APU AWARDED 5-STAR (EXCELLENT) RATING

APU was announced as among the Highest Rated Emerging Universities in Malaysia, being rated at 5-STAR (EXCELLENT) Rating under the SETARA 2017 ratings by the Ministry of Higher Education (MOHE). APU has maintained this Excellent Rating in the SETARA 2011, 2013 as well as in the latest ratings announced in 2017. The SETARA ratings system measures the performance of teaching and learning in universities in Malaysia.

APIIT RATED 5-STARS (EXCELLENT) RATING

APIIT rated 5-Stars (EXCELLENT) in MyQuest 2016/17.

APU IS A PREMIER DIGITAL TECH UNIVERSITY - MALAYSIA DIGITAL ECONOMY CORPORATION

APU was among the first universities in Malaysia awarded Premier Digital Tech University status by the Malaysia Digital Economy Corporation (MDEC). APU is recognized 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.

DEGREE PROGRAMMES

- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- Bachelor of Arts (Honours) in Media and Communication Studies
- BA (Hons) in International Relations
- BA (Hons) in Tourism Management
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.

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.

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

Asia Pacific University of Technology & Innovation (APU) This new Ultra-Modern University Campus in Technology Park Malaysia (TPM) 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.

Experience

APU’s iconic campus
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.

Outstanding Support
Regardless of the programme you choose, you will be supported by highly qualified and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.

Industry Ready Graduates
The APU Career Centre connects and engages with over 10,000 Employers to ensure that our graduates are highly employed 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 ensure that the skills and knowledge taught at APU are up-to-date and in high demand.

* *Graduate Tracer Study 2018 by Ministry of Higher Education, Malaysia.

100% Employability*
A Hub of Cultural Diversity

With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diverse and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, 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.

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.

* Student Barometer Wave 2019 (International Students), ‘Studying with people from other cultures’
Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialization 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.

Social Interaction Platforms

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

The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a university 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.

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.

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 Industrial Revolution 4.0.

Cutting-Edge Technologies

The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a university 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 socialization 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

De Montfort University (DMU) is ranked Gold in the Teaching Excellence Framework (TEF), the only UK Government-endorsed measure of teaching quality in higher education.*

DMU Global Recognitions
- DMU has 150 years of history in providing higher education to students from around the globe.
- DMU was placed in the top 20 universities for Graduate Prospects in The Sunday Times Good University Guide 2020, a measure of how employable DMU students are on leaving university.
- DMU was named the first ever University of the Year for Social Inclusion in The Sunday Times Good University Guide, earning the award for a commitment to diversity, teaching excellence, and because of the success of DMU students in exams and their graduate job prospects.
- DMU adds £500m to the UK economy annually, according to a report by independent analysts Regenersis.
- Each year, international students from more than 130 countries choose to study at DMU.

* Office for Students (2017)
Double your Advantage

APU-DMU Dual Degree Programme

- 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).
PATHWAYS & ADMISSION

**ADMISSION REQUIREMENTS**

**BACHELORS (HONS) DEGREE PROGRAMMES**

<table>
<thead>
<tr>
<th>Programmes</th>
<th>General Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIRECT ENTRY TO LEVEL 1 OF THE DEGREE:</strong></td>
<td></td>
</tr>
<tr>
<td>BA (Hons) in Business Management†</td>
<td><strong>DIRECT ENTRY TO LEVEL 2 OF THE DEGREE:</strong></td>
</tr>
<tr>
<td>BA (Hons) in Human Resource Management†</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2:0) and a Pass in English and Mathematics at SPM level or its equivalent.</td>
</tr>
<tr>
<td>BA (Hons) in International Business Management†</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2:0).</td>
</tr>
<tr>
<td>BA (Hons) in Marketing Management†</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2:0) and a Credit in English at SPM Level or its equivalent.</td>
</tr>
<tr>
<td><strong>STPM</strong></td>
<td><strong>STPM</strong></td>
</tr>
<tr>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2:0) and a Pass in English and Mathematics at SPM level or its equivalent.</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2:0).</td>
</tr>
<tr>
<td><strong>A-LEVEL</strong></td>
<td>- 2 Passes in A-Level.</td>
</tr>
<tr>
<td>- 2 Passes in A-Level with a Pass in English and Mathematics at SPM (O-Level) or its equivalent.</td>
<td>- 2 Passes in A-Level in any 2 subjects, and a Credit in English at SPM/O-Level/ IGCSE or its equivalent.</td>
</tr>
<tr>
<td><strong>UEC</strong></td>
<td><strong>UEC</strong></td>
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<tr>
<td>- 5 Grade B’s in UEC with a Pass in Mathematics and English.</td>
<td>- 5 Grade B’s in UEC.</td>
</tr>
<tr>
<td><strong>MATRICULATION/FOUNDATION</strong></td>
<td>- Passed Foundation programme (minimum CGPA of 2.0).</td>
</tr>
<tr>
<td>- Passed Foundation programme (minimum CGPA of 2.0).</td>
<td>- Passed Foundation programme (minimum CGPA of 2.0) with a Credit in English at SPM/O-Level/ IGCSE or its equivalent.</td>
</tr>
</tbody>
</table>

**DIRECT ENTRY TO LEVEL 2 OF THE DEGREE:**

| Diploma                                         | **DIPLOMA**                                                  |
|                                                | - Successful completion of the APU/APIIT Diploma or          |
|                                                | - Successful completion of studies in another recognised institute with academic credits equivalent to Level 1 of an Honours Degree (Subject to the approval of the APU/APIIT Academic Board) |

**ENGLISH REQUIREMENTS** (only applicable to International Students)

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundation</strong></td>
<td>- IELTS: 4.0</td>
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<tr>
<td></td>
<td>- TOEFL PBT: 197</td>
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<tr>
<td></td>
<td>- TOEFL IBT: 30</td>
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<tr>
<td></td>
<td>- Pearson (PTE): 30</td>
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<tr>
<td></td>
<td>- MUET: Band 2</td>
</tr>
</tbody>
</table>

**Diploma in Business Administration**

| Diploma in Business Administration              | **Diploma in Business Administration**                  |
|                                                | - IELTS: 5.0                                           |
|                                                | - TOEFL PBT: 410-415                                   |
|                                                | - TOEFL IBT: 34                                       |
|                                                | - Pearson (PTE): 36                                    |
|                                                | - MUET: Band 5                                         |

**BA (Hons) in Business Management**

| BA (Hons) in Business Management                 | **BA (Hons) in Business Management**                    |
|                                                | - IELTS: 5.5                                           |
|                                                | - TOEFL PBT: 150                                       |
|                                                | - TOEFL IBT: 46-59                                     |
|                                                | - Pearson (PTE): 42                                    |
|                                                | - MUET: Band 4                                         |

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

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 (IGCSE, A-level, American High School Diploma etc.) 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 the Malaysian Qualifications Agency (MQA).
The modules studied help develop your study skills, introduce you to what you can expect on your degree and also allow you to discover what you can study depending on whether you choose a degree in Accounting, Banking, Finance, Actuarial Studies, Business & Management, Computing & Technology, Engineering, Industrial Design, Animation and Visual Effects.

