Business Administration

Business with Information Technology

E-Business

Media Informatics

Marketing Management

Business Management

Media Marketing

Services Management

Human Resource Management

International Business Management

REVOLUTION
IN THE MAKING

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SCHOOL OF
BUSINESS &
MANAGEMENT

A·P·U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

■ **PRE-UNIVERSITY PROGRAMME**

Degree Foundation Programme

■ **DIPLOMA PROGRAMMES**

Diploma in Business Administration
Diploma in Business with Information Technology

■ **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 E-Procurement
BA (Hons) in International Business Management
BA (Hons) in Marketing Management
BA (Hons) in Human Resource Management
BA (Hons) in Tourism Management
BA (Hons) in Services Management
BA (Hons) in Media Marketing
BSc (Hons) in Media Informatics

Degrees awarded in association with Staffordshire University

STAFFORDSHIRE
UNIVERSITY
Our Partner in Quality

AN AWARD-WINNING UNIVERSITY

The 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 graduates for significant roles in business and society globally. 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.

Originally established as the Asia Pacific Institute of Information Technology (APIIT) in 1993 and Asia Pacific University College of Technology & Innovation (UCTI) in 2004, APU's sound approach to nurturing school leavers into qualified professionals has resulted in our graduates being highly sought after by employers. With an international student community from more than 100 countries studying in its Malaysian campus, APU offers a truly cosmopolitan learning environment which prepares students well for the global challenges which lie ahead. APU offers a wide range of degrees with Technology as a common core.

> APU's future purpose-built state-of-the-art campus in TPM.

It is APU's aim to nurture and encourage innovation through our programmes of study, with the intention of producing individuals who will learn, adapt and think differently in new and better ways.

The Asia Pacific University has and always will, continue to develop and deliver its academic programmes through unique and well-established international partnerships, particularly with Staffordshire University UK but also with other partners throughout the world. This formidable combination of Malaysian homegrown programmes fortified with international benchmarking, provides our students with the assurance that the qualifications gained from APU truly meet international quality standards.

APU was announced as among the Highest Rated Universities in Malaysia, being rated at TIER 5 (EXCELLENT) under the SETARA 2011 Ratings by the Ministry of Higher Education (MOHE) and Malaysian Qualifications Agency (MQA) which was announced by the Y.Bhg. Minister of Higher Education on 1st November 2012.

APU's achievements bear testimony to our commitment to excellence in higher education and training, as well as innovative research and development and commercialization. APU (via APIIT) is Malaysia's first Institution to achieve Multimedia Super Corridor (MSC) Company Status. Through our network of APIIT Education Group branch campuses established in Sri Lanka and India, APU also reaches out to young aspiring professionals in these countries, providing them with a unique opportunity of experiencing international best practices in higher education using curricula, processes, resources and systems which have been developed in Malaysia. APU's academic programmes are all approved by the Ministry of Higher Education of Malaysia and the qualifications are accredited by the Malaysian Qualifications Agency (MQA).

TIER 5 EXCELLENT RATING

APU amongst the Highest Rated Universities
Rated at Tier 5 (Excellent) by Ministry of Higher Education / Malaysian Qualifications Agency under SETARA 2011

APIIT Education Group is the proud recipient of

Prime Minister's Award
and Export Excellence Award (Services)
for Industry Excellence Awards - March 2011

The APIIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia, Dato' Seri Mohd Najib Tun Razak. Only one organization was selected to receive the Prime Minister's Industry Excellence Award from among nearly 30 other award recipients in 8 different categories.

The Industry Excellence Awards, organized by the Ministry of International Trade & Industry (MITI), recognizes and rewards organizations for organizational 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 internationalization.

OUR PARTNER IN QUALITY

Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.

STAFFORDSHIRE UNIVERSITY

Some facts about Staffordshire University are:

- Staffordshire University's strong focus on employability was underlined in the UK Sunday Times newspaper's 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.

- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.

- The University's Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.

- Staffordshire's Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.

- The University's learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.

APU's programmes are subjected to extensively External Quality Assurance processes by Staffordshire University, who also award the Undergraduate Degrees. This ensures that our programmes are benchmarked against international standards.

In addition, our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.

The aims of the Business & Management 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, International Business Management, E-Business, E-Procurement, Tourism and Services Management, Marketing or HRM

- Develop effective and imaginative information communication skills

- 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

Learning for Employability

Employers look for qualified people who have the technical know-how and the ability to communicate, work in teams and other personal skills.

At APU, our programmes are developed to provide you not only with interesting and stimulating modules to develop your mind, but also to enhance your knowledge and skills and increase your ability to compete for that dream job. You also need to possess the ability to learn, develop and adapt. Much of what is current knowledge will soon be out-of-date and the reality is that to succeed you need to be adaptable and innovative. We achieve this through the Five "I"s Model™:

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

DUAL DEGREE PROGRAMMES

The Dual Degree Programmes (DDP)

The **Dual Degree Programmes** are offered through a unique collaborative partnership between APU and Staffordshire University, United Kingdom, through which Staffordshire accredits undergraduate programmes that are designed and delivered by APU. On completion of the programme, students will be awarded two undergraduate degree Certificates and Transcripts: one from APU and one from Staffordshire University.

The programme provides students with enhanced opportunities for further study and career development, especially since both degrees are earned from reputed and quality Institutions from two different countries. The most obvious benefit of the partnership is the opportunity for students to gain degrees from Malaysian and UK higher education institutions that are recognised locally and internationally.

The APU-Staffordshire **Dual Degree Programmes** are offered under an approved collaboration in accordance with the Code of Practice for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency's (QAA). APU's academic programmes are all approved by the Ministry of Higher Education of Malaysia and the qualifications are accredited by the Malaysian Qualifications Agency (MQA).
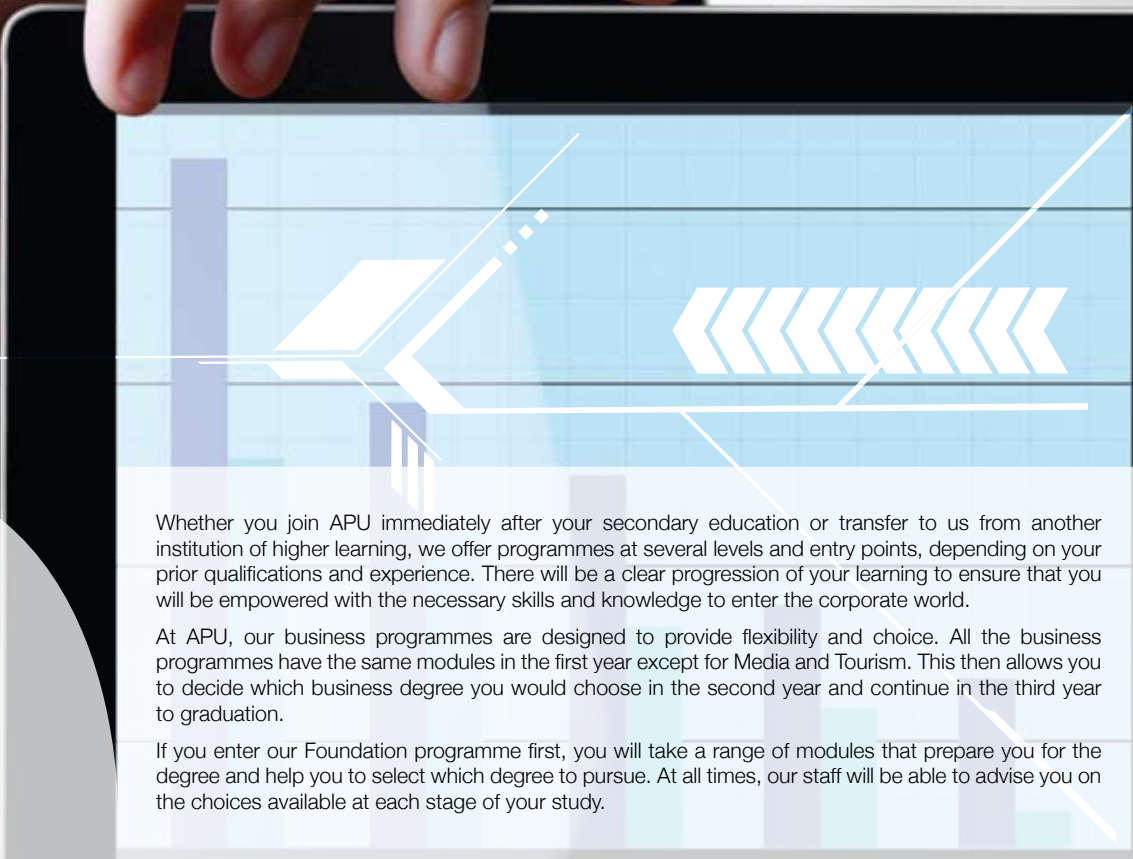
Careers in Business & Management

