Science in Artificial Intelligence
- Master of Science in Cyber Security
- MSc in Data Science and Business Analytics
- Master of Science in Digital Transformation
- MSc in Software Engineering
- MSc in Information Technology Management
- Master of Technology Management
- Master of Business Administration
- Master of Business Administration with a specialism in:
  - Digital Leadership
  - Artificial Intelligence (MBAi)
  - Hospitality and Tourism
  - Strategic HR Analytics
  - Business Analytics
  - Supply Chain Management
  - Oil and Gas Management
- Master of Science in Digital Marketing
- Master in Digital Communication
- Master of Project Management
- Master of Science in Actuarial Science
- Master of Science in Actuarial Science with a specialism in:
  - Business Analytics
  - Economics
- Master of Finance
- Master of Finance with a specialism in FinTech
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Arts in Design Innovation Management
- Master of Education in Learning Design and Technology
- Master of Science in Computing
- Master of Philosophy in Management
- Master of Philosophy in Engineering
- Master of Philosophy in Immersive Technologies and Video Game Studies

**100% Online**

### Open & Distance Learning (ODL)

Open & Distance Learning (ODL)

- Master of Science in Artificial Intelligence (ODL)
- Master of Science in Cyber Security (ODL)
- Master of Science in Data Science and Business Analytics (ODL)
- Master of Business Administration (ODL)
- Master of Business Administration with a specialism in:
  - Digital Leadership (ODL)
  - Artificial Intelligence (MBAi) (ODL)
  - Hospitality and Tourism (ODL)
  - Sustainability Leadership (ODL)
  - Business Analytics (ODL)
  - Supply Chain Management (ODL)
  - Oil and Gas Management (ODL)
- Master of Arts in Design Innovation Management (ODL)
- Master of Applied Psychology in Cyberpsychology (ODL)
- Master of Education in Learning Design and Technology (ODL)
- Postgraduate Diploma of Education in Learning Design and Technology (ODL)
- Postgraduate Certificate of Education in Learning Design and Technology (ODL)

### PhD & DBA PROGRAMMES

- Doctor of Philosophy in Computing
- Doctor of Philosophy in Technology
- Doctor of Philosophy in Management
- Doctor of Philosophy in Finance
- Doctor of Philosophy in Engineering
- Doctor of Business Administration (DBA)*

**100% Online**

### Open & Distance Learning (ODL)

Open & Distance Learning (ODL)

- Doctor of Philosophy in Computing (ODL)
- Doctor of Philosophy in Technology (ODL)
- Doctor of Philosophy in Management (ODL)

### APU – A 5-STAR (EXCELLENT) RATED INSTITUTION

5 STAR EXCELLENT RATING SETARA
APU amongst the Highest Rated Emerging Universities - 2019

APU has consistently received the highest ratings among emerging Universities through the SETARA Ratings exercise conducted by the Ministry of Higher Education, ever since the SETARA Ratings system was introduced, including having attained 5 STARS in the latest ratings announced in Dec 2020.

The SETARA ratings system employs a rigorous assessment methodology to rate an education institution's three core functions, namely teaching, research and services.

### APU IS A PREMIER DIGITAL TECH INSTITUTION - MALAYSIA DIGITAL ECONOMY CORPORATION

MD Premier Digital Tech Institution

APU was among the first institute in Malaysia awarded Premier Digital Tech Institution status by the Malaysia Digital Economy Corporation (MDEC) and Ministry of Higher Education (MOHE). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.

### APU IS AWARDED BEST AI UNIVERSITY, BEST TECH UNIVERSITY & BEST FUTURE READY UNIVERSITY - PC.COM AWARDS 2025

The PC.com Awards are prestigious accolades that celebrate organisations demonstrating excellence and leadership in technology and innovation. At the 2025 Awards, Asia Pacific University of Technology & Innovation (APU) once again stood out, earning Best Tech University, Best Future Ready University, and the newly introduced Best AI University titles, as voted by PC.com readers. These achievements reaffirm APU's dedication to delivering world-class digital technology programmes and shaping future-ready graduates. APU continues its winning streak, having previously secured both Best Tech University and Best Future Ready University in 2024, and Best Tech University in 2023.

### APU - FIRST EVER MALAYSIAN UNIVERSITY WITH QAA UK ACCREDITATION

QAA INSTITUTION ACCREDITED
ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION

# Experience

## APU's iconic campus

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 professional graduates for significant roles in business and society globally.

### An Ultra-modern Campus Built Today for the Needs of Tomorrow

Asia Pacific University of Technology & Innovation (APU)'s Ultra-Modern University Campus in MRANTi - Technology Park Malaysia is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. TPM is the ideal location for this new and contemporary campus due to its strong positioning as Malaysia's primary hub for leading-edge and high-tech developments in a wide variety of areas. It is also located in one of the most rapidly developing areas in Kuala Lumpur, and is well served and accessible through major highways, LRT and other forms of public transportation.

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.

### Malaysia's Award Winning University

- A Stylish Blend of Functionality & Accessibility
- A Unique Fusion of Technology, Innovation and Creativity
- Cutting-edge Technologies
- A Wide Variety of Spaces to Learn, Engage & Transform

APU's iconic campus is setting a new benchmark for design excellence among Malaysian Universities, combining an eco-friendly campus with a dynamic blend of technology and innovation to enable professional learning. It is a magnificent teaching & learning space for our students & staff designed by our award-winning architects & consultants.

**Ranked No.20** in the World for International Students — QS World University Rankings 2027

MALAYSIA'S AWARD WINNING UNIVERSITY

Engineering Degrees Accredited under WASHINGTON ACCORD (accepted Worldwide)

100% Employability*

TOP 20 in Asia — AppliedHE All Asia Private University Rankings 2026

FIRST IN MALAYSIA TO ACHIEVE 5-STARS PLUS IN QS RATINGS

** Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia*

100% of our graduates are employed by graduation*; this is not just a number, but a significant symbol of our success and pride in nurturing professionals for global careers.

** Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.*

## Empowering High-Impact Careers

APU is widely recognised for producing career-ready graduates with exceptional employability and competitive starting salaries across Malaysia's key growth sectors. By integrating industry-relevant curricula, practical learning experiences, and strong corporate engagement, APU equips its graduates to succeed in dynamic and globally connected career pathways.

### Industry Ready Graduates

The APU Career Centre connects and engages with over 12,000 Employers to ensure that our graduates are highly employable in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

### Work-ready, World-ready

Study with us and we'll equip you to become a world-ready professional, with the knowledge, attributes, skills and expertise that employers look for.

Employers are demanding that graduates not just have qualifications, but also have the experience and ability to contribute to the workplace. To meet these demands, APU develops programmes and partnerships with academic and industry partners, with a heavy focus on applied learning. This helps to ensure that the skills and knowledge taught at APU are up-to-date and in high demand.

RANKED

# #20 in the World for International Students

*QS World University Rankings 2027*

## A Hub of Cultural Diversity

With students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversifed and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

### Student Welcome Team

The Student Welcome Team was established by Asia Pacific University of Technology & Innovation (APU) to improve the arrival experience of international students in Malaysia. "Warm Welcome, Warm Hello, Warm What's up" is the theme of this ASK ME Team.



QS WORLD UNIVERSITY RANKINGS 2027

## A Truly International Community

Just like the beautiful country in which we are located, APU is a rich blend of traditional and modern styles. We have developed a singular character to embrace those things that set us apart. We pride ourselves on the quality of both our teaching and research as well as having a unique living and learning environment.

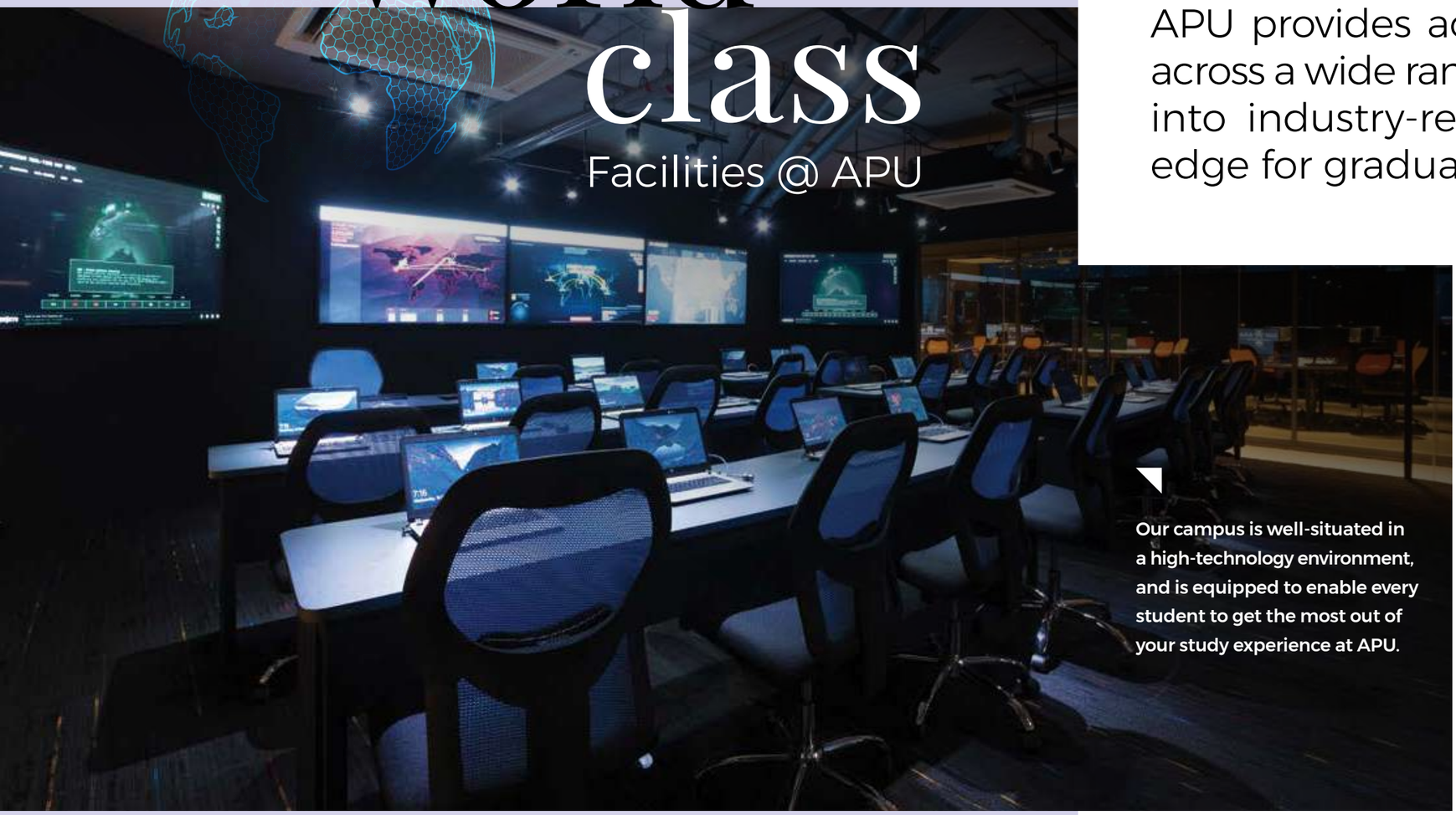
### Student Life @ APU

Being a university student can be one of your most exciting expeditions. Higher education opens up a world of new ideas, intellectual growth, new adventures and the building of lifelong friendships. Here at APU, we support you to take the time to explore not only the educational experiences but also the wide range of social, sporting and cultural activities on campus.

# World-class

## Facilities @ APU

APU provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates.



Our campus is well-situated in a high-technology environment, and is equipped to enable every student to get the most out of your study experience at APU.

### An Integrated Community

The campus aims to establish a community aspect for the university – where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industry Revolution 4.0.

### Cutting-Edge Technologies

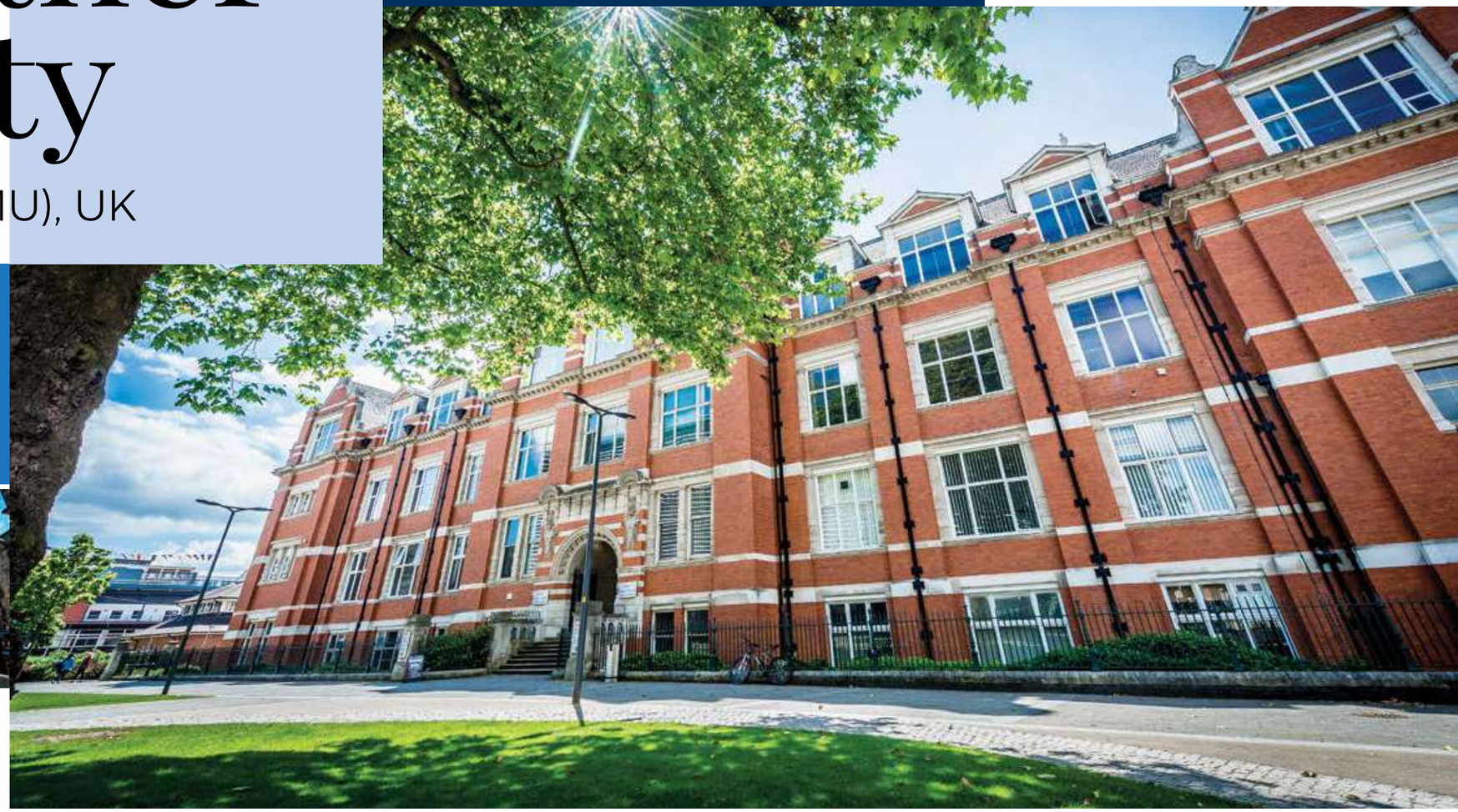
The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets. APU, as Malaysia's leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.

### Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialisation throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.

# Our Partner in Quality

De Montfort University (DMU), UK



## 150 years of academic excellence

De Montfort University (DMU) Leicester is a dynamic, 21st century UK university. With an original campus in Leicester, a new one in London and growing campuses around the world in Dubai, Kazakhstan and Cambodia, DMU has a truly global outlook and international reach.

At DMU, our supportive and nurturing community will empower you to realise your dreams. Our courses are carefully designed and taught by expert academics to help you gain the skills needed to enter today's competitive job market and succeed in your career. The university is organised into four faculties; Arts, Design and Humanities, Business and Law, Health and Life Sciences and Computing, Engineering and Media. Our award-winning Careers Team provides guaranteed work experience opportunities including placements, internships and career mentoring to open doors that will help you achieve your ambitions..

### About DMU

- Since its beginnings in Leicester 150 years ago, DMU has transformed into a global university. We deliver outstanding education around the world, both at our own campuses and with our partner universities.
- Each year, international students from more than 140 countries choose to study at DMU.
- DMU is rated a 5-star 'excellent' institution by QS Top Universities for our teaching, facilities, employability, global outlook and more.
- DMU's Careers Team won Employability Team of the Year at the TargetJobs National Graduate Recruitment Awards for helping students reach their ambitions.
- DMU is the only UK university to be appointed as Chair of the hub for the United Nations' sustainable development goal 11 - sustainable cities and communities.
- Leicester is known for being welcoming and student-friendly, with a rich history and a diverse culture. It's been named the best city in the East Midlands to live and work (Good Growth for Cities Index, 2024).

# Double your Advantage

## APU-DMU **Dual Degree Programme**

With the approval of the University Senate,
the Asia Pacific University of Technology & Innovation
hereby confers upon

Juliana David

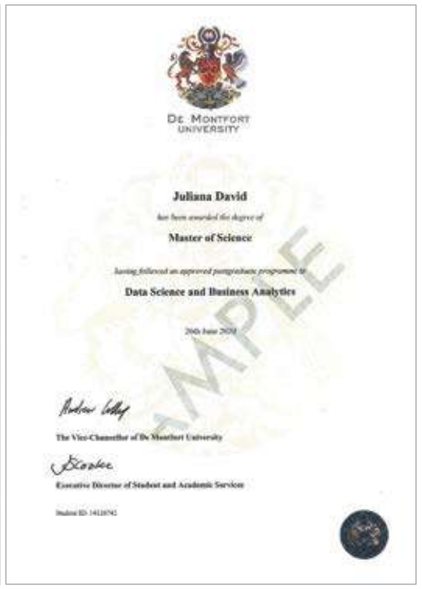
the Award of

Master of Science
in Data Science and Business Analytics
with First Class Honours

Awarded on this 26th day of June 2020

Vice Chancellor

Registrar



De Montfort University

Juliana David

has been awarded the degree of

Master of Science

having followed an approved postgraduate programme in

Data Science and Business Analytics

26th June 2020

The Vice-Chancellor of De Montfort University

Executive Director of Student and Academic Services

Student ID: 14128742

DUAL DEGREE

- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution – and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- Both degrees are recognised locally & internationally.
- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).

# Postgraduate Programmes @ APU

- INTERNATIONALLY RECOGNISED PROGRAMMES
- INNOVATIVE PROGRAMMES DESIGNED FOR PROFESSIONAL EDGE
- FLEXIBLE STUDY MODES & ENTRY POINTS
- REWARDING LEARNING EXPERIENCE
- ACADEMIC & PRACTICAL PROGRESSIONS FOR LIFELONG LEARNING

## THE AIMS OF THE APU POSTGRADUATE PROGRAMMES ARE TO:

- 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

## MASTER COURSEWORK

| STUDY MODE | DURATION & STRUCTURE | DELIVERY MODE | LEARNING COMPONENTS |
|---|---|---|---|
| Full-Time | 12 months over 3 semesters of 12 weeks each | Daytime classes with selected modules delivered in flexi mode | Coursework modules<br>Research Methodology<br>Assignment / Group Work<br>Demonstration of practical skills / Presentation<br>Exam / No Exam / Class Test / Quiz<br>Dissertation / Project / Case Study |
| Part-Time | 2.5 - 3 years on a modular basis | Intensive evening and weekend classes with hybrid and on-campus learning | |
| ODL (Online Distance Learning) | 2.5 - 3 years on a modular basis | Asynchronous and online learning with intensive weekend/ evening sessions | |

## ENGLISH REQUIREMENTS (only applicable for International Students)

Please note that under Ministry of Higher Education regulations, only students who have achieved the minimum requirement in the English Language proficiency assessment as indicated above will be allowed to continue their studies in the main study programme. Students who do not have the required English Language achievement may apply for a student visa on conditional basis and are allowed to enrol in an English Language Certification programme at APU upon arrival in Malaysia and, subsequently, appear for the IELTS/ TOEFL/ PTE/ MUET assessment. Students who are unable to obtain the required level of English Competency during the maximum 12 months' period, will not be allowed to pursue their studies in the main programme and will have to return to their home country.

Students from English speaking countries and those with qualifications taught in English (previous Bachelor's/ Master's Degree taught in English) are exempted from English requirements. Applications for exemption must be accompanied by supporting documents.

*Note: The above entry requirements may differ for specific programmes based on the latest programme standards published by Malaysian Qualifications Agency (MQA)*

# OVERALL PROGRAMME STRUCTURE

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

## Structure of the Masters Degree Programme (Full-Time Study Mode)

| | | | | |
|---|---|---|---|---|
| **AWARD** | Master of Accounting<br>Master of Accounting in Forensic Analysis<br>Master of Business Administration<br>Master of Business Administration with a specialism in:<br>- *Digital Leadership*<br>- *Business Analytics*<br>- *Artificial Intelligence*<br>- *Oil and Gas Management*<br>- *Supply Chain Management*<br>- *Hospitality and Tourism*<br>- *Strategic HR Analytics*<br>Master of Project Management<br>Master of Science in Actuarial Science<br>Master of Science in Actuarial Science with a specialism in:<br>- *Business Analytics*<br>- *Economics* | Master of Technology Management<br>MSc in Information Technology Management<br>MSc in Software Engineering<br>Master of Science in Artificial Intelligence<br>Master of Science in Cyber Security<br>Master of Science in Digital Transformation<br>Master in Digital Communication<br>Master of Science in Digital Marketing<br>Master of Finance<br>Master of Finance with a specialism in FinTech | MSc in Data Science and Business Analytics | Master of Arts in Design Innovation Management<br><br>Master of Education in Learning Design and Technology |
| **FOUNDATION PROGRAMME**<br>*FOR FULL-TIME STUDENTS ONLY (4 Weeks)* | The Masters Foundation programme equips students with 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. | | | |
| **SEMESTER 1**<br>*(12 Weeks)* | 5 modules*<br>OR<br>6 modules* (Applies to Master of Science in Actuarial Science) | 5 modules* | 5 modules* | 4 modules* |
| **SEMESTER 2**<br>*(12 Weeks)* | 5 modules* | 4 modules*<br>OR<br>5 modules* (Applies to Master of Science in Digital Marketing and Master in Digital Communication) | 4 modules* + Capstone Project | 4 modules* |
| **SEMESTER 3**<br>*(12 Weeks)* | 3 modules* + Project<br>OR<br>2 modules* + Project (Applies to Master of Project Management) | 1 module* + Project | 2 modules* + Capstone Project | 1 module* + Project |

## Flexi Study Mode (Part-Time)

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 with combination of Hybrid and On-campus sessions:

| Sample Schedule/ Module | | |
|---|---|---|
| **Flexi Study Classes** | Session 1 | Friday |
| | Session 2 | Saturday |
| | Session 3 | Sunday |
| | Session 4 | Weekday |
| | Session 5 | Weekday |
| | Session 6 | Weekday |
| | Session 7 | Saturday |
| | Session 8 | Sunday |
| **Assignment Clinic** *(where necessary)* | Session 9 | Weekday |
| | Session 10 | Weekday |
| **Flexi Study Classes** | Session 11 | Weekday |
| | Session 12 | Weekday |
| | Session 13 | Weekday |
| **Examination** *(where necessary)* | | Saturday |

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

**Timings:**

| | |
|---|---|
| Weekdays (Mon-Fri) | : 7pm - 9.30pm |
| Saturday | : 2pm - 7pm |
| Sunday | : 9.30am - 4.30pm |
| Examination | : 2pm - 5pm |

Note: The above schedule is subject to change where necessary. It may also change due to Public Holidays.



# ADMISSION REQUIREMENTS

**Master of Technology Management**
**Master of Business Administration**
**Master of Business Administration with a specialism in:**
- *Digital Leadership*
- *Business Analytics*
- *Artificial Intelligence (MBAi)*
- *Oil and Gas Management*
- *Supply Chain Management*
- *Hospitality and Tourism*
- *Strategic HR Analytics*
- *Sustainability Leadership (ODL)*

**Master of Science in Digital Marketing**
**Master in Digital Communication**
**Master of Project Management**

*English Requirements for International Students: IELTS 6.0*

*Note: Requirements also applicable to ODL programmes.*

- Bachelor's degree in related fields with a minimum CGPA of 2.50, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the Senate and with relevant working experience, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the Senate and without relevant working experience, subject to passing pre-requisite courses.

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**MSc in Information Technology Management**
**MSc in Software Engineering**
**Master of Science in Digital Transformation**
**Master of Science in Artificial Intelligence**
**Master of Science in Cyber Security**
**MSc in Data Science and Business Analytics**

*English Requirements for International Students: IELTS 5.5*

*Note: Requirements also applicable to ODL programmes.*

- Bachelor's degree in Computing or related fields with a minimum CGPA of 2.50, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in Computing or related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the Senate and with relevant working experience, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the Senate and without relevant working experience, subject to passing pre-requisite courses.

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**Master of Science in Computing**

*English Requirements for International Students: IELTS 5.5*

- Bachelor's degree in Computing or related fields with a minimum CGPA of 3.00, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in Computing or related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 3.00 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.50 as accepted by the Senate and with relevant working experience, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.50 as accepted by the Senate and without relevant working experience, subject to passing pre-requisite courses.

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**Master of Philosophy in Immersive Technologies and Video Game Studies**

*English Requirements for International Students: IELTS 6.0*

- Bachelor's degree in related fields with a minimum CGPA of 2.50, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted, subject to a minimum of 5 years working experience in the relevant fields and rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 and with 5 years relevant working experience.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 or without relevant working experience, subject to passing pre-requisite courses.
- Pass an interview, submission of portfolio and research proposal through rigorous internal assessment determined by APU as required.

**Master of Accounting**
**Master of Accounting in Forensic Analysis**

- Bachelor's degree in related fields with a minimum CGPA of 2.75, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in related fields with a minimum CGPA of 2.50 and not meeting a CGPA of 2.75 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in related fields below a CGPA of 2.50 can be accepted, subject to a minimum of 5 years working experience in the relevant fields.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.50 as accepted by the Senate and with minimum of 5 years working experience in the related fields or any working experience in the Accounting related fields, subject to a rigorous internal assessment and passing pre-requisite courses.
- Related professional accounting qualifications equivalent to a bachelor's degree as accepted by the Senate.

*English Requirements for International Students: IELTS 5.5*

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**Master of Finance**
**Master of Finance with a specialism in FinTech**
*(Applicants with Bachelor's Degree in Business, Economics, Software Engineering, Banking & Finance, Engineering, Actuarial Science, Mathematics and Statistics maybe considered for entry to the Master of Finance programme.)*

- Bachelor's degree in related fields with a minimum CGPA of 2.75, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in related fields with a minimum CGPA of 2.50 and not meeting a CGPA of 2.75 can be accepted, subject to a minimum of 5 years working experience in the related fields.
- Bachelor's degree in a non-related field with a minimum CGPA of 2.50 as accepted by the Senate and without related work experience, subject to passing pre-requisite courses.

*English Requirements for International Students: IELTS 6.5*

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**Master of Science in Actuarial Science**
**Master of Science in Actuarial Science with a specialism in:**
*- Economics*
*- Business Analytics*

- Bachelor's degree in Actuarial, Mathematics, Statistics or Computing with a minimum CGPA of 2.75, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in Actuarial, Mathematics, Statistics or Computing with a minimum CGPA of 2.50 and not meeting a CGPA of 2.75 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in Actuarial, Mathematics, Statistics or Computing with CGPA less than 2.50 as accepted by the Senate and a minimum of 5 years of working experience in a related field may be accepted.
- Bachelor's degree in Finance or Economics with a minimum CGPA of 2.75 as accepted by the Senate, subject to passing pre-requisite courses.
- Bachelor's degree in Finance or Economics with a minimum CGPA of 2.50 as accepted by the Senate and a minimum of 5 years of working experience in a related field may be accepted, subject to passing pre-requisite courses.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.75 and a minimum of 5 years of working experience in the related fields as accepted by the Senate, subject to passing the pre-requisite courses, professional courses, or accredited micro-credentials programme.