### SEMESTER 1
- English for Academic Purpose
- Communication Skills
- Fundamentals of Finance
- Global Business Trends
- Introduction to Business
- Perspectives in Technology / Further Mathematics* Co-Curricular
- Public Speaking in English
- Introduction to Computer Architecture & Networking
- Software Engineering
- Co-Curricular
- Mathematics

### SEMESTER 2
- Academic Research Skills
- Principles of Accounts
- Economics for Business
- Further Mathematics
- Perspectives in Technology / Further Mathematics* Co-Curricular
- Academic Research Skills
- Further Mathematics
- Electrical and Electronic Principles
- Co-Curricular
- Engineering Mathematics
- Public Speaking in English

### SEMESTER 3
- Financial Technology (FinTech)
- Digital Transformation
- Internet of Things (IoT)
- Mobile Technology
- Network Computing
- Information Systems Security
- Cloud Computing
- Business Information Systems
- Further Mathematics
- Co-Curricular
- Further Mathematics
- Co-Curricular
- English for Academic Purpose
- Co-Curricular
- Fundamentals of Finance
- Public Speaking in English
- Introduction to Visual & Interactive Programming
- Computing & Technology

### PRIMARY PATHWAYS
- Business Management
- Accounting, Finance, Banking & Actuarial Studies
- Media & Communications
- Computing & Technology
- Engineering
- Industrial Design, Visual Effects, Animation & Digital Advertising
- International Relations

### SECONDARY PATHWAYS
- Students may also choose the following:
  - Business Management
  - Accounting, Finance, Banking & Actuarial Studies
  - Media & Communications
  - Computing & Technology
  - Engineering
  - Industrial Design, Visual Effects, Animation & Digital Advertising
  - International Relations

### YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE
(Please refer to individual course brochure for details and admission requirements.)

#### CREDIT / GRADE C in SPM / O-Level is required in:
- Mathematics
- Science
- Engineering Mathematics
- Programming
- Networking
- Business Information Systems
- Further Mathematics
- Further Mathematics
- English for Academic Purpose
- Co-Curricular
- Public Speaking in English
- Further Mathematics
- Co-Curricular
- Further Mathematics
- Co-Curricular
- Further Mathematics
- Co-Curricular
- Fundamentals of Finance
- Public Speaking in English
- Introduction to Visual & Interactive Programming
- Computing & Technology

#### CREDIT / GRADE C in SPM / O-Level is required in:
- Mathematics
- Physics OR Chemistry OR Technical Science

#### Leading from APU Foundation to your Choice of Degree Studies:
- Business Management
  - Bachelor of Science (Honours) in Business Management
  - Bachelor of Business Management
  - Bachelor of Business Management with a specialism in E-Business
  - Bachelor of Business Management with a specialism in International Business Management
  - Bachelor of Business Management with a specialism in Marketing Management
  - Bachelor of Business Management with a specialism in Digital Marketing
  - Bachelor of Arts (Honours) in Communication and Media Studies
  - Bachelor of Arts (Honours) in International Relations
  - Bachelor of Arts (Honours) in Tourism Management
- Industrial Design, Animation & Visual Effects
  - Bachelor of Arts (Honours) in Industrial Design
  - Bachelor of Arts (Honours) in Visual Effects
  - Bachelor of Arts (Honours) in Animation
  - Bachelor of Arts (Honours) in Digital Advertising

### ENRICHING EXPERIENCES - MORE THAN JUST A FOUNDATION

The APU Foundation Programme lays the pathway towards professional tertiary education. It is a vital transformation point for students, soft skills, general knowledge and preparatory subject fundamentals acquired at the Foundation lead to excellence in a student’s education performance as well as career readiness as they move on to be global professionals eventually. This is achieved through 4 key areas: - Leadership & Teamwork
- Problem Solving Skills
- Social Skills & Responsibilities
- Practical Skills

The unique support system at APU Foundation Programme consists of helpful academic mentors who are committed in ensuring academic achievements, providing pastoral care, advising, mentoring, motivating students potential and performance to ensure that they undergo a smooth transition from secondary education to tertiary learning.
Upon successful completion of the Diploma Programmes, you will be eligible to progress into Year 2 of any of the following degree programmes offered at APU and APIIT.

**APU Diploma in Business Administration**
Students who undertake this programme will be eligible to progress into Year 2 of:
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing

**APU Diploma in Business Information Technology**
Students who undertake this programme will be eligible to progress into Year 2 of:
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- BSc. (Hons) in Information Technology with a specialism in Business Information Systems

**APIIT Diploma in International Studies**
Students who undertake this programme will be eligible to progress into Year 2 of:
- BA (Hons) in International Relations
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing

**APU Diploma in Accounting**
Students who undertake this programme will be eligible to progress into Year 2 of:
- BA (Hons) in Accounting & Finance
- BA (Hons) in Accounting and Finance with a specialism in Forensic Accounting
- BA (Hons) in Accounting and Finance with a specialism in Taxation
- BA (Hons) in Accounting and Finance with a specialism in Forensic and Investments
- BA (Hons) in Accounting and Finance with a specialism in Internal Auditing
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Technology

**APU Diploma in Business Administration**
Students who undertake this programme will be eligible to progress into Year 2 of:
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing

**APIIT Diploma in International Studies**
Students who undertake this programme will be eligible to progress into Year 2 of:
- BA (Hons) in International Relations
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing

**APIIT Diploma in International Studies**
Students who undertake this programme will be eligible to progress into Year 2 of:
- BA (Hons) in International Relations
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing

* Bridging modules needed before progress into Year 2
** Please take note that a Credit Pass in Mathematics at SPM/O-Level/IGCSE is required for the above programmes

For the full listing of our Diploma Programmes, please refer to the Pre-University programme brochure.
The Aims of the APU Business, Management, Marketing, Media, Tourism & International Relations Programmes are to:

- Facilitate your progression, both academic and practical, by developing knowledge, key skills and the capacity for independent and lifelong learning
- Develop your skills in innovation, ingenuity and integration as well as problem-solving and decision-making in a business context which reflects the particular focus of the programme e.g. Business Management, Human Resource Management, International Business Management, E-Business, Tourism and Marketing
- Maintain effective communication skill
- Help you develop a Personal Development Portfolio to support your career aspirations
- Provide a stimulating and accessible course of study that gives you a sound grasp of business knowledge & analysis and contemporary business issues which you can develop and apply in your future employment

The Five "I"s Model™

1: Innovation
   Through the design of curriculum, the module content and the learning approaches

2: Integration
   Through developing your capabilities to interrelate knowledge and to work in multidisciplinary teams

3: Information
   Through developing your knowledge and also your abilities to communicate effectively and persuasively

4: Interactivity
   Through the use of group work to develop your teamwork skills and through the use of technology to achieve interactivity of devices and people

5: Imagination
   In relation to new products, ideas, applications and solutions

Degree Programmes

Business, Management, Marketing, Media, Tourism & International Relations

Common Level 1
- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management - with a specialism in E-Business
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in Marketing Management
- Bachelor of Arts (Honours) in Marketing Management - with a specialism in Digital Marketing
- Bachelor of Arts (Honours) Human Resource Management

Programmes

Specialised Level 1*
- Bachelor of Arts (Honours) in Media and Communication Studies
- Bachelor of Arts (Honours) in Tourism Management
- Bachelor of Arts (Honours) in International Relations

Note: *Although Semester 1 at Level 1 is common for some programmes, students who are on scholarships or loans (e.g. PTPTN, MARA etc) are required to decide on your degree upon commencement and are not allowed to change to another programme unless approved by the Loan/Scholarship provider. International Students are required to re-apply for a new Student Pass (visa) should they decide to change the programme.

Internship / Industrial Training

A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will offer you employment as soon as you graduate. In all cases you will gain an invaluable insight into the world of business and management practices and be better equipped to position yourself for the career you seek.
New waves of technological disruptions and the emergence of advanced technologies have resulted in the Fourth Industrial Revolution (Industry 4.0), where Robotics, Artificial Intelligence (AI), Machine Learning, Virtual Reality (VR), Cloud Computing, Data Science are going to transform the way businesses operate – routine, mundane jobs will be replaced and there is a growing need to develop “smarter” talents that can ride along the wave of digital transformation.

At APU, we developed our own IR 4.0 strategy to prepare our students to join the workforce of the future. We nurture the world’s future innovators and uphold our Vision as a University of Technology and Innovation.

In the era of Industry 4.0, learning is no longer confined within the classroom. Our iconic campus houses world-class facilities that aim to nurture Creativity & Innovation. Industrial-grade infrastructure are built to provide real-life exposure to our students, cultivating their practical skills aside from academic knowledge. We have also redesigned our teaching & learning methods to stimulate critical thinking, decision making, teamwork and build confidence.

New technologies mean new expertise, while this translates into a new need of talents in new areas. We address the needs of the industry, to help to build talents who can manage, operate and innovate under the new IR 4.0 environment, by carefully designing new programmes of the future. Our programmes are first-of-its-kind, such as in Cyber Security, Data Science, Internet of Things (IoT), Intelligent Systems, Financial Technology (FinTech), Digital Marketing, E-Business, Mechatronics, Cloud Computing and more.

Industry 4.0 is all about the ‘industry’. Our close relationship with our industry partners allows students to be exposed to real-life case studies, enabling them to formulate innovative solutions even before they graduate. Innovative accelerators such as GrowthX Academy and Supercharger create a platform for students to realize their world-changing ideas, inspiring them to build startups and develop world-changing solutions.

Communication skills, professionalism and cultural sensitivity are ‘people’ element skills that cannot be replaced by machines and automation. Under our unique formula to nurture professionalism, we create an ecosystem that simulates the workplace on-campus. Global outlook, international understanding and respect are nurtured through continuous immersion in multicultural discourse, as our campus houses a community of 12,000 students from over 130 countries.
Recognition of APU Degree Programmes

The Malaysian Institute of Chartered Secretaries and Administrators

APU degrees enable graduates to satisfy educational requirements of professional registration. Upon successful completion of Bachelor Degrees in Business Management, Human Resource Management and International Business Management, students are eligible for 9-10 subjects (out of 16 subjects) exemption from the MAICSA Professional Diploma in Corporate Administration (PDCA) and MAICSA International Qualifying Scheme (IQS). The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) was founded in 1959 as an affiliated body to The Institute of Chartered Secretaries and Administrators (ICSA) in the United Kingdom. It is now one of the nine Divisions of ICSA worldwide, having achieved a Division status in 2001. Malaysian Government has gazetted MAICSA as a prescribed body under Section 139(A) of the Companies Act 1965, which means that Associate and Fellow members of MAICSA can automatically act as company secretaries without having to apply for a licence from the Companies Commission of Malaysia (CCM).

The Malaysian Association of Company Secretaries

In addition, upon successful completion of BA (Hons) in Business Management, BA (Hons) in International Business Management and BA (Hons) in Human Resource Management, graduates are eligible for 10 papers (out of 16 papers) exemptions from Malaysian Association of Company Secretaries’ Professional Examination. Malaysian Association of Company Secretaries (MACS) is an independent, self-regulating local professional body established and registered under the Societies Act 1966 on 31st May 2001. MAICSA is a prescribed body under Section 139(A) of the Companies Act 1965. Upon successful completion of BA (Hons) in Business Management and BA (Hons) in International Business Management, students are eligible for 10/16 subjects exemption from the MACS Professional Diploma in Corporate Secretarial Administration (PDCSA).

Chartered Institute of Management Accountants

Upon successful completion of BA (Hons) in Business Management and BA (Hons) in International Business Management, graduates are entitled to a 4 paper exemption out of 16 papers from Chartered Institute of Management Accountants (CIMA). CIMA is the world’s largest professional body of management accountants. Its unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident Chartered Global Management Accountant who can lead their organisations to sustainable success.