All businesses need more efficient, effective and competitive operations. Depending on your choice of degree, some examples of careers include:

BA (Hons) in Business Management
Any functional area of business such as sales, administration, marketing, purchasing, personnel, retail, manufacturing operations, export activities, distribution management, etc.

BA (Hons) in Business Management with a specialism in E-Business
You develop the necessary critical intellectual ability to enable you to develop careers in e-business, e-government, e-education and e-services to name a few. Careers in E-Business would include New Business Development Management, Marketing Manager , E-Business Consultant and Technoprenuer

BA (Hons) in Business Management with a specialism in E-Procurement
Any functional areas of business including procurement, supply chain, manufacturing, strategic procurement technology and e-procurement. You will develop as future experts and managers for the worldwide procurement, supply chain management and manufacturing networks. This will give you wide opportunities and careers such as Procurement Site Manager, Procurement Specialist, Contracts Manager, Supply Chain Procurement Manager, E-Commerce Consultant and E-Procurement Specialist.

BA (Hons) in International Business Management
Any functional areas including sales, marketing, personnel and also distribution. These are common in larger companies with international links or those engaged in the import / export business, and may also include smaller companies seeking export business.

BA (Hons) in Marketing Management
Any area of general business but more likely in marketing research, brand management, sales promotions & advertising, retail management, distribution management, sales and sales management, customer service and customer relationship management.

BA (Hons) in Human Resource Management
Any functional area of HRM including personnel management, performance management, recruitment, training & development or possibly in general management.

BA (Hons) in Tourism Management
Any functional area of the tourism sector, including:
• Managing and supervising customer delivery in a travel agency
• Employment in tour operators, visitor centres, conference and event management
• Tourism Business Development and Marketing Manager
• Tourism Consultant
• Government Policy Officer on tourism issues
• Tourism Industry Development Manager
• Tourism-related Project Director/Coordinator
• Executive Director within the tourism industry

It could include employment in a wide range of tourist sectors e.g.:
• Leisure, recreation and sport
• History and heritage tourism
• Rural and City tourism
• Winter tourism
• Domestic and international tourism
• Pilgrimage
• Health tourism
• Inbound or outbound activity
• Hotels and restaurants
• Retailing
• Transportation
• Travel agencies
• Tour companies
• Tourist attractions
• Cultural industries, etc.

BA (Hons) in Services Management
Any functional area of both B2B and B2C services including:
• Banking, Insurance
• Travel and Tourism
• Consultancy
• Entertainment
• Leisure Industries
• Retail
• Franchising
• Real Estate
• Education and training
• Catering
• Business Services
• Social services etc.

It could include customer satisfaction management, sales, personnel, market research, advertising and promotion and general administration & management.

BA (Hons) in Media Marketing
Employment options include advertising, promotions and PR in both traditional and new media such as newspapers, magazines and online media. Functional areas include account management, brand management, sales and campaign development.

BSc (Hons) in Media Informatics
Employment options include advertising, promotions and PR, as well as the press and broadcast organisations. Functional areas include creative, media production (pre and post), sales and customer service.
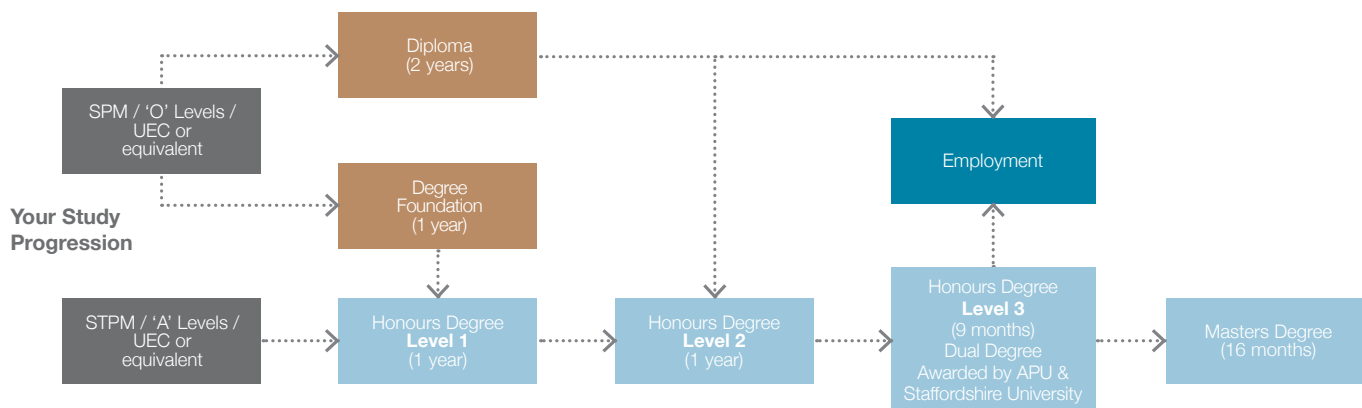
PATHWAY @ APU

Whether you join APU immediately after your secondary education or transfer to us from another institution of higher learning, we offer programmes at several levels and entry points, depending on your prior qualifications and experience. There will be a clear progression of your learning to ensure that you will be empowered with the necessary skills and knowledge to enter the corporate world.

At APU, our business programmes are designed to provide flexibility and choice. All the business programmes have the same modules in the first year except for Media and Tourism. This then allows you to decide which business degree you would choose in the second year and continue in the third year to graduation.

If you enter our Foundation programme first, you will take a range of modules that prepare you for the degree and help you to select which degree to pursue. At all times, our staff will be able to advise you on the choices available at each stage of your study.

Your Study Progression

- SPM / 'O' Levels / UEC or equivalent
- STPM / 'A' Levels / UEC or equivalent
- Diploma (2 years)
- Degree Foundation (1 year)
- Honours Degree **Level 1** (1 year)
- Honours Degree **Level 2** (1 year)
- Honours Degree **Level 3** (9 months) Dual Degree Awarded by APU & Staffordshire University
- Employment
- Masters Degree (16 months)

Overall Programme Structure

Foundation	**Diploma**	**Honours Degree**
3 semesters / 1 year full-time	5 semesters / 2 years full-time	6 semesters / 3 years full-time

Admission Requirements

FOUNDATION PROGRAMME

The Foundation programme gives you an opportunity to sample your future areas of study. This helps you choose which Degree Level 1 programme to pursue.