*English Requirements for International Students: IELTS 5.0*

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**Master of Arts in Design Innovation Management**

- Bachelor's degree in the related field with a minimum CGPA of 2.50, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in the related field with a CGPA of less than 2.50 can be accepted, subject to a minimum of 5 years working experience in the related fields.
- Any others Bachelor's degree with a minimum CGPA of 2.50 or no working experience in the related field must undergo appropriate Pre-Requisite Courses determined by the Senate.
- Pass an interview OR submission of portfolio, as determined by the Senate.

*English Requirements for International Students: IELTS 6.0*
*Note: Requirements also applicable to ODL programmes.*





**Master of Philosophy in Engineering**

- Bachelor's degree in Engineering or related fields with a minimum CGPA of 2.75, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in Engineering or related fields with a minimum CGPA of 2.50 and not meeting a CGPA of 2.75 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in Engineering or related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted, subject to a minimum of 5 years working experience in the related fields and rigorous internal assessment.

*English Requirements for International Students: IELTS 5.0*

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**Master of Philosophy in Management**

- Bachelor's degree in related fields with a minimum CGPA of 2.75, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in related fields with a minimum CGPA of 2.50 and not meeting a CGPA of 2.75 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree with a minimum CGPA of 2.00 as accepted by the Senate and with minimum 5 years relevant working experience, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by the Senate and without relevant working experience, subject to passing pre-requisite courses.

*English Requirements for International Students: IELTS 6.0*

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**Master of Education in Learning Design and Technology**
**Postgraduate Diploma of Education in Learning Design and Technology (ODL)**
**Postgraduate Certificate of Education in Learning Design and Technology (ODL)**

- Bachelor's degree in Education with a minimum CGPA of 2.50, or its equivalent as accepted by the Senate.
- Bachelor's degree in Education with a minimum CGPA of 2.00 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.50 as accepted by the Senate, subject to passing pre-requisite courses.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 can be accepted, subject to rigorous internal assessment and to passing pre-requisite courses.

*English Requirements for International Students: IELTS 6.0*
*Note: Requirements also applicable to ODL programmes.*

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**Master of Applied Psychology in Cyberpsychology (ODL)**

***Applied Psychology (non-practitioner):***

- Bachelor's degree in Psychology with a minimum CGPA of 2.50, or its equivalent qualification as accepted by the Senate.
- Bachelor's degree in Psychology with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted, subject to a rigorous internal assessment.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.50 with a minimum 45 credits of prerequisites modules in Psychology or a graduate diploma in Psychology or its equivalent as accepted by accepted by the Senate.
- Bachelor's degree in non-related fields with a minimum CGPA of 2.50 and a Master's degree in Psychology with a minimum 45 credits of prerequisites modules in Psychology or a graduate diploma in Psychology or its equivalent as accepted by the Senate.
- Other related equivalent qualifications recognised by Malaysian government as equivalent to the above requirements

*English Requirements for International Students: IELTS 5.5*

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*Note: Recognised APEL-A Certification (T-7 Level)*

# APEL @ APU

## Recognising Prior Learning. Empowering Lifelong Learning.

**The Accreditation of Prior Experiential Learning (APEL) recognises the knowledge and skills you have acquired through work, professional practice, and lifelong learning. Whether you are seeking entry into higher education or credit exemptions, APEL provides an alternative pathway to achieving your academic goals.**

| | APEL.C (Credit Award) | APEL.Q (Access Qualification) |
|---|---|---|
| PURPOSE | Gain credit exemptions for subjects based on prior learning and work experience. | Gain entry by validating your industry experience. |
| WHO CAN APPLY? | Working adults with relevant work experience, professional certifications, industry training or prior learning. | Experienced Professionals/ Industry Expert. |
| BENEFITS | • Credit exemption (up to 60% subject to MQA)<br>• Save time and tuition fees<br>• Avoid repeating knowledge already mastered<br>• Recognise workplace learning and professional certifications<br>• Faster programme completion | • Alternative pathway into Higher Education<br>• Recognises work experience and prior learning<br>• Opportunity to obtain recognised qualifications<br>• Supports lifelong learning<br>• Career advancement |
| ASSESSMENT | • Portfolio Assessment/ Challenge Test | • Portfolio Assessment<br>• Field Visit and Validation<br>• Challenge Test<br>• Capstone |
| OUTCOME | Receive credit exemptions for eligible modules. | Earn a recognised academic qualification. |
| RECOGNISES | ✓ Work experience<br>✓ Professional practice<br>✓ Professional certifications<br>✓ Industry training<br>✓ Prior learning | ✓ Work experience<br>✓ Professional achievements<br>✓ Industry expertise<br>✓ Prior learning |

### WHICH PATHWAY IS RIGHT FOR YOU?

| CHOOSE APEL.C IF YOU... | OR | CHOOSE APEL.Q IF YOU... |
|---|---|---|
| ✔ Are already eligible for admission.<br>✔ Want credit exemptions.<br>✔ Have relevant work experience or professional training. | | ✔ Gain entry by validating your industry experience.<br>✔ Have extensive work experience.<br>✔ Want an alternative pathway into higher education. |

**SAVE TIME** Complete your degree faster

**SAVE COST** Reduce tuition fees and study costs

**RECOGNISED** MQA-recognised pathway

**ADVANCE YOUR FUTURE** Unlock new opportunities and career growth

***Experience. Recognised. Future Ready.***

# Masters Degree Programmes

- Master of Science in Artificial Intelligence
- Master of Science in Cyber Security
- MSc in Data Science and Business Analytics
- Master of Science in Digital Transformation
- MSc in Software Engineering
- MSc in Information Technology Management
- Master of Technology Management
- Master of Business Administration
- Master of Business Administration with a specialism in:
  - *Digital Leadership*
  - *Artificial Intelligence (MBAi)*
  - *Hospitality and Tourism*
  - *Strategic HR Analytics*
  - *Business Analytics*
  - *Supply Chain Management*
  - *Oil and Gas Management*
- Master of Science in Digital Marketing
- Master in Digital Communication
- Master of Project Management
- Master of Science in Actuarial Science
- Master of Science in Actuarial Science with a specialism in:
  - *Economics*
  - *Business Analytics*
- Master of Finance
- Master of Finance with a specialism in FinTech
- Master of Accounting
- Master of Accounting in Forensic Analysis
- Master of Arts in Design Innovation Management
- Master of Education in Learning Design and Technology
- Master of Science in Computing
- Master of Philosophy in Management
- Master of Philosophy in Engineering
- Master of Philosophy in Immersive Technologies and Video Games Studies

## 100% Online

**Open & Distance Learning (ODL)***

- Master of Science in Artificial Intelligence (ODL)*
- Master of Science in Cyber Security (ODL)*
- Master of Science in Data Science and Business Analytics (ODL)*
- Master of Business Administration (ODL)*
- Master of Business Administration with a specialism in:
  - *Digital Leadership (ODL)*
  - *Artificial Intelligence (MBAi) (ODL)*
  - *Hospitality and Tourism (ODL)*
  - *Sustainability Leadership (ODL)*
  - *Business Analytics (ODL)*
  - *Supply Chain Management (ODL)*
  - *Oil and Gas Management (ODL)*
- Master of Arts in Design Innovation Management (ODL)*
- Master of Applied Psychology in Cyberpsychology (ODL)*
- Master of Education in Learning Design and Technology (ODL)*
- Postgraduate Diploma of Education in Learning Design and Technology (ODL)*
- Postgraduate Certificate of Education in Learning Design and Technology (ODL)*

Open & Distance Learning (ODL)

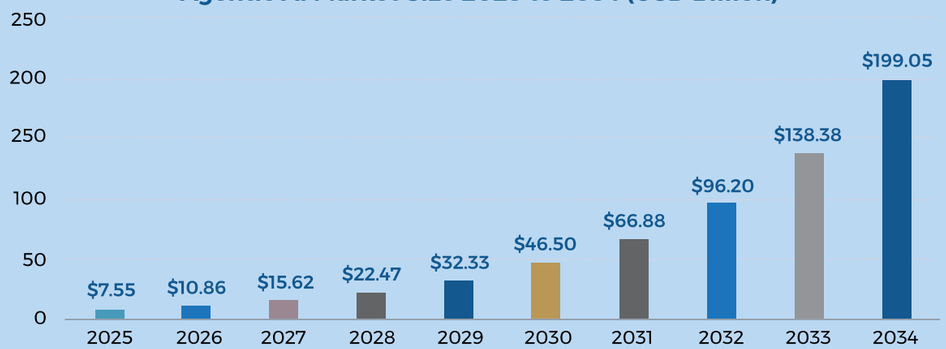
# Master of Science in Artificial Intelligence

Artificial Intelligence is among the important key areas of focus in the era of Industrial Revolution 4.0. Application concepts and skill sets in areas such as Machine Learning, Natural Language Processing (NLP) & Automation are among the key deliverables of this programme, placing you at the forefront of technology, shaping you to be a part of the most demanded workforce of the future.

### Global agentic AI market reaches $199.05 billion by 2034

The industry is experiencing unprecedented expansion. According to Precedence Research, the global agentic AI market size will grow from USD 7.55 billion in 2025 to nearly USD 199.05 billion by 2034, with an expected CAGR of 43.84% from 2025 to 2034.

**Agentic AI Market Size 2025 to 2034 (USD Billion)**




*Source: https://www.precedenceresearch.com/agentic-ai-market*



## RAPID ADOPTION OF AGENTIC AI

Enterprises are quickly embracing AI agents

**72%** of enterprises are already using or testing AI agents

**84%** plan to increase investment in AI agents in 2026

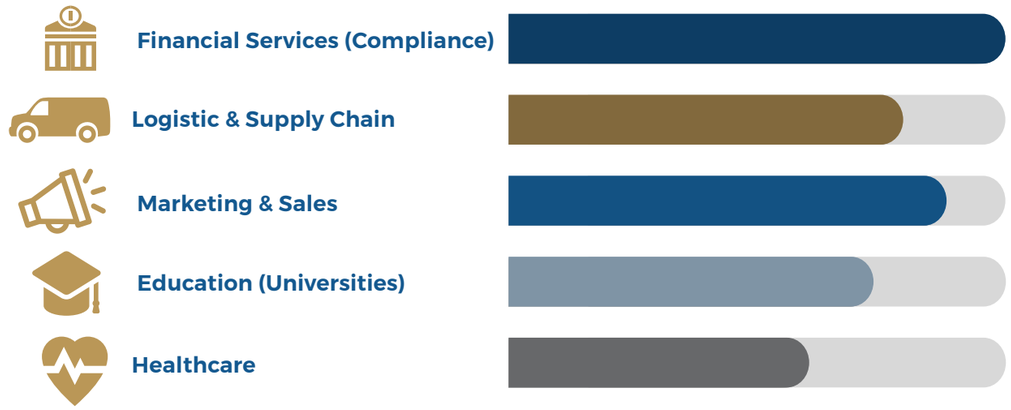
**29%** of organisations have already implemented agentic AI

**44%** plan to implement agentic AI within the next year

*Source: Zapier (2025) – AI Agents Survey: https://zapier.com/blog/ai-agents-survey*

## INDUSTRY ADOPTION SNAPSHOT

Adoption is strongest in data-rich, process-driven industries.




*Source: WorldMetrics Agentic AI Statistics 2026*

"Malaysia demonstrates strong workforce readiness for AI adoption, which is a key enabler for Agentic AI. Around 79% of employees in Malaysia use AI tools in their daily work. This is significantly higher than the global average (50%). High user adoption suggests that Malaysia has a digitally ready workforce, which is critical for scaling Agentic AI systems that require human-AI collaboration."

**- The Star. (31 March 2026)**

*Source: https://www.thestar.com.my/starpicks/2026/03/31/seizing-agentic-ai-opportunity-in-msia*

"The adoption of Agentic AI has accelerated significantly across industries. According to Zapier (2025), 72% of enterprises are already experimenting with AI agents, with 84% planning to increase investment in the coming years. Similarly, Blue Prism (2025) reports that 29% of organizations have already implemented agentic AI, while 44% are planning adoption within a year."

**- Zapier. (2025). AI Agents Survey Report**

*Source: https://zapier.com/blog/ai-agents-survey/?utm_source=chatgpt.com*

# Master of Science in **ARTIFICIAL INTELLIGENCE**

DUAL DEGREE

(R/0613/7/0013)(06/29)(MQA/FA11933)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- Advanced skills and techniques in artificial intelligence
- Research opportunities to solve meaningful industrial problems with artificial intelligence techniques
- Advanced research opportunities in artificial intelligence in preparation for doctoral studies.

**Career options**

- Agentic AI Engineer
- AI Agent Developer
- AI Automation Architect
- Machine Learning Engineer
- AI Engineer
- AI Research Scientist
- Generative AI Engineer
- Data Scientist
- AI Solutions Architect
- Computer Vision Engineer
- Robotics AI Engineer
- NLP Engineer
- AI Consultant
- AI Product Manager
- Big Data Engineer

Agentic AI
AUTONOMOUS · INTELLIGENT · ACTIONABLE

Premier Digital Tech Institution

## The Benefits of the Programme

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

- Gain hands-on experience to implement Artificial Intelligence (AI) to solve problems
- Grasp knowledge on a wide range of subject matters ranging from Machine Learning, Robotics to Natural Language Processing.
- Effectively undertake and manage large scale and complex Artificial Intelligence (AI) projects.
- Engage in the design and implementation of Artificial Intelligence (AI) systems of high quality and reliability.
- Appreciate problems and suggest solutions associated with the development of Artificial Intelligence (AI) systems.
- Appreciate how an efficient Artificial Intelligence (AI) technology based infrastructure is a key factor in enabling a business to gain a competitive edge.
- Draw upon the body of knowledge and be able to overcome human limits to solve new problems using Artificial Intelligence (AI).

## Who Should Attend

This programme is geared towards practicing IT/ Computing professionals within industry who seek further formal qualifications in Artificial Intelligence. In addition, professionals and managers who wish to enhance themselves with Artificial Intelligence knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Artificial Intelligence/ Software Engineering/ Data Science background will also find this programme worthwhile as a path to further enhance their academic qualifications.

***Ride the Wave of Agentic AI***

*APU's Master of Science in Artificial Intelligence is leading the next wave of AI education by embedding Agentic AI as a core pillar of its curriculum, rather than as a standalone topic. Building on the foundations of Generative AI, students learn to design autonomous AI agents capable of planning, reasoning, making decisions, collaborating with other AI agents, and executing complex real-world tasks with minimal human intervention. The curriculum emphasises hands-on learning, industry-driven projects, and applied problem-solving, enabling students to develop practical expertise with the tools, frameworks, and technologies used in modern AI-powered enterprises. Through close collaboration with industry and a strong focus on deployment-ready skills, APU prepares graduates who are not only technically proficient but also equipped to drive innovation and lead the next generation of AI transformation.*

- ***Explainable Artificial Intelligence***
- ***Intelligent Agents and Multi-Agent Systems***
- ***Generative Artificial Intelligence***

## Modules & Project

This programme comprises 10 coursework modules and a Project. There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 elective modules from those listed.

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 1 month (Full-time) / 4 months (Part-time)**

- Programming in Python
- Database Fundamentals
- Fundamentals in Artificial Intelligence
- Statistics

**Core Modules**

- Artificial Intelligence
- Image Processing and Computer Vision
- Computational Intelligence Optimization
- Applied Machine Learning
- Deep Learning
- Natural Language Processing
- Research Methodology in Computing and Engineering
- Project Paper

**Elective Module 1** (Choose 1)*

- Business Intelligence Systems **OR** Multivariate Methods for Data Analysis

**Elective Module 2** (Choose 1)*

- Applied Robotics **OR** Explainable Artificial Intelligence

**Elective Module 3** (Choose 1)*

- Intelligent Agents and Multi-Agent Systems **OR** Generative Artificial Intelligence

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Project Paper

You will be expected to conduct effective research in relation to Artificial Intelligence for both academic and industry purposes. Either route will require you to plan and conduct effective academic research, and produce one academic paper, consultancy report or academic paper in relation to an aspect of Artificial Intelligence.

# Master of Science in Cyber Security

## Rocheston Certified Penetration Tester

The **Rocheston Certified Penetration Tester (RCPT)** program stresses research, live labs and interactive sessions on emerging security findings, offering the scope for defining the information security requirements while finding options to enhance existing methodology assets. The RCPT certification is designed and embedded as part of **Advanced Ethical Hacking** module in the Master of Science in Cyber Security programme, to allow the students to have an industry-standard exposure towards penetration testing as well as an opportunity to upskill themselves in real-life scenarios and simulations through the offered CyberLabs. As such, every student in the programme is given equal opportunity in getting their hands on the certification as part of the syllabus learn in the module without the need of taking up additional training resources. Studen can opt for the Rocheston certification which is valid for 2 years and subject to a renewal process to ensure all Penetration Testers are updated with the current scope of Penetration Testing.

### Certified Hacker Forensics Investigator (CHFI)

Upon completion of the **Advanced Digital Forensics** module, students will be ready and may opt for the **Certified Hacker Forensics Investigator (CHFI)** professional certification. The CHFI certification is provided by the International Council of Electronic Commerce Consultants [EC-Council], which is an American organisation that offers cybersecurity certification, education, training, and services in various cybersecurity skills. EC-Council is d headquartered in Albuquerque, New Mexico, and has certified over 237,000 professionals from 145 countries (https://iclass.eccouncil.org/). CHFI is an advanced cybersecurity certification for forensic network security investigators.

### Certified Security Operation Centre Analyst (CSOC)

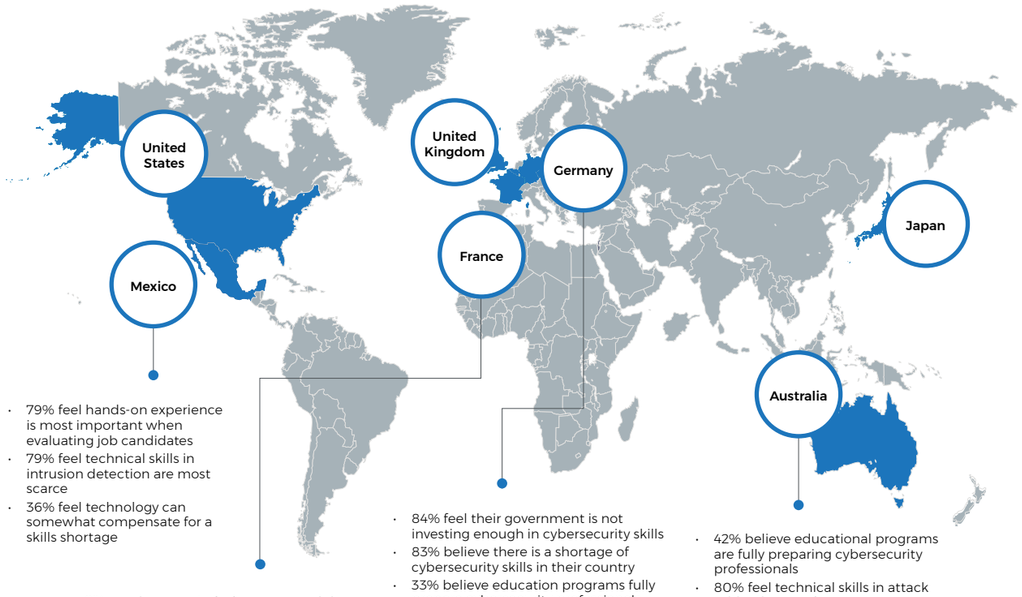
Upon completion of the **Security Operations Center (SOC) & Incident Response** SOC module, students will be ready and may opt for the **Certified Security Operation Center (CSOC)** professional certification. The CSOC examination is certified by the Global ACE Certification where the certification body for the Global ACE Certification is the Information Security Certification Body or ISCB, a department within CyberSecurity Malaysia (CSM). Candidates can take the examination at authorised examination centres in participating member countries. Candidates who have successfully passed the CSOC examination will be eligible to apply as an associate or professional member by fulfilling the membership criteria defined under the Global ACE Certification.

## Global Cybersecurity Skill Shortage + Increased Budgets

## =

# CAREER OPPORTUNITIES

*Source: https://cybersecurity.isaca.org/newsroom*




- 79% feel hands-on experience is most important when evaluating job candidates
- 79% feel technical skills in intrusion detection are most scarce
- 36% feel technology can somewhat compensate for a skills shortage

- 38% require a master's degree as a minimum credential for entry-level positions
- 80% feel educational programs are not fully preparing cyborsecurity professionals
- 78% feel technical skills in software development are most scarce

- 84% feel their government is not investing enough in cybersecurity skills
- 83% believe there is a shortage of cybersecurity skills in their country
- 33% believe education programs fully prepare cybersecurity professionals

- 42% believe educational programs are fully preparing cybersecurity professionals
- 80% feel technical skills in attack mitigation are the most scarce
- 62% feel experience working for a competitor is important when evaluating job candidates

*Source: https://newsroom.intel.com/news-releases/global-study-reveals-businesses-countries-vulnerable-due-shortage-cybersecurity-talent/#gs.qc3z9r*



**94%** of Malaysian organisations experienced a breach in the past year that they can partially attribute to a lack of cyber skills — one of the highest rates globally.

*Source: Fortinet, 2024 Global Cybersecurity Skills Gap Report — https://cybersecurityasia.net/fortinet-connects-breaches-with-skills-issue/*

The global cybersecurity market size is forecasted to grow to **USD 351.92 billion** by 2023

*Source: https://www.marketsandmarkets.com/PressReleases/cyber-security.asp*

> "Malaysia is one of the top three ASEAN countries that are expected to contribute 75 per cent of cybersecurity services market share by 2025."
>
> **- Gobind Singh Deo, Minister of Communications and Multimedia**

*https://www.nst.com.my/news/nation/2018/10/418130/malaysia-expected-contribute-75-cent-cybersecurity-services-market-2025*

**65%** **of organisations report having unfilled cybersecurity positions.**

*Source: https://www.isaca.org/about-us/news-room/press-releases/2025/state-of-cybersecurity-2025-global-press-release*

**38%** **of organisations take 3–6 months to fill entry-level cybersecurity positions.**

*Source: lhttps://www.isaca.org/ about-us/newsroom/press-releases/2025/state-of-cybersecurity-2025-global-press-release*

## DEMAND INCREASING FOR SKILLED PROFESSIONALS

**95%** **of cybersecurity professionals report at least one cybersecurity skills gap within their organisation.**

*Source: https://www.prnewswire.com/news-releases/isc2-study-finds-cybersecurity-budget-constraints-remain-but-do-not-worsen-while-skill-needs-grow-302632487.html*

**55%** **of organisations report their cybersecurity teams are understaffed.**

*Source: https://www.isaca.org/about-us/news-room/press-releases/2025/state-of-cybersecurity-2025-global-press-release*

The **FINANCIAL SERVICES INDUSTRY** sees the highest cost from cyber crime. It costs the average business

**$18.3 MILLION**

**Ransomeware attacks are growing more than**

**350 PERCENT ANNUALLY**

*Source: https://blogvaronis2.wpengine.com/wp-content/uploads/2018/05/cybersecurity-statistics-2019.jpg*

"As organisations accelerate AI adoption, cloud computing and digital transformation, cybersecurity has become a strategic business priority. Organisations are investing in cyber resilience to protect critical systems, data and emerging technologies."

**- IBM Cost of a Data Breach Report 2025**

*Source: https://www.ibm.com/reports/data-breach*

"Cybersecurity skills shortages remain a global challenge, driving sustained demand for professionals with advanced technical, analytical and leadership capabilities to protect organisations against evolving cyber threats."

**- ISC2 Cybersecurity Workforce Study 2025**

*Source: https://www.isc2.org/Insights/2025/12/2025-ISC2-Cybersecurity-Workforce-Study*

"85% of organisations with insufficient cyber resilience also cite a lack of critical cybersecurity skills and people."

**- World Economic Forum, Global Cybersecurity Outlook 2026**

*Source: https://www.weforum.org/publications/global-cybersecurity-outlook-2026/in-full/3-the-trends-reshaping-cybersecurity/*

# Master of Science in **CYBER SECURITY**

DUAL DEGREE

(R/0613/7/0019)(05/29)(MQA/FA11934)

**Duration:**

Full-time - 1+ years

Part-Time - 2.5-3 years

**This programme is specifically designed to provide:**

- Opportunity for professional development at an advanced level within the area of Cyber Security.
- Ability to further develop specialisation gained in taught modules through an extensive research-based and/or technical-based dissertation, to prepare a subject matter expert in the field.
- APU is also poised to become a frontrunner in cyber security research through the establishment of the Forensics and Cyber Security (FSEC) Research Centre, through which research activities will be undertaken to challenge boundaries in the application of cyber security.

**Career options**

- Security Architect
- Cyber Security Analyst / Consultant
- Information Security Analyst
- Cyber Security Incident Response Consultant
- Digital Forensic Investigator
- Cyber Security Engineer
- Information Security Engineer
- Cyber Security Manager
- Information Security Manager

*Certification by:*

## The Benefits of the Programme

- The curriculum covers a wide range of industry relevant subject areas in Security Operations Centre (SOC) and Incident Response, Security Auditing and Assessment, Advanced Ethical Hacking, E-Investigation, Data Analytics in Cyber Security etc.
- External reviews conducted by Cyber Security Malaysia (CSM), KPMG and F-Secure during the development of the programme curriculum.
- Programme Support by an Industry Advisory Panel involving cyber security experts from Cyber Intelligence, Cyber Test Systems, Akati Consulting Group and Cyber Security Malaysia (CSM).
- A fully-functional Security Operations Centre (SOC) that allows students to have hands-on cybersecurity operations platform to monitor live data which allows them to perform real-time cyber security monitoring to fortify network defense with global threat intelligence and launching faster response on cyber security incidents.
- A full-fledged Cyber Threats Simulation and Response Centre – Cyber Range is also included within the Cyber Security Talent Zone in APU. Cyber Range incorporates latest technologies and a military grade cyber-defence system, enabling students to understand and formulate defence strategies, and practice the entire chain of cyber defence, while preparing them to deal with real cyber threat attack when it happens.
- A technical project related to Cyber Security as dissertation in the final semester.
- Research opportunities for students via APU's Forensic and Cyber Security Research Centre - FSEC.

## Who Should Attend

This programme is geared towards practicing IT/ Computing professionals within industry who seek further formal qualifications in Cyber Security. In addition, professionals and managers who wish to enhance themselves with Cyber Security knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Cyber Security/ Digital Forensics background will also find this programme worthwhile as a path to further enhance their academic qualifications.

## Modules & Project

This programme comprises 10 coursework modules and a Project. There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 elective modules from those listed.