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic business contexts.
- Exposure to the areas of modern Business Management and how these work in concert to produce competitive organisations.
- A wide-range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into business management issues.

Career options

- General Administrator
- Banking Manager
- Business Development Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Operation Manager
- Recruitment Manager
- Project Manager
- Sales and Marketing Manager
- Market Researcher
- Business Consultant
- Business Research Analyst
- Entrepreneur

LEVEL 1

Students will gain basic understanding of the context within which business operations take place, Management, Law, Accounting, Economics, Entrepreneurship and Marketing. We will also expose them towards business & communication skills, computing & IT-skills, quantitative skills, and independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioral science, business ethics & governance, critical thinking in management, and international culture & communications. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further research.

INTERNSHIP

Students will undertake an Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of business management. Leadership and strategic management skills will be taught, with aims to groom them as a business leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*

- Ethnic Relations (Malay Students)
- Islamic & Asian Civilization (Malay Students)
- Entrepreneurship and New Product Development

LEVEL 1

Common Modules

- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Digital Thinking and Innovation
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules

- Behavioural Science in Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Integrated Business Process with SAP ERP System

Specialised Modules

- E-Business Management
- Critical Thinking in Management
- Employee Development
- International Culture & Communications
- Operations Management

Elective Modules (choose 2)

- Managing Finance
- Financial Management
- Commercial Law
- Company Law

INTERNSHIP [16 weeks]

LEVEL 3

Common Modules

- Strategic Management
- Leadership Theory and Practice

Specialised Modules

- Asian Economics
- Business Management Project
- Contemporary Management
- Entrepreneurship
- Staf Development in Business Management
- Managing Change
- Managing People and Performance

Elective Modules (choose 2)

- Corporate Finance
- Building Customer Relationship
- Strategic Marketing Planning
- Innovation Management
- New Product Development

* All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.
This programme is specifically designed to provide students with:
- An understanding of the context, nature, role and significance of e-business activities as undertaken by managers in a range of organisations.
- A comprehensive understanding and application of creating, funding and managing Internet businesses in a dynamic business world.
- Exposure to theoretical and practical issues of conducting business over the Internet and the Web.
- A wide range of employment skills such as critical thinking, problem solving and interpersonal skills, effective written and oral communication using IT in business applications, and the ability to conduct research into e-business issues.

Career options
- New Business Development Manager
- Marketing Manager
- E-Business Consultant
- Telemarketer
- Online Marketing Specialist
- Digital Advertising Specialist
- Digital Marketing Manager
- Sales and Marketing Manager
- E-Commerce Specialist
- Digital Marketing Analyst
- Web Analytics Manager
- Social Media Evangelist

Note: The specification will appear only in the academic transcript.

### Level 1
Students will gain basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship and Marketing. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

### Level 2
Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and creativity and innovation. Besides, they will also specialise in the areas of e-business management, e-commerce and e-marketing. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

### Internship
Students will undertake an Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

### Level 3
Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern aspects of e-Business ecosystem, such as search engine optimisation and techniques, understanding of e-business system operations and more. Leadership and strategic management skills will also be taught, with aims to groom them as business leaders. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

### MQA Compulsory Subjects
- Ethics Relations (M/sian Students)
- Islamic & Asian Civilisation (M/sian Students)
- Malaysian Studies (M/sian Students)
- Malay Communication Language (Int'l Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

Note: All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.

#### Duration
3 years full-time

### Level 1
Students will gain basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship and Marketing. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

### Level 2
Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and creativity and innovation. Besides, they will also specialise in the areas of e-business management, e-commerce and e-marketing. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

### Internship
Students will undertake an Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

### Level 3
Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and current issues of digitalisation. Students will gain solid understanding on the contemporary phenomena of digitalisation, mechanisms for analysing the implications of digitalisation, and the solutions to deal with change in complex environment. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

### MQA Compulsory Subjects
- Ethics Relations (M/sian Students)
- Islamic & Asian Civilisation (M/sian Students)
- Malaysian Studies (M/sian Students)
- Malay Communication Language (Int'l Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

Note: All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.
### BA (Hons) HUMAN RESOURCE MANAGEMENT

**Duration:** 3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of human resource management activities undertaken by managers of Human Resource Management (HRM) in a range of organisations.
- An opportunity to develop well researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- Vocationally relevant exposure enabling you to become operationally effective in human resource management.
- A wide range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT and business applications, and the ability to conduct research into human resource management issues.

**Career options**

- Compensation & Benefit Manager
- Employee Relations Manager
- HR Manager
- Performance Management Manager
- Public Relations Manager
- Recruitment Manager
- Training & Development Manager
- HR Analyst
- HR Consultant
- HR Director
- Employment Manager
- Talent Champion
- HR Data Analyst
- Compensation Analyst

**Module outline**

#### LEVEL 1

- **Students will gain basic understanding of the context within which business operate**.
- **Management, Law, Accounting, Economics, Entrepreneurship, and Marketing**. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning.
- All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

#### LEVEL 2

- Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and international culture & communications. In-depth understanding on the discipline and core practices of human resource management will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

**INTERNSHIP**

- Students will undertake an internship/industrial training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

#### LEVEL 3

- Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of human resource management, through modules that facilitate application of job related skills and knowledge in the field of human resource management.
- Leadership & management skills will be taught, with aims to groom them as a global business leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

**MQA Compulsory Subjects**

- Ethnic Relations (Malay Students)
- Islamic & Asian Civilisation (Malay Students)
- Malaysian Studies (First Students)
- Malay Communication Language (First Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

(All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.)

### BA (Hons) in INTERNATIONAL BUSINESS MANAGEMENT

**Duration:** 3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of business management activities as undertaken by managers in a range of organisations with particular focus on the development in global business arena.
- An opportunity to develop well researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic, global contexts.
- Vocationally relevant exposure enabling students to become operationally effective in management either domestically or internationally.
- A wide range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into international business management issues.