- An overall credit pass in at least 5 subjects at SPM level and a minimum of a pass in Bahasa Malaysia; or
- 5 grade C passes at 'O' Level / GCSE; or
- A qualification that APU accepts as equivalent to the above.

DIPLOMA PROGRAMMES

- An overall credit pass in 3 subjects at SPM level; or
- 3 Grade C passes at 'O' Levels / GCSE; or
- A qualification that APU accepts as equivalent to the above.

BACHELORS (HONS) DEGREE PROGRAMMES

Direct Entry to Level 1 of the Degree:

- 2 principal passes at STPM level; or
- 2 passes at 'A' Levels and 4 Grade C passes at 'O' Levels / GCSE; or
- The APU Foundation or equivalent; or
- A qualification that APU accepts as equivalent to the above.

Direct Entry to Level 2 of the Degree:

- Successful completion of the APU 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 Academic Board)

ENGLISH REQUIREMENTS
(only applicable for International Students)

Foundaton and Diploma Programmes

- IELTS   : 5.5
- TOEFL : 65 (Internet Based Test), 513 (Paper Based Test), 183 (Computer Based Test)
- Other Certification or Evidence of English Proficiency that APU accepts as equivalent to the above

Applicants who do not possess the above will be required to sit for the APU English Placement Test, and based on the outcome of the test may be required to attend the APU Intensive English Programme (IEP) prior to commencement of the Foundation/Diploma programme.

Bachelors (Hons) Degree Programmes

- IELTS   : 6.0
- TOEFL : 79-80 (Internet Based Test), 550 (Paper Based Test), 213 (Computer Based Test)
- Other Certification or Evidence of English Proficiency that APU accepts as equivalent to the above

Applicants who do not possess the above will be required to sit for the APU English Placement Test, and based on the outcome of the test may be required to attend the APU Intensive English Programme (IEP) prior to commencement of the Degree programme.

(Note that for the programmes listed here, a pass in Bahasa Malaysia at SPM level is required for all Malaysian students).
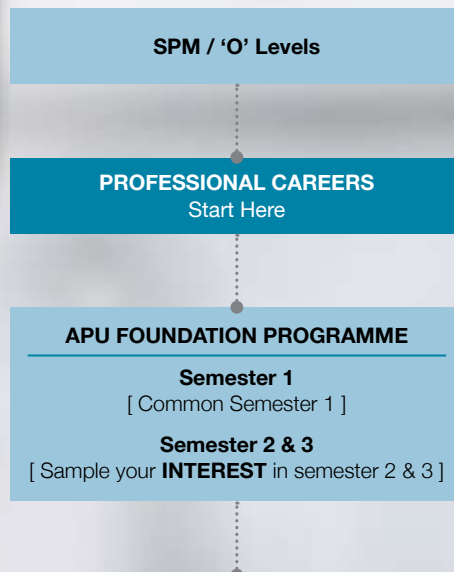
Flexibility of Choice

Our 12-month Foundation Programme is designed to prepare those with SPM, 'O' Levels or similar qualifications with the knowledge and skills to progress into the first year of a degree of their choice.

On completion of the Foundation Programme, you will be able to make an informed decision about your interest and pursue your degree of choice.

During the Foundation Programme, you are able to choose different routes depending on your area of interest. This will allow you to progress onto a specific degree programme at APU, related to this area or other relevant areas based on your foundation experience.

SPM / 'O' Levels

PROFESSIONAL CAREERS
Start Here

APU FOUNDATION PROGRAMME

Semester 1
[Common Semester 1]

Semester 2 & 3
[Sample your **INTEREST** in semester 2 & 3]

DEGREE PROGRAMMES

ROUTE A Business & Finance	**ROUTE B** Technology and Business & Finance	**ROUTE C** Engineering & Technology
• Business • Media • Services & Tourism • Accounting & Finance • Banking & Finance	• Computing / IT • Games Development • Business • Media • Services & Tourism • Accounting & Finance • Banking & Finance • Actuarial Studies • Management Science	• Engineering • Computing / IT • Games Development • Actuarial Studies • Management Science

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This programme is designed to help those with SPM, 'O' Levels or similar qualifications to develop the skills and knowledge to progress into the first year of a degree of their choice.

LEARNING OUTCOMES

You will be able to:

- Enter Level 1 of degree study
- Make an informed choice about what degree you want to study
- Demonstrate an awareness of the concepts which underpin the study of Business, Technology, Media, Accounting, Banking and Finance, Quantitative Studies, IT or Engineering
- Communicate effectively verbally and in writing to a given audience
- Work effectively in a team
- Demonstrate English and other study skills appropriate to undergraduate learning
- Apply skills in numeracy, technology and communication
- Explain the essential elements of technology
- Use appropriate application software and the Internet

FOUNDATION PROGRAMME

The Foundation Programme

MODULES YOU STUDY

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 Business, Accounting & Finance, Banking & Finance, Actuarial Studies, Media, Information Technology or Engineering. The modules are:

SEMESTER 1

- English for Academic Purposes *(4 credits)*
- Mathematics *(3 credits)*
- Personal Development & Study Methods *(4 credits)*
- Introduction to Business (4 credits)
- MQA Compulsory 1

SEMESTER 2

- Communication Skills *(4 credits)*
- MQA Compulsory 2
- IT Applications *(4 credits)*
- and choose Route A, B or C

ROUTE A	ROUTE B	ROUTE C
Business & Finance	Technology and Business & Finance	Engineering & Technology
• Global Business Trends *(3 credits)* • Academic Research Skills *(4 credits)*	• Further Mathematics *(3 credits)* • Academic Research Skills *(4 credits)*	• Further Mathematics *(3 credits)* • Academic Research Skills *(4 credits)*

*You must have previously studied science based subjects to select the Electrical and Electronic Principles module

SEMESTER 3

ROUTE A	ROUTE B	ROUTE C
Business & Finance	Technology and Business & Finance	Engineering & Technology
• Organisational and Social Environments *(4 credits)* • Principles of Accounts *(4 credits)* • Perspectives in Technology *(4 credits)* • MQA Compulsory 3	• Organisational and Social Environments *(4 credits)* • Computing & IT *(4 credits)* • Perspectives in Technology *(4 credits)* • MQA Compulsory 3	• Electrical and Electronic Principles *(3 credits)* • Engineering Science *(3 credits)* • Mechanical Science *(3 credits)* • Engineering Mathematics *(3 credits)* • MQA Compulsory 3

PROGRAMME PATHWAYS

You may then proceed to LEVEL 1 of a Degree of your choice in the following pathways.