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 1 month (Full-time) / 4 months (Part-time)**

- Programming in Python
- Database Fundamentals
- Digital Forensics and Cyber Security Tools

**Core Modules:**

- Applied Machine Learning in Cyber Security
- Information Security Design
- Cyber Security & Threats
- Security Operations Center & Incident Response
- Advanced Ethical Hacking
- Advanced Digital Forensics
- Research Methodology in Computing & Engineering
- Project Paper

**Elective Modules (Choose 3)***

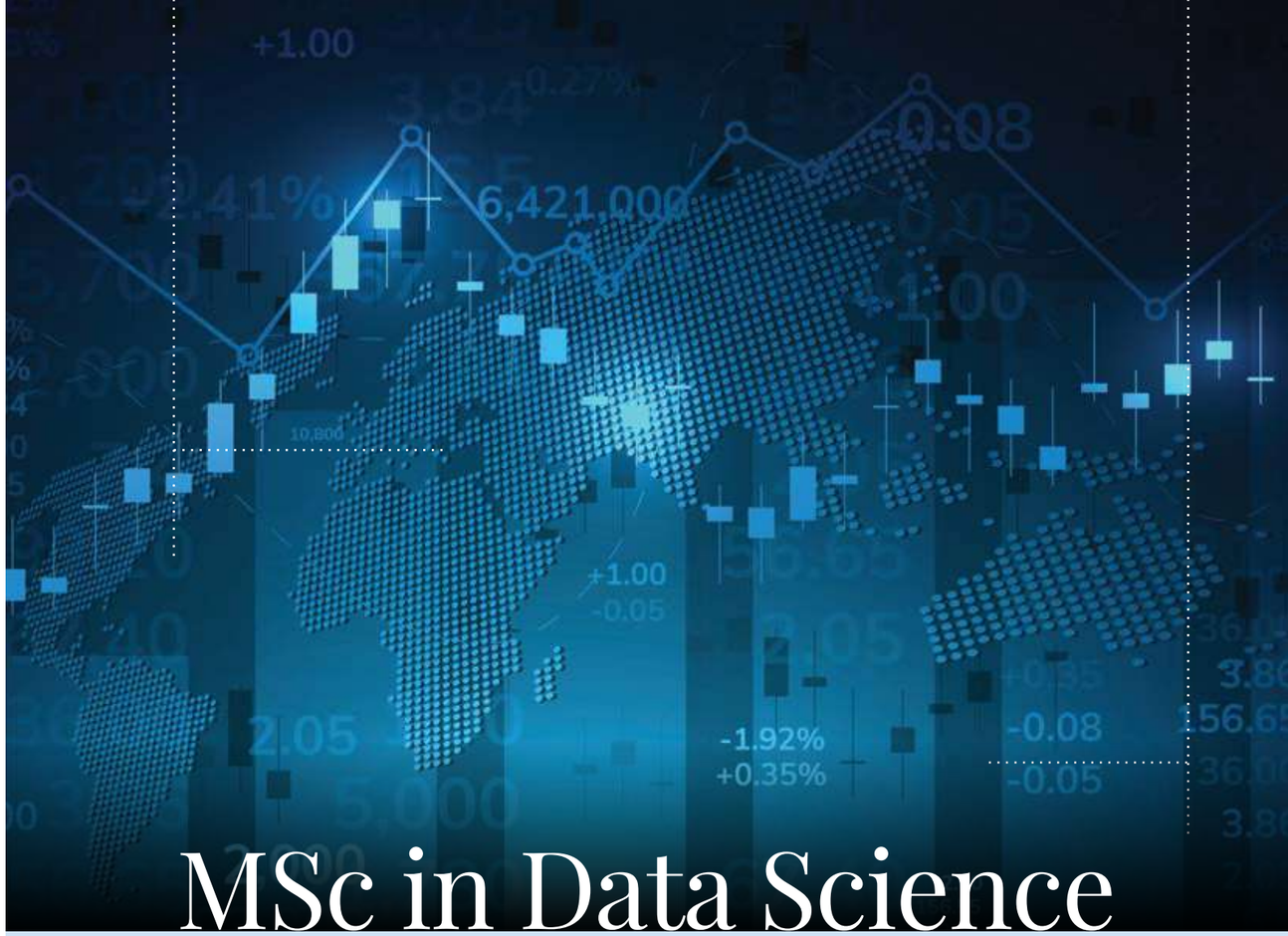
- E-Investigation
- Network Design & Performance
- Information Security Architectures
- Security Audit and Assessment
- Artificial Intelligence

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Project Paper

As part of this course, you are expected to complete an extensive project paper in relation to Cyber Security for both academic and industry purposes. This project paper will be supervised by a member of academic staff as the main supervisor. It may involve working with an external organisation (probably directly relevant to your work or organisation or any of our industry partners). You are given considerable flexibility in choosing any Cyber Security related topics to base your project paper. As for the deliverables, you are required to come up with a prototype/ simulation/ framework etc. (the list is just an example and not limited to only these) and to produce one project paper and a publishable conference/ journal paper consists of summary of the work.





# MSc in Data Science and Business Analytics

## THE MARKET GAP FOR DATA SCIENTISTS & BUSINESS ANALYSTS

**HIGH DEMAND. SKILL SHORTAGE. MASSIVE OPPORTUNITY.**

As AI adoption and digtial transformation accelerate globally, organisations are struggling to find skilled professionals who can turn data unto strategic business decisions.

### KEY MARKET GAP INSIGHTS (2026)

**34%**

The U.S. Bureau of Labour Statistics projects 34% growth in Data Scientist jobs from 2024-2034, one of the fastest-growing professions globally.

*Source: BLS 2024*

**35%**

Demand for data-related roles is expected to grow by around 35% this decade, while talent supply may lag by 30-40% by 2027.

*Source: LinkedIn 2024*

**250,000**

Reports indicate a global shortage of AI and analytcis talent, including approximately 250,000 data scientists. Hybrid roles take significantly longer to fill.

*Source: Integrate.io 2024*

**50%**

McKinsey forecast that demand for Data Scientists in the U.S. alone could exceed supply by more than 50% by 2026.

*Source: McKinsey 2024*

**WHAT COMPANIES NEED MOST**

- √ Interpret busines problems
- √ Use AI and analytics tools
- √ Translate data into business strategies
- √ Communicate insights to management

## DATA SCIENTISTS & BUSINESS ANALYSTS- MARKET OPPORTUNITY

*Source: https://scoop.market.us/data-science-statistics/?utm_source*

> "The most popular AI agent use case across departments is data management: 47% of enterprises now use agents for tasks like data entry and extraction. "
>
> **-Zapier. (2025). AI Agents Survey Report**
>
> *Source: https://zapier.com/blog/ai-agents-survey/?utm_source=chatgpt.com*

## Data Science @ APU - FORTIFIED through PARTNERSHIPS

The programme has been carefully designed by APU with inputs and content from our partners, comprising major technology and software solutions providers, university partners as well as industry organisations who use analytics for strategic and competitive advantage.

The strength of these partnerships ensures that the programme comprehensively addresses all key stakeholders – Technology providers, Employers, Government as well as Students – in its learning outcomes, curriculum content, delivery and assessment. Students also obtain certification jointly issued with industry partners, which would certainly give them a head start in the exciting world of Big Data.

Furthermore, APU is also poised to become a frontrunner in analytics research through the establishment of the Asia Pacific Centre of Analytics (APCA), through which research activities will be undertaken to challenge boundaries in the application of analytics.

Professional Certificate of Achievement

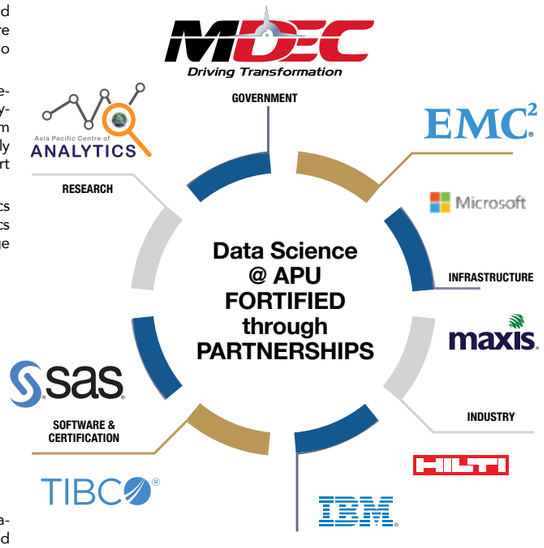
This document certifies that

Hema Latha Krishna Nair

has successfully completed the postgraduate curriculum in

Data Science & Business Analytics

Graduates from this programme will not only gain an academic qualification from APU, but would also automatically attain a Globally Recognised Professional Industry Certification from SAS. Along the way, graduates would also gain exposure to industrial workshops led by experts from the industry, providing a valuable gateway into future careers.



**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- Knowledge and applied skills in data science, big data analytics and business intelligence.
- Overall understanding of the impact of data science upon modern processes and business.
- Exposure towards data science tools and techniques, as well as methods of data collection and utilisation, to turn data into useful information via various processes.

**Career options**

- Data Engineers
- Data Analyst
- Business Analyst
- Data Scientist
- Chief Technology Officer (CTO)
- Data Analytics Manager
- Business Analyst Manager
- Data Innovation Manager
- Machine Learning Scientist
- Business Process Engineer
- Data Wrangler / Munger / Miner
- Business Intelligence Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- Data Architect

Premier Digital Tech Institution

# MSc in DATA SCIENCE AND BUSINESS ANALYTICS

DUAL DEGREE

(R2/0614/7/0007)(10/30)(MQA/FA8020)

### The Benefits of the Programme

- In addition to the degree award, a Joint Professional Certification will be offered by SAS Institute, USA.
- 30% of the curriculum will allow for mini projects assessed as in-course work allowing for practical skills development in Data Analytics.
- The curriculum covers a wide range of subject matter from Analytical Technologies, Exposure to tools such as R & SAS Modelers, Data Visualisation, Customer/User Behavioural Studies, Forecasting Methods and to Presenting the Business Intelligence reports.
- External Programme Annual Reviews by International University Partners.
- Programme Support by an Industry Advisory Panel involving data analytical experts from Petronas ICT, RedTone, SharePoint, CyberSecurity Malaysia, Maxis, IBM, Microsoft, Fusionex and Axiata.
- Research opportunities via APU's Centre of Analytics - APCA.

### Who Should Attend

This programme is designed to provide students with knowledge and applied skills in data science, big data analytics and business intelligence. It aims to develop analytical and investigative knowledge and skills using data science tools and techniques, and to enhance data science knowledge and critical interpretation skills. Students will understand the impact of data science upon modern processes and businesses, be able to identify, and implement specific tools, practices, features and techniques to enhance the analysis of data.

POWER of Analytics and Data Driven Marketing

### Modules & Project

This programme comprises 11 coursework modules and a Capstone Project (2 parts). There are 8 compulsory Core Modules (including Research Methodology module) and you will have to choose 1 pathway (3 specialisation modules).

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 1 month (Full-time) / 4 months (Part-time)**

- Programming in Python
- Database Fundamentals
- Statistics

**Core Modules**

- Big Data Analytics & Technologies
- Data Management
- Multivariate Methods for Data Analysis
- Applied Machine Learning
- Research Methodology for Capstone Project
- Natural Language Processing
- Data Analytical Programming
- Advanced Business Analytics and Visualisation
- Capstone Project 1
- Capstone Project 2

**Specialisation Modules***
**(Choose 1 Pathway only)**

**Pathway 1 (Business Intelligence):**

- Business Intelligence Systems
- Time Series Forecasting
- Behavioural Science, Social Media and Marketing Analytics
  **OR** Multilevel Data Analysis
  **OR** Operational Research and Optimization

**Pathway 2 (Data Engineering):**

- Cloud Infrastructure and Services
- DataOps and Production Machine Learning
- Deep Learning
  **OR** Intelligent Agents and Multi-Agent Systems
  **OR** Data Protection and Management

* Specialisation modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules - however such changes may prolong the study duration.

SAS certification is awarded to students who complete:

- Data Management
- Data Analytical Programming
- Advanced Business Analytics and Visualisation

# Master of Science in **DIGITAL TRANSFORMATION**

DUAL DEGREE

(N/0688/7/0001)(08/28)(MQA/FA16559)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- Graduates with knowledge, skills, and competencies that will help in the development of the country and enable them to progress their careers in digital transformation.
- An understanding of digitally connected systems in organizations that automate manual tasks, streamlining workflows, enhancing efficiency, and improving customer experience.
- An opportunity to develop capabilities in implementing digital transformation initiatives effectively, empowering organisations agility and innovation to quickly respond to customer and competitor demands.
- A comprehensive knowledge in identifying digital technologies, their applications in various industries, and leadership qualities.

**Career options**

- Digital Transformation Specialist
- Digital Transformation Manager
- Digital Transformation Consultant
- Data Transformation Officer
- Chief Digital Officer (CDO)
- Chief Technology Officer (CTO)
- Digital Transformation Director
- Director of Digital Strategy
- Head of Strategy and Transformation
- Digital Transformation Lead
- Digital Transformation Programme Integrator
- Digital Project Manager

Premier Digital Tech Institution

## The Benefits of the Programme

- Develop skills to conduct business consultation in digital transformation projects by engaging with customers and understanding their needs.
- Apply the concepts in technologies relevant to industrial revolution 4.0 to develop or redesign new business processes that can improve productivity and efficiency while preparing companies for AI adoption.
- Master design thinking principles on change management to build strategic working relationships and meet potential customers expectations.
- Examine digital engagement platforms requirement in meeting customers needs.
- Analyse business trends in digital platforms to grow new business or cross sell additional products or services.
- Prepare students who are not from a computing background to develop the necessary knowledge to undertake digital transformation projects within their expertise.

## Who Should Attend

This programme is geared towards industry or business professionals who are seeking to develop their careers in the digital transformation 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.

For business managers who want to leverage on power of cloud services to increase efficiencies in business operations, they will learn different digital transformation frameworks and decide on the ones most applicable to their industries. Though they may not have any IT background, pre-requisite modules in key areas of AI, programming and internet of things will be taught to help them navigate the IT landscape.

## Modules & Project

This programme comprises 10 coursework modules and a Project. There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 elective modules from those listed).

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 1 month (Full-time) / 4 months (Part-time)**

- Programming in Python
- Database Fundamentals
- Fundamentals in Artificial Intelligence

**Core Modules**

- Business Intelligence Systems
- Disruptive Innovation Strategies
- Technology, Culture and People: A Global Perspective
- Leading Digital Business Transformation
- Digital Project Management
- IR 4.0 Enabling Technologies
- Research Methodology in Computing and Engineering
- Project Paper

**Elective Modules (Choose 3)***

- Building IOT Application
- Financial Technology
- Cyber Security & Threats
- Big Data Analytics and Technologies

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester OR among the intensive delivery modules – however such changes may prolong the study duration.

## Project Paper

You are required to complete an industry-based major project where possible, however the emphasis must be placed on an effective demonstration of how the application of digital transformation can be part of the business environment. It is expected that the project would devise, recommend, or implement innovative solutions to the problem areas.

# MSc in **SOFTWARE ENGINEERING**

DUAL DEGREE

(R/0612/7/0002)(02/27)(MQA/FA8836)

**Duration:**

Full-time - 1+ years

Part-time - 2-3 years

**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.

**Career options**

- Project Manager
- Software Architect
- Senior Software Developer
- Solutions Architect
- Software Engineer
- Software Consultant
- Chief Technology Officer (CTO)
- Development Manager
- Senior System Designer
- Application Engineer
- Software Test Engineer
- Software Quality Assurance (QA) Specialist
- R&D Specialist
- Senior Technical Lead
- Product Specialist

Premier Digital Tech Institution

## The Benefits of the Programme

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

- Undertake and effectively manage largescale and complex software development projects.
- Consider reliability and quality in the design of software systems
- Determine the security requirements for computer systems
- Apply and critique quality metrics in the assessment of software systems
- Participate in the design and implementation of high quality and reliable software systems
- 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.

## Who Should Attend

This programmne aims to develop specialist knowledge in the domain of Software Engineering (SE). It exposes students to the core principles and processes of SE fundamental to the successful development of systems capable of addressing emerging business needs. Students will have the opportunity to supplement their knowledge through elective modules in domain adjacent topics such as natural language processing, data management and big data analytics.

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.

## Modules & Project

This programme comprises 10 coursework modules and a Project.

There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 elective modules from those listed.

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 1 month (Full-time) / 4 months (Part-time)**

- Programming in Python
- Database Fundamentals
- Systems Development Methods

**Core Modules**

- Managing Software Development Projects
- Reliability Management
- Object Oriented Software Systems Engineering
- Software Engineering Support Environments
- Software Quality Engineering
- Security Technologies
- Research Methodology in Computing and Engineering
- Project Paper

**Elective Modules (Choose 3)***

- Internet Applications
- Network Design & Performance
- Data Management
- Big Data Analytics and Technologies
- Natural Language Processing

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Project Paper

You are required to complete industry-based major projects 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.

# MSc in **INFORMATION TECHNOLOGY MANAGEMENT**

DUAL DEGREE

(R/0611/7/0012)(07/27)(MQA/FA8835)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**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.

**Career options**

- Senior IT Consultant
- IT Recruitment Consultant
- IT Manager
- IT Project Manager
- Technical Support Manager
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- IT Infrastructure Manager
- Innovation Manager
- IT Director

## The Benefits of the Programme

Upon 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.

## 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.

## Modules & Project

This programme comprises 10 coursework modules and a Project.

There are 7 compulsory Core Modules (including Research Methodology module) and you will have to choose 3 elective modules from those listed.

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 1 month (Full-time) / 4 months (Part-time)**

- Programming in Python
- Database Fundamentals
- Systems Development Methods

**Core Modules**

- Managing Software Development Projects
- Technology Management
- Digital Execution
- Strategic Planning and Systems Development
- Business Intelligence Systems
- Research Methodology in Computing and Engineering
- Managing Organisations
- Project Paper

**Elective Modules**
**(Choose 1)***

- Internet Applications
- Enterprise Applications

**(Choose 2)***

- Information Security Architectures
- Network Design & Performance
- Data Management

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Project Paper

You are required to complete industry-based major projects 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.

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# Master of **TECHNOLOGY MANAGEMENT**

DUAL DEGREE

(R/0414/7/0107)(06/27)(MQA/FA8837)

**Duration:**

Full-time - 1+ years

**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.

**Career options**

- Business IT Consultant
- BPR Manager
- Business Strategy Consultant
- Chief Technology Officer (CTO)
- Chief Information Officer (CIO)
- Product Manager
- IT Manager
- IT Project Manager
- IT Consultant
- System Analyst
- Technology Consultant

## The Benefits of the Programme

Upon 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.

## 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 enroll in this programme.

## Modules & Project

This programme comprises 10 coursework modules and a Project. There are 8 compulsory Core Modules (including Research Methodology module) and you will have to choose 2 elective modules from those listed).

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Managing Creativity and Innovation
- Business Intelligence Systems
- New Product Development & Innovation
- Statistical Decision Making
- Research Methodology in Computing and Engineering
- Technology Management
- Technology, Culture and People : A Global Perspective
- Entrepreneurship in Asia
- Project Paper

**Elective Modules (Choose 2)***

- Digital Execution
  **OR** Data Management
- Strategic Marketing Management
  **OR** Marketing and Sustainability in the Age of Globalisation

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Project Paper

You are required to complete industry-based major projects 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.

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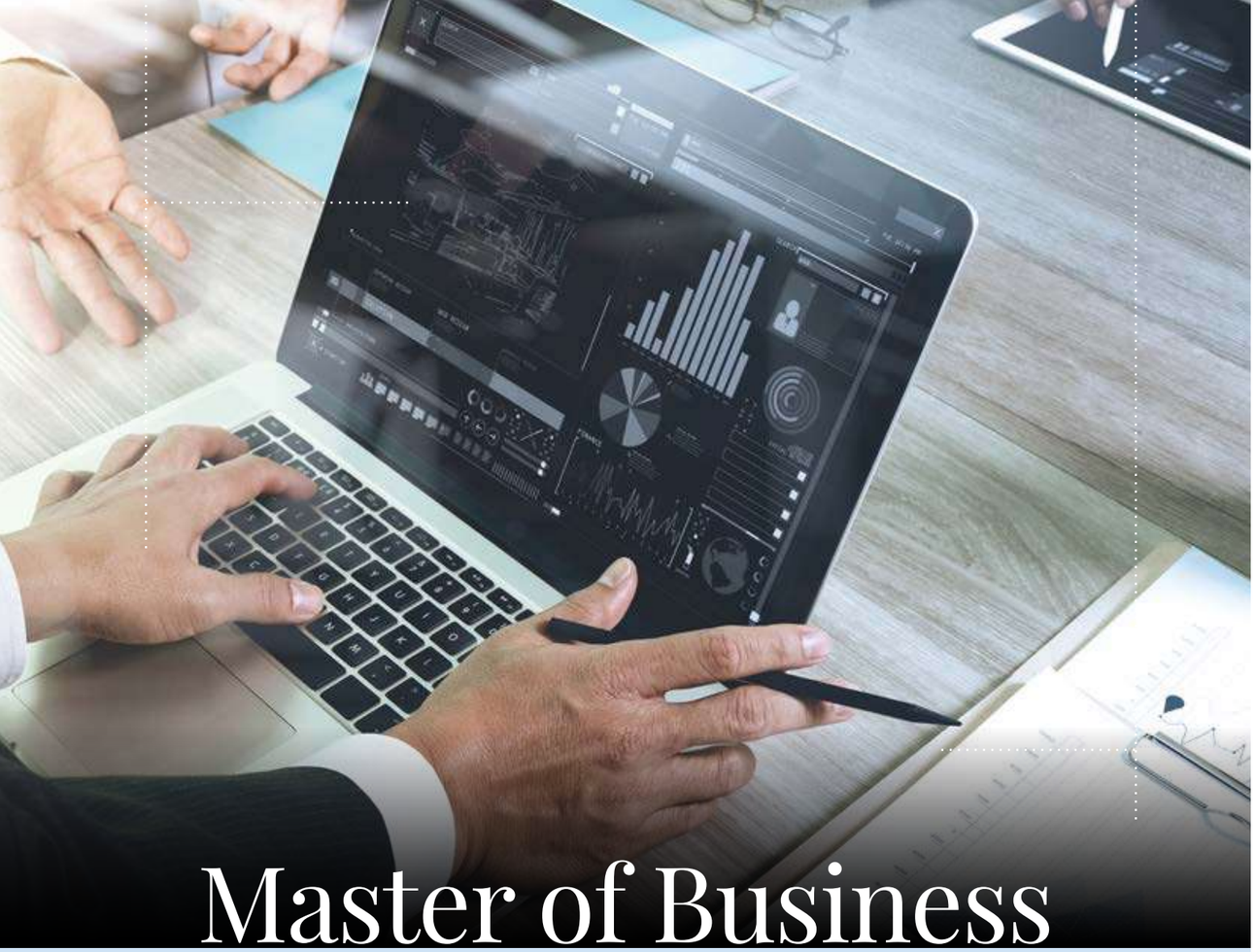


# Master of Business Administration

## MASTER OF BUSINESS ADMINISTRATION - MORE THAN JUST AN MBA

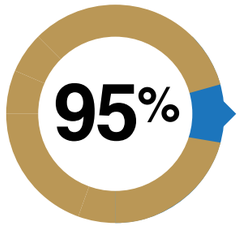
In today's digital economy, business leaders need more than traditional management expertise. APU's MBA combines core business knowledge with digital, analytical, and technology management skills to prepare graduates for leadership in a rapidly evolving business environment. Students can further enhance their expertise through specialism in Digital Leadership, Business Analytics, Strategic HR Analytics, Supply Chain Management, Hospitality and Tourism, Artificial Intelligence (MBAi), or Oil and Gas Management.

- **Master of Business Adminsitration**
- **Master of Business Administration with a specialism in:**
  - *Digital Leadership*
  - *Artificial Intelligence (MBAi)*
  - *Hospitality and Tourism*
  - *Strategic HR Analytics*
  - *Business Analytics*
  - *Supply Chain Management*
  - *Oil and Gas Management*

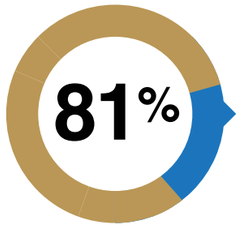
## "MBA GRADUATES CONTINUE TO COMMAND A SALARY PREMIUM COMPARED TO DIRECT FROM INDUSTRY HIRES AND BACHELORS DEGREE HIRES" - GRADUATE MANAGEMENT ADMISSION COUNCIL (GMAC) SURVEY

**"Demand for MBA talent is strongest in Asia Pacific"**

**- Graduate Management Admission Council (GMAC) Survey**




**of business school graduates stated that their MBA degree was beneficial personally even during recession time" - Graduate Management Admission Council (GMAC) Survey**




**of companies plan to hire MBA graduates" - Graduate Management Admission Council (GMAC) Survey**

**"Typically, those applicants with a Master's degree or MBA will be hired with one or two grades higher than degree holders… about an 8% higher salary depending on the field or industry they plan to join".**

**- Lee Chun Keat**
**Director of Engineering, Oppstar Malaysia**

The MBA is a popular platform for career progression (Lessler, 2018), providing students with a set of transferable skills and knowledge to allow them to lead and make decisions in management positions. With its emphasis on personal growth, networking and challenging complexity, MBA graduates are well prepared for the future jobs market and the continued demand for MBA talent.

**"Information is the oil of the 21st century, and analytics is the combustion engine."**

**- Peter Sondergaard,**
**Senior Vice President, Gartner Research (2014)**

**POWER** of Analytics and Data Driven Marketing

## TESTIMONIALS BY OUR MBA GRADUATES

"Driven by state of the art technology on all fronts and boasting of a well-equipped faculty, I was conditioned and nurtured in a way that has helped me thrive in some of the most challenging environments ever since I graduated with a MBA."

**- Arjun Narayanan**
**Content Manager, IIMResume, India**

"APU's environment well adapted for students' needs and wants. I learned how to be optimistic and to be a fast learner. It was undoubtedly a life changing experience."

**- Kanat Zhumanov**
**Chief Manager of the Board Office of "University Medical Center" Corporate Fund in Nur-Sultan City, Kazakhstan**

# Master of **BUSINESS ADMINISTRATION**

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

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

**Career options**

- Business Development Manager
- Finance Manager
- Banking Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Procurement Manager
- Project Manager
- Sales and Marketing Manager
- Market Researcher
- Business Consultant
- Business Research Analyst
- Entrepreneur
- Chief Marketing Officer (CMO)
- Chief Executive Officer (CEO)
- General Manager
- Analytics & Reporting Manager
- Management Consultant
- International Marketing Manager

Premier Digital Tech Institution

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

Upon successful completion of the programme, you will be able to:

- Gain necessary knowledge and understanding about contemporary business and management theory, research and professional practice locally and globally.
- Demonstrate intellectual and practical skills and knowledge within the business and management strategic environment.
- Demonstrate innovative problem solving skills that are capable of tackling global business management issues.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate ability to devise and apply research and investigative methods within major business research paradigms.
- Understand and critically analyse the contemporary business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the personal effectiveness through effective self management within the professional environment.

## Who Should Attend

This programme is geared towards senior managers, managers and executives who wish to focus on enhancing and enriching management, critical decision making skills and career growth in both local and international organisations. The Part time programme is specifically designed for working executives.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Technology Management
- Managerial Economics
- Global Strategic Management
- Accounting & Finance for Managers
- Statistical Decision Making
- Human Resource Management
- Flourishing in the Workplace
- Entrepreneurship
- Research Methodology
- Digital Marketing Tools and Trends
- Business Ethics & Corporate Responsibility
- Managing Organisation
- Project

## Project Paper

You will be expected to conduct effective research in relation to business 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 business leading to a significant project 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 business.

POWER of Analytics and Data Driven Marketing

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN DIGITAL LEADERSHIP

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- The Master of Business Administration with a specialism in Digital Leadership would allow those students who choose this specialism to acquire advanced skills to take on the challenges of digital transformation.
- The subject is an important area to study given the growing demand from employers across all sectors for professionals who combine managerial skills, digital understanding and vision.
- The area is considered a fast-growing sector for employment, developing key employability skills.

**Career options**

- Analytics & Reporting Manager
- Business Development Manager
- Digital Business Analyst
- Digital Business Consultant
- Business Research Analyst
- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Corporate Strategy Manager
- Decision Analytics Manager
- Entrepreneur
- General Manager
- Global Purchasing Manager
- Digital Transformation Manager
- Logistic and Supply Chain Manager
- Management Consultant
- International Marketing Manager

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*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

- Demonstrate intellectual and practical skills and knowledge within the business and management strategic environment.
- Identify leadership requirements in differing situations and demonstrate appropriate leadership capabilities.
- Develop the ability to master of the technology associated with the profession.
- Demonstrate innovative problem solving skills that are capable of tackling global business management issues.
- Research information considering social responsibilities and related ethics.
- Understand behavioural science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate ability to devise and apply research and investigative methods within major business research paradigms.
- Understand and critically analyse the digital business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the personal effectiveness through effective self-management within the professional environment.