**Career options**

- Administration Manager
- General Administrator
- Corporate Strategy Manager
- Global Purchasing Manager
- Global Retail Manager
- International Marketing Manager
- International Operations Manager
- Business Development Manager
- Logistic & Supply Chain Manager
- Operation Manager
- Sales and Marketing Manager
- Market Research Manager
- Business Consultant
- Business Research Analyst
- Entrepreneur

**Module outline**

#### LEVEL 1

- **Students will learn fundamental skills required by every business leader** and the basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, Marketing, People Management and Accounting.
- We will also expose you towards business & communication skills, computing & IT skills and quantitative skills, independent learning.
- All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

#### LEVEL 2

- A broader range of skills will be learnt, in which students will gain better understanding of functional management and international business management, such as international culture & communications, operations management, employee development etc. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

**INTERNSHIP**

- Students will undertake an internship/industrial training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

#### LEVEL 3

- Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of business management and managing for enterprise performance and problem solving.
- They will demonstrate their academic and practical aspects of their ability in the chosen area of study.

**MQA Compulsory Subjects**

- Ethnic Relations (Malay Students)
- Islamic & Asian Civilisation (Malay Students)
- Malaysian Studies (First Students)
- Malay Communication Language (First Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

(All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.)
BA (Hons) in MARKETING MANAGEMENT

At a glance

Module outline

LEVEL 1
Students will learn fundamental skills required by every business management professional, and the basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, Marketing, People Management and Accounting. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2
A broader range of skills will be learnt, in which students will gain better understanding of functional management and business management, with specialised focus on Information (Research & Advertising), Electronic Marketing, Customer Relations and Creativity & Innovation. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP
Students will undertake an Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

LEVEL 3
Students will make use of their previous studies and industrial experience to extend their familiarity in marketing strategies, discovering new opportunities, exploiting competitive advantage and decision making processes, with aims to groom them as marketing specialist. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects* • Ethnic Relations (Malay Students) • Islamic & Asian Civilisation (Malay Students) • Malaysian Studies (Int'l Students) • Malay Communication Language (Int'l Students) • Workplace Professional Community Skills • Employee & Employment Trends • Co-Curriculum (*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.)

BA (Hons) in MARKETING MANAGEMENT WITH A SPECIALISM IN DIGITAL MARKETING

At a glance

Module outline

LEVEL 1
Students will learn fundamental essential skills required by every business management professional, and the basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, Marketing, People Management and Accounting. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they are exposed to solid grounding in business management theories and practices.

LEVEL 2
A broader range of skills will be learnt, in which students will gain a better understanding of functional management and business management, with specialised focus on Information (Research & Advertising), Electronic Marketing, Customer Relations and Creativity & Innovation. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP
Students will undertake an Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

DUAL

LEVEL 1
Common Modules • Introduction to Management • Accounting Skills • Business and Communications Skills • Business Economics • Digital Thinking and Innovation • Fundamentals of Entrepreneurship • Business Law • Marketing • People Management • Quantitative Skills

LEVEL 2
Common Modules • Behavioural Science in the Organisation • Business Ethics and Governance • Creativity and Innovation • Critical Thinking in Management • International Culture and Communications • Business Research Methods

Specialised Modules • Marketing Intelligence and Research • Integrated Marketing Communications 1 • B2B Marketing • Digital Marketing • Delivering Customer Value • Consumer Behaviour

INTERNSHIP (96 weeks)

LEVEL 3
Specialised Modules • Brand Management • Building Customer Relationship • Global Marketing • Innovation Management and New Product Development • Integrated Marketing Communications • Investigations in Marketing Management • Marketing Decision Making • Marketing Management Project • Leadership Theory and Practice • Retail Marketing Management • Strategic Marketing Planning

MQA Compulsory Subjects* • Ethnic Relations (Malay Students) • Islamic & Asian Civilisation (Malay Students) • Malaysian Studies (Int'l Students) • Malay Communication Language (Int'l Students) • Workplace Professional Community Skills • Employee & Employment Trends • Co-Curriculum (*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.)

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

*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.)

Duration: 3 years full-time

This programme is specifically designed to provide students with:

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to start a career in marketing.
- Exposure to key areas including customer lifestyles and behaviour, customer values, marketing communications, international marketing, marketing decision-making and marketing management.
- A combination with other marketing and general business modules allowing students to gain a clear understanding of the vital role of marketing within the business context.
- Exposure to how the marketing discipline makes its impact in a variety of contexts.

Career options

- Advertising & Promotions Manager
- Brand Manager
- Customer Service Manager
- Marketing Manager
- Sales Manager
- Marketing Specialist
- Product Manager
- Director Marketing
- Content Marketing Specialist
Bachelor of Arts (Honours) in MEDIA AND COMMUNICATION STUDIES

Duration: 3 years full-time

This programme is specifically designed to provide students with:

• Knowledgeable with some practical and technical expertise in media and communication discipline in line with the industry requirement.
• Effective in communication and demonstrate good leadership quality in an organization.
• Capable to analyse and solve media and communication related issues or problems innovatively, creatively and ethically through sustainable approach.
• Able to demonstrate entrepreneurship skills and recognize the need of lifelong learning for successful career advancement in the area of media and communication.

Career options

• Journalist
• Copywriters
• Communications Executive
• Brand Manager
• Campaign Development Manager
• Advertising and Promotion Executive
• Media Sales Executive
• Social Media Strategist
• Social Media Manager
• Digital Media Producer
• Brand Communication Specialist
• Content Developer
• Marketing Coordinator
• Digital Content Writer

Module outline

LEVEL 1
Common Modules
• Interpersonal Communication
• Introduction to Graphic Design
• Marketing Fundamentals, Consumer Behaviour and Creative Practice

Specialised Modules
• Core Concepts in Communication Theories
• Principles of Advertising
• Contemporary Media Studies
• Principles of Public Relations

LEVEL 2
Common Modules
• Visual Culture
• Managing Creativity and Innovation

Specialised Modules
• Strategic Event Planning and Management
• Public Relations Strategies and Tactics
• Social Media
• Researching Media and Communication
• Journalism

Elective Modules (Choose 1)
• Political Communication
• Digital and Experiential Advertising

INTERNSHIP (16 weeks)

LEVEL 3
Common Modules
• Crisis Communications

Specialised Modules
• Persuasive Copywriting
• Audiences and Fandom
• Investigations in Media and Communication Studies
• Broadcast Journalism
• Global Advertising Practices
• Media and Communication Project

Elective Modules (Choose 1)
• Communication Audit and Strategy
• Integrated Marketing Communications Practice

At a glance

LEVEL 1
Core modules in Year 1 will equip students with knowledge and understanding of the historical development, and theoretical and conceptual framework of international relations as a discipline. In addition, students will also be exposed to political ideologies, issues in world politics, the impact of major revolutions as well as how they developed.