ROUTE A	ROUTE B	ROUTE C
Business & Finance	Technology and Business & Finance	Engineering & Technology

• Business
  - Business Management
  - E-Business
  - E-Procurement
  - International Business Management
  - Marketing
  - Human Resource Management
• Tourism Management
• Services Management
• Media Marketing
• Technopreneurship
• Media Informatics
• Accounting & Finance
  - Forensic Accounting
  - Taxation
  - Forex and Investments
• Banking & Finance
  - Financial Planning
  - Investment and Risk Management
• Islamic Banking & Finance
	• Information Technology
	  - Information System Security
	  - Intelligent Systems
	  - Network Computing
	  - Forensic Computing
	  - Mobile Computing
	  - Business Information Systems
	• Software Engineering
	• Internet Technology
	• Enterprise Computing
	• Technopreneurship
	• Computer Games Development
	• Multimedia Technology
	• Web Media Technology
	• Media Informatics
	• Business
	  - Business Management
	  - E-Business
	  - E-Procurement
	  - International Business Management
	  - Marketing
	  - Human Resource Management
	• Tourism Management
	• Services Management
	• Media Marketing
	• Accounting & Finance
	  - Forensic Accounting
	  - Taxation
	  - Forex and Investments
	• Banking & Finance
	  - Financial Planning
	  - Investment and Risk Management
	• Islamic Banking & Finance
	• Actuarial Studies
	• Management Science
		• Engineering
		  - Electrical & Electronic Engineering
		  - Telecommunication Engineering
		  - Mechatronic Engineering
		• Information Technology
		  - Information Systems Security
		  - Intelligent Systems
		  - Network Computing
		  - Forensic Computing
		  - Mobile Computing
		  - Business Information Systems
		• Software Engineering
		• Internet Technology
		• Enterprise Computing
		• Computer Games Development
		• Multimedia Technology
		• Web Media Technology
		
		Students may also choose the following:
		• Actuarial Studies
		• Management Science

MQA COMPULSORY MODULES

- Bahasa Melayu (Malay Language)
- Pengajian Malaysia (Malaysian Studies)
- Pendidikan Moral (Moral Studies); or Pendidikan Islam (Islamic Studies)

SCHOOL OF BUSINESS & MANAGEMENT

- Diploma in Business Administration
- Diploma in Business with Information Technology
- 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 E-Procurement
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- BA (Hons) in Tourism Management
- BA (Hons) in Services Management
- BA (Hons) in Media Marketing
- BSc (Hons) in Media Informatics

A · P · U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

STAFFORDSHIRE
UNIVERSITY

In an era of global transformation the demands placed upon business leaders to provide leadership and insights have become imperative. The School of Business & Management at the APU prepares students for a role that gives them an industry relevant edge.

At the School of Business & Management at the APU, we continually demonstrate high quality international curriculum through our portfolio of Business & Management degrees at both undergraduate and post graduate levels.

With a mission to develop global ready graduates, our teaching faculty engages in industry relevant research that embodies academic rigour and forward thinking to prepare our graduates towards a rewarding career.

BUSINESS & MANAGEMENT STUDY PATHWAYS

Business & Management Study Pathways

DEGREE PROGRAMMES   *(DUAL Degrees awarded by APU & Staffordshire University, United Kingdom)*

COMMON LEVEL 1	PROGRAMMES
Common Level 1*	• 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 E-Procurement • BA (Hons) in International Business Management • BA (Hons) in Marketing Management • BA (Hons) in Human Resource Management
Common Level 1*	• BA (Hons) in Tourism Management • BA (Hons) in Services Management
Common Level 1*	• BA (Hons) in Media Marketing • BSc (Hons) in Media Informatics

Note: * *Although 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.*

Diploma in Business Administration

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Students for careers in the business administrative environment with emphasis on general business operations, organisation and specialisation option in accounting, tourism, information technology or marketing.
- Professional skills to develop solutions requiring a holistic outlook in the business and organisational context.
- Students with critical, independent and cooperative learning skills so as to facilitate response to continuous future changes in industry practices.
- Students with intellectual skills, communications ability and teamworking capability.
- Students with opportunities for progression into Degrees of study of International standard in relevant areas.

SEMESTER 1

In this semester students will be equipped with basic mathematical, language and communication as well as information technology skills. Throughout the duration of the semester, students will be exposed to various terminologies and basic concepts related to business managerial skills. These skills are imperative for a smooth transition to the following semester.

Modules
- English for Academic Purposes
- Numerical Skills
- Managing Business
- Practical IT Skills

Plus one (1) MQA module, applicable only to Malaysian students

SEMESTER 2

The modules Professional Communications, Academic Research Skills and Quantitative Methods that are offered in this semester help to further develop students' knowledge and skills significantly with emphasis on aspects that are core to the study of business. Also the Fundamentals of Entrepreneurship module will begin to take the student through the process and the methods involved in the early stages of venture creation.

Modules
- Professional Communications
- Academic Research Skills
- Fundamentals of Entrepreneurship
- Quantitative Methods

Plus one (1) MQA module, applicable only to Malaysian students

SEMESTER 3

This semester moves the students from the basic business concepts and procedures to more advanced topics like People Management, Marketing and Business Economics. Financial Accounting module will expand their knowledge and efficiency in solving problems and making decisions in different areas of business.

Modules
- People Management
- Financial Accounting
- Marketing
- Business Economics

Plus one (1) MQA module, applicable only to Malaysian students

SEMESTER 4

The modules in this semester are aimed at equipping students with the knowledge and skills in the legal, statistical and financial aspects of business. In addition, students are exposed to International Business module which allows the students to understand the environmental and cultural issues facing global organisations. Besides, the Managing Information Systems module will also introduce the students to applications of business data communications.

Modules
- Legal Framework of Business
- International Business
- Business Statistics
- Principles of Finance
- Managing Information Systems

SEMESTER 5

The final semester allows students to progress into more advanced areas of business and management. Students will experience a balance of business theories and practical applications. In addition, students will also select 2 option modules during the semester. Supported by accounting module, they are expected to be able to demonstrate cognitive and intellectual skills relevant to business.

Modules
- Organisational Behaviour
- Managing Services
- Cost Accounting

Option Modules A
- Consumer Behaviour
- Business Operations
- Computer Technology

Option Modules B
- E-business
- E-commerce
- Internet Applications

FURTHER STUDIES

Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU:

- 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 E-Procurement
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management

Diploma in
Business with Information Technology

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Students for careers in hybrid environments where business information systems are increasingly integrated, encompassing a wide range of enabling technologies and cross-organisational, social, national and international boundaries.
- Students with academic and professional skills to develop solutions requiring the application of both business and information technology disciplines in a commercial and organisational context.
- Students with critical, independent and cooperative learning skills so as to facilitate responses to continuous future changes in technology and industry practices.
- Students with intellectual skills, communications ability and team working capability.

SEMESTER 1

In this semester students will be equipped with basic mathematical, language and communication as well as information technology skills. Throughout the duration of this semester, students will have the opportunity to expose themselves to various terminologies and basic concepts related to business managerial skills. These skills are imperative for a smooth transition to the following semester.

Modules
- English for Academic Purposes
- Numerical Skills
- Managing Business
- Practical IT Skills

Plus one (1) MQA module, applicable only to Malaysian students

SEMESTER 2

The modules Professional Communications, Academic Research Skills and Quantitative Methods that are offered in this semester help to develop students' knowledge and skills significantly with emphasis on aspects that are core to the study of business. The module Information Systems provides students with details of the underpinning components of any information systems for more advanced study in subsequent semesters.

Modules
- Professional Communications
- Academic Research Skills
- Information Systems
- Quantitative Methods

Plus one (1) MQA module, applicable only to Malaysian students

SEMESTER 3

This semester moves the students from the basic business concepts and procedures to more advanced topics like Marketing and Business Economics. There are also modules in related subjects such as Computer Technology and Internet Applications which will expand their knowledge and efficiency in solving problems and making decisions in different areas of business, supported by technology.

Modules
- Computer Technology
- Internet Applications
- Marketing
- Business Economics

Plus one (1) MQA module, applicable only to Malaysian students

SEMESTER 4

The modules in this semester aimed at equipping students with the knowledge and skills in the legal, statistical and accounting aspects of business. In addition, students are exposed to the Multimedia Application where students will learn the fundamental knowledge and skills necessary to create and document an interactive multimedia application.