## Who Should Attend

This programme is geared towards managers who wish to focus on enhancing and enriching skills to take on the challenges of digital transformation. In addition, middle and senior level managers will find this programme useful towards career growth as digital leadership is an important area to study given the growing demand from employers across all sectors to develop professionals with the combination of managerial skills, digital understanding, and vision.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Technology Management
- Managerial Economics
- Global Strategic Management
- Accounting & Finance for Managers
- Statistical Decision Making
- Human Resource Management
- Digital Marketing Tools and Trends
- Entrepreneurship
- Research Methodology
- Project

**Specialisation Modules**

- Leading Digital Business Transformation
- Big Data Analytics and Technologies
- Digital Execution

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Digital Leadership) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history.

POWER of Analytics and Data Driven Marketing

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN BUSINESS ANALYTICS

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- An opportunity to empower with advanced skills to confront the complexities of digital transformation.
- Ability to provide insights into analytics from a management perspective and make data-driven decisions to solve business problems.
- An overall understanding on how analytics can be used to enhance the decision making process in an organisation.

**Career options**

- Analytics & Reporting Manager
- Business Development Manager
- Business Consultant
- Business Analytics Manager
- Decision Analytics Manager
- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Entrepreneur
- General Manager
- Business Intelligence Analyst
- Market Research Analyst
- Data Mining Expert
- Predictive Analyst

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market by being equipped with specialised skills in business management.
- Understand behavioural science, marketing analytics' skills on tools and business intelligence applications allows to track user preferences and strategically offer users towards content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Gain insights and make business recommendations by applying advanced analytics tools and methods.
- Prepare for leadership roles in organisation where data-driven decision making is necessary.
- Improve business process, operations and strategies through the use of analysis tools.
- Understand and critically analyse the digital business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate innovative problem solving skills that are capable of tackling business management problems.
- Demonstrate intellectual, analytical skills and knowledge within the business and management strategic management.

## Who Should Attend

This is designed for managers and professionals who want to leverage data analytics to make more informed decisions and improve their organisation's performance. This program is ideal for individuals who wish to advance their skills in data analytics and its application in business, understand and navigate the intersection of business strategy, digital technologies, and data analytics. It aims to develop the knowledge and skills using the power of technology and data to excel in today's digital business environment.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Human Resource Management
- Statistical Decision Making
- Research Methodology
- Entrepreneurship
- Digital Marketing Tools and Trends
- Project

**Specialisation Modules**

- Business Intelligence Systems
- Big Data Analytics and Technologies
- Time Series Analysis and Forecasting

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Business Analytics) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN ARTIFICIAL INTELLIGENCE (MBAi)

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- A solid grounding in core management disciplines, integrated with specialised modules in artificial intelligence and emerging technologies.
- The ability to harness AI-driven insights to make strategic, data-informed decisions across diverse business functions.
- A comprehensive understanding of AI applications in areas such as operations, marketing, finance, and customer experience.
- The skills to lead digital transformation initiatives, manage AI projects, and align technological innovation with business goals.

**Career options**

- AI Integration Specialist
- AI Product Manager
- AI innovation Manager
- AI Strategy Consultant
- Business Intelligence Analyst
- Business Development Manager
- Business Intelligence (BI) Manager
- Digital Transformation Lead
- AI Strategy Consultant
- AI Strategy Manager
- Chief AI Officer

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market with specialised skills tailored to the AI industry and its applications across various sectors.
- Develop, manage, and optimise AI-driven solutions to address complex business challenges and enhance operational efficiency.
- Apply AI technologies and platforms to solve real-world problems.
- Design and implement AI strategies to drive business innovation, improve decision-making, and unlock new value propositions.
- Prepare for leadership roles in both local and global organisations, with the ability to lead AI adoption and digital transformation initiatives.
- Exhibit innovative problem-solving skills, using AI to address industry-specific challenges and capitalize on emerging opportunities.
- Demonstrate strong analytical and decision-making capabilities to support strategic planning and execution in AI-driven projects and business processes.

## Who Should Attend

The MBAi programme is purpose-built for forward-thinking professionals and managers who aspire to lead at the intersection of business strategy and cutting-edge technology. Designed to equip you with advanced leadership and AI expertise, this programme empowers you to drive innovation, lead digital transformation, and make data-driven decisions in a rapidly evolving global economy. Whether you're aiming to accelerate your career into senior executive roles, pivot into AI-powered industries, or launch your own AI-driven venture, the MBAi provides a powerful blend of business acumen and AI specialisation. You'll gain hands-on experience with real-world AI applications and develop the strategic mindset needed to thrive in high-impact roles.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Digital Marketing Tools & Trend
- Statistical Decision Making
- Entrepreneurship
- Human Resource Management
- Research Methodology
- Project

**Specialisation Modules**

- Computational Thinking for AI
- Business Intelligence Systems
- AI for Strategic Leadership

## Project

You will be expected to conduct effective research in relation to your area of specialisation in Artificial Intelligence (AI) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

## What sets APU's MBAi apart?

- Global Relevance: Explore AI's transformative impact across industries like healthcare, finance, retail, and manufacturing.
- Future-Ready Skills: Master predictive analytics, recommendation systems, AI-driven marketing, and intelligent automation.
- Career Versatility: Prepare for roles such as AI Strategy Consultant, Chief AI Officer, or Digital Transformation Lead.
- Innovation-Driven Learning: Tackle ethical challenges, lead AI adoption, and unlock new business models through AI.

This is more than an MBA — it's your launchpad into the future of intelligent business leadership.

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN SUPPLY CHAIN MANAGEMENT

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- An opportunity to fulfil the demands of organisation's operating in today's dynamic market and addressing the challenges of the modern supply chain landscape, taking advantage of technological improvement and optimise supply chain processes.
- Ability to provide insights into analytics from a supply chain perspective, facilitating strategic decision-making related to design, sourcing and distribution.
- An overall awareness of sustainability and ethical considerations within supply chain management, emphasizing responsible sourcing and environmental impact awareness.

**Career options**

- International Logistics Manager
- Logistic and Supply Chain Manager
- Business Development Manager
- Business Consultant
- Supply Chain Analyst
- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Inventory Control Manager
- Entrepreneur
- General Manager
- Procurement Manager
- Project Manager

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Streamline and enhance supply chain operations to improve efficiency and reduce cost.
- Leverage technologies and tools to enhance supply chain visibility and empower organisation to make data-driven decisions.
- Integrate sustainability and ethical principles into supply chain management, promoting responsible sourcing and environmentally friendly practices.
- Develop leadership competencies to drive innovation and foster organisational transformation.
- Implement managerial strategies to ensure business continuity, even in challenging situations.
- Understand and critically analyse the supply chain challenges and disruptions.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate innovative problem-solving skills that are capable of tackling business management problems.
- Demonstrate intellectual, analytical skills and knowledge within the business and supply chain strategic management.
- Demonstrate the personal effectiveness through effective self-management within the professional environment.

## Who Should Attend

This is designed for managers and professionals who want to advance their careers and deepen their expertise in supply chain and business management. This programme is ideal for individuals involved in procurement, sourcing, and vendor management who wish to enhance their skills in supply chain. Additionally, analysts and entrepreneurs who looking to specialise in supply chain data analysis and decision-making will benefit significantly. Essentially, this programme is suitable for a wide range of individuals, whether they have existing supply chain experience or are eager to enter this dynamic and challenging field.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Human ResourceManagement
- Statistical Decision Making
- Research Methodology
- Entrepreneurship
- Digital Marketing Tools and Trends
- Project

**Specialisation Modules**

- Green Supply Chain
- Digital Supply Chain
- Procurement Management

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Supply Chain Management) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN HOSPITALITY AND TOURISM

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- The ability to generate insights from a management perspective and make data-driven decisions to solve business challenges.
- Skills in developing and implementing effective strategies specific to the hospitality and tourism sectors.
- Leadership capabilities and a deep understanding of best practices within the hospitality and tourism industries.
- Expertise to address emerging trends and challenges related to sustainable practices and innovation in hospitality and tourism.

**Career options**

- Chief Executive/Operations Officer
- Hotel/Resort General Manager
- Event Planner/Organizer
- Restaurant/F&B Service Manager
- Airlines/Cruise Manager
- Tour Operator/ Tourism Consultant
- Public Relations Manager
- Marketing/HR Manager
- Revenue/Finance Manager

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market with specialised skills tailored to the hospitality and tourism industries.
- Derive actionable insights and make strategic recommendations specifically relevant to hospitality and tourism.
- Apply advanced analytical tools and methods to gain insights and make business recommendations.
- Prepare for leadership roles in organisation.
- Improve business process, operations and strategies within the hospitality and tourism sectors.
- Exhibit innovative problem-solving skills tailored to the unique challenges of hospitality and tourism management.
- Demonstrate strong intellectual and analytical capabilities in strategic management within the context of hospitality and tourism.

## Who Should Attend

This programme is designed for managers and professionals aiming to advance their careers into senior managerial or executive roles within the hospitality and tourism industry by acquiring advanced knowledge and leadership skills. It is also well-suited for individuals interested in starting or managing their own businesses within the hospitality and tourism industry, providing a solid foundation in both business management and industry-specific practices. Additionally, this programme is ideal for those passionate about sustainable practices in hospitality and tourism, seeking to develop expertise in implementing and managing sustainable initiatives.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Human Resource Management
- Statistical Decision Making
- Research Methodology
- Entrepreneurship
- Digital Marketing Tools and Trends
- Project

**Specialisation Modules**

- Events Planning and Management
- Leadership for Hospitality Business
- Sustainable Tourism

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Hospitality and Tourism) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN OIL AND GAS MANAGEMENT

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- A strong foundation in core management principles, integrated with specialised modules focused on the oil and gas industry.
- The ability to generate data-driven insights and apply strategic thinking to solve real-world business challenges in the oil and gas sector.
- In-depth understanding of the technical, economic, and regulatory dynamics that shape the global oil and gas landscape.
- Leadership capabilities and a comprehensive grasp of best practices, preparing graduates to take on senior roles within the oil and gas industry.

**Career options**

- Energy Project Manager
- Supply Chain & Operations Manager
- Corporate Strategy Analyst
- Environmental Manager/Consultant
- Economist or Financial/Risk Analyst
- Oil & Gas Finance Analyst
- Business Development Manager
- Energy Technology Consultant
- Upstream Manager
- Corporate Strategy Manager (Energy Sector)

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market with specialised skills tailored to the oil and gas industries.
- Develop, manage, and optimise oil and gas operations while leveraging advanced technologies to improve efficiency and reduce costs.
- Apply industry-specific tools and techniques, including data analytics, digital transformation technologies, and sustainable energy practices.
- Design and implement effective strategies for oil and gas exploration, production, and distribution to maximize value while ensuring regulatory compliance.
- Prepare for leadership roles in both local and global oil and gas organisations, equipped with strategic, technical, and management expertise.
- Exhibit innovative problem-solving skills tailored to address unique industry challenges, such as resource management, environmental concerns, and market fluctuations.
- Demonstrate strong analytical and decision-making capabilities to support strategic planning and execution within the context of the oil and gas sector.

## Who Should Attend

This programme is designed for managers and professionals aiming to advance their careers into senior managerial or executive roles within the oil and gas industry by acquiring advanced knowledge and leadership skills. An MBA in Oil and Gas Management is a specialised MBA designed to equip professionals with the strategic, operational, and financial skills needed to manage and lead in the global energy industry — especially in sectors related to exploration, production, refining, trading, and sustainable energy transition. It is also well-suited for individuals looking to transition into the energy sector, or those interested in managing or starting their own business within the oil and gas industry, providing a solid foundation in both business management and industry-specific practices. This programme is also ideal for those passionate about optimizing operational efficiencies and navigating the regulatory complexities within the energy sector. It offers the opportunity to engage with real-world challenges while leveraging global business opportunities in the oil and gas landscape.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Digital Marketing Tools & Trend
- Statistical Decision Making
- Entrepreneurship
- Human Resource Management
- Research Methodology
- Project

**Specialisation Modules***

- Oil & Gas Project Management & Infrastructure Development
- Petroleum Economics & Asset Evaluation
- Oil & Gas Laws, Energy Policy & Decarbonisation Strategies

* Specialisation modules may be offerred on modular basis.

## Project

You will be expected to conduct effective research in relation to your area of specialisation in Oil & Gas Management for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN STRATEGIC HR ANALYTICS

DUAL DEGREE

(R/0414/7/0094)(06/27)(MQA/FA8762)

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- An opportunity for working professionals to develop advanced knowledge and skills in business management, leadership, and data-driven HR practices.
- A platform to integrate strategic management with HR analytics to support evidence-based decision-making and enhance organisational performance.
- Practical, industry-relevant knowledge and analytical skills that can be applied immediately in the workplace to address contemporary business and HR challenges.
- A pathway for career advancement into managerial and leadership roles within digital and data-driven business environments.

**Career options**

- Human Resource Manager
- People Analytics Manager
- Talent Management Manager
- Organisational Development Manager
- Analytics & Reporting Manager
- Management Consultant
- Strategy Manager
- Operations Manager
- Business Development Manager
- General Manager / Business Leader
- Chief Human Resource Officer (CHRO)
- Chief Executive Officer (CEO)

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

Upon successful completion of the programme, you will be able to:

- Gain necessary knowledge and understanding about contemporary business and management theory, research and professional practice locally and globally.
- Demonstrate innovative problem solving skills that are capable of tackling global business management issues.
- Prepare for leadership roles in organisation where data-driven decision making is necessary.
- Develop advanced knowledge and skills in strategic human resource analytics to support data-driven workforce decision-making and organisational performance.
- Analyse and interpret workforce data using HR analytics techniques to generate insights for improving talent management, employee performance, and retention strategies.
- Apply predictive analytics, HR metrics, and digital HR technologies to identify workforce trends and support strategic human resource planning.
- Design and implement evidence-based HR strategies by integrating analytics with business objectives to address complex organisational challenges.
- Evaluate and communicate HR analytics insights effectively to support strategic decision-making among managers and senior organisational leaders.
- Demonstrate the ability to lead the adoption of data-driven HR practices in a digital business environment, creating value for organisations and their workforce.
- Demonstrate the personal effectiveness through effective self management within the professional environment.

## Who Should Attend

This programme is geared towards professionals, managers, and executives who wish to enhance their leadership capabilities, strategic thinking, and data-driven decision-making skills for career advancement in diverse industries and organisational settings. It is suitable for HR practitioners as well as professionals from various business functions who aim to develop expertise in applying analytics to support strategic decisions, improve organisational performance, and progress into managerial and leadership roles. The part-time mode is specifically designed for working professionals, allowing them to enhance their business management and strategic HR analytics capabilities while continuing their careers and applying their learning directly in the workplace.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Technology Management
- Managerial Economics
- Global Strategic Management
- Accounting & Finance for Managers
- Statistical Decision Making
- Human Resource Management
- Entrepreneurship
- Research Methodology
- Digital Marketing Tools and Trends
- Project

**Specialisation Modules**

- Workforce Analytics
- HR Metrics, Dashboards & Data Visualization
- Talent Strategy & Predictive Analytics

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Strategic HR Analytics) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

POWER of Analytics and Data Driven Marketing

# Master of Science Digital Marketing

Marketing has always been about how to reach (and sell to) an audience. What has changed with technological changes, is where you find that audience. In the digital marketing industry, quotes often encapsulate the essence of product or service, customer experience, building customer relationship, and the importance of creativity and innovation. As a marketer, your job is never to "push a product onto an unwilling consumer." Instead, it's about understanding your audience thoroughly enough to craft messages, experiences, and campaigns that seamlessly connect their needs/pain points to your product.

> **"Digital marketing is not the art of selling a product. It is the art of making people buy the product that you sell."**
>
> *- Hecate Strategy*

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- Advanced theoretical frameworks, critical analytical capabilities, and practical competencies—enriched by the latest artificial intelligence (AI) developments in digital marketing.
- Address the complexities of digital marketing in contemporary business environment.
- Aligned with the evolving demands of the digital marketing environment, integrating cutting-edge methodologies and insights from leading industry experts.
- Interconnect marketing landscape by engaging with real-world challenges that also includes global business paradigms.
- Emphasis on Industry-Relevant Technologies whereby students will gain hands-on expertise in AI-powered tools and data analytics platforms.

**Career options**

- Digital Marketing Manager
- Social Media Manager
- Business Development Manager
- Search Engine Optimization (SEO) Specialist
- Digital Marketing Co-ordinator
- Digital Marketing Analyst
- Digital Marketing Associate
- Chief Growth Officer
- Product Development Manager
- Brand Manager

Premier Digital Tech Institution

# Master of Science in **DIGITAL MARKETING**

DUAL DEGREE

(R2/0415/7/0006)(03/27)(MQA/FA0760)

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market with specialised skills tailored to the digital marketing industries.
- Create, manage, and optimize digital advertising campaigns as well as analyse customer data and use it to support marketing decisions.
- Apply the latest digital marketing platforms like social media, mobile, and search engine optimization.
- Develop and execute effective digital marketing strategies.
- Prepare for marketing related leadership roles in both local and global organisations.
- Exhibit innovative problem-solving skills tailored to solve unique challenges to meet the target market needs and wants.
- Demonstrate grounded analytical and decision-making capabilities to support strategic planning and execution within the context of digital marketing.

## Who Should Attend

This programme is designed for managers and professionals aiming to advance their careers into senior managerial or executive roles within the marketing industry by acquiring advanced knowledge and leadership skills. It is also well-suited for individuals interested in starting or managing their own businesses within the digital marketing industry, providing a solid foundation in both business management and industry-specific practices. Additionally, this programme is ideal for those passionate about sustainable practices in digital marketing, AI-enhanced tools and those seeking to develop expertise in implementing and managing sustainable initiatives by engaging with real-world challenges and leveraging on global business opportunities.

## Modules & Project

This programme comprises 11 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Modules**

- Consumer Behaviour and Branding in Digital Age
- Marketing and Sustainability in the Age of Globalisation
- Behavioural Science, Social Media & Marketing Analytics
- Design Thinking
- Managing Creativity and Innovation
- Statistical Decision Making
- Strategic Marketing Management
- Digital Campaigns Management
- Artificial Intelligence (AI) in Marketing
- Research Methodology
- Digital Marketing Tools and Trends
- Project

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Digital Marketing) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

# Master in Digital Communication

## The World Went Digital. Flow With It.

Communication is no longer an industry, it is the engine of every industry. With 5.79 billion social media user identities, nearly 70% of the planet is part of a conversation that never stops, and the audience keeps growing by 9.3 new users every second (DataReportal, 2026). The money has followed the audience: global advertising spend will cross US$1 trillion for the first time in 2026, with digital claiming almost 69% of every advertising dollar (eMarketer, 2026; Statista, 2026) and influencer marketing alone surging from US$1.7 billion in 2015 to more than US$40 billion in 2026 (Influencer Marketing Hub, 2025; Mordor Intelligence, 2026). Employment of public relations specialists is also projected to grow 5% from 2024 to 2034, generating around 27,600 openings every year, with the strongest prospects going to candidates with advanced skill and social media expertise (U.S. Bureau of Labor Statistics, 2025). Behind every campaign, every crisis, and every data-driven communication decision is a communication professional, and the world needs more of them. The Master in Digital Communication at APU is designed to equip you to meet the need of the evolving communication industry where you will made ready to ride the waves of communication technology and to lead.

**5.79 Billion +**
People participate in digital conversations worldwide
*- DataReportal, 2026*

**USD 480 Billion**
Creator economy by 2027 — nearly double its 2023 size
*- Goldman Sachs, 2023*

**27,600+**
PR & communication job openings every year (2024-2034)
*- U.S. Bureau of Labor Statistics, 2025*

**98%**
Internet penetration in Malaysia — 85% of Malaysians on social media
*- DataReportal, 2026*

**Duration:**
Full-time - 1+ years
Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- In-depth knowledge and hands-on skills to thrive in the fast-evolving world of digital communication.
- A specialised curriculum spanning PR strategies, global communications, digital campaigns and social media analytics expertise employers are actively seeking.
- A global outlook on digital communication, equipping students to craft strategies that resonate across cultures and international audiences.
- Real-world, problem-based learning that will shape students into independent, industry-ready communications professionals.

**Career options**

- Digital Content Specialist
- Digital Media Designer
- Digital Media Specialist
- Social Media Campaign Advisor
- Digital Communication Manager
- Interactive Content Developer
- Digital Communications Strategist
- Corporate Communications Manager
- Senior Digital Content Strategist
- Multimedia Content Producer
- Digital Storytelling Specialist
- Social Media Manager
- Social Media Intelligence Analyst

Premier Digital Tech Institution

# Master in **DIGITAL COMMUNICATION**

DUAL DEGREE

(N/0323/7/0024)(07/30)(MQA/PA18240)

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Evaluate complex communication scenarios to develop creative, innovative and effective strategies and solutions using digital communication.
- Work across many industries with the digital communication skills that are applicable to various media forms such as social media, data analytics, artificial intelligence and visualisation.
- Develop a deep understanding of the digital creative economy and how platforms and artificial intelligence are transforming the media and communication environment.
- Demonstrate good leadership quality and personal skills in implementing effective communication strategies and recognise the need of life-long learning and professional development for successful career advancement by keeping abreast with emerging trends, technologies, and best practices in the communication landscape.
- Demonstrate entrepreneurship skills and professionalism in implementing effective communication strategies taking into consideration social responsibilities, cultural and ethical aspects of the communication landscape.

## Who Should Attend

The Master in Digital Communication is designed for individuals who are eager to develop future-focused specialised skills and advanced knowledge in digital communication as well as an applied understanding of the digital creative economy and how digital platforms are transforming the global media environment. The programme provides opportunities to people who want to learn how to adapt to new technologies and platforms to advance their careers such as able to analyse and apply communication methods in high-performance systems and able to create engaging content for different digital mediums.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 11 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Media & Communication Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**
- Fundamentals of Communication
- Media Theories

**Core Modules**

- PR Strategies
- Communication Theory and Practice
- Global Communication Competencies
- Digital Campaigns Management
- New Media Industries and Technologies
- Statistical Decision Making
- Research Methodology
- Digital Media Analytics
- Behavioural Science, Social Media & Marketing Analytics
- Project

**Elective Core Modules**

- Marketing and Sustainability in the Age of Globalisation **OR** Design Thinking
- Managing Crisis Communications **OR** Managing Business Web Presence

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Digital Communication) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

# Master of Project Management

**- ACCREDITED -**

## PMI Global Accreditation Center for Project Management Education Programs (GAC)

**APU's Master of Project Management** programme (MPM) is accredited by the Project Management Institute (PMI) Global Accreditation Center (GAC), USA. Effective 1st August 2021, APU has been awarded accreditation by the Project Management Institute (PMI) Global Accreditation Center (GAC), USA for the Master of Project Management programme.

The Accreditation, further strengthens the recognisation of the MPM Programme and its commitment to foster excellence and continuous improvement in project management principles and practice, leading towards delivery of successful projects.

The GAC is the world's leading specialised accrediting body for project management and related degree programs, accrediting programs at the bachelor's, postgraduate, and doctorate levels offered within accredited institutions of higher education worldwide.

**Duration:**

Full-time - 1+ years

Part-time - 2.5-3 years

**This programme is specifically designed to provide:**

- Produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards. This programme aims to provide core skills to consultants, engineers, and executives from any industry, which includes knowledge and processes that are crucial for projects that deliver organisational values and benefits.
- The programme aims to develop skills in strategic thinking, leadership and best practices that enables more confident leaders in spear heading business initiatives and projects. In addition to meeting the needs of aspiring candidates or professionals, the programme will strengthen and develop existing project management professional's expertise.

**Career options**

- Director of Project Management
- Project Engineer
- Project Leader
- IT Project Manager
- Site Manager
- Team Leader
- Project Manager
- Senior Project Manager
- Business Project Manager
- Technical Project Manager
- PMO Manager
- Project Coordinator
- Development Manager

Premier Digital Tech Institution

# Master of **PROJECT MANAGEMENT**

DUAL DEGREE

(R/0414/7/0092)(01/28)(MQA/FA8923)

## The Benefits of the Programme

- Develop masters-level knowledge and skills in Project Management in context of employer-driven needs, emerging markets, and contemporary subject areas within the discipline.
- Extend knowledge and understanding of, and practical skills in, a range of advanced Project Management topics.
- Develop academic and discipline-specific rigour through applied scholarship.
- Build or strengthen domain-specific understanding and transferrable skills thus equipping graduates for a career in industry or academia.
- Focus on depth of study, critical awareness and evaluation in selected areas of current research and advanced scholarship within the academic discipline of Project Management.
- Develop and strengthen critical analysis, independent scholarship, and intellectual empowerment through a structured research-informed programme of studies in Project Management and through research-informed teaching.
- Use the rigour of academic knowledge development and training to develop applied practical skills for construction of computer systems in real-world contexts.
- Provide a balanced programme of study, comprising Project Management theory with the opportunity to gain practical, hands-on experience.
- Develop scholarly and professional skills within the professional, legal and ethical frameworks which govern the development of computing solutions.
- To equip you, through independent learning at a postgraduate level, for further academic study, lifelong learning, and for personal & professional development.
- Develop effective communication skills of value to academic, technical and professional environments.

## Who Should Attend

This programme is designed to produce professional and dedicated Project Managers who should lead in the development and maintenance of projects based on International Standards.

*Accredited by:*

## Modules & Project

This programme comprises 12 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Project Quality Management
- Project Development and Scope Management
- Project Planning and Scheduling
- Research Methodology
- Project Cost Estimation and Budgeting
- Principle and Practices of Project Management
- Communication and Stakeholder Management
- Project Procurement Contract Management
- Project HR and Leadership
- Project Risk Management
- Project

**Elective Modules 1 (Analytical Decision Making Pathway)***

- Strategic Planning and Systems Development
- Quantitative Methods for Decision Making

**OR**

**Elective Modules 2 (Management Pathway)***

- Managing Creativity and Innovation
- Managing Organisations

**OR**

**Elective Modules 3 (Digitalisation Pathway)***

- Digital Execution
- Digital Project Management

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules - however such changes may prolong the study duration.

## Project

This module builds on the Research Methods module to provide students with the challenge and experience of conducting and reporting on research in the form of one of: writing an academic paper, a case history of a business or business practice or an industry standard consultancy report.

Institute and Faculty of Actuaries
ACCREDITED

# Master of Science in **ACTUARIAL SCIENCE**

(N/0542/7/0002)(07/29)(MQA/FA17434)

**Duration:**

Full-time - 1 year

Part-time - 3 years

**This programme is specially designed to provide:**

- Coverage of the IFoA curriculum and exemptions from 7 professional exams (CS1, CS2, CM1, CM2, CP1, CP2 & CP3) offered by the IFoA.
- Course syllabus which covers not only traditional actuarial practice but also advanced data analytics.
- Competent teaching staff with professional or specialised academic qualification, possessing work experience from actuarial industries/ academia.
- Comprehensive guidance to mould graduates to be industry-ready.

**Career options**

- Actuary
- Data Analyst
- Data Scientist
- Data Engineer
- Risk Analyst
- Financial Analyst
- Business Analyst
- Financial Planning Advisor
- Investment & Portfolio Manager
- Regulator
- Statistician
- Mathematician
- Professor

Premier Digital Tech Institution

## The Benefits of the Programme

- APU is the first university in Asia to provide exemptions from CP1, CP2 and CP3 through the Master of Science in Actuarial Science programme.
- Our MSc programme covers not only traditional actuarial practice but also advanced data analytics, an emerging career option for actuaries.
- Our MSc graduates who achieve the required standard can be eligible for exemptions from CS1, CS2, CM1, CM2, CP1, CP2 and CP3.
- Our MSc programme is ideal for individuals who:
  - Want to enhance their knowledge and skills in actuarial practice and data analytics.
  - Work as actuaries or data scientists.
  - Are pursuing the IFoA/ SoA/ CAS credentials.
  - Want to become university lecturers and/or professors.

**Fast track your route to becoming a qualified actuary!**

**Pursue our Bachelor of Science (Honours) in Actuarial Studies**

Earn exemptions from CS1, CS2, CM1, CM2, CB1 and CB2

**Pursue our Master of Science in Actuarial Science**

Earn exemptions from CP1, CP2 and CP3

**Complete CB3**

**Earn Two Years of Work Experience**

**Become an IFoA Associate Member!**

Institute and Faculty of Actuaries
ACCREDITED

**1st in Malaysia & Asia and 6th in the World**

*to be eligible for exemptions from IFoA professional examination CP1, CP2 and CP3.*

## Modules & Project

This programme comprises 14 coursework modules and a Project.