LEVEL 2
Students will be exposed to the role of international organisations, the inequality in global economy, role of small power in politics and environmental policies. Basically, Year 2 provides a broad overview of the major political issues, forces, developments and key criticisms in the region using both academic sources and official documents. Students will also be introduced to analytical skills of comparison and develop familiarity and competence in using the skills to inform their understanding in both written and oral presentation.

LEVEL 3
Students will make use of their previous studies and industrial experience to extend their familiarity to specialise in a particular media area and to develop superior skills in communication practice and innovative creative outputs. A final year project requires them to take a hands on media and communication project where they apply all the expertise and skills acquired from both the classroom and internship settings. The successful completion of the final year project is a testament of the student’s ability to combine media knowledge and communication skills, critical thinking and analytical skills to produce a personal achievement portfolio.

MQA Compulsory Subjects*
• Ethnic Relations (Malay Students)
• Islamic & Asian Civilisation (Malay Students)
• Malaysian Studies (1st Students)
• Malay Communication Language (1st Students)
• Workplace Professional Communication Skills
• Employee & Employment Trends
• Co-Curriculum

(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency)
**Career options**
- Tourism Consultant
- Tourism Business Development Manager
- Event Manager
- Tourism Project Coordinator
- Tourism Retail Manager
- Tour Operator
- Corporate Travel Manager
- Group Sales Manager
- Hotel Manager
- Hospitality Manager
- Resort Manager
- Travel Agent
- Front-line Customer Services
- Passenger Handling

**Skills that will enable you to work across diverse sectors of the tourism industry**
- Modules to develop cultural skills, negotiation and communication skills, combined with the ability to develop and market a product, namely tourism.

**Duration:**
3 years full time

This programme is specifically designed to provide students with:
- The knowledge and skills required for you to play a leading role in travel and tourism related service industries.
- A critical awareness of travel and tourism’s roles in business, the environment and sustainability.
- Advanced study of travel and tourism and facilitates progression, both academic and vocational, by means of developing your intellectual creativity, knowledge, key personal and transferable skills and a capacity for independent and lifelong learning.
- Skills that will enable you to work across diverse sectors of the tourism industry.

**Co-Curriculum**
- Employee & Employment Trends
- Workplace Professional Communication Skills
- Malay Communication Language (Int’l Students)
- Malaysian Studies (Int’l Students)
- Islamic & Asian Civilisation (M’sian Students)
- Ethnic Relations (M’sian Students)

**MQA Compulsory Subjects**
- Quantitative Skills
- People Management
- Marketing
- Introduction to Management
- Digital Thinking and Innovation
- Business and Communications Skills

**Common Modules**
- Business and Communications Skills
- Marketing
- People Management
- Quantitative Skills

**Specialised Modules**
- Introduction to Travel and Tourism Environment
- Introduction to Services Management
- Legal Aspects in the Hospitality and Tourism Industry

**INTERNSHIP**
- E-Tourism
- Geography of Travel and Tourism
- International Culture and Communication
- Recreational Tourism
- Retail Travel Operations
- Sports Tourism
- Ticketing and Computer Reservation System
- Urban, Rural and Coastal Tourism

**LEVEL 1**
Students will learn fundamental skills required by every tourism management professional, and the basic understanding of the context within which business operates. Management, Law, Economics, Entrepreneurship, Marketing, People Management, and Accounting, with specific focus on issues involved in managing services. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning.

**LEVEL 2**
A broader range of skills will be learnt, in which students will gain better understanding in business management, such as International Culture & Communications, Retail Travel Operation, Consumer Behaviour. In addition, they will explore topics and techniques in various sectoral applications within tourism management. We will further nurture their independent learning to prepare them for the workplace and for further researches.

**INTERNERSHIP**
Students will undertake an Internship/Industrial Training for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

**LEVEL 3**
Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of tourism management, in the areas of strategic and marketing aspects together with environmental issues, with aims to groom them as a tourism industry leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

**Module outline**

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**What do our alumni say?**

DARSHINI NADARAJAN (Malaysia)
BA (Hons) in International Business Management, Class of 2015
Unit Trust & Private Retirement Scheme - Public Mutual Berhad

"University is all about learning; gaining new skills and new experiences. APU is a place that encourages students to develop holistically. Join different clubs/societies, or start your own and see yourself grow. Remember: hiring managers are looking for skills and experiences, not just your academic results."

HAFIZA BINTI SAMUDDIN (Malaysia)
BA (Hons) in International Business Management, Class of 2015
Assistant Administrative - Advance Language Management (ALMA)

"The learning environment in APU was very unique. Students of the University came from over 100 countries and everyone was able to work together amicably. Most of the students in APU are international students and therefore, English is the main communication medium in the campus. This has enable me improve my English proficiency level. APU also one platform which can accommodate students with various learning experience such as through internship program, industrial visits and external talk series from industry, which will entails for better career prospect knowledge and employment option for students."
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:

- Innovation
- R&D and World-class ACADEMIC RESEARCH
- 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

WHAT DO OUR ALUMNI SAY...

WOON YAW KWAN (Malaysia)
BA (Hons) in International Business Management, Class of 2011 Manager, Enterprise Relationships Planning - Philip Morris International

“The student life here is beyond what I have imagined. The beyond boundaries experience being with them really opens up your mind and imagination. Apart from suiting up in working attire, we were bombarded with tonnes of presentations. My presentation skills and self-confidence gained from studying at APU set me apart from many peers when I enter the working environment.”

FELIX TANZIL ROBERTSIO (Indonesia)
BA (Hons) Business Management with Specialism in E-Business, Class of 2013 Assistant Manager, Digital Marketing - AirAsia

“APU’s courses are comprehensive. The modules allowed us to think out of the box, exposed us to the real need of customers, and helped us to comprehend the online system as a business. The E-Business course has successfully equipped me with knowledge of the real world. The education which promised me the future where I am today.”