Modules
- Legal Framework of Business
- Multimedia Applications
- Business Statistics
- Accounting
- System Analysis & Design

SEMESTER 5

The final semester allows students to progress into more advanced areas of business, management together with computing and Information Technology skills which includes programming knowledge and Networks & Networking. Graduates will be able to demonstrate a range of cognitive and intellectual skills together with techniques specific to business, management and information Technology.

Modules
- Organisational Behaviour
- Managing Services
- Managing Information Systems
- VB.Net
- Networks & Networking

FURTHER STUDIES

Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU:
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in International Business Management
- BSc (Hons) in Technopreneurship
- BSc (Hons) in Information Technology with a specialism in Business Information Systems

JPT/BPP(U)1000-801/63(44)(A6223)08/15

BA (Hons) in Business Management

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- 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 contexts.
- Exposure to the areas of modern Business Management and how these work in concert to produce efficient, agile and customer-centric organisations.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Introduction to Services Management modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Common Modules
- Business Environment
- Business and Communications Skills
- Computing and IT in the Workplace
- Quantitative Skills
- Introduction to Management
- People Management
- Accounting Skills
- Marketing
- Legal Environment of Business
- Introduction to Services Management

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

Here, specific modules deal with organisational and customer-related issues with emphasis on delivering value to customers. These are common to all management programmes. The other modules provide a broad understanding of Accounting, Operations and Management in an organisation.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

Common Modules
- Behavioural Science in the Organisation
- Business Ethics and Governance
- Financial Management
- Delivering Customer Value
- Research Methods
- Managing Information System in Organisation

Specialised Modules
- Quality Management
- E-Business Management
- Operations Management
- Commercial Law
- Services Management
- Critical Thinking in Management

LEVEL 3

Here, the emphasis is on strategy and decision-making alongside the more practical issues of managing for enterprise, performance and problem-solving. Particular focus is given to exploring modern issues in business management through modules such as Contemporary Management, The Changing Face of Management, Managing Change and Enterprising Management. In addition you will delve into strategic aspects of management generally and Human Resources in particular.

Investigations in Business Management will involve exploration of a topic chosen by you. The Project further develops the academic and practical aspects of your chosen area of study and reinforces your independent Business Management learning skills.

Common Modules
- Corporate Finance
- Strategic Management

Specialised Modules
- Managing Change
- Enterprising Management
- Strategic Planning for Information System
- Contemporary Management
- Investigation in Business Management
- Strategic Marketing Planning
- Managing people and Performance
- Asian Success and the Global Economy
- Business Management Project

BA (Hons) in Business Management with a specialism in E-Business

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Focus on different aspects of E-Business including modules in topics such as e-commerce, e-business, e-tourism, e-marketing, internet payment systems, e-procurement and e-business strategy.
- Students with more in depth understanding and to undertake a project which explores this area in a more analytical and in-depth way.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Introduction to Services Management modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Common Modules
- Common Modules
- Business Environment
- Business and Communications Skills
- Computing and IT in the Workplace
- Quantitative Skills
- Introduction to Management
- People Management
- Accounting Skills
- Marketing
- Legal Environment of Business
- Introduction to Services Management

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

Two modules deal with organisational issues and two with customer related issues designed to deliver value. These are common to all management courses. The other modules provide a broad understanding of the Accounting, Operations and Management issues in an organization. The specialism contains 4 modules which explore Electronic aspects of Commerce, Business, Tourism and Marketing.

Independent learning continues in all modules but is a particular focus and requirement in Research Investigations.

Common Modules
- Behavioural Science in the Organisation
- Business Ethics and Governance
- Financial Management
- Delivering Customer Value
- Research Methods
- Managing Information System in Organisation

Specialised Modules
- Creativity and Innovation
- Operations Management
- E-Business Management
- E-Commerce
- Critical Thinking in Management
- e-Marketing

LEVEL 3

The emphasis is on strategy and decision making alongside the more practical issues of managing for enterprise, performance and problem solving. The specialism explores specific E-Business aspects such as Internet Payment Systems and Promotion as well as E-Business Strategy.

The Project further develops the student's academic and practical aspects of their areas of study in E-Business and reinforces their independent learning skills.

Common Modules
- Corporate Finance
- Strategic Management

Specialised Modules
- Managing Change
- Contemporary Management
- Global Marketing
- e-Business Procurement
- Investigation in e-Business
- Integrated Marketing Communications
- Internet Payment System
- E-Business Strategy
- E-Business Project

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

BA (Hons) in Business Management with a specialism in E-Procurement

JPT/BPP(U)1000-801/63(44)(A6223)08/15

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- An appreciation of the purchase of goods or services electronically, which is an integral part of an overall strategic procurement plan in any business environment.
- An understanding of strategic sourcing, supplier rationalisation and supply chain automation.
- An in depth understanding on how to use skills and knowledge for companies to gain immediate and tangible returns through E-Procurement methods which lead to increasing velocity in the supply chain, in enhancing the company's market leadership.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Introduction to Services Management modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Common Modules
- Common Modules
- Business Environment
- Business and Communications Skills
- Computing and IT in the Workplace
- Quantitative Skills
- Introduction to Management
- People Management
- Accounting Skills
- Marketing
- Legal Environment of Business
- Introduction to Services Management

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

There is a greater depth in introducing the 'E' elements in Level 2. Modules in this level allow students to concentrate on organisational and customer relationship management. This emphasis will allow an e-procurement student to ensure there is delivery of value in the e-supply chain.

With the other modules, it provides a broader understanding of Supply Change Management, Procurement and E-Commerce in a procurement operation for a business environment.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

Common Modules
- Behavioural Science in the Organisation
- Business Ethics and Governance
- Financial Management
- Delivering Customer Value
- Research Methods
- Managing Information System in Organisation

Specialised Modules
- Quality Management
- e-Business Management
- Operations Management
- Commercial Law
- Managing Procurement
- Supply Chain Management

LEVEL 3

Modules in Level 3 allow students to pay more attention to the strategic and decision making level. Therefore from an operational context students now move on to a strategic level in understanding the supply chain and procurement at a strategic level. Management modules like Managing Change and Managing People and Performance allow students to also understand the 'soft skills' in Managing Business.

There is a further emphasis of E-Procurement with the introduction of the E-Procurement Project module which again allows students to strategically plan an e-procurement solution to the running of a business operation.

Common Modules
- Corporate Finance
- Strategic Management

Specialised Modules
- Managing Change
- Contemporary Management
- Managing International Supply Chains
- e-Business Procurement
- Investigation in e-Procurement
- Integrated Marketing Communications
- E-Business Strategy
- Value Chains
- E-Procurement Project

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

JPT/BPP(U)1000-801/63(44)(A6224)08/15

BA (Hons) in International Business Management

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations
  However at Levels 2 & 3, the emphasis will be on undertaking this in an international context.
- 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 management domestically or internationally.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Introduction to Services Management modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Common Modules
- Business Environment
- Business and Communications Skills
- Computing and IT in the Workplace
- Quantitative Skills
- Introduction to Management
- People Management
- Accounting Skills
- Marketing
- Legal Environment of Business
- Introduction to Services Management

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

Here, specific modules deal with organisational and customer-related issues with emphasis on delivering value to the customers. These are common to all management programmes. The other modules provide a broad understanding of Accounting, Operations and Management in an organisation.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

Common Modules
- Behavioural Science in the Organisation
- Business Ethics and Governance
- Financial Management
- Delivering Customer Value
- Research Methods
- Managing Information System in Organisation

Specialised Modules
- Quality Management
- E-Business Management
- Operations Management
- Commercial Law
- E-Marketing
- International Business

LEVEL 3

Here, the emphasis is on strategy and decision-making in an international context. There are modules in the international dimensions of Finance, HRM, Marketing, Supply Chain Management and Strategic Management. The objective is to explore understanding and to analyse business management internationally where businesses must act global and think local, sometimes referred to as "Glocalisation". The module on Asian Success in the Global Economy places particular emphasis on how businesses in this region have competed in the global marketplace. This is reinforced by the module on Problem-Solving and another on Decision-Making.