**Pre-Requisite Module (For Non-Actuarial Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Introduction to Actuarial Mathematics
- Statistics

**Core Modules**

- Data Analytical Programming
- Professional Communication
- Actuarial Practice I
- Actuarial Practice II
- Risk Modelling and Survival Analysis I
- Actuarial Statistics I
- Actuarial Mathematics I
- Modelling in Actuarial and Analytics
- Financial Engineering and Loss Reserving I
- Application in Industry Practices
- Industry-based Project

**Specialised Modules:**

- Actuarial Statistics II *(for exemption from CS1)*
- Actuarial Mathematics II *(for exemption from CM1)*
- Risk Modelling and Survival Analysis II *(for exemption from CS2)*
- Financial Engineering and Loss Reserving II *(for exemption from CM2)*

## Project

You will be expected to demonstrate an ability to plan and undertake a research programme, to undertake a thorough investigation of their chosen area of study, to extend knowledge in relation to their chosen area of study and to defend their work to academic peers. The project report should demonstrate deep understanding of the theories and concepts, and the application of theoretical knowledge to a real world problem for business and industry.

Institute and Faculty of Actuaries
ACCREDITED

# Master of Science in **ACTUARIAL SCIENCE** WITH A SPECIALISM IN ECONOMICS

(N/0542/7/0002)(07/29)(MQA/FA17434)

**Duration:**

Full-time - 1 year

Part-time - 3 years

**This programme is specially designed to provide:**

- Coverage of the IFoA curriculum and exemptions from 3 professional exams (CP1, CP2 & CP3) offered by the IFoA.
- Course syllabus which covers not only traditional actuarial practice but also advanced data analytics.
- Competent teaching staff with professional or specialised academic qualification, possessing work experience from actuarial industries/ academia.
- Comprehensive guidance to mould graduates to be industry-ready.

**Career options**

- Actuary
- Data Analyst
- Data Scientist
- Data Engineer
- Risk Analyst
- Financial Analyst
- Business Analyst
- Financial Planning Advisor
- Investment & Portfolio Manager
- Regulator
- Statistician
- Mathematician
- Professor

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

- APU is the first university in Asia to provide exemptions from CP1, CP2 and CP3 through the Master of Science in Actuarial Science programme.
- Our MSc programme covers not only traditional actuarial practice but also advanced data analytics, an emerging career option for actuaries.
- Our MSc graduates who achieve the required standard can be eligible for exemptions from CP1, CP2 and CP3.
- Our MSc programme is ideal for individuals who:
  - Want to enhance their knowledge and skills in actuarial practice and data analytics.
  - Work as actuaries or data scientists.
  - Are pursuing the IFoA/ SoA/ CAS credentials.
  - Want to become university lecturers and/or professors.

**Fast track your route to becoming a qualified actuary!**

**Pursue our Bachelor of Science (Honours) in Actuarial Studies**

Earn exemptions from CS1, CS2, CM1, CM2, CB1 and CB2

**Pursue our Master of Science in Actuarial Science**

Earn exemptions from CP1, CP2 and CP3

**Complete CB3**

**Earn Two Years of Work Experience**

**Become an IFoA Associate Member!**

## Modules & Project

This programme comprises 14 coursework modules and a Project.

**Pre-Requisite Module (For Non-Actuarial Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Introduction to Actuarial Mathematics
- Statistics

**Core Modules**

- Data Analytical Programming
- Professional Communication
- Actuarial Practice I
- Risk Modelling and Survival Analysis I
- Actuarial Statistics I
- Actuarial Mathematics I
- Modelling in Actuarial and Analytics
- Actuarial Practice II
- Financial Engineering and Loss Reserving I
- Application in Industry Practices
- Industry-based Project

**Specialised Modules:**

- Managerial Economics
- Econometrics and Causal Inference
- Economics for Business Analytics and Decision Science
- Global Economic Policy

## Project

You will be expected to demonstrate an ability to plan and undertake a research programme, to undertake a thorough investigation of their chosen area of study, to extend knowledge in relation to their chosen area of study and to defend their work to academic peers. The project report should demonstrate deep understanding of the theories and concepts, and the application of theoretical knowledge to a real world problem for business and industry.

Institute and Faculty of Actuaries
ACCREDITED

**1st in Malaysia & Asia and 6th in the World**

*to be eligible for exemptions from IFoA professional examination CP1, CP2 and CP3.*

Institute and Faculty of Actuaries
ACCREDITED

# Master of Science in **ACTUARIAL SCIENCE** WITH A SPECIALISM IN BUSINESS ANALYTICS

(N/0542/7/0002)(07/29)(MQA/FA17434)

**Duration:**

Full-time - 1 year

Part-time - 3 years

**This programme is specially designed to provide:**

- Coverage of the IFoA curriculum and exemptions from 3 professional exams (CP1, CP2 & CP3) offered by the IFoA.
- Course syllabus which covers not only traditional actuarial practice but also advanced data analytics.
- Competent teaching staff with professional or specialised academic qualification, possessing work experience from actuarial industries/ academia.
- Comprehensive guidance to mould graduates to be industry-ready.

**Career options**

- Actuary
- Data Analyst
- Data Scientist
- Data Engineer
- Risk Analyst
- Financial Analyst
- Business Analyst
- Financial Planning Advisor
- Investment & Portfolio Manager
- Regulator
- Statistician
- Mathematician
- Professor

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

- APU is the first university in Asia to provide exemptions from CP1, CP2 and CP3 through the Master of Science in Actuarial Science programme.
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- Our MSc programme is ideal for individuals who:
  - Want to enhance their knowledge and skills in actuarial practice and data analytics.
  - Work as actuaries or data scientists.
  - Are pursuing the IFoA/ SoA/ CAS credentials.
  - Want to become university lecturers and/or professors.

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Earn exemptions from CS1, CS2, CM1, CM2, CB1 and CB2

**Pursue our Master of Science in Actuarial Science**

Earn exemptions from CP1, CP2 and CP3

**Complete CB3**

**Earn Two Years of Work Experience**

**Become an IFoA Associate Member!**

## Modules & Project

This programme comprises 14 coursework modules and a Project.

**Pre-Requisite Module (For Non-Actuarial Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Introduction to Actuarial Mathematics
- Statistics

**Core Modules**

- Data Analytical Programming
- Professional Communication
- Actuarial Practice I
- Risk Modelling and Survival Analysis I
- Actuarial Statistics I
- Actuarial Mathematics I
- Modelling in Actuarial and Analytics
- Actuarial Practice II
- Financial Engineering and Loss Reserving I
- Application in Industry Practices
- Industry-based Project

**Specialised Modules:-**

- Business Intelligence Systems
- Behavioral Science, Social Media and Marketing Analytics
- Economics for Business Analytics and Decision Science
- Advanced Business Analytics and Visualization

## Project

You will be expected to demonstrate an ability to plan and undertake a research programme, to undertake a thorough investigation of their chosen area of study, to extend knowledge in relation to their chosen area of study and to defend their work to academic peers. The project report should demonstrate deep understanding of the theories and concepts, and the application of theoretical knowledge to a real world problem for business and industry.

Institute and Faculty of Actuaries
ACCREDITED

**1st in Malaysia & Asia and 6th in the World**
*to be eligible for exemptions from IFoA professional examination CP1, CP2 and CP3.*

# Master of **FINANCE**

(R2/0412/7/0002)(10/28)(MQA/FA3456)

**Duration:**

Full-time - 1+ years

Part-time - 2-3 years

**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.
- An understanding of the demanding financial environment and its key areas at a global level.
- Specialised financial knowledge and tools to move from theory to real-world applications needed for a graduate to be on the forefront of the financial world.
- FinTech knowledge and technical skill relevant to Finance.

**Career options**

- Administrative and Support
- Financial Manager
- Insurance Manager
- Securities Researcher
- Mergers and Acquisitions
- Financial Planner
- Investment Banker
- Securities Trader
- Risk Assurance
- Financial Advisor
- Financial Analyst
- Money / Investment Manager
- Asset Manager
- Chief Financial Officer (CFO)
- Risk Manager

Premier Digital Tech Institution

## The Benefits of the Programme

Upon successful completion of this 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 information including reflection 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.

## 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-making.

*Accredited by:*

CISI
CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT

## Modules & Project

This programme comprises 10 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Finance Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managerial Finance
- Investment, Markets and Financial Decisions

**Modules**

- Quantitative Methods for Decision Making
- Corporate Finance
- Financial Statement Analysis
- Financial Markets and Institutions
- Financial Regulation and Regulatory Policy
- Fixed Income and Equity Investment
- Securities, Futures and Options
- International Finance
- Research Methodology
- Investment and Portfolio Management
- Project

## Project

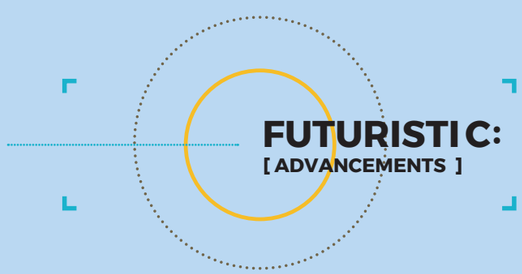
You will be expected to conduct effective research in relation to Finance for both academic and industry purposes. Project will provide you an opportunity to study a topic related to Finance in the form of a written report. You are required to develop your chosen research study by conducting literature reviews, engaging with research methodology, developing skills in data collection and analysis. At the end of the study, you will produce and present a report conforming to the conventions of academic writing.

# Master of Finance with a specialism in FinTech

## FINTECH FOR THE FUTURE

Financial Technology (FinTech) is gaining momentum year-on-year and creating a huge demand for professionals with specific FinTech skills. Traditional accounting and finance industry is getting digitally transformed. To cater to the skill gap in the Financial Services the technology application has become an essential part of the graduate skill.

Traditional financial institutions and FinTech start-ups alike are looking for more candidates who specialise in Artificial Intelligence, Machine Learning, Data Science. According to Bloomberg reporting and data from LinkedIn[1], job listings requiring these skills in the financial services industry increased nearly 60% in the past year. APU Master of Finance (FinTech) programme is designed to cater to the increased demand for finance graduates with FinTech skills.




*Powered by* FINTECH

"FinTech is massively popular. 96% of global consumers are aware of FinTech-driven money transfer and payment services. 3 out of 4 consumers have used an alternative money transfer and payment service."

**- EY Global FinTech Adoption Index**



## FINTECH FOR THE FUTURE

60% of consumers want to transact business with financial institutions with a single platform, such as social media or mobile banking apps. **(Ernst & Young)**

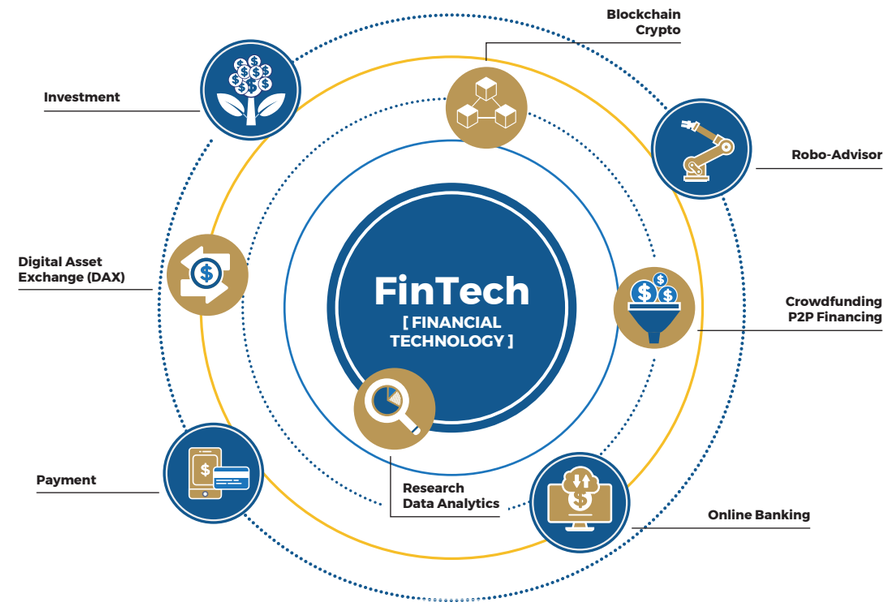
"Global FinTech market investments have seen a 28% year-on-year rise from 2018 to 2019." **(Tranglo)**

In 2017, 88% of incumbent financial institutions feared that they would lose money to the disruptive innovation of FinTech companies, but 82% plan to partner with FinTech startups in the next 3–5 years. **(PwC)**

In 2019, 64% of consumers worldwide have used one or more FinTech platforms, up from 33% in 2017. **(Ernst & Young)**

"Financial institutions are becoming more technology focused. We see it as the evolving intersection of financial services and technology. Looking forward, we expect FinTech disruptors to continue to expand into other areas within financial services."

**- Pricewaterhouse Coopers (PwC)**




"FinTech is changing businesses and customers rapidly. Those that embrace FinTech will stay at the forefront of their markets; those that don't will lose out on opportunities, customers, and market share."

**- Bernard Marr, Forbes**

# Master of **FINANCE** WITH A SPECIALISM IN FINTECH

DUAL DEGREE

(R2/0412/7/0002)(10/28)(MQA/FA3456)

**Duration:**

Full-time - 1+ years

Part-time - 2-3 years

**This programme is specifically designed to provide:**

- Solid in-depth knowledge in the theory and practice of decision making needed to face the challenges in the FinTech industry.
- An understanding of the demanding financial environment and its key areas at a global level.
- Specialised financial knowledge and tools to move from theory to real-world applications needed for a graduate to be at the forefront of the FinTech world.
- FinTech knowledge and technical skill relevant to Finance.

**Career options**

- Cybersecurity Analyst (Financial Services)
- Data Analyst (Financial Services)
- Finance Manager
- Blockchain Consultant
- Securities Trader
- Financial Planner
- Digital Wealth Manager
- Fund Manager
- Financial Investment Analyst
- Financial Analyst
- Chief Financial Officer (CFO)
- Risk Manager
- Credit Analyst

*Powered by*

FINTECH

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

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

- Understand the financial system and the linkages of financial institutions and markets to corporations, individuals and governments.
- Understand the financial technology (FinTech) ecosystem and the developments that shape the financial industry in the 21st century.
- Acquire the necessary skills to be a successful financial enthusiast championing financial solutions in the 21st century.
- Interpret principles & understandings of financial workings in the world of FinTech.
- Apply qualitative and quantitative techniques in analysing problems in Finance & Technology and solve complex, unstructured finance or investment related problems.
- Perform advanced methods and procedures in solving complex problems by extending the knowledge of the Finance discipline into more specialized areas.
- Employ digital skills such as word processing, the web and econometric packages in analysing financial data while conducting research in a professional field.
- Demonstrate advanced numeracy skills in solving complex problems.
- Apply experience learned and solid understanding of the realities of a business especially in FinTech related areas.

## Who Should Attend

This degree is intended for finance professionals looking to widen their skill base or students who have made a professional commitment to pursue a career in the financial service industry with a focus on FinTech skills and who have studied finance in an undergraduate degree and interested in equipping with the most comprehensive array of analytical tools and techniques. This Master of Finance (FinTech) 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, financial technology, and the functioning of financial institutions and markets.

*Accredited by:*

CISI CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT

## Modules & Project

This programme comprises 10 coursework modules and a Project.

**Pre-Requisite Module (For Non-FinTech Students)**
**Duration: 1 month (Full-time) / 2 months (Part-time)**

- Managerial Finance
- Investment, Markets and Financial Decisions
- Fundamentals of Artificial Intelligence

**Modules**

- Cybercrime and Investigation
- Corporate Finance
- Financial Statement Analysis
- Financial Markets and Institutions
- Financial Technology
- Big Data Analytics and Technologies
- Artificial Intelligence
- International Finance
- Research Methodology
- Investment and Portfolio Management
- Project

## Project

You will be expected to conduct effective research in relation to FinTech for both academic and industrial purposes. The project will provide you with an opportunity to study a topic related to FinTech in the form of a written report. You are required to develop your chosen research study by conducting literature reviews, engaging with research methodology, developing skills in data collection and analysis. At the end of the study, you will produce and present a report conforming to the conventions of academic writing.

# Master of **ACCOUNTING**

DUAL DEGREE

(R2/0411/7/0006)(04/29)(MQA/FA3458)

**Duration:**

Full-time - 1+ years

**This programme is specifically designed to provide:**

- Exposure towards both financial and managerial aspects of accounting.
- Knowledge of current and latest practices and principles of accounting.
- In-depth knowledge of accounting concepts and standard procedures.
- Exposures towards professionalism and ethical standards needed to execute accountabilities and responsibilities in evaluation and decision making.
- FinTech knowledge and technical skill relevant to Accounting and Finance.

**Career options**

- Accounts Manager
- Inventory Manager
- Credit Controller
- Audit Manager
- Financial Analyst
- Tax Consultant
- Payroll Manager
- Compliance Manager
- Budget Analyst
- Senior Risk Analyst
- Audit Consultant
- Chief Financial Officer (CFO)

Premier Digital Tech Institution

## The Benefits of the Programme

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

- Demonstrate a coherent and advanced understanding of the concepts, principles of accounting, its applications and financial workings, and also the application of such understanding in using those financial assets to the real world of business and investment.
- Describe and comment on advanced scholarship in accounting and finance and critically evaluate arguments and assumptions to make judgments.
- Demonstrate the ability to recognise and appropriately respond to ethical issues in the practice of accounting by incorporating appropriate professional codes of conduct and social responsibility.
- Use oral, written and electronic communication to elicit information, to explain, debate and present complex arguments, knowledge and rationale to different audiences and circumstances.
- Gather, interpret, evaluate, analyse and apply relevant professional standards to complex accounting-related issues, and come to well-reasoned conclusions.
- Demonstrate a commitment to life-long learning and professional development by reading and critically appraise management theory.

## Who Should Attend

This programme is specially designed for enhancing the current group of accounting graduates or practitioners who may need to further advance, improve their fundamental understanding of the accounting profession and the market needs from the academia perspective. It is a process of preparation as well as upgrading their skills.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Accounting Students)**
**Duration: 1 month (Full-time)**

- Cost Accounting Fundamental
- Financial Accounting Fundamentals 1
- Financial Accounting Fundamentals 2

**Modules**

- Quantitative Methods for Decision Making
- Managerial Finance
- Professional Ethics and Corporate Governance
- Professional Auditing: Theories and Practices
- Advanced Corporate Reporting and Analysis
- Managerial Economics
- Business Law
- Taxation
- Forensic Accounting Engagement
- Research Methodology
- Global Strategic Management
- Accounting Information Systems
- Management Accounting for Decision Making
- Project

## Project

You will be expected to engage in comprehensive research through a critical review of published material relevant to Accounting. Thorough review is carried out on theoretical and empirical literature from which a conceptual or theoretical framework is derived. Sources of literature will range from academic papers, business case history and consultancy reports. Existing theories and research findings will be utilised to create solutions or opportunities to address challenges in today's international business climate. Identification of such opportunities or challenges will be important factors in modern business strategies and planning. Business case history will be utilised to research and analyse either the strategies of an organisation or the application of specific concepts, theories or techniques as well as analyse the effectiveness and outcomes. The consultancy reports will be utilised to examine contemporary problems faced by one or more organisations and to recommend strategies and actions to be taken by the organisation(s). Case study would be the core focal point of content delivery for this course.

# Master of **ACCOUNTING IN FORENSIC ANALYSIS**

DUAL DEGREE

(R2/0411/7/0007)(04/29)(MQA/FA3459)

**Duration:**

Full-time - 1+ years

**This programme is specifically designed to provide:**

- A progressive, challenging and stimulating framework of study that will equip students with knowledge and skills required in this field.
- Legal and ethical knowledge for forensic accountants to meet the demands of the current financial market.
- FinTech knowledge and technical skill relevant to Accounting and Finance.

**Career options**

- Forensic Accountant
- External Auditor
- Risk Department Manager
- Internal Auditor
- Chief Financial Officer (CFO)
- Forensic Investigator
- Investigative Accountant
- Audit Consultant
- Forensic Advisor
- Forensic Analyst
- Accounts Manager
- Risk Assurance Associate
- Fraud Investigator

Premier Digital Tech Institution

## The Benefits of the Programme

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

- Demonstrate an advanced understanding of the concepts, principles of forensic accounting theory, and understand the legal framework of forensic accounting services and the roles and responsibilities of the forensic accountant.
- Recognise and appropriately respond to ethical issues in the practice of accounting by incorporating appropriate professional codes of conduct and social responsibility.
- Conduct successful investigations and communicate effectively in writing and orally both in and out of the courtroom with respect to a variety of criminal and civil financial matters.
- Develop a mindset of professional scepticism, using critical thinking and creative approaches to complex problem solving.
- Gather and analyse quantitative and non-quantitative evidence, plan and conduct a research project in a professional and ethical manner which requires familiarity with a range of data, research sources and appropriate methodologies.
- Create, evaluate and assess a range of options together with developing the capacity to apply ideas and knowledge to a range of situations.

## Who Should Attend

This progamme is ideal for any fresh graduate interested in pursuing a career in the dynamic and growing field of forensic accounting and fraud examination as well as those accountants and auditors who wish to pursue or enhance their career as forensic accountants. This programme integrates the accounting, auditing and investigative skills used to yield analysis and results suitable for use by the courts as the basis for resolution.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Accounting Students)**
**Duration: 1 month (Full-time)**

- Cost Accounting Fundamental
- Financial Accounting Fundamentals 1
- Financial Accounting Fundamentals 2

**Modules**

- Quantitative Methods for Decision Making
- Managerial Finance
- Forensic Accounting and Fraud Examination
- Professional Auditing: Theories and Practices
- Advanced Corporate Reporting and Analysis
- Managerial Economics
- Forensic Analytics in Financial Statements
- Criminology and Legal Framework
- Cybercrime and Investigation
- Research Methodology
- Global Strategic Management
- Accounting Information Systems
- Management Accounting for Decision Making
- Project

## Project

You will be expected to engage in comprehensive research through a critical review of published material relevant to Accounting in Forensic Analysis. Thorough review is carried out on theoretical and empirical literature from which a conceptual or theoretical framework is derived. Sources of literature will range from academic papers, business case history and consultancy reports. Existing theories and research findings will be utilised to create solutions or opportunities to address challenges in today's international business climate. Identification of such opportunities or challenges will be important factors in modern business strategies and planning. Business case history will be utilised to research and analyse either the strategies of an organisation or the application of specific concepts, theories or techniques as well as analyse the effectiveness and outcomes. The consultancy reports will be utilised to examine contemporary problems faced by one or more organisations and to recommend strategies and actions to be taken by the organisation(s). Case study would be the core focal point of content delivery for this course.



# Master of Arts in Design Innovation Management

The Masters of Arts in Design Innovation Management programme will enhance graduates managerial skills and develop interdisciplinary knowledge through both theoretical and practical modules on a range of topics relevant to contemporary design management issues.

The interdisciplinary blend of design, innovation and management in this programme will enable graduates to develop critical approaches and practices that enhance their effectiveness as a practitioner, to enable graduates to pursue a broad range of design management careers in the private and public sectors relevant to the world of today.

# Master of Arts in **DESIGN INNOVATION MANAGEMENT**

DUAL DEGREE

(R/0288/7/0001)(05/31)(MQA/FA14558)

**Duration:**
Full-time - 1+ years

**This programme is specifically designed to:**

- Extend design innovation management programme to different organisations that consider design to be a strategic competitive force.
- Meet the growing demand for advanced skills in design management and leadership in the various services and business.
- Prepare graduates to meet the growing needs for management of advanced design technology and implementation of new management approaches.

**Career options**

- Project Manager
- Design Producer
- Brand Manager/ Strategist
- Marketing Manager
- Product Manager
- Account Manager
- Client Manager
- Chief Design Officer
- Design Researcher
- Design Strategist
- Service Designer/ Design Experience Strategist
- Venture Architect

Premier Digital Tech Institution

## The Benefits of the Programme

- Innovation and management from a creative perspective, within a world-leading art and design institution with strong link to the creative industries.
- Apply Design Thinking to real-world challenges, design collaboratively, engage critically and creatively with others and learn from shared experiences.
- An interdisciplinary programme informed by theories drawn from a range of design, business and humanities areas and delivered through projects and collaborations.
- Gain insight into creative briefs, target audiences and markets, through Design Management and Innovation.
- Benefit from diverse potential employment routes including setting up your own business, in-house and external design leadership roles, cultural positions and agency management jobs.

## Who Should Attend

This programme is geared towards graduates who have graduated from design backgrounds who wish to master managerial skills that are relevant to their previous experience. This programme also appeals to non-design field managers and executives who require design management skills as part of their managerial responsibility.

*A member of World Design Organisation*

WDO WORLD DESIGN ORGANIZATION

## Modules & Project

This programme comprises 9 coursework modules and a Creative Futures Project.

**Pre-Requisite Modules (For Non-Design Students)**
**Duration: 1 month (Full-Time)**

- Design Literacy
- Visualisation & Information Design
- Understanding Customer
- Managing People

**Core Modules**

- Design and Creative Industries
- Business Planning for Creative Entrepreneur
- Research Methodology
- Design Thinking
- Integrated Brand Management
- Future Media Innovation
- Service Design
- Project Feasibility Study
- Creative Futures Project

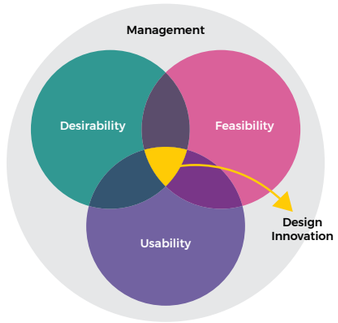
**Elective Modules (Choose 1)***

- Intellectual Property
- Creative Sustainability
- Technology Management
- Design for Retail
- Managing Business Web Presence

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules - however such changes may prolong the study duration.

## Creative Futures Project

For the final project module named Creative Futures Project, you will need to complete an industry-based major projects along with evidence and output related to the Design Innovation Management field. There will be a final exhibition and presentation towards the end of the course.