MOHTADA HUSSEIN SALEM AL-ATTAS (Yemen)
BA (Hons) Business Management, Class of 2014 Assistant to the Hotels Director / Project Manager - “AMIRSOY” Mountain Resort, Uzbekistan

“In the programme that I studied, it was a great opportunity to learn the basics of business management, accounting skill and marketing as well as a wide range of subjects to help students understand greatly how companies operate nowadays. The experience I had in Business Management major and those common subjects from other disciplines helped me improve all the skills needed in my career such as presentation skills, writing skills, communication skills and problem solving skills.”

NIGINA KADIROVA (Uzbekistan)
BA (Hons) in Marketing Management, Class of 2014 Online Recruitment Agent - BNC LIP Language School, Barcelona, Spain

“I am very grateful to APU for training me during the whole studying period in terms of finishing course works on time and preparing for exams. It has developed a very valuable skill in me which is time management and self-discipline as well as ability to close tasks/projects on time which is super important for all of the companies out there.”

AISHATH ARSHEE KHALEEL (Maldives)
BA (Hons) in Media Marketing, Class of 2010 MSc in Global Marketing Management, Class of 2016 Business Development Manager & Acting General Manager - Celmax Madives Pvt. Ltd.

“APU did not only inspire me in my career but also inspired me in my Professional Skills and Career Development as a whole. What was learnt through APU with their skilled lecturers in a multicultural environment that fostered an intensive learning culture would forever be cherished. My memories at APU are going to be remembered as some of the best days of my life.”

IBRAHIM AMIR KAMARUDDIN (Malaysia)
BSc (Hons) Business Information Technology (2007) Senior Manager, CEO’s Office - Malaysian Global Innovation & Creativity Centre (MaCiC)

“APU (then APIIT) prepared me the work life discipline and soft skills needed to jump in straight into the corporate workforce. I remember once we even had our sacks checked (I’m sure that was a one-off) but that sort of preparation gave us students abit more level of discipline, class and style in propelling us into the next stage of our lives. APU also secured me my first job, even before graduation. I secured two job offers which counter-of-fered each other, and I’ll proudly tell my family everytime I get the chance to this day! Lastly, the mixture of background and nationalities impacted me a great deal. Understanding and befriending different cultures were a highlight, as many of us alumni and including the staff are still good friends till this day.”

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

TESTIMONIALS
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

**ATOS GLOBAL IT CHALLENGE**
- 2020: Champion
- 2016: 1st Runner Up

**F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE**
- 2020: Champion
- 2016: Champion
- 2012: 2nd Place
- 2017: Champion
- 2016: Champion

**HILTI GLOBAL IT COMPETITION**
- 2020: Champion
- 2020: 1st Runner Up

**MALAYSIA RESEARCH ASSESSMENT (MYRA®) RATINGS 2020**
- 2020: Special Award (Best Achievement)

**CYBERSECURITY EXCELLENCE AWARDS**
- 2020: Gold Winner (Best CyberSecurity Education Provider in Asia)
- 2019: Gold Winner (Best CyberSecurity Education Provider)

**MALAYSIA TECHNOLOGY EXPO (MTE)**
- 2020: 2 Special Awards, 5 Silver, 2 Bronze and 1 Merit Award
- 2018: Silver

**ACCA POWER OF ETHICS COMPETITION**
- 2020: Champion of ‘Most Creative Promotional Video’
- 2020: 1st Runner-up of ‘Best In-Campus Promotional Campaign’

**ASIA PACIFIC ICT AWARDS (APIA) MALAYSIA**
- 2019: Winner of ‘Best of Tertiary Student Project’
- 2016: Top Award for ‘Best of Tertiary Student Project’
- 2013: Top Award for ‘Best of Tertiary Student Project’
- 2012: Winner of ‘Special Jury Award’ by the Prime Minister
- 2011: Top Award for ‘Best of Tertiary Student Project’
- 2011: Merit Award for ‘Best of Tertiary Student Project’
- 2010: Top Award for ‘Best of Tertiary Student Project’
- 2009: Top Award for ‘Best of Tertiary Student Project’
- 2008: Top Award for ‘Best of Inclusion & e-Community’
- 2007: Top Award for ‘Best of Applications & Infrastructure Tools’
- 2006: Top Award for ‘Best of Education & Training’
- 2005: Top Award for ‘Best of Applications & Infrastructure Tools’
- 2004: Top Award for ‘Best of Education & Training’
- 2003: Top Award for ‘Best of Applications & Infrastructure Tools’
- 2002: Top Award for ‘Best of Research & Development’
- 2001: Merit Award for ‘Best of Smart Learning Applications’
- 2000: Top Award for ‘Best of Student Projects’
- 1999: Merit Award for ‘Best of Student Projects’

**REGIONAL CYBER CHALLENGE (RCC)**
- 2019: Champion
- 2019: 1st Runner Up

**EINSTEIN & YOUNG (EY) ASIA-PACIFIC CYBER HACKATHON CHALLENGE**
- 2019: Champion

**INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL)**
- 2019: Gold Medal
- 2019: Silver Medal

**INTERNATIONAL INNOVATION, CREATIVITY AND TECHNOLOGY EXHIBITION (SCEHTE)**
- 2019: Gold Medal

**INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (SITE)**
- 2019: 1 Gold Award for the Invention, Innovation and Technology category
- 2018: 1 Bronze Award for the Invention, Innovation and Technology category
- 2017: 1 Silver Award for the Invention, Innovation and Technology category
- 2016: 1 Gold Award for the Invention, Innovation and Technology category
- 2015: 1 Gold Award for the Invention, Innovation and Technology category
- 2014: 1 Gold Award for the Invention, Innovation and Technology category
- 2013: 1 Gold Award for the Invention, Innovation and Technology category
- 2012: 1 Gold Award for the Invention, Innovation and Technology category
- 2011: 1 Gold Award for the Invention, Innovation and Technology category
- 2010: 1 Gold Award for the Invention, Innovation and Technology category
- 2009: 1 Gold Award for the Invention, Innovation and Technology category
- 2008: 1 Gold Award for the Invention, Innovation and Technology category
- 2007: 1 Gold Award for the Invention, Innovation and Technology category
- 2006: Best Green Invention Award
- 2005: 1 Gold Award for the Invention, Innovation and Technology category
- 2004: 1 Gold Award for the Invention, Innovation and Technology category
- 2003: 1 Gold Award for the Invention, Innovation and Technology category
- 2002: 1 Gold Award for the Invention, Innovation and Technology category
- 2001: 1 Gold Award for the Invention, Innovation and Technology category
- 2000: 1 Gold Award for the Invention, Innovation and Technology category