The Project further develops the academic and practical aspects of your chosen area of study in International Business and reinforces your independent learning skills.

Common Modules
- Corporate Finance
- Strategic Management

Specialised Modules
- Asian Success and the Global Economy
- Managing People and Performance
- Global Marketing
- International HRM
- Investigation in International Business Management
- International Strategic Management
- International Corporate Finance
- Managing International Supply Chains
- International Business Management Project

BA (Hons) in Marketing Management

JPT/BPP(U)1000-801/63(44)(A6225)03/15

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- 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.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Introduction to Services Management modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Common Modules
- Computing and IT in the Workplace
- Business and Communication Skills
- Introduction to Management
- Quantitative Skills
- Marketing
- Introduction to Services Management
- Accounting Skills
- Business Environment
- People Management
- Legal Environment of Business

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

The emphasis is on Marketing and Customer Value Delivery alongside the more practical issues of managing for enterprise, performance and problem-solving.

Marketing is developed through studies of Information (Research and Advertising), Electronic Marketing (Interactive Marketing & E-Marketing) and an understanding of Customer Relations and of Creativity & Innovation.

Common Modules
- Behavioral Science in Organisation
- Commercial Law
- Creativity and Innovation
- Critical Thinking in Management
- Research Methods
- Business Ethics and Governance

Specialised Modules
- Marketing Intelligence and Research
- Integrated Marketing Communication 1
- B2B Marketing
- E-Marketing
- Delivering Customer Value
- Customer Lifestyle and Behavior

LEVEL 3

The emphasis is on Marketing strategy and decision-making alongside further issues of managing for enterprise, performance and problem-solving. Central to your studies is the consideration of exciting new opportunities to develop New Products and to be able to develop effective Marketing Communications which integrate the wide array of media available. Brand Management and the consideration of Customer Relationships explore the competitive advantage which can be exploited by proper use of such intangibles. The application of Marketing in various growth sectors is also considered through modules in Retail Marketing and Marketing People, Places and Performance.

The Project further develops the academic and practical aspects of your chosen area of study in Marketing Management and reinforces your independent learning skills.

Specialised Modules
- Investigations in Marketing Management
- Marketing Management Project
- Brand Management
- Marketing People, Places and Performance
- Retail Marketing Management
- Building Customer Relationship
- Integrated Marketing Communication
- Marketing Decision Making
- Innovation Management and New Product Development
- Strategic Marketing Planning
- Global Marketing

JPT/BPP(U)1000-801/63(44)(A6226)08/15

BA (Hons) in Human Resource Management

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- An understanding of the context, nature, role and significance of 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 management.
- A platform to demonstrate a systematic understanding and critical evaluation of key aspects of HRM and Business, including strategic decision-making, international perspectives and contemporary use of HRM.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Introduction to Services Management modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Common Modules
- Business Environment
- Business and Communications Skills
- Computing and IT in the Workplace
- Quantitative Skills
- Introduction to Management
- People Management
- Accounting Skills
- Marketing
- Legal Environment of Business
- Introduction to Services Management

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

The emphasis is on strategy and decision-making alongside the more practical issues of managing for enterprise, performance and problem-solving. There is also an emphasis on aspects of the employee including Employee Relations, Employee Development, Employment Law and Effective Performance.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

Common Modules
- Behavioural Science in the Organisation
- Business Ethics and Governance
- Financial Management
- Delivering Customer Value
- Research Methods
- Managing Information System in Organisation

Specialised Modules
- Quality Management
- Learning Knowledge and Effective Performance
- Employee Development
- Critical Thinking in Management
- Employee Relations
- Employment Law

LEVEL 3

The emphasis is on strategy and decision-making, through modules which emphasise the changing practices of management and HRM Strategy, as well as International HRM and People & Performance Management. You will not only study modules which deal with contemporary ideas about managing people, change and HRM strategy, but will also consider these issues within the increasingly international arena of managing HRM.

The HRM Project further develops the academic and practical aspects of your chosen area of study and reinforces your independent learning skills.

Common Modules
- Corporate Finance
- Strategic Management

Specialised Modules
- Managing Change
- Contemporary Management
- People Management Debate
- Strategic Planning for Information System
- Investigation in HRM
- Strategic HRM
- International HRM
- Managing People and Performance
- Human Resource Management Project

KPT/BPP(U) 1000-801/63/Jld.21(9)(A6228)12/16

BA (Hons) in Tourism Management

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- 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 capabilities, 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.
- Modules to develop cultural skills, negotiation and communication skills, combined with the ability to develop and market a product; namely tourism.
- Improved employment opportunities in an industry that needs professionals with varied and developed skills.

LEVEL 1

This is the same as Level 1 for the Services Management Programme so that you can sample the subject area before deciding whether or not a Programme in Tourism Management is right for you.

The Legal, Business Environment, and Computing and IT in the Workplace modules provide you with a context within which Business operates. The Business and Communications Skills module provides the skills and competence that will be used throughout the course.

You are introduced to the four principal functions of a business; Management, Marketing, People Management & Accounting. The importance of, and relevant skills for independent learning are also introduced. Introduction to Services Management builds on the earlier Introduction to Management by exploring the specific issues involved in managing services. The module Introduction to Travel & Tourism provides the necessary pre-requisites for later modules.

Common Modules with BA (Hons) in Services Management
- Accounting Skills
- Introduction to Services Management
- People Management
- Computing and IT in the Workplace
- Business and Communication Skills
- Introduction to Management
- Quantitative Skills
- Marketing

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

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

Level 2 offers the general management course modules in organizational and customer issues and then provides modules which consider a variety of sectoral applications within Tourism Management e.g. Recreational Tourism, Sports Tourism, Urban & Rural Tourism, Visitor Attractions, etc. in which various business topics, techniques and approaches are integrated.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

You may, if you wish, take the option of a work placement before the start of Level 3.

Common Modules
- Critical Thinking in Management
- Research Methods
- Management Information Systems in Organisation
- Creativity and Innovation

Specialised Modules
- Managing Visitor Attraction
- Retail Travel Operations
- E-Tourism
- Recreational Tourism
- Urban, Rural and Coastal Tourism
- Sports Tourism
- Ticketing and Computer Reservation System
- Geography of Travel and Tourism

LEVEL 3

The emphasis here is on the strategic and marketing aspects together with environmental issues and a continuation of sectoral applications such as Sports Centre & Conferences, Exhibitions & Events.

The Project further develops your academic and practical aspects of your areas of study and reinforces your independent learning skills.

Common Modules
- Strategic Human Resource Management

Specialised Modules
- Investigations in Tourism Management
- Tourism Management Project
- Tourism Logistics
- Tourism Sustainability
- Performance Management for the Tourism Industry
- International Tourism Marketing
- Sports Centre Management
- Monitoring and Evaluation of Service Management
- Meetings, Incentives, Conventions and Exhibitions
- Tourism Policy, Planning and Development

BA (Hons) in Services Management

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of service organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- A critical awareness of services in business and the environment.
- A vocationally relevant degree which will enable you to become operationally effective in a services management role as quickly as possible.