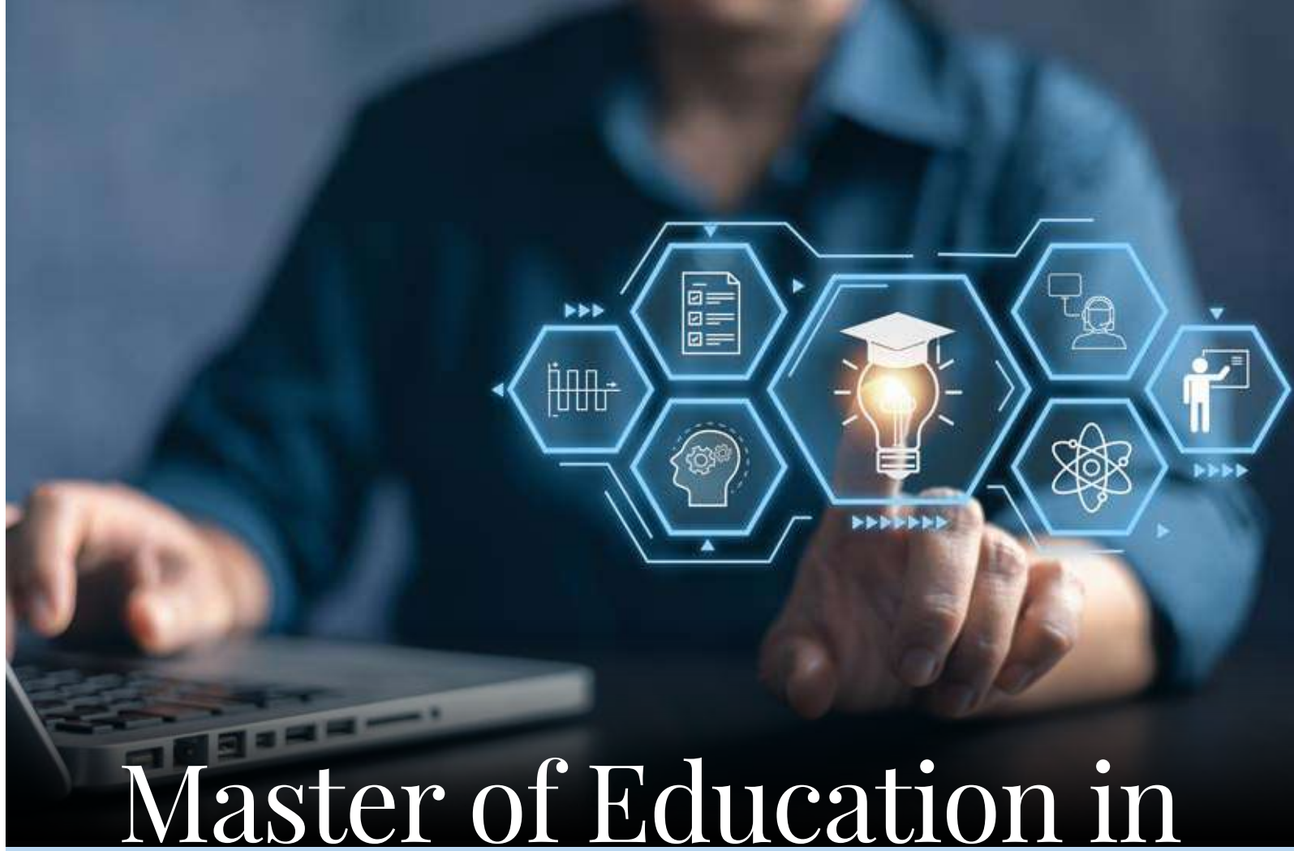



*Framework adopted from Design Innovation Framework Diagram*

This programme will enhance graduates' managerial skills and develop interdisciplinary knowledge through both theoretical and practical modules on a range of topics relevant to contemporary design management issues.

The interdisciplinary blend of design, innovation and management in this programme will enable graduates to develop critical approaches and practices that enhance their effectiveness as a practitioner. This enable graduates to pursue a broad range of design management careers in the private and public sectors relevant to the world today.





# Master of Education in Learning Design and Technology

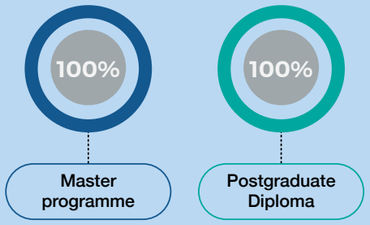
## Unlock the Future of Education with Innovative Learning Design

In an age where education and technology converge, the Master of Education in Learning Design and Technology at APU empowers professionals from all backgrounds to lead the way. Dive into AI-driven environments, master digital learning design, and innovate with advanced assessment techniques. Whether you're an educator or from another field, this programme equips you with the skills to create impactful learning experiences and drive educational innovation. Join us to shape the future of learning and make a lasting difference in the world.

### Programme Alignment with MEE Expert Requirements

**Your Path to Microsoft Elevate for Educators (MEE) Expert Skills**

Our curriculum equips you with cutting-edge digital tools and innovative teaching approaches, positioning you for this prestigious recognition and leadership in educational technology.




*(% indicate coverage levels of required modules)*

**Benefits of Becoming a MEE Expert:**

- Join a global community of educational technology leaders.
- Access exclusive Microsoft resources and development opportunities.
- Gain professional recognition as an educational innovation leader.
- Collaborate with like-minded professionals worldwide.

** Self-nomination is required and renewable on yearly basis.*

# Master of Education in **LEARNING DESIGN AND TECHNOLOGY**

(N/0114/7/0026)(8/29)(MQA/PA17659)

DUAL DEGREE

**Duration:**

Full-time - 1+ years

**This programme is specifically designed to:**

- Innovative curriculum that combines the latest in learning sciences, AI - driven environments and cutting edge digital technologies.
- Professional development in applying practical skills taught by industry experts to design customized educational experiences.
- Supportive learning environments with state-of -the-art facilities and a variety of learner centric teaching methods to foster independent learning through research informed teaching.

**Career options**

- Learning Design Specialist
- E-Learning Trainer
- Instructional Designer
- Digital Learning Designer
- Adaptive Learning Designer
- Educational Technology Executive
- Curriculum Developer
- Educational Technology Manager
- Corporate Training Manager
- Education Technology Entrepreneur
- Data Scientist in Education
- Education Planning Advisor
- Education Policy Advisor

Premier Digital Tech Institution

## The Benefits of the Programme

Our master's programme offers a transformative learning experience, equipping you with the skills and knowledge to excel in the ever-evolving field of education:

- Comprehensive Mastery: Gain a deep understanding of learning design and technology, integrating essential topics from learning sciences to AI-driven environments.
- Practical Skills: Develop hands-on experience with advanced digital technologies to create personalised learning environments.
- Leadership in Innovation: Cultivate your capacity for visionary leadership, ethical practices, and data-informed decision-making.

This programme imparts advanced knowledge and cultivates practical skills necessary for tomorrow's educational leaders.

## Who Should Attend

This programme is for those who want to be at the forefront of educational innovation, shaping the future of learning in various settings, from traditional classrooms to corporate training environments and online platforms.

This programme is ideal for individuals who:

- Work as teachers, trainers, educational administrators, or instructional designers.
- Are passionate about integrating technology into educational settings and improving learning outcomes.
- Want to lead technology integration initiatives in schools, universities, or corporate training departments.
- Are committed to lifelong learning and staying current with the latest trends in educational technology.
- Have a keen interest in addressing educational challenges through technological solutions.

## Modules & Research Project

This programme comprises 9 coursework modules and a Research Project.

**Pre-Requisite Modules (For Non-Education Students)**
**Duration: 1 month (Full-Time)**

- Pedagogy for Teaching in a Digital Age
- Principles of Curriculum Design

**Core Modules**

- Learning Sciences
- Digital Learning Environments
- Innovative Assessments
- Learning Design
- Psychology for Learning
- AI Driven Learning Resources
- Research Methodology
- Learning Analytics for Decision Making
- Research Project

**Elective Modules (Choose 1)***

- Cybersecurity in Educational Technology
- Video Games and Education
- Managing Creativity and Innovation

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules - however such changes may prolong the study duration.

## Research Project

You will be expected to demonstrate the ability to plan and undertake a research project, conduct a thorough investigation of your chosen area of study, extend knowledge related to this area, and defend your work to academic peers. The project report should demonstrate a deep understanding of relevant theories and concepts, as well as the application of theoretical knowledge to real-world problems in business and industry.

***Aligned with the Microsoft Elevate for Educators Expert Pathway***

*Selected modules support the development of digital teaching competencies relevant to the MEE Expert pathway.*

*Separate application and eligibility requirements apply.*

# Master of Philosophy in **ENGINEERING** (R2/0710/7/0005)(04/32)(MQA/FA6112)
# Master of Philosophy in **MANAGEMENT** (R/0414/7/0091)(05/29)(MQA/FA9018)
# Master of Science in **COMPUTING** (R/0614/7/0006)(06/29)(MQA/FA9019)
# Master of Philosophy in **IMMERSIVE TECHNOLOGIES AND VIDEO GAME STUDIES** (N/0211/7/0010)(05/32)(MQA/PA18157)

**Duration:**

Full-time - 2 years
Part-time - 3-4 years

**This programme is specifically designed to provide:**

- Knowledge to enhance technical capabilities within the subject area.
- Understanding of how to innovate, generate and manage the creation of new ideas.
- In-depth knowledge of a certain domain of knowledge, that is related to management and computing.
- Advanced research experience and skills that enable students to pursue a PhD programme.

**Career options**

***Master of Philosophy in Engineering***

- Academic / Lecturer
- Quality Assurance Specialist
- Researcher
- Product Design and Developer
- R&D Engineer
- Project Engineer
- Engineering Consultant

***Master of Philosophy in Management***

- Data Analyst
- Academic / Lecturer
- Researcher

***Master of Science in Computing***

- Computer and Information Systems
- Manager
- IT Director
- IT Research and Development Leader
- Computing Scientist
- University Lecturer
- IT Project Manager

***Master of Philosophy in Immersive Technologies and Video Game Studies***

- Interactive Experience Designer
- Advanced User Experience Strategist
- Immersive Digital Innovation Specialist
- Immersive Technology Scholar - Practitioner

Premier Digital Tech Institution

## Conversion to PhD

Students of the Research Degree programme may convert to a PhD candidate if they satisfy all the criteria below:

(a) Display excellent progress in their research.

(b) Able to demonstrate the potential of their project to be expended to PhD level.

(c) Pass a rigorous assessment.

Successful conversion means that the student will no longer be a Research Degree candidate but will instead become a PhD candidate with their candidature start date backdated to their original Research Degree registration date. Hence, it allows the student to gain a PhD award within a shorter timeframe, without the need to complete a Masters programme.

## Modules & Assessments

This programme is conducted by research and is assessed via oral presentations and reports at various junctures, including a Proposal Defence, regular half-yearly progress monitoring at research colloquiums, Work Completion Defence, Thesis Examination and Viva Voce. Students would need to take one taught module on Research Methodology to gain the pre-requisite knowledge to effectively carry out their research. Regular discussions with the supervisors would be expected to ensure the direction of research as well as the quality and significance of the findings.

## Programme Structure / Process Flow

### Application Process

Ideally, student works with potential supervisors to develop proposal.

| | | | |
|---|---|---|---|
| Start of Candidature | At first opportunity in Year 1 | **Complete all required modules (if any)** | Must pass research methods module Research Methodology for those without a research background. |
| | Within the first 9 months | **Research Colloquium** | Arrange with Programme leader for a presentation slot to gather feedback on research proposal. |
| | Within the first 12 months | **Proposal Defence (PD)** | Submit detailed proposal document. Presentation to examination panel. |
| *** By end of Year 1: may apply to convert MPhil to PhD (must pass assessment) PhD candidature backdated to MPhil registration date** | | | |
| End of Candidature | 4 months before minimum candidature period | **Work Completion Defence (WCD)** | Submit draft thesis. Presentation of completed work. |
| | Before Maximum candidature period | **Submit Thesis for Examination** | Comb-bound thesis copies for examination. |
| | Upon receipt of all examiners' reports | **Viva Voce** | Presentation of completed work to Examination board. |
| | | **Award of Degree** | MPhil (or PhD, if converted) |

100% Online

# Master Degree Open & Distance Learning

Open & Distance Learning (ODL)

- The ODL (Open & Distance Learning) programmes are designed to address the theoretical, practical and scientific skills and contribute towards new and meaningful knowledge in their field of expertise.
- ODL allows students to learn anytime, anywhere at their own pace - this power of freedom has ignited more interest & excitement in learning.
- All the Master (ODL) programmes are available for part-time study mode. The minimum duration of study is 2.5 years.
- Students are to register the modules on a modular basis. Each module will be offered over a two-month duration.

- **Master of Science in Artificial Intelligence (ODL)**
- **Master of Science in Cyber Security (ODL)**
- **Master of Science in Data Science and Business Analytics (ODL)**
- **Master of Business Administration (ODL)**
- **Master of Business Administration with a specialism in:**
  - *Digital Leadership (ODL)*
  - *Artificial Intelligence (MBAi) (ODL)*
  - *Supply Chain Management (ODL)*
  - *Sustainability Leadership (ODL)*
  - *Business Analytics (ODL)*
  - *Oil and Gas Management (ODL)*
  - *Hospitality and Tourism (ODL)*
- **Master of Arts in Design Innovation Management (ODL)**
- **Master of Applied Psychology in Cyberpsychology (ODL)**
- **Master of Education in Learning Design and Technology (ODL)**
- **Postgraduate Diploma of Education in Learning Design and Technology (ODL)**
- **Postgraduate Certificate of Education in Learning Design and Technology (ODL)**



100% Online

**Duration:**
ODL - 2.5-3 years

**This programme is specifically designed to provide:**

- Advanced skills and techniques in artificial intelligence
- Research opportunities to solve meaningful industrial problems with artificial intelligence techniques
- Advanced research opportunities in artificial intelligence in preparation for doctoral studies.

**Career options**

- Software Engineer
- Data Scientist
- AI Researcher
- Intelligence Specialist
- Consultant
- AI Data Analyst
- Machine Learning Engineer
- Robotics R&D Engineer
- Machine Vision Engineer
- Artificial Intelligence Analyst
- Deep Learning Scientist

Premier Digital Tech Institution

DUAL DEGREE

# Master of Science in ARTIFICIAL INTELLIGENCE (ODL)

Open & Distance Learning (ODL)

(N-DL/0613/7/0004)(12/27)(MQA/FA16033)

## The Benefits of the Programme

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

- Gain hands-on experience to implement Artificial Intelligence (AI) to solve problems
- Grasp knowledge on a wide range of subject matters ranging from Machine Learning, Robotics to Natural Language Processing.
- Effectively undertake and manage large scale and complex Artificial Intelligence (AI) projects.
- Engage in the design and implementation of Artificial Intelligence (AI) systems of high quality and reliability.
- Appreciate problems and suggest solutions associated with the development of Artificial Intelligence (AI) systems.
- Appreciate how an efficient Artificial Intelligence (AI) technology based infrastructure is a key factor in enabling a business to gain a competitive edge.
- Draw upon the body of knowledge and be able to overcome human limits to solve new problems using Artificial Intelligence (AI).

## Who Should Attend

This programme is geared towards practicing IT/Computing professionals within industry who seek further formal qualifications in Artificial Intelligence. In addition, professionals and managers who wish to enhance themselves with Artificial Intelligence knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Artificial Intelligence / Software Engineering / Data Science background will also find this programme worthwhile as a path to further enhance their academic qualifications.

## Modules & Project

This programme comprises 10 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 4 months (ODL)**

- Programming in Python
- Database Fundamentals
- Fundamentals in Artificial Intelligence
- Statistics

**Core Modules**

- Artificial Intelligence
- Image Processing and Computer Vision
- Computational Intelligence Optimization
- Applied Machine Learning
- Deep Learning
- Natural Language Processing
- Research Methodology in Computing and Engineering
- Project Paper

**Elective Module 1** (Choose 1)*

- Business Intelligence Systems **OR** Multivariate Methods for Data Analysis

**Elective Module 2** (Choose 1)*

- Applied Robotics **OR** Explainable Artificial Intelligence

**Elective Module 3** (Choose 1)*

- Intelligent Agents and Multi-Agent Systems OR Generative Artificial Intelligence

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Project

You will be expected to conduct effective research in relation to Artificial Intelligence for both academic and industry purposes. Either route will require you to plan and conduct effective academic research, and produce one academic paper, consultancy report or academic paper in relation to an aspect of Artificial Intelligence.

100% Online

# Master of Science in CYBER SECURITY (ODL)

DUAL DEGREE

Open & Distance Learning (ODL)

(N-DL/0613/7/0033)(07/29)(MQA/PA17433)

**Duration:**
ODL - 2.5-3 years

**This programme is specifically designed to provide:**

- Opportunity for professional development at an advanced level within the area of Cyber Security.
- Ability to further develop specialisation gained in taught modules through an extensive research-based and/or technical based dissertation, to prepare a subject matter expert in the field.
- APU is also poised to become a frontrunner in cyber security research through the establishment of the Forensics and Cyber Security (FSEC) Research Centre, through which research activities will be undertaken to challenge boundaries in the application of cyber security.

**Career options**

- Security Architect
- Cyber Security Analyst / Consultant
- Information Security Analyst
- Cyber Security Incident Response Consultant
- Digital Forensic Investigator
- Cyber Security Engineer
- Information Security Engineer
- Cyber Security Manager
- Information Security Manager

*Certification by:*

## The Benefits of the Programme

- The curriculum covers a wide range of industry relevant subject areas in Security Operations Centre (SOC) and Incident Response, Security Auditing and Assessment, Advanced Ethical Hacking, E-Investigation, Data Analytics in Cyber Security etc.
- External reviews conducted by Cyber Security Malaysia (CSM), KPMG and F-Secure during the development of the programme curriculum.
- Programme Support by an Industry Advisory Panel involving cyber security experts from Cyber Intelligence, Cyber Test Systems, Akati Consulting Group and Cyber Security Malaysia (CSM).
- A fully-functional Security Operations Centre (SOC) that allows students to have handson cybersecurity operations platform to monitor live data which allows them to perform real-time cyber security monitoring to fortify network defense with global threat intelligence and launching faster response on cyber security incidents.
- A full-fledged Cyber Threats Simulation and Response Centre – Cyber Range is also included within the Cyber Security Talent Zone in APU. Cyber Range incorporates latest technologies and a military grade cyber-defence system, enabling students to understand and formulate defence strategies, and practice the entire chain of cyber defence, while preparing them to deal with real cyber threat attack when it happens.
- A technical project related to Cyber Security as dissertation in the final semester.
- Research opportunities for students via APU's Forensic and Cyber Security Research Centre - FSEC.

## Who Should Attend

This programme is geared towards practicing IT/Computing professionals within industry who seek further formal qualifications in Cyber Security. In addition, professionals and managers who wish to enhance themselves with Cyber Security knowledge and skills to postgraduate level will find this programme attractive. Fresh undergraduate students from Cyber Security / Digital Forensics background will also find this programme worthwhile as a path to further enhance their academic qualifications..

## Modules & Project

This programme comprises 10 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 4 months (ODL)**

- Programming in Python
- Database Fundamentals
- Digital Forensics and Cyber Security Tools

**Core Modules**

- Information Security Design
- Applied Machine Learning in Cyber Security
- Cyber Security & Threats
- Security Operations Center & Incident Response
- Advanced Ethical Hacking
- Advanced Digital Forensics
- Research Methodology in Computing & Engineering
- Project Paper

**Elective Modules (Choose 3)***

- Network Design & Performance
- Information Security Architectures
- Security Audit and Assessment
- E-Investigation
- Artificial Intelligence

*Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Project

As part of this course, you are expected to complete an extensive project paper in relation to Cyber Security for both academic and industry purposes. This project paper will be supervised by a member of academic staff as the main supervisor. It may involve working with an external organisation (probably directly relevant to your work or organisation or any of our industry partners). You are given considerable flexibility in choosing any Cyber Security related topics to base your project paper. As for the deliverables, you are required to come up with a prototype / simulation / framework etc. (the list is just an example and not limited to only these) and to produce one project paper and a publishable conference / journal paper consists of summary of the work.



100% Online

# Master of Science in DATA SCIENCE AND BUSINESS ANALYTICS (ODL)

DUAL DEGREE

Open & Distance Learning (ODL)

(R-DL/0613/7/0026)(03/31)(MQA/FA14220)

**Duration:**
ODL - 2.5-3 years

**This programme is specifically designed to provide:**

- Knowledge and applied skills in data science, big data analytics and business intelligence.
- Overall understanding of the impact of data science upon modern processes and business.
- Exposure towards data science tools and techniques, as well as methods of data collection and utilisation, to tun data into useful information via various processes.

**Career options**

- Data Engineers
- Data Analyst
- Business Analyst
- Data Scientist
- Chief Technology Officer (CTO)
- Data Analytics Manager
- Business Analyst Manager
- Data Innovation Manager
- Machine Learning Scientist
- Business Process Engineer
- Data Wrangler / Munger / Miner
- Business Intelligence Manager
- Analytics & Reporting Manager
- Decision Analytics Manager

## The Benefits of the Programme

- In addition to the degree award, a Joint Professional Certification will be offered by SAS Institute, USA.
- 30% of the curriculum will allow for mini projects assessed as in-course work allowing for practical skills development in Data Analytics.
- The curriculum covers a wide range of subject matter from Analytical Technologies, Exposure to tools such as R & SAS Modelers, Data Visualisation, Customer/User Behavioural Studies, Forecasting Methods and to Presenting the Business Intelligence reports.
- External Programme Annual Reviews by International University Partners.
- Programme Support by an Industry Advisory Panel involving data analytical experts from Petronas ICT, RedTone, SharePoint, CyberSecurity Malaysia, Maxis, IBM, Microsoft, Fusionex and Axiata.
- Research opportunities via APU's Centre of Analytics - APCA.

## Who Should Attend

This programme is designed to provide students with knowledge and applied skills in data science, big data analytics and business intelligence. It aims to develop analytical and investigative knowledge and skills using data science tools and techniques, and to enhance data science knowledge and critical interpretation skills. Students will understand the impact of data science upon modern processes and businesses, be able to identify, and implement specific tools, practices, features and techniques to enhance the analysis of data.

## Modules & Project

This programme comprises 11 coursework modules and a Capstone Project (2 parts).

**Pre-Requisite Modules (For Non-Computing Students)**
**Duration: 4 months (ODL)**

- Programming in Python
- Database Fundamentals
- Statistics

**Core Modules**

- Big Data Analytics & Technologies
- Data Management
- Natural Language Processing
- Research Methodology for Capstone Project
- Applied Machine Learning
- Data Analytical Programming
- Multivariate Methods for Data Analysis
- Capstone Project 1
- Capstone Project 2
- Advanced Business Analytics and Visualisation

**Specialisation Modules***
**(Choose 1 Pathway only)**

**Pathway 1 (Business Intelligence):**

- Business Intelligence Systems
- Time Series Forecasting
- Behavioural Science, Social Media and Marketing Analytics

**OR** Multilevel Data Analysis
**OR** Operational Research and Optimization

**Pathway 2 (Data Engineering):**

- Cloud Infrastructure and Services
- DataOps and Production Machine Learning
- Deep Learning

**OR** Intelligent Agents and Multi-Agent Systems
**OR** Data Protection and Management

* Specialisation modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules - however such changes may prolong the study duration.

SAS certification is awarded to students who complete:

- Data Management
- Data Analytical Programming
- Advanced Business Analytics and Visualisation

100% Online

# Master of **BUSINESS ADMINISTRATION (ODL)**

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

Open & Distance Learning (ODL)

**Duration:**
ODL - 2.5-3 years

**This programme is specifically designed to provide:**

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

**Career options**

- Business Development Manager
- Finance Manager
- Banking Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Procurement Manager
- Project Manager
- Sales and Marketing Manager
- Market Researcher
- Business Consultant
- Business Research Analyst
- Entrepreneur
- Chief Marketing Officer (CMO)
- Chief Executive Officer (CEO)
- General Manager
- Analytics & Reporting Manager
- Management Consultant
- International Marketing Manager

Premier Digital Tech Institution

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

Upon successful completion of the programme, you will be able to:

- Gain necessary knowledge and understanding about contemporary business and management theory, research and professional practice locally and globally.
- Demonstrate intellectual and practical skills and knowledge within the business and management strategic environment.
- Demonstrate innovative problem solving skills that are capable of tackling global business management issues.
- Understand behavioral science and marketing analytics' skills on tools and business intelligence applications allows to track user preferences and offer or direct that user to targeted content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate ability to devise and apply research and investigative methods within major business research paradigms.
- Understand and critically analyse the contemporary business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the personal effectiveness through effective self management within the professional environment.

## Who Should Attend

This programme is geared towards managers who wish to focus on enhancing and enriching management and critical decision making skills in national and international organisations. In addition, middle and senior level managers who are undergoing challenging tasks in manufacturing and/or services sectors will find this programme useful towards career growth.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting and Finance for Managers
- Global Strategic Management
- Digital Marketing Tools and Trend
- Managerial Economics
- Statistical Decision Making
- Human Resource Management
- Research Methodology
- Technology Management
- Managing Creativity and Innovation
- Behavioural Science, Social Media and Marketing Analytics
- Entrepreneurship
- Business Ethics and Corporate Responsibility
- Project

## Project

You will be expected to conduct effective research in relation to business 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 business leading to a significant project 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 business.



100% Online

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN DIGITAL LEADERSHIP (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

Open & Distance Learning (ODL)

**Duration:**
ODL- 2.5-3 years

**This programme is specifically designed to provide:**

The Master of Business Administration with a specialism in Digital Leadership empower students with advanced skills to confront the complexities of digital transformation. There is a pressing need for professionals who can seamlessly integrate managerial expertise, digital acumen, and visionary thinking. This programme responds to rapid expansion of this employment sector while nurturing employability competencies.

**Career options**

- Analytics & Reporting Manager
- Business Development Manager
- Digital Business Analyst
- Digital Business Consultant
- Business Research Analyst
- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Corporate Strategy Manager
- Decision Analytics Manager
- Entrepreneur
- General Manager
- Global Purchasing Manager
- Digital Transformation Manager
- Logistic and Supply Chain Manager
- Management Consultant
- International Marketing Manager

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

- Identify leadership requirements in different situations and demonstrate appropriate leadership capabilities.
- Attain expertise in strategic thinking, essential for navigating the complex business environment. Develop adaptable leadership skills to excel in diverse situations, demonstrating effective leadership capabilities.
- Understand behavioural science, marketing analytics' skills on tools and business intelligence applications allows digital leaders to track user preferences and strategically offer users towards content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Develop proficiency and skills to address the challenges of digital transformation while fostering a comprehensive understanding of modern business processes, enabling success in the digital era.
- Acquire innovative problem-solving techniques to solve global business challenges.
- Demonstrate ability to devise and apply research and investigative methods within major business research paradigms.
- Understand and critically analyse the digital business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the personal effectiveness through effective self-management within the professional environment.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.

## Who Should Attend

The Master of Business Administration with a specialism in Digital Leadership is designed for professionals who aspire to excel in leadership roles within the dynamic landscape of digital business. This program is ideal for individuals who wish to understand and navigate the intersection of business strategy, digital technologies, and data analytics. It aims to develop the knowledge and skills using the power of technology and data to excel in today's digital business environment.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Understanding Customers
- Business Environment & Strategic Planning
- Managerial Finance

**Core Modules**

- Organisational Behaviour
- Accounting and Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Digital Marketing Tools and Trends
- Statistical Decision Making
- Entrepreneurship
- Human Resource Management
- Research Methodology
- Project

**Specialisation Modules**

- Leading Digital Business Transformation
- Big Data Analytics and Technologies
- Digital Execution

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Digital Leadership) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history.

100% Online

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN BUSINESS ANALYTICS (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

Open & Distance Learning (ODL)

**Duration:**
ODL- 2.5-3 years

**This programme is specifically designed to provide:**

- An opportunity to empower with advanced skills to confront the complexities of digital transformation.
- Ability to provide insights into analytics from a management perspective and make data-driven decisions to solve business problems.
- An overall understanding on how analytics can be used to enhance the decision making process in an organisation.

**Career options**

- Analytics & Reporting Manager
- Business Development Manager
- Business Consultant
- Business Analytics Manager
- Decision Analytics Manager
- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Entrepreneur
- General Manager
- Business Intelligence Analyst
- Market Research Analyst
- Data Mining Expert
- Predictive Analyst

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market by being equipped with specialised skills in business management.
- Understand behavioural science, marketing analytics' skills on tools and business intelligence applications allows to track user preferences and strategically offer users towards content which is used to drive potential customers to specific products or advertisements leading to wider and larger market capture for sales.
- Gain insights and make business recommendations by applying advanced analytics tools and methods.
- Prepare for leadership roles in organisation where data-driven decision making is necessary.
- Improve business process, operations and strategies through the use of analysis tools.
- Understand and critically analyse the digital business and management environment.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate innovative problem solving skills that are capable of tackling business management problems.
- Demonstrate intellectual, analytical skills and knowledge within the business and management strategic management.

## Who Should Attend

This is designed for managers and professionals who want to leverage data analytics to make more informed decisions and improve their organisation's performance. This program is ideal for individuals who wish to advance their skills in data analytics and its application in business, understand and navigate the intersection of business strategy, digital technologies, and data analytics. It aims to develop the knowledge and skills using the power of technology and data to excel in today's digital business environment.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Human Resource Management
- Statistical Decision Making
- Research Methodology
- Entrepreneurship
- Digital Marketing Tools and Trends
- Project

**Specialisation Modules**

- Business Intelligence Systems
- Big Data Analytics and Technologies
- Time Series Analysis and Forecasting

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Business Analytics) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.