**3 DAYS OF CODE CHALLENGE**
- 2019: Champion
- 2019: 1st Runner Up
- 2018: 2nd Runner Up
- 2018: Special Prize

**OPEN Gov Asia Recognition for Excellence**
- 2019: Recognition for Excellence

**CYBER HEROES COMPETITION**
- 2019: Champion
- 2019: Most Valuable Player (MVP)
- 2017: 3rd Place
- 2017: 4th Place

**NATIONAL MATHEMATICS COMPETITION**
- 2019: Champion
- 2019: Consolation Prize
- 2019: Champion
- 2017: 2nd Runner Up
The APIIT Education Group received the prestigious Prime Minister’s Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation was selected to receive the Prime Minister’s Industry Excellence Award from among nearly 50 other recipients in 8 different categories. The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognise and reward organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister’s Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD
2019 - Gold Award
2016 - Gold Award
2015 - Gold Award
2014 - Gold Award

CIMB L再 FOR DESIGN COMPETITION
2019 - 1st Place
2019 - 3rd Place

KPMG CYBER SECURITY CHALLENGE
2018 - 1st Runner Up
2018 - 2nd Runner Up

MATERIALS LECTURE COMPETITION (MLC)
2016 - Champion (Hack & Defence)
2016 - Champion (Forensic Challenge)

THE BRANDLAUREATE – SMES BEST BRANDS AWARDS
2012 - Winner of Corporate Branding Award in Education

MICROSOFT MALAYSIA CUP INNOVATION (MCC)
2012 - Winner of Microsoft Imagine Cup (Malaysia)
2011 - Winner of Microsoft Imagine Cup (Malaysia)
2011 - 1st Runner-up of Microsoft Imagine Cup (Malaysia)
2010 - Top 10 Malaysia
2010 - Top 20 Malaysia

THAILAND INNOVATION TOWN (MITT) 2010
2009 - Winner for Best Animated Award
2010 - Winner for Most Creative Award

HACK IN THE BOX (HITB) INTERNATIONAL COMPETITION 2010
2009 - Winner for Best Gambling Award

MALAYSIA CREATIVITY INDUSTRIES AWARDS 2009 (GAMES CATEGORY - STUDENT)
2009 - Award for Best Use of Technology

STANFORD UNIVERSITY’S GLOBAL INNOVATION TOURNAMENT 2009 (WON BY APIT GRADUATES)
2009 - Winner for Global Innovation Tournament Global Challenge

MSC MALAYSIA CREATIVITY INDUSTRIES AWARDS 2009 (GAMES CATEGORY - STUDENT)
2009 - Award for Best Use of Technology

MINISTRY OF HIGHER EDUCATION MALAYSIA AWARDS
2010 - Top Award for Best Website Design

BUSINESS EXCELLENCE AWARD 2006 (MALAYSIA CANADA BUSINESS COUNCIL)
2006 - Bronze award for Industry Excellence to Education

DKSH-CCS AWARD
2006 - First Prize for DKSH-CCS Media Challenge 2006

PRISM – COMPUTHES ITC AWARDS 2004
2005 - Product of the Year Award for ‘Safe Checker’
2006 - Product of the Year Award for ‘Screen Suite’

ASIAN INNOVATION AWARDS
2010 - Top Award in Network and PC Maintenance category

PRIME MINISTER’S GOLDEN HANDBARS AWARD
2010 - Top Award for Services to Industry and Community

AWARDS AND ACHIEVEMENTS

APIIT Education Group is the proud recipient of Prime Minister’s Award and Export Excellence Award (Services) for Industry Excellence Awards - March 2011

ASIAN YOUTH INNOVATION AWARDS & EXPO
2007 - Silver Medal
2007 - Bronze Medal

DUTCH WORLDWIDE UNIVERSITY DEBATING CHAMPIONSHIP
2016 - 2nd Place in the World

INTERNATIONAL FEDERATION FOR INFORMATION PROCESSING (IFIP) INTERNATIONAL ELITE AWARDS
2016 - Best Student IT Project award

BIG APP CHALLENGE
2016 - Champion
2016 - 2nd Runner Up
2016 - Top 1 Finalist
2016 - Top 2 Finalist

DIGITAL GAMES COMPETITION
2016 - Champion
2016 - 1st Runner Up

IW Hack: SMART CITIES WITH LORA
2016 - 1st Place

GAMEFICATION HACKATHON
2016 - Champion
2016 - Gold Medal

ANGELHACK GLOBAL HACKATHON (MALAYSIA)
2016 - Grand Prize

HACK THE BOX
2016 - Champion (Forensic Challenge)
2016 - Champion (Black & Defend)

MATERIALS LECTURE COMPETITION (MLC)
2016 - First Prize
2015 - Second Prize

INDONESIA CAPITAL MARKET STUDENT STUDIES (CMSS) INTERNATIONAL CONFERENCE
2016 - Best Emerging Human Computer Interface Award

E-CENTRING PROGRAMMING COMPETITION (RED DIVISION, ESENTING)
2015 - Distinction Award for ‘Software Program Design and Development’
2015 - Merit Award for ‘Software Program Design and Development’
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2014 - Distinction Award for ‘Software Program Design and Development’
2014 - Merit Award for ‘Software Program Design and Development’
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2013 - Merit Award for ‘Software Program Design and Development’
2013 - Merit Award for ‘Software Program Design and Development’

E-CENTRING BUG-HUNT
2015 - 1st Runner-up
2014 - 4th Place
2014 - 3rd Place

INTERNATIONAL CONFERENCE ON INFORMATION, SYSTEM AND CONVERGENCE APPLICATIONS (ICSCA)
2015 - 3rd Place Award
2015 - 1st Bronze Award
2015 - 1st Bronze Award

CIMA GLOBAL BUSINESS CHALLENGE MALAYSIA
2015 - Finalist
2014 - 1st Runner-up

PATHFINDER ROBOT COMPETITION
2015 - Creativity Award
2014 -屏幕 Award
2014 - Top 1 Finalist

UTP-MAX NATIONAL HACKING COMPETITION
2014 - 1st Runner-up
2014 - 1st Runner-up
2014 - 2nd Runner-up

MAKING HISTORY - AWARDS AND ACHIEVEMENTS