LEVEL 1

This is the same as Level 1 for the Tourism Management Programme so that you can sample the subject area before deciding whether or not a Programme in Services Management is right for you.

The Legal, Business Environment, and Computing and IT in the Workplace modules provide you with a context within which Business operates. The Business and Communications Skills module provides the skills and competence that will be used throughout the course.

You are introduced to the four principal functions of a business; Management, Marketing, People Management & Accounting. The importance of, and relevant skills for independent learning are also introduced. Introduction to Services Management builds on the earlier Introduction to Management by exploring the specific issues involved in managing services. The module Introduction to Travel & Tourism provides the necessary pre-requisites for later modules.

Common Modules with BA (Hons) in Tourism Management
- Introduction to Services Management
- Accounting Skills
- Business Environment
- People Management
- Legal Environment of Business
- Computing and IT in the Workplace
- Business and Communications Skills
- Introduction to Management
- Quantitative Skills
- Marketing

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

The Organisational & Customer Value modules provide a common input to other management courses in the Programme. However the other modules consider various services application sectors (Professional Services Management, Tourism, Recreation, and Financial Services) and their integrated management as well as important areas of business for services management including Advertising and Public Relations, Research Methods, and B2B Marketing.

You may, if you wish, take the option of a work placement before the start of Level 3.

Common Modules
- Creativity and Innovation
- Business Ethics and Governance
- Customer Lifestyle and Behavior
- Commercial Law
- Delivering Customer Value
- Research Methods
- Management Information Systems in Organisation

Specialised Modules
- Professional Services Management
- E-Commerce
- Financial Management
- Services Management
- Operations Management

LEVEL 3

The emphasis here is on Strategy and Marketing together with modules that deal with issues which are particularly prominent in services management such as Performance Management, Customer Relationships, People Management and high people contact applications such as Retailing, Conferences, Exhibitions and Events. The Project further develops the academic and practical aspects of your areas of study and reinforces your independent learning skills.

Common Modules
- Marketing Decision Making
- Marketing People, Places and Performance
- Strategic Human Resource Management
- Global Marketing

Specialised Modules
- Investigations in Services Management
- Services Management Project
- Business Ideas Generation
- Building Customer Relationship
- Entrepreneurship
- Monitoring and Evaluation of Service Management
- Meeting, Incentives, Conventions and Exhibitions

JPT/BPP(U)1000-801/61(41)(A6219)08/15

BA (Hons) in Media Marketing

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- A thorough understanding of the issues relating to effective human computer interaction.
- A clear appreciation of the user interface and the skills to develop interactive multimedia applications.
- An opportunity to undertake a major project where the acquired knowledge and research skills will be used to explore an aspect of media marketing.

LEVEL 1

Level 1 is common to both Media awards and is designed to enable you to make an informed choice between these alternatives at Level 2. This Level introduces you to new media, aspects of Management & Marketing and Multimedia. The skills relevant for business and IT in the workplace are also covered. Important and relevant skills for independent learning are introduced.

Common Modules with BSc (Hons) in Media Informatics
- Introduction to Theories of Media and Culture
- Introduction to Management
- Business and Communications Skills
- Computing and IT in the Workplace
- Interactive Media and Web Design Technology
- Mass Media to Multimedia
- Marketing
- Understanding the Press
- Introduction to Interactive Scripting
- Audio Visual Technology

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

The three areas of focus at this level are Media, Marketing Communications and Multimedia. You will also develop awareness and skills in dealing effectively with customers. All the modules address one or more aspects of these areas.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

Common Modules
- Media Culture and Society
- Advertising
- Creativity and Innovation
- Multimedia for Presenting and Promoting
- New Creative Media Industries
- Public Relations
- Research Methods
- Script Writing for Radio & TV

Specialised Modules
- Communications Audit
- Customer Lifestyles and Behaviour
- Interactive Marketing
- E-Marketing

LEVEL 3

The three areas of focus continue with a greater emphasis on strategy and integration. Alongside these are modules which develop specific skills in multimedia and copywriting. You also learn about the planning, decision-making, global & entrepreneurship aspects of marketing and the entertainment industry.

The Media Marketing Project further develops the academic and practical aspects of your chosen areas of study and reinforces your independent learning skills.

Common Modules
- Audiences, Consumption and Technology
- Strategic Marketing Planning
- Integrated Marketing Communications
- Copywriting
- Video Recording & Production
- Media, Ethics and Politics

Specialised Modules
- Marketing Decision Making
- Strategic Entrepreneurship and the Entertainment Industry
- Global Marketing
- Investigations in Media Marketing
- Media Marketing Project

JPT/BPP(U)1000-801/61(41)(A6220)08/15

BSc (Hons) in
Media Informatics

**THIS PROGRAMME
IS SPECIFICALLY
DESIGNED TO PROVIDE:**

- An opportunity to study Multimedia in more depth.
- A thorough understanding of the issues relating to effective human computer interaction.
- The ablity to produce web pages collected together into a cohesive site.
- Enhanced skills in developing interactive multimedia applications.
- An appreciation of the role of the user interface in multimedia applications.
- The knowledge of project management techniques necessary for the production of the final year project.
- An opportunity to undertake a major project where the acquired knowledge and reseach skills will be used to produce industry-strength media informatics solutions.

LEVEL 1

Level 1 is common to both Media awards and is designed to enable you to make an informed choice between these alternatives at Level 2. This Level introduces you to new media, aspects of Management & Marketing and Multimedia. The skills relevant for business and IT in the workplace are also covered. Important and relevant skills for independent learning are introduced.

Common Modules with BA (Hons) in Media Marketing
- Computing and IT in the Workplace
- Introduction to Management
- Business and Communication Skills
- Marketing
- Interactive Media and Web Design Technology
- Mass Media to Multimedia
- Understanding the Press
- Audio Visual Technology
- Introduction to Interactive Scripting
- Introduction to Theories of Media and Culture

Plus three (3) MQA modules, applicable only to Malaysian students

LEVEL 2

Compared with Media Marketing there is a greater emphasis on multimedia. The essential aspects of Marketing Communications are studied alongside more detailed consideration of media techniques. There is particular emphasis on writing and the use of modern media for communications and promoting.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

Common Modules
- Creativity and Innovation
- Research Methods for Computing and Technology
- Media Culture and Society
- Advertising
- Multimedia for Presenting and Promoting
- Public Relations
- New Creative Media Industries
- Script Writing for Radio & TV

Specialised Modules
- Icon and Time-Based Multimedia
- Broadcasting Technology
- Visual Communication
- Developing Interactive Multimedia

LEVEL 3

Emphasis is placed on Multimedia modules and their use in communications and the media. Modules consider different aspects of Multimedia such as animation, scripting & HCI. Alongside these you will study Marketing Communications and Copywriting to provide an in-depth understanding of the practical uses and problems of Multimedia.

The Media Informatics Project further develops the academic and practical aspects of your chosen areas of study and reinforces your independent learning skills.