100% Online

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN ARTIFICIAL INTELLIGENCE (MBAi) (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

Open & Distance Learning (ODL)

**Duration:**
ODL- 2.5-3 years

**This programme is specifically designed to provide:**

- A solid grounding in core management disciplines, integrated with specialised modules in artificial intelligence and emerging technologies.
- The ability to harness AI-driven insights to make strategic, data-informed decisions across diverse business functions.
- A comprehensive understanding of AI applications in areas such as operations, marketing, finance, and customer experience.
- The skills to lead digital transformation initiatives, manage AI projects, and align technological innovation with business goals.

**Career options**

- AI Integration Specialist
- AI Product Manager
- AI innovation Manager
- AI Strategy Consultant
- Business Intelligence Analyst
- Business Development Manager
- Business Intelligence (BI) Manager
- Digital Transformation Lead
- AI Strategy Manager
- Chief AI Officer

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market with specialised skills tailored to the AI industry and its applications across various sectors.
- Develop, manage, and optimise AI-driven solutions to address complex business challenges and enhance operational efficiency.
- Apply AI technologies and platforms to solve real-world problems.
- Design and implement AI strategies to drive business innovation, improve decision-making, and unlock new value propositions.
- Prepare for leadership roles in both local and global organisations, with the ability to lead AI adoption and digital transformation initiatives.
- Exhibit innovative problem-solving skills, using AI to address industry-specific challenges and capitalize on emerging opportunities.
- Demonstrate strong analytical and decision-making capabilities to support strategic planning and execution in AI-driven projects and business processes.

## Who Should Attend

The MBAi programme is purpose-built for forward-thinking professionals and managers who aspire to lead at the intersection of business strategy and cutting-edge technology. Designed to equip you with advanced leadership and AI expertise, this programme empowers you to drive innovation, lead digital transformation, and make data-driven decisions in a rapidly evolving global economy. Whether you're aiming to accelerate your career into senior executive roles, pivot into AI-powered industries, or launch your own AI-driven venture, the MBAi provides a powerful blend of business acumen and AI specialisation. You'll gain hands-on experience with real-world AI applications and develop the strategic mindset needed to thrive in high-impact roles.

**What sets APU's MBAi apart?**

- Global Relevance: Explore AI's transformative impact across industries like healthcare, finance, retail, and manufacturing.
- Future-Ready Skills: Master predictive analytics, recommendation systems, AI-driven marketing, and intelligent automation.
- Career Versatility: Prepare for roles such as AI Strategy Consultant, Chief AI Officer, or Digital Transformation Lead.
- Innovation-Driven Learning: Tackle ethical challenges, lead AI adoption, and unlock new business models through AI.

This is more than an MBA — it's your launchpad into the future of intelligent business leadership.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Digital Marketing Tools & Trend
- Statistical Decision Making
- Entrepreneurship
- Human Resource Management
- Research Methodology
- Project

**Specialisation Modules**

- Computational Thinking for AI
- Business Intelligence Systems
- AI for Strategic Leadership

## Project

You will be expected to conduct effective research in relation to your area of specialisation in Artificial Intelligence (AI) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

POWER of Analytics and Data Driven Marketing

100% Online

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN SUPPLY CHAIN MANAGEMENT (ODL)

Open & Distance Learning (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

**Duration:**
ODL- 2.5-3 years

**This programme is specifically designed to provide:**

- An opportunity to fulfil the demands of organisation's operating in today's dynamic market and addressing the challenges of the modern supply chain landscape, taking advantage of technological improvement and optimise supply chain processes.
- Ability to provide insights into analytics from a supply chain perspective, facilitating strategic decision-making related to design, sourcing and distribution.
- An overall awareness of sustainability and ethical considerations within supply chain management, emphasizing responsible sourcing and environmental impact awareness.

**Career options**

- International Logistics Manager
- Logistic and Supply Chain Manager
- Business Development Manager
- Business Consultant
- Supply Chain Analyst
- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Inventory Control Manager
- Entrepreneur
- General Manager
- Procurement Manager
- Project Manager

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Streamline and enhance supply chain operations to improve efficiency and reduce cost.
- Leverage technologies and tools to enhance supply chain visibility and empower organisation to make data-driven decisions.
- Integrate sustainability and ethical principles into supply chain management, promoting responsible sourcing and environmentally friendly practices.
- Develop leadership competencies to drive innovation and foster organisational transformation.
- Implement managerial strategies to ensure business continuity, even in challenging situations.
- Understand and critically analyse the supply chain challenges and disruptions.
- Effectively communicate towards different audiences and circumstances via a variety of communication tools and methods.
- Demonstrate the ability to learn independently and to take responsibility for continuing professional development.
- Demonstrate innovative problem-solving skills that are capable of tackling business management problems.
- Demonstrate intellectual, analytical skills and knowledge within the business and supply chain strategic management.
- Demonstrate the personal effectiveness through effective self-management within the professional environment.

## Who Should Attend

This is designed for managers and professionals who want to advance their careers and deepen their expertise in supply chain and business management. This programme is ideal for individuals involved in procurement, sourcing, and vendor management who wish to enhance their skills in supply chain. Additionally, analysts and entrepreneurs who looking to specialise in supply chain data analysis and decision-making will benefit significantly. Essentially, this programme is suitable for a wide range of individuals, whether they have existing supply chain experience or are eager to enter this dynamic and challenging field.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Human Resource Management
- Statistical Decision Making
- Research Methodology
- Entrepreneurship
- Digital Marketing Tools and Trends
- Project

**Specialisation Modules**

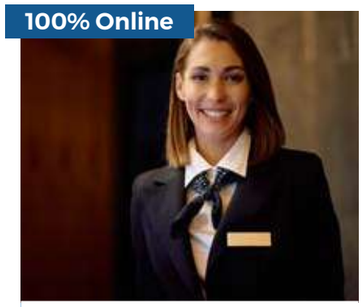
- Green Supply Chain
- Digital Supply Chain
- Procurement Management

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Supply Chain Management) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.



100% Online



# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN HOSPITALITY AND TOURISM (ODL)

Open & Distance Learning (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

**Duration:**
ODL- 2.5-3 years

**This programme is specifically designed to provide:**

- The ability to generate insights from a management perspective and make data-driven decisions to solve business challenges.
- Skills in developing and implementing effective strategies specific to the hospitality and tourism sectors.
- Leadership capabilities and a deep understanding of best practices within the hospitality and tourism industries.
- Expertise to address emerging trends and challenges related to sustainable practices and innovation in hospitality and tourism.

**Career options**

- Chief Executive/Operations Officer
- Hotel/Resort General Manager
- Event Planner/Organizer
- Restaurant/F&B Service Manager
- Airlines/Cruise Manager
- Tour Operator/ Tourism Consultant
- Public Relations Manager
- Marketing/HR Manager
- Revenue/Finance Manager

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market with specialised skills tailored to the hospitality and tourism industries.
- Derive actionable insights and make strategic recommendations specifically relevant to hospitality and tourism.
- Apply advanced analytical tools and methods to gain insights and make business recommendations.
- Prepare for leadership roles in organisation.
- Improve business process, operations and strategies within the hospitality and tourism sectors.
- Exhibit innovative problem-solving skills tailored to the unique challenges of hospitality and tourism management.
- Demonstrate strong intellectual and analytical capabilities in strategic management within the context of hospitality and tourism.

## Who Should Attend

This programme is designed for managers and professionals aiming to advance their careers into senior managerial or executive roles within the hospitality and tourism industry by acquiring advanced knowledge and leadership skills. It is also well-suited for individuals interested in starting or managing their own businesses within the hospitality and tourism industry, providing a solid foundation in both business management and industry-specific practices. Additionally, this programme is ideal for those passionate about sustainable practices in hospitality and tourism, seeking to develop expertise in implementing and managing sustainable initiatives.

POWER of Analytics and Data Driven Marketing

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Managerial Finance
- Understanding Customers
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Human Resource Management
- Statistical Decision Making
- Research Methodology
- Entrepreneurship
- Digital Marketing Tools and Trends
- Project

**Specialisation Modules**

- Events Planning and Management
- Leadership for Hospitality Business
- Sustainable Tourism

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Hospitality and Tourism) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

100% Online

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN OIL AND GAS MANAGEMENT (ODL)

Open & Distance Learning (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

**Duration:**
ODL- 2.5-3 years

**This programme is specifically designed to provide:**

- A strong foundation in core management principles, integrated with specialised modules focused on the oil and gas industry.
- The ability to generate data-driven insights and apply strategic thinking to solve real-world business challenges in the oil and gas sector.
- In-depth understanding of the technical, economic, and regulatory dynamics that shape the global oil and gas landscape.
- Leadership capabilities and a comprehensive grasp of best practices, preparing graduates to take on senior roles within the oil and gas industry.

**Career options**

- Energy Project Manager
- Supply Chain & Operations Manager
- Corporate Strategy Analyst
- Environmental Manager/Consultant
- Economist or Financial/Risk Analyst
- Oil & Gas Finance Analyst
- Business Development Manager
- Energy Technology Consultant
- Upstream Manager
- Corporate Strategy Manager (Energy Sector)

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

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

- Gain a competitive edge in the job market with specialised skills tailored to the oil and gas industries.
- Develop, manage, and optimise oil and gas operations while leveraging advanced technologies to improve efficiency and reduce costs.
- Apply industry-specific tools and techniques, including data analytics, digital transformation technologies, and sustainable energy practices.
- Design and implement effective strategies for oil and gas exploration, production, and distribution to maximize value while ensuring regulatory compliance.
- Prepare for leadership roles in both local and global oil and gas organisations, equipped with strategic, technical, and management expertise.
- Exhibit innovative problem-solving skills tailored to address unique industry challenges, such as resource management, environmental concerns, and market fluctuations.
- Demonstrate strong analytical and decision-making capabilities to support strategic planning and execution within the context of the oil and gas sector.

## Who Should Attend

This programme is designed for managers and professionals aiming to advance their careers into senior managerial or executive roles within the oil and gas industry by acquiring advanced knowledge and leadership skills. An MBA in Oil and Gas Management is a specialised MBA designed to equip professionals with the strategic, operational, and financial skills needed to manage and lead in the global energy industry — especially in sectors related to exploration, production, refining, trading, and sustainable energy transition. It is also well-suited for individuals looking to transition into the energy sector, or those interested in managing or starting their own business within the oil and gas industry, providing a solid foundation in both business management and industry-specific practices. This programme is also ideal for those passionate about optimizing operational efficiencies and navigating the regulatory complexities within the energy sector. It offers the opportunity to engage with real-world challenges while leveraging global business opportunities in the oil and gas landscape.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Managerial Finance
- Understanding Customers
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting & Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Digital Marketing Tools & Trend
- Statistical Decision Making
- Entrepreneurship
- Human Resource Management
- Research Methodology
- Project

**Specialisation Modules**

- Oil & Gas Project Management & Infrastructure Development
- Petroleum Economics & Asset Evaluation
- Oil & Gas Laws, Energy Policy & Decarbonisation Strategies

* Specialisation modules may be offerred on modular basis.

## Project

You will be expected to conduct effective research in relation to your area of specialisation in Oil & Gas Management for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.



100% Online

# Master of **BUSINESS ADMINISTRATION** WITH A SPECIALISM IN SUSTAINABILITY LEADERSHIP (ODL)

Open & Distance Learning (ODL)

(N-DL/0414/7/0005)(05/27)(MQA/FA15616)

**Duration:**
ODL- 2.5-3 years

**This programme is specifically designed to provide:**

- Advanced knowledge and skills to effectively lead and manage sustainability initiatives within organizations.
- Leadership capabilities focused on driving sustainability agendas and integrating sustainable practices into business strategies.
- Problem-solving skills to address complex sustainability issues and create innovative solutions that promote long-term environmental and social responsibility.
- Principles of ethical leadership and corporate social responsibility to guide decision-making and strategic planning.

**Career options**

- Sustainability Manager / Consultant
- Corporate Social Responsibility Manager
- Environmental Consultant
- Sustainability Analyst
- Sustainable Product Development Manager
- Green Finance Specialist
- Chief Sustainability Officer (CSO)

Premier Digital Tech Institution

*Note: The specialism will appear only in the academic transcript.*

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

- Gain specialised skills in sustainability leadership, enhancing marketability and career prospects in various industries.
- Derive actionable insights and provide strategic recommendations specifically related to sustainability initiatives and practices.
- Prepare for leadership positions, focusing on driving and integrating sustainability strategies within organizations.
- Improve processes, operations, and strategies to promote sustainability and long-term environmental and social responsibility.
- Exhibit innovative problem-solving skills tailored to addressing complex sustainability issues and driving impactful solutions.
- Demonstrate strong intellectual and analytical capabilities in strategic management with a focus on sustainability leadership and corporate responsibility.

## Who Should Attend

This programme is designed for individuals who eager to lead and implement sustainability initiatives effectively within organisations and drive impactful change in today's evolving business environment. It is particularly suited for managers and professionals aiming to integrate sustainability into their company's strategic framework and operations. Additionally, it benefits policy makers and advisors involved in shaping or influencing sustainability policies and regulations at organisational, local, or national levels. Additionally, it is also suitable for business owners or entrepreneurs interested in establishing or managing enterprises with a strong commitment to sustainability and responsible practices.

## Modules & Project

This programme comprises 13 coursework modules and a Project.

**Pre-Requisite Modules (For Non-Business Students)**
**Duration: 2 months (ODL)**

- Managing People
- Managerial Finance
- Understanding Customers
- Business Environment & Strategic Planning

**Core Modules**

- Organisational Behaviour
- Accounting and Finance for Managers
- Managerial Economics
- Technology Management
- Global Strategic Management
- Digital Marketing Tools and Trends
- Statistical Decision Making
- Entrepreneurship
- Human Resource Management
- Research Methodology
- Project

**Specialisation Modules**

- Leadership and Sustainability
- Business Ethics & Corporate Responsibility
- FinTech, Green Finance, and Investment

## Project

You will be expected to conduct effective research in relation to your area of specialisation (Sustainability Leadership) for both academic and industry purposes. Either route will require you to plan and conduct an effective individual research and analysis, leading to a significant academic paper, consultancy report or case history in relation to an aspect of business.

POWER of Analytics and Data Driven Marketing

100% Online

# Master of Arts in DESIGN INNOVATION MANAGEMENT (ODL)

(N-DL/0288/7/0002)(03/30)(MQA/PA17935)

DUAL DEGREE

Open & Distance Learning (ODL)

**Duration:**
ODL - 2.5-3 years

**This programme is specifically designed to provide:**

- Extend design innovation management programme to different organisations that consider design to be a strategic competitive force.
- Meet the growing demand for advanced skills in design management and leadership in the various services and business.
- Prepare graduates to meet the growing needs for management of advanced design technology and implementation of new management approaches.

**Career options**

- Project Manager
- Design Producer
- Account/Client Manager
- Chief Design Officer
- Design Researcher
- Design Strategist
- Service Designer /Design Experience Strategist
- Marketing Manager
- Product Manager
- Brand Manager / Strategist
- Venture Architect
- Sustainable Designer / Sustainable Manager
- Innovation Manager

Premier Digital Tech Institution

## The Benefits of the Programme

- The MA in Design Innovation Management programme will enhance graduates managerial skills and develop interdisciplinary knowledge through both theoretical and practical modules on a range of topics relevant to contemporary design management issues.
- The interdisciplinary blend of design, innovation and management in this programme will enable graduates to develop critical approaches and practices that enhance their effectiveness as a practitioner, to enable graduates to pursue a broad range of design management careers in the private and public sectors relevant to the world of today.
- Graduates will also learn the value of collaborative behaviour and teamwork through modules such as the collaborative project, and will gain an insight into the inner workings and pressures facing real world contexts.

## Who Should Attend

This programme will appeal to graduates who wish to:

- Gain valuable insights into how design innovation management is expanding in complex and changing contemporary contexts, while applying the skills and knowledge through a diversity of projects.
- Develop innovative and critical thinkers through the key areas of creative practice, business/management, and cultural research that come together in this curriculum.
- Place an emphasis on strategic and socially engaged design and real-world projects with agencies, research and strategy organisations and not-for-profit organisations.

*A member of World Design Organisation*

WDO WORLD DESIGN ORGANIZATION

## Modules & Project

The programme comprises of 8 coursework modules, research methodology and a project named Creative Futures Project.

**Pre-Requisite Modules (For Non-Design Students)**
**Duration: 2 months (ODL)**

- Design Literacy
- Visualisation & Information Design
- Understanding Customer
- Managing People

**Core Modules**

- Design and Creative Industries
- Business Planning for Creative Entrepreneur
- Research Methodology
- Design Thinking
- Integrated Brand Management
- Future Media Innovation
- Service Design
- Project Feasibility Study

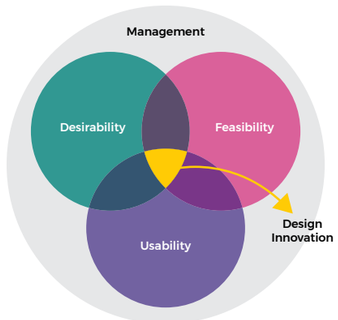
**Elective Modules (Choose 1)***

- Intellectual Property
- Creative Sustainability
- Managing Design for Web

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Creative Futures Project

Student will need to complete an industry-based major projects along with evidence and output related to Design Innovation Management field. There will be a final exhibition and presentation towards the end of the course.




*Framework adopted from Design Innovation Framework Diagram*

This programme will enhance graduates' managerial skills and develop interdisciplinary knowledge through both theoretical and practical modules on a range of topics relevant to contemporary design management issues.

The interdisciplinary blend of design, innovation and management in this programme will enable graduates to develop critical approaches and practices that enhance their effectiveness as a practitioner. This enable graduates to pursue a broad range of design management careers in the private and public sectors relevant to the world today.



100% Online

# Master of Applied Psychology in CYBERPSYCHOLOGY (ODL)

(N-DL/0313/7/0025)(06/30)(MQA/PA18241)

DUAL DEGREE

Open & Distance Learning (ODL)

**Duration:**
ODL - 2+ years

**This programme is specifically designed to provide:**

- **Digital Mind & Behavior:** Build a deep understanding of how digital spaces—like social media, AI, and virtual reality—shape human thoughts, identity, and actions.
- **Cybersecurity & Online Risks:** Gain practical insights into real-world digital issues, including online deception, internet safety, cyber forensics, and digital well-being.
- **Data & Research Skills:** Master advanced tools in data analysis, psychology testing, and both quantitative and qualitative research built for digital environments.
- **Ethics & Hands-On Practice:** Learn to navigate ethical challenges like algorithmic bias and data privacy, then apply these skills in a real-world internship and research project.

**Career options**

- User Experience (UX) Researcher
- Behavioral Product Designer
- Digital Well-being Consultant
- Tech Sector People & Culture Strategist
- Cyber-Workforce Wellness Manager
- Policy Advisor (Digital Risks & Mental Health)
- Cyberpsychology Research Scientist
- Digital Mental Health Programme Coordinator
- Media Literacy Educator
- Telehealth Experience Designer

Premier Digital Tech Institution

## The Benefits of the Programme

- First-Mover Advantage: Join one of the few specialised postgraduate programmes in Asia that directly addresses the intersection of psychological science and the "Human 5.0" digital landscape.
- Comprehensive Core-to-Elective Pipeline: Balance essential psychological foundations (Ethics, Research Methods, Psychometrics) with cutting-edge specialisation tracks like Forensic Cyberpsychology and Workforce Mental Health.
- Industry-Aligned Practicum: Gain direct, supervised professional experience, allowing students to apply cyberpsychological theories to actual organisational or community challenges.
- Dual-Perspective Competency: Develop a unique dual fluency—understanding both the psychological needs of the user/employee and the technical architecture of the digital platforms they inhabit.
- Future-Proof Skillset: Acquire highly transferable skills in behavioral data analysis, digital risk mitigation, and ethical AI implementation that remain resilient to rapid technological shifts.

## Who Should Attend

This programme is meticulously designed for ambitious professionals and graduates aiming to pioneer the next frontier of behavioural science:

- Psychology & Social Science Graduates: Individuals holding a bachelor's degree in psychology, counseling, or related disciplines who want to specialise in the rapidly expanding domain of cyberspace and digital behavior.
- Tech & Design Professionals: UX/UI researchers, product managers, software developers, and AI designers who want to deeply understand the psychological impact of their tech designs and optimise user engagement ethically.**
- Cybersecurity & IT Specialists: Professionals looking to master the "human element" of cybersecurity, understanding social engineering, insider threats, and the cognitive load of tech teams.**
- HR & Corporate Wellness Managers: People operations professionals tasked with managing remote workforces, digital burnout, and the overall mental well-being of a highly digitised workforce.
- Law Enforcement & Policy Professionals: Analysts, legal professionals, and policy makers aiming to understand digital deception, cyber-crime behavioural, and national digital health frameworks.**

## Modules & Practicum

This programme includes 10 modules: 9 coursework modules and 1 practicum.

**Core Modules**

- Core Concepts of Cyberpsychology
- Research Methods & Statistics
- Ethical and Professional Issues in Psychology
- Mental Health of Cyber Workforce
- Psychometric Testing
- Research Project
- Forensic Cyberpsychology
- Practicum

**Elective Modules (Choose 2)***

- Cyberpsychology of Deception **OR** Consumer & Media Cyberpsychology
- Cybercognition & Behaviour **OR** Social Psychology in Cyberspace

* Elective modules may be pre-selected. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the timetable **OR** among the intensive delivery modules - however such changes may prolong the study duration.

## Practicum

Practicum equips students with essential skills for career growth in digital intervention design, online behavior training, and technological psychological development. Students will apply their knowledge in a chosen digital, clinical, research or corporate setting - designing, delivering, and reflecting on a cyberpsychology-based initiative or session. They will receive professional supervision and feedback, using it to continuously improve and achieve key industry competencies in applied cyberpsychology.

*** Applicants without a Psychology-related Bachelor's degree must pass the pre-requisite modules (45 credits) to continue with the Master's Degree.*

*This programme was designed in collaboration with the Cyberpsychology Research Group, University of Sydney, Australia & De Montfort University, Leicester UK.*

THE UNIVERSITY OF SYDNEY

DE MONTFORT UNIVERSITY LEICESTER

100% Online

# Master of Education in **LEARNING DESIGN AND TECHNOLOGY (ODL)**

DUAL DEGREE

Open & Distance Learning (ODL)

(N-DL/0114/7/0025)(8/29)(MQA/PA17660)

**Duration:**
ODL - 2.5-3 years

**This programme is specifically designed to provide:**

- Innovative curriculum that combines the latest in learning sciences, AI - driven environments and cutting edge digital technologies.
- Professional development in applying practical skills taught by industry experts to design customized educational experiences.
- Supportive learning environments with state-of -the-art facilities and a variety of learner centric teaching methods to foster independent learning through research informed teaching.

**Career options**

- Teacher
- Learning Design Specialist
- E-Learning Trainer
- Instructional Designer
- Digital Learning Designer
- Adaptive Learning Designer
- Educational Technology Executive
- Curriculum Developer
- Educational Technology Manager
- Corporate Training Manager
- Education Technology Entrepreneur
- Data Scientist in Education
- Education Planning Advisor
- Education Policy Advisor

Premier Digital Tech Institution

## The Benefits of the Programme

Our master's programme offers a transformative learning experience, equipping you with the skills and knowledge to excel in the ever-evolving field of education:

- Comprehensive Mastery: Gain a deep understanding of learning design and technology, integrating essential topics from learning sciences to AI-driven environments.
- Practical Skills: Develop hands-on experience with advanced digital technologies to create personalised learning environments.
- Leadership in Innovation: Cultivate your capacity for visionary leadership, ethical practices, and data-informed decision-making.

This programme imparts advanced knowledge and cultivates practical skills necessary for tomorrow's educational leaders.

## Who Should Attend

This programme is for those who want to be at the forefront of educational innovation, shaping the future of learning in various settings, from traditional classrooms to corporate training environments and online platforms.

This programme is ideal for individuals who:

- Work as teachers, educator, trainers, educational administrators, or instructional designers.
- Are passionate about integrating technology into educational settings and improving learning outcomes.
- Want to lead technology integration initiatives in schools, universities, or corporate training departments.
- Are committed to lifelong learning and staying current with the latest trends in educational technology.
- Have a keen interest in addressing educational challenges through technological solutions.

## Modules & Project

This programme comprises 9 coursework modules and a Research Project.

**Pre-Requisite Modules (For Non-Education Students)**
**Duration: 2 months (ODL)**

- Pedagogy for Teaching in a Digital Age
- Principles of Curriculum Design

**Core Modules**

- Learning Sciences
- Digital Learning Environments
- Innovative Assessments
- Learning Design
- AI Driven Learning Resources
- Psychology for Learning
- Research Methodology
- Learning Analytics for Decision Making
- Research Project

**Elective Modules (Choose 1)***

- Cybersecurity in Educational Technology
- Video Games and Education
- Managing Creativity and Innovation

* Elective modules may be pre-selected for students at the beginning of the semester. If students wish to change these pre-selected elective modules, they can choose from the available modules offered in the semester **OR** among the intensive delivery modules – however such changes may prolong the study duration.

## Research Project

You will be expected to demonstrate the ability to plan and undertake a research project, conduct a thorough investigation of your chosen area of study, extend knowledge related to this area, and defend your work to academic peers. The project report should demonstrate a deep understanding of relevant theories and concepts, as well as the application of theoretical knowledge to real-world problems in business and industry.

***Aligned with the Microsoft Elevate for Educators Expert Pathway***

*Selected modules support the development of digital teaching competencies relevant to the MEE Expert pathway.*

*Separate application and eligibility requirements apply.*



100% Online

# Postgraduate Diploma of Education in **LEARNING DESIGN AND TECHNOLOGY (ODL)**

DUAL DEGREE

Open & Distance Learning (ODL)

(N-DL/0114/7/0031)(09/29)(MQA/PA17658)

**Duration:**
ODL - 2 years

**This programme is specifically designed to provide:**

- Innovative Curriculum: Dive into a program that combines the latest in learning sciences, AI-driven environments, and cutting-edge digital technologies.
- Professional Development: Learn from industry experts and gain practical skills to design adaptive, inclusive educational experiences.
- Supportive Learning Environment: Benefit from state-of-the-art facilities and a variety of teaching methods designed to foster independent learning and research.

**Career options**

- Learning Design Specialist
- E-Learning Trainer
- Instructional Designer
- Digital Learning Designer
- Adaptive Learning Designer
- Educational Technology Executive
- Curriculum Developer
- Educational Technology Manager
- Corporate Training Manager
- Education Technology Entrepreneur
- Education Technology Policy Advisor

Premier Digital Tech Institution

## The Benefits of the Programme

Our Postgraduate Diploma of Education in Learning Design and Technology provides an in-depth exploration of key areas essential for educational innovation and leadership:

- Comprehensive Skill Development: Enhance your ability to design, implement, and evaluate effective learning experiences across a range of contexts.
- Applied Learning: Engage in Professional Practice to apply your knowledge in real-world settings, developing critical skills in adaptive and inclusive learning design. Learn to manage creativity and innovation while addressing diverse educational challenges.
- Leadership and Career Advancement: Develop the expertise needed to lead educational innovation and drive change across diverse environments. Engage in research that fosters life-long learning, equipping you with the skills to adapt and grow continuously in an evolving educational landscape.

## Who Should Attend

This Postgraduate Diploma programme is ideal for individuals who seek to enhance their expertise in the integration of technology into education and training:

- Teachers, educators and trainers looking to enhance their skills in digital learning, innovative assessments, and educational technology.
- Instructional Designers and Learning Technologists who want to explore advanced topics like AI-driven resources and cybersecurity, etc.
- Educational Leaders and Corporate Trainers aiming to lead technological innovation and manage creativity in various learning environments.
- Professionals Transitioning to Education interested in gaining foundational knowledge in learning design and technology.

## Modules & Professional Practice

The programme comprises of 7 coursework modules and 2 Professional Practice.