Common Modules
- Copywriting
- Integrated Marketing Communications
- Video Recording and Production
- Media, Ethics and Politics
- Strategic Marketing Planning

Specialised Modules
- Investigations in Media Informatics
- HCI and Usability
- Advanced Multimedia
- Multimedia Techniques for Animation, Games and Film Effects
- Media Informatics Project

APU 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
- Detecting Pornographic Images
- 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

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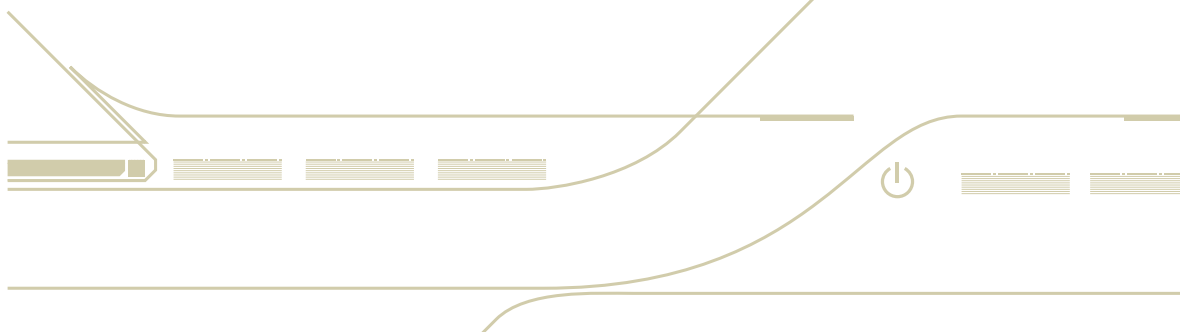
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

ACCOLADES FOR APU

Industry Excellence Awards 2011
2011 - Winner of Prime Minister's Industry Excellence Award
2011 - Winner of Export Excellence Award (Services)

**Asia Pacific ICT Awards (APICTA) Malaysia
(Multimedia Development Corporation)**
2012 - Top Award for 'Best of Tertiary Student Project'
2011 - Winner of 'Special Jury Award'
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - 2 Merit Awards for 'Best of Tertiary Student Project'
2010 - Top Award for 'Best of Tertiary Student Project'
2008 - Top Award for 'Best of e-Inclusion & e-Community'
2005 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Top Award for 'Best of Education & Training'
2004 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Merit Award for 'Best of Research & Development'
2003 - Merit Award for 'Best of Research & Development'
2002 - Merit Award for 'Best of Smart Learning Applications'
2001 - Merit Award for 'Best of Smart Learning Applications'
2000 - Merit Award for 'Best of Smart Learning Applications'
2000 - Top Award for 'Best of Student Project'
1999 - Merit Award for 'Best of Student Project'

International Asia Pacific ICT Awards (APICTA)
2011 - Merit Award for 'Best of Tertiary Student Project'
2010 - Merit Award for 'Best of Tertiary Student Project'
2004 - Merit Award for 'Best of Education & Training'
2004 - Merit Award for 'Best of Applications & Infrastructure Tools'

**Malaysia Greentech Awards 2012
(Ministry of Energy, Green Technology & Water)**
2012 - Silver Award for 'GreenTech University'

NAPEI Awards (National Association of Private Education Institutions, Malaysia)
2011 - Award for Educational Excellence
2007 - Award for Educational Excellence
2004 - Award for Educational Excellence

The BrandLaureate – SMEs Best Brands Awards
2012 - Winner of Corporate Branding Award in Education

Microsoft Imagine Cup (Microsoft Inc.)
2012 - Champion of Microsoft Imagine Cup (Malaysia)
2012 - MDeC Special Innovation Award
2012 - Consolation Prize
2011 - Champion of Microsoft Imagine Cup (Malaysia)
2011 - 1st Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - 2nd Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - MDeC Special Innovation Award
2011 - Presentation Superstars Award
2010 - Champion of Microsoft Imagine Cup (Malaysia)
2010 - Top 6 finalists at World Championship in Poland
2010 - Top Award for 'Best Presentation Team'
2010 - Top Award for 'Best Implementation of Multipoint'
2004 - 3rd Prize Award for 'System Government Elections Software'

**HEP-IPTS DEBATE COMPETITION
(Ministry of Higher Education Malaysia)**
2012 - Champion of HEP- IPTS Debate Competition
2012 - Best Speaker Award
2011 - Champion of HEP- IPTS Debate Competition

Malaysia Cyber Security Awards
2012 - Award for 'Information Security Training Provider of the Year'
2009 - Award for 'Information Security Training Provider of the Year'
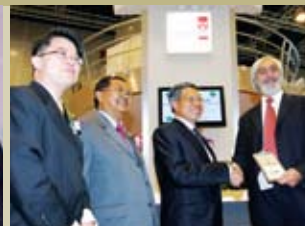
1Malaysia Innovation Tournament (1MIT) 2010
2010 - Winner for 'Best Animated Award'
2010 - Winner for 'Most Scariest Video Award'

Hack In The Box (HITB) International Competition 2010
2010 - 2nd Prize for 'Weapon of Mass Destruction'

**Malaysia Frost & Sullivan Technology Innovation Award 2010
(Won by UCTI Graduates)**
2010 - Award for 'Emerging Human Computer Interface Technologies'

Stanford University's Global Innovation Tournament 2009
2009 - Winner for Global Innovation Tournament Global Challenge

Ministry of Higher Education Malaysia Awards
2008 - Top Award for 'Best Website Design'

**Asian Innovation Awards
(Far Eastern Economic Review, Singapore)**
2004 - Only Malaysian Finalist

**Prime Minister's Golden Hands Award
(Ministry of Works, Malaysia)**
2004 - Top Award in Network and PC Maintenance category

**PIKOM - Computimes ICT Awards 2004
(Association of Computer Industry in Malaysia)**
2005 - Product of the Year Award for 'URL Checker'
2004 - Product of the Year Award for 'Screenshield Suite'

**Ministry of Education Excellence Awards
(Ministry of Education, Malaysia)**
2003 - Award of Excellence in Research & Development
2003 - Award of Excellence for Development of Overseas Centres

Enterprise 50 Award (Accenture & SMI Devt Corp)
1998, 1999, 2000 - 3rd position in 2000 among top 50 Malaysian organisations

Asia Student .NET Awards (Microsoft Inc.)
2003 - 3rd Prize Award for 'Automobile Manufacture Service' software application
2003 - 5th Prize Award for 'i-Mall' software application

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)
2002 - Top 3 winner worldwide for a Java-based e-mail client application for Nokia devices using J2ME

World University Debates Championship 2010
2010 - Runner-up in the Grand Final

**MSC Malaysia Creative Industry Awards 2009
(Games Category - Student)**
2009 - Award for 'Best Game Design'
2009 - Award for 'Best Technical'

**ITEX 2009 Awards - Won by UCTI Graduates
(International Invention, Innovation & Technology Exhibition)**
2009 - Gold Award for 'Best Invention - SmartSurface'
2009 - Special Award for Corporate Invention

**Business Excellence Award 2006
(Malaysia Canada Business Council)**
2006 - Bronze award for Industry Excellence for Education

e-Genting Programming Competition (R&D Division, eGenting)
2006 - First Prize for 'Software Program Design and Development'
2004 - First Prize for 'Software Program Design and Development'
2003 - First Prize for 'Software Program Design and Development'
2002 - Merit Award for 'Software Program Design and Development'

HSBC Young IT Entrepreneur Awards (Hong Kong Bank)
2004 - Gold Award for 'Universal Wireless Charging' solution
2004 - Judges Award for 'Security Transmitter & Detector' device
2002 - Silver Award for 'Business Edutainment Access Medium'

**MSC-IHL Business Plan Competition
(Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)**
2012 - Merit prize for Business Idea Category
2005 - Grand prize for Business Idea Category
2005 - Merit prize for Business Plan Category

All information is correct at the time of publication but may be subject to change in the interests of continuing improvement

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