**Pre-Requisite Modules (For Non-Education Students)**
**Duration: 2 months (ODL)**

- Pedagogy for Teaching in a Digital Age
- Principles of Curriculum Design

**Core Modules**

- Learning Sciences
- Digital Learning Environments
- Innovative Assessments
- Learning Design
- AI Driven Learning Resources
- Psychology for Learning
- Professional Practice 1
- Professional Practice 2

## Professional Practice

Professional Practice equips participants with essential skills for career growth in programme creation, training, and development. Participants will apply their knowledge in a chosen educational or training setting, designing, delivering, and reflecting on a session. They will receive observation and feedback, using it to continuously improve and achieve key competencies.

***Aligned with the Microsoft Elevate for Educators Expert Pathway***

*Selected modules support the development of digital teaching competencies relevant to the MEE Expert pathway.*

*Separate application and eligibility requirements apply.*

100% Online

# Postgraduate Certificate of Education in LEARNING DESIGN AND TECHNOLOGY (ODL)

DUAL DEGREE

Open & Distance Learning (ODL)

(N-DL/0114/7/0032)(09/29)(MQA/FA17661)

**Duration:**
ODL - 1 year

**This programme is specifically designed to provide:**

- Essential competencies and skills that empower you to create impactful educational experiences across diverse settings.
- Hands-on experience through direct engagement with cutting-edge theories and strategies in real-world educational contexts, enhancing your ability to innovate and adapt in diverse learning environments.
- Expert knowledge through learning opportunities guided by experienced professionals and leaders in the field of educational technology.

**Career options**

- Teacher
- Learning Design Specialist
- E-Learning Trainer
- Instructional Designer
- Digital Learning Designer
- Adaptive Learning Designer
- Educational Technology Executive
- Curriculum Developer

Premier Digital Tech Institution

## The Benefits of the Programme

Our Postgraduate Certificate of Education in Learning Design and Technology offers a dynamic introduction to the foundational elements of digital learning and educational innovation:

- Foundational Knowledge: Understand how to create engaging and effective learning experiences in digital contexts.
- Practical Application: Gain hands-on experience through the Professional Practice, where you will apply your knowledge in real-world settings, developing the skills to manage creativity and innovation in diverse educational environments.
- Cutting-Edge Insights: Explore current trends in educational technology. Stay at the forefront of innovation by understanding the latest tools and techniques for enhancing learning through technology.

## Modules & Project

The programme comprises of 4 coursework modules and a Professional Practice.

**Pre-Requisite Modules (For Non-Education Students)**
**Duration: 2 months (ODL)**

- Pedagogy for Teaching in a Digital Age
- Principles of Curriculum Design

**Core Modules**

- Learning Sciences
- Learning Design
- Digital Learning Environments
- Innovative Assessments
- Professional Practice 1

## Who Should Attend

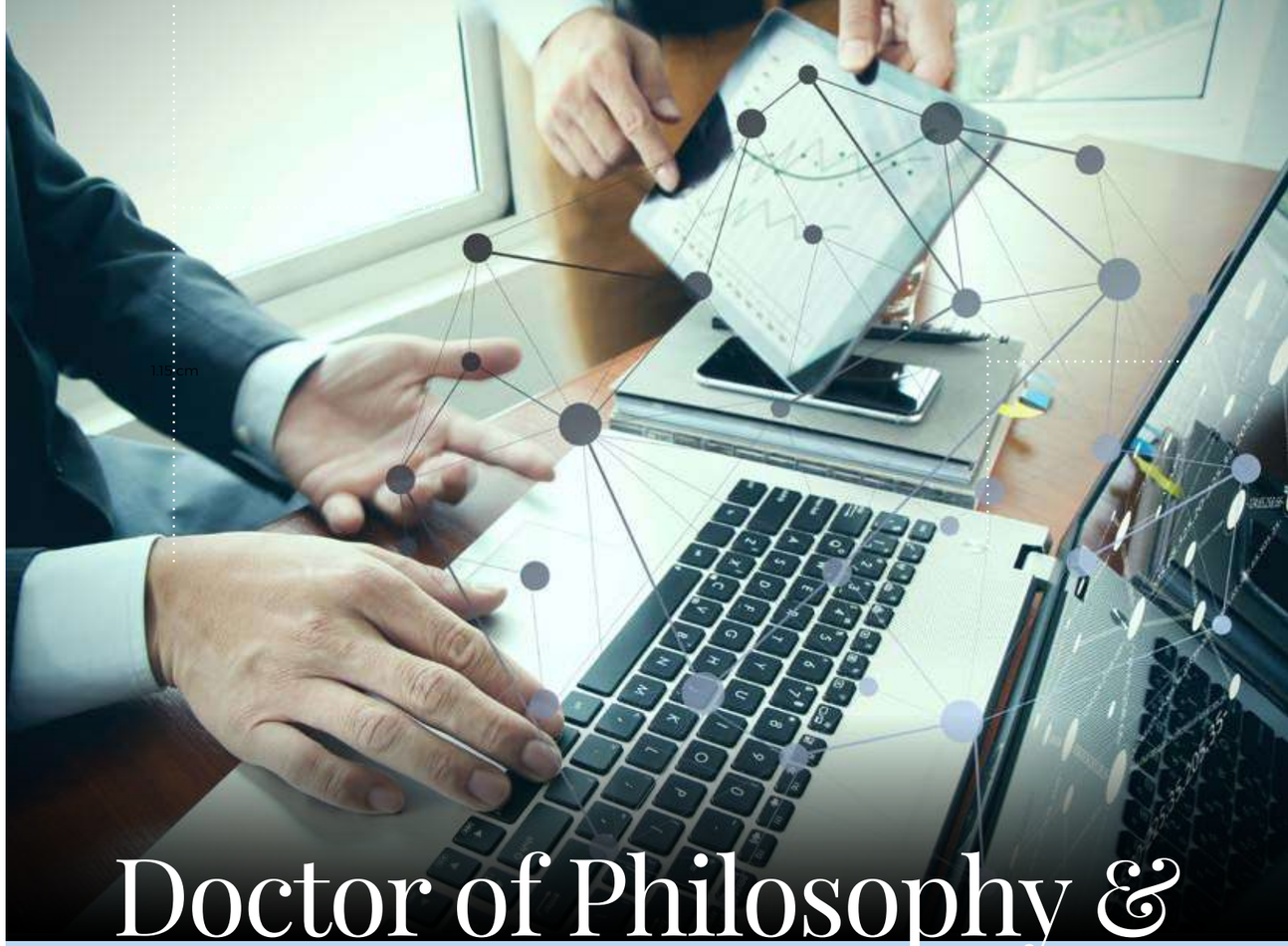
This Postgraduate Certificate programme is ideal for individuals who seek to enhance their expertise in the integration of technology into education and training:

- Teachers, educators and trainers seeking to gain foundational knowledge in digital learning and innovative assessment methods.
- Professionals in Education Technology looking to explore new trends in education.
- Career Changers interested in entering the field of learning design and educational technology with a focus on practical application.

## Professional Practice

Professional Practice equips participants with essential skills for career growth in programme creation, training, and development. Participants will apply their knowledge in a chosen educational or training setting, designing, delivering, and reflecting on a session. They will receive observation and feedback, using it to continuously improve and achieve key competencies.





# Doctor of Philosophy & DBA Programmes

- **Doctor of Philosophy in Computing**
  (R2/0610/8/0002)(07/27)(MQA/FA0928)
- **Doctor of Philosophy in Technology**
  (R2/0611/8/0007)(07/27)(MQA/FA2107)
- **Doctor of Philosophy in Management**
  (R2/0410/8/0007)(08/28)(MQA/FA2094)
- **Doctor of Philosophy in Finance**
  (R2/0412/8/0003)(09/28)(MQA/FA2093)
- **Doctor of Philosophy in Engineering**
  (R2/0710/8/0004)(04/32)(MQA/FA6113)
- **Doctor of Business Administration**
  (N/0414/8/0071)(04/28)(MQA/FA14557)

100% Online

**Open & Distance Learning (ODL):**

- **Doctor of Philosophy in Computing**
  (N-DL/0610/8/0006)(11/27)(MQA/PA14010)
- **Doctor of Philosophy in Technology (ODL)** (N-DL/482/8/0173)(11/27)(MQA/PA14011)
- **Doctor of Philosophy in Management**
  (N-DL/0414/8/0072)(11/27)(MQA/FA14009)

## Why our APU PhD by Research & DBA Programmes?

- 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.
- Comprehensive Student Support Services.
- Resourceful online databases.

# DOCTOR OF PHILOSOPHY PROGRAMME STRUCTURE

**Application Process**

Ideally, student works with potential supervisors to develop proposal.

| | | | |
|---|---|---|---|
| Start of Candidature | At the first opportunity in Year 1 | **Complete all required modules** | Must successfully complete the required Research Methodology module. |
| | Within the first 9 months | **Research Colloquium** | Presentation of the proposed research to a panel to obtain feedback and guidance for further refinement of the research proposal. |
| | Within the first 12 months | **Proposal Defence (PD)** | Submission of the detailed research proposal and presentation to an examination panel for formal assessment. |
| | Every 6 months until thesis submission (May & November) | **Progress Monitoring / Mid-Candidature Defence** | Progress reporting and Presentation on progress, evaluated by a panel. |
| End of Candidature | 6 months before minimum candidature period | **Work Completion Defence (WCD)** | Submit draft thesis. Presentation of completed work. |
| | Before Maximum candidature period | **Submit Thesis for Examination** | Submit thesis for examination |
| | Upon receipt of all examiners' reports | **Viva Voce** | Presentation of completed work to Examination board. |
| | | **Award of Degree** | PhD |

# DURATION FOR PhD / DBA

The minimum and maximum duration of the PhD / DBA programme are as follows:

| Study mode | Normal minimum period* | Normal maximum period** |
|---|---|---|
| Full Time | 3 years | 5 years |
| Part Time | 4 years | 6 years |

* Completion of studies is subject to approval from the Senate
** Candidates with Extenuating Circumstances may apply for approval to extend the duration of study

Students are required to enrol in the Research Methods module to fill the gaps in research skills.

## Minimum Entry Requirement

**Doctor of Philosophy (PhD) Programmes**

- A Masters degree in a related field accepted by the APU Senate
- Other qualifications equivalent to a Masters degree that are accepted by the APU Senate

**Doctor of Business Administration (DBA)**

- Master's degree in related fields, or its equivalent qualification as accepted by the Senate.
- Master's degree in non-related fields as accepted by the Senate and with relevant working experience, subject to a rigorous internal assessment.
- Master's degree in non-related fields as accepted by the Senate and without relevant working experience, subject to passing pre-requisite courses.

## English Requirement

| Programmes | Requirements |
|---|---|
| • Doctor of Philosophy in Computing/<br>• Doctor of Philosophy in Computing - ODL | IELTS 6.0 |
| • Doctor of Philosophy in Technology/ Doctor of Philosophy in Technology - ODL | IELTS 6.0 |
| • Doctor of Philosophy in Engineering | IELTS 5.0 |
| • Doctor of Philosophy in Management / Doctor of Philosophy in Management - ODL | IELTS 6.0 |
| • Doctor of Business Administration (DBA) | IELTS 6.0 |
| • Doctor of Philosophy in Finance | IELTS 6.5 |

Doctor of Philosophy in **COMPUTING** (R2/0610/8/0002)(07/27)(MQA/FA0928)
Doctor of Philosophy in **TECHNOLOGY** (R2/0611/8/0007)(07/27)(MQA/FA2107)
Doctor of Philosophy in **MANAGEMENT** (R2/0410/8/0007)(08/28)(MQA/FA2094)
Doctor of Philosophy in **FINANCE** (R2/0412/8/0003)(09/28)(MQA/FA2093)
Doctor of Philosophy in **ENGINEERING** (R2/0710/8/0004)(04/32)(MQA/FA6113)
Doctor of **BUSINESS ADMINISTRATION** (N/0414/8/0071)(04/28)(MQA/FA14557)

**100% Online**

**Open & Distance Learning (ODL)**

Open & Distance Learning (ODL)

Doctor of Philosophy in **COMPUTING** (N-DL/0610/8/0006)(11/27)(MQA/PA14010)
Doctor of Philosophy in **TECHNOLOGY** (N-DL/0611/8/0039)(11/27)(MQA/FA14011)
Doctor of Philosophy in **MANAGEMENT** (N-DL/0414/8/0072)(11/27)(MQA/FA14009)

**Fields of Research**

## Specialist Doctoral Topics for Supervision

### Engineering

- Sustainable Development
- Renewable Energy
- Power Electronics
- Data Analytics
- Medical Image Processing
- Neural Networks
- Data Compression
- Content-based Retrieval
- Artificial Intelligence Applications in Engineering
- Signal and Image Processing
- Rapid Prototyping
- Engineering Materials
- Silicon Nanoelectronics
- Nanofabrication Technologies
- Single Electron Transistors
- Quantum Computation
- Radiation Detectors
- Optics Fiber/Wireless Communication
- Infrared Remote Sensing Technology
- Wireless and Mobile Systems
- Active Radio frequency Identification System (RFID)
- Wireless Sensor Network (WSN)
- Antenna Design
- Ultra Wideband Applications
- Electromagnetic Sensing
- Artificial Intelligence
- Speech Technology (Recognition and Synthesis)
- Image Processing
- Biomedical Applications in Engineering
- Image Segmentation

### Computing & Technology

- Database Development
- Artificial Intelligence
- Green Computing
- Computing & Society
- Medical Image Processing
- Neural Networks
- Data Compression
- User Interfaces
- Human Computer Interaction
- Content-based Retrieval
- Malware Analysis and Detection
- Cyber Security
- Computer Forensics
- Algorithm and Distributed Computing
- Digital Image Processing
- Machine Learning
- Data Mining
- Neural Networks
- Robotics
- Healthcare Systems
- Technological Innovation and Change
- Information Systems Adoption
- Image Processing
- Graph Theory/ Combinatorics
- Computational Analysis
- Big Data Analytics
- Cloud Computing
- Internet of Things (IoT)
- Natural Language Processing

### Business & Management

- Strategy of Multinational Corporations
- Strategic Framework for SDG6 Adoption - Malaysian In-Bound Technology Transfer Model
- International Human Resource Management
- Business Innovation
- Digital Transformations
- Green Business and Marketing
- Human Resource Management
- Organisation Behaviour
- Public Administration
- Customer Satisfaction
- Work Quality
- Strategic Management
- Supply Chain Operation Management
- Leadership and Corporate Social Responsibility
- Sustainable Supply Chain
- Digital Marketing
- International Entrepreneurship
- Sustainable Development

### Finance

- Finance
- Financial Economics, Time Series Econometrics
- Risk Management
- Portfolio Management
- Financial Statement Analysis
- Monetary Movements, Financial Markets
- Investment
- Financial Technology (FinTech)
- Financial Planning
- Financial Management
- Islamic Finance
- Corporate Governance
- Econometrics

# Doctor of **BUSINESS ADMINISTRATION**

(N/0414/8/0071)(04/28)(MQA/MQA/FA14557)

**Duration:**
Full-time - 3 years
Part-time - 4 years

**This programme is designed for executives, professionals and leaders to prepare them for digital transformation, by:**

- Applying innovation and technology in problem-solving—guided by Design Thinking ideals.
- Employing real-world coaching and providing an entrepreneurial outlook via our in-class and value-added activities.
- Participating in thought leadership sessions delivered by our academic staff and Industry partners.
- Learning and collaborating in a highly dynamic and interactive world-class environment.
- Future-proofing themselves and enabling them to lead digital transformation in organisations.

**Career options**

- Management Analyst
- Business Consultant
- Business Research Analyst
- Market Research Analyst
- Entrepreneur
- Economist
- Professor
- Chief Marketing Officer (CMO)
- General Manager
- Analytics & Reporting Manager
- Decision Analytics Manager
- Management Consultant
- Chief Executive Officer (CEO)
- International Marketing Manager

Premier Digital Tech Institution

## The Benefits of the Programme

***No Exams***
***100% Courseworks/ Assignments***

- The APU DBA prepares you to address the challenges within an increasingly Volatile, Uncertain, Complex and Ambiguous (VUCA) digitalised world.
- The knowledge and experience gained via APU's DBA will allow you to sharpen your skills and competencies in decision making, strategic thinking, and problem solving - be it for work or personal aspirations. The programme is also designed to enhance your research skills which can be applied to strategic formulation, policy formation and organisational risk assessment and mitigation plans.
- The APU DBA programme has a unique digital emphasis and is a technology-infused leadership programme that focuses on future-proofing leaders in a highly volatile and uncertain future.
- The Malaysian Institute of Accountants (MIA) has endorsed APU DBA to enhance and progress existing business knowledge, gaining perspective of contemporary business issues, future trends, and complex problems that require analytical skills to solve.
- Under a strategic collaboration with the Chartered Management Institute, UK, you have the exciting opportunity of enrolling for the exclusive APU-CMI Dual Certification by adding a separate CMI qualification to your APU qualification, you are really on the road to success to be truly recognised globally as a Professional Manager.

## Modules & Dissertation

The emphasis of the DBA programme is on collaboration, interpersonal relationship building and applied experiential learning. Students are required to complete 10 taught modules on the DBA which are delivered in a combination of online and face-to-face blended learning modes depending on the module.

**Pre-Requisite Modules (for non-business students)**
**Duration: 1 month (Full-time), 2 months (Part-time)**

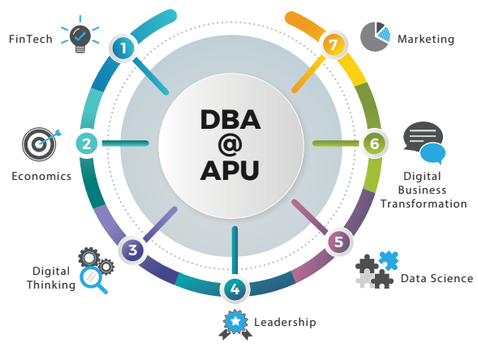
- Managing People
- Understanding Customers
- Managerial Finance
- Business Environment & Strategic Planning

**Modules**

- Strategic Management for Integrated Value Creation
- Accounting and FinTech in Digital Transformation
- Advanced Marketing Intelligence and Research
- Research Methodology
- Leadership and Organisational Science
- Digital Thinking and Innovation Management
- Data Science and Business Analytics
- Quantitative Research OR Qualitative Research
- Digital Business Transformation
- Global Economic and Business Issues
- Dissertation

**Dissertation**
The breakdown of the Dissertation is as below:

Colloquium → Proposal Defence → Mid Candidature Defence → Work Completion Defence → Thesis Examination and Viva Voce

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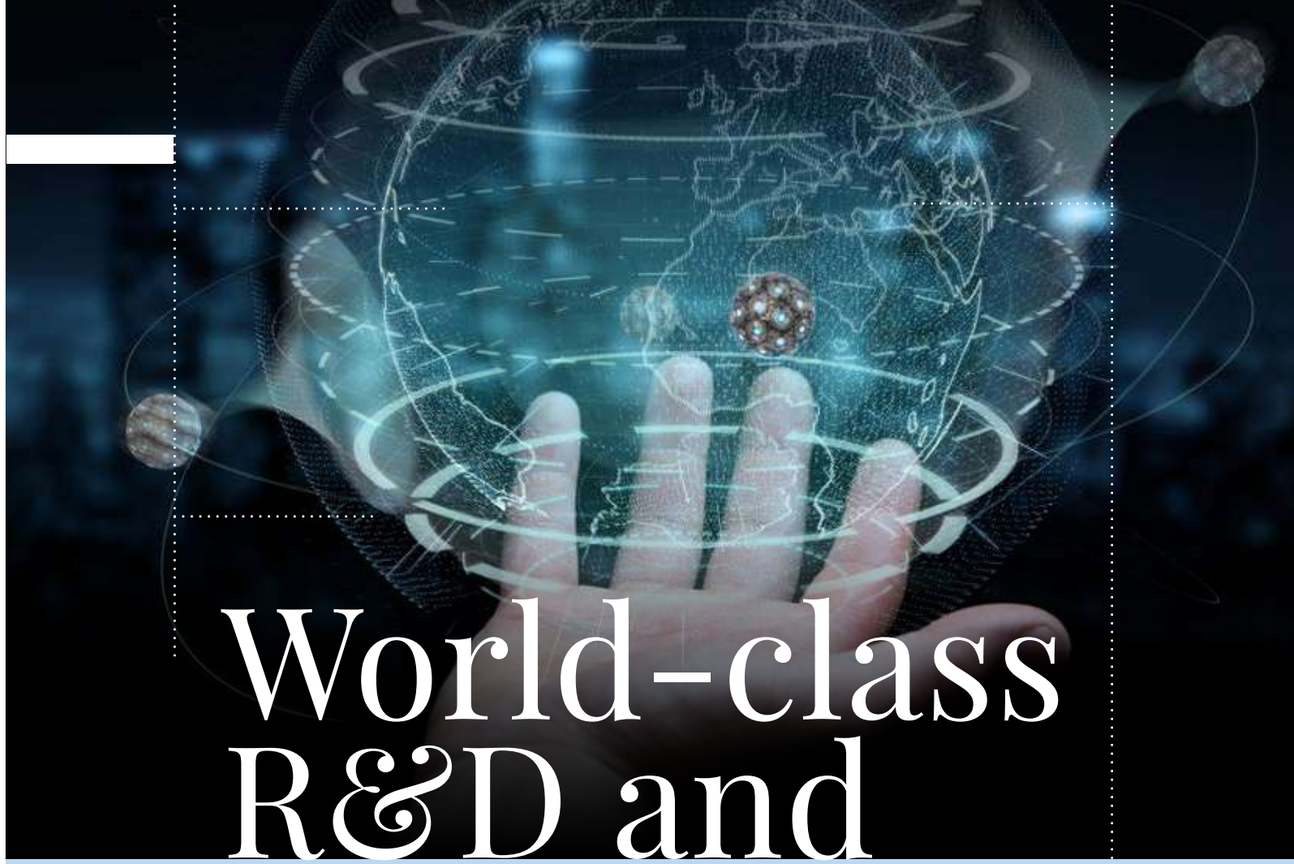

# World-class R&D and Innovation

## 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**
- **Wireless Networks and Internet of Things (IoT)**
- **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**
- **Artificial Intelligence**
- **Cloud Computing**
- **Security and Forensics**
- **Internet of Things (IoT)**
- **Malware Analysis**
- **Big Data**

# INNOVATIVE INDUSTRY-BASED RESEARCH CENTRES @ APU

## Asia Pacific Centre of Analytics (APCA)

Asia Pacific Centre of Analytics – APCA is established in association of multi-discipline expertise from various schools in APU. The vision of APCA is to establish the foundation to develop young data scientists to meet the demands in Malaysia and global. The expertise and experience cover areas of Data Management, Machine Learning, Behavioral Studies, Business Cases, Statistics and Engineering. The formation directs to broad activities in Big Data ecosystem, in line with National vision to make Big Data Analytics the catalyst for nation's economic development: Creating new area in BDA studies, Embedding BDA topics into Undergraduate and Postgraduate studies, Development of Educational and Industrial Framework, Creating Project Marketplace, Research project commercialisation and crowdfunding, Consultancy and Training Services.

## Centre for Research and Development of IoT (CREDIT)

The establishment of Centre for Research and Development of IoT (CREDIT) is a significant milestone that supports the objectives of the Malaysia National IoT Strategic Roadmap initiative. CREDIT aims to provide students and academic staff the opportunities to access IoT-related knowledge and know-how through various activities. It also acts as a hub to support commercialising potential state-of-the-art solutions resulting from R&D projects.

## Forensic and Cyber Security Research Centre (FSEC)

The establishment of Forensics & Cyber Security (FSec) center is to be a recognised Forensics and Cyber Security Research and Development Centre which acts as an international resource for government, industry and academia. This vision has kept us on the toe and with the closing of all cases including expert testimonies given by our dedicated analysts.

## Asia Pacific Center of Robotics Engineering (APCore)

The APCORE (Asia Pacific Center of Robotics Engineering) is an initiative by APU School of Engineering to develop the robotic engineering field within the school. The center undertakes research in various areas of robotics especially humanoid robot development, robotic sensors, robotic vision and biomedical robotics. This will involve lectures by industrial experts and in-house research activities in these areas. The center is also a meeting point for students and lecturers to share ideas and assess their work, as well as a platform for collaboration with industry to keep the research and technology used to be relevant and current. APCORE aims to help lecturers and students to gain knowledge with get hands on experience through involvement in continuous development of robotics technology. Some of projects conducted by APCORE include the development of tele-presence and humanoid robot, participations in international exhibitions and competitions.

## Visionary AI Studio

The Visionary AI Studio at Asia Pacific University of Technology and Innovation serves as a pioneering hub for artificial intelligence research across diverse disciplines. The studio champions interdisciplinary initiatives in engineering, computing, psychology, finance, and business, with a core emphasis on Applied AI — translating theoretical advances into practical, real-world solutions. Focusing on Machine Learning Mastery, Artificial Intelligence Innovations, Data Science Discovery, and AI Ethics and Governance, VAS develops cutting-edge algorithms and data-driven insights while ensuring ethical considerations guide all research endeavors. Through collaborative efforts, the studio bridges the gap between AI theory and application, addressing complex challenges, driving positive societal impact, and empowering future generations of AI practitioners.

## XRStudio

The APU XR Studio serves as an XR/Spatial Computing laboratory, designed for shared and collaborative education experiences that excite, inspire and stimulate. Students will learn the skill sets required to design compelling stories through the values of spatial computing. With the integration of multiple disciplines, the skills of students are honed – technically and creatively, to ultimate generate high value creative technologists for the new digital paradigm.

## APU 5G Research Lab

The APU-5G research lab was established to serve as a platform for members from academia, business and industry to collaborate on 5G research to create market ready, innovative 5G technology solutions, applications and business ventures. The APU-5G research lab facilitates research at circuit, system and network level in 5G technologies and also is focused to the pathway for 6G technology to develop a powerful, faster, greener, sustainable network which will be smarter with infusion of AI, ML and Reinforcement learning.

The research lab aims at exploring the cutting edge technologies such as SDN, NFV, mm/THz Wave Band, Radio Access, Massive MIMO, D2D Communication, Ultra Densification, IoT, Big Data, Mobile Computing and fusion of AI and ML for development of 5G core and Radio Access Network Infrastructure. The developed 5G Network Infrastructure will be a platform to develop and test a range of use cases of primary, secondary and tertiary industries and business that are built on communication infrastructure. The 5G lab in association with the other research centers of APU will facilitate research in 5G network security, Network Data Collection and Analysis for Smarter 5G/6GNetwork and Highspeed Sensor Networks for Autonomous Industry.

# Postgraduate Studies Facilities

# Award-Winning University

**268 Awards**
*at Local, Regional and International Levels in 2025*

## Recent Awards

**MYStartup Hackathon X DNB**
– Winner

**GOOGLE 30-Hour No-Code Hackathon**
– Champion

**Intel & Crest Industry-University Challenge**
– Grand Prize

**APU-AWS DeepRacer Competition**
– Champion

**Great Malaysia AI Hackathon**
– Champion

**Microsoft's Code; Without Barriers Hackathon**
– Champions

**Shell Selamat Sampai Varsity Challenge**
– Champion

**PETRONAS Inter-University Capture The Flag Challenge**
– Champion

## MAKING HISTORY - AWARDS AND ACHIEVEMENTS

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

**Intel AI Global Impact Festival**
– Champion

**ImpactHack by Standard Chartered**
– Champion

**Asia Pacific, Japan, and China (APJC) Cisco Netriders Competition**
– Champion

**Asia Pacific ICT Alliance (APICTA) Awards**
– National Champion

**MDEC PDTI Awards Winners**
– Outstanding Faculty Award (University Category)
– Outstanding Faculty Member Awards (3rd Place)
– Outstanding Student Awards (1st Place, 2nd Place, & Consolation Prize)

**PayNet Digital Campus 2.0 Campaign**
– Champion

**HILTI Global IT Challenge**
– Champion

**James Dyson Award Malaysia**
– National Champion

**Cybersecurity Excellence Awards**
– Gold Winner

**Institute of Engineers Malaysia (IEM) Award**
– Gold Award

**Society Of Petroleum Engineers (SPE) International Award**
– Outstanding Student Chapter & Excellence Award

*For more awards listing, please visit APU website.*

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