SCHOOL OF BUSINESS & MANAGEMENT

PRE-UNIVERSITY PROGRAMME
- Degree Foundation Programmes

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 specialization in E-Business
- 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 Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialization in Social Media

Degrees awarded in association with Staffordshire 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 (UCSI) 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.

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 Education (MOE) and Malaysian Qualifications Agency (MQA), and has maintained this Excellent rating in the latest SETARA 2013 Ratings announced on 17th November 2014.

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 approved by the Ministry of Education of Malaysia and the qualifications are accredited, or provisionally accredited by the Malaysian Qualifications Agency (MQA).
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 organisation 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, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards 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.
Staffordshire University is a modern University with 100 years’ experience of pioneering higher education within the creative, technological and scientific industries. The University delivers relevant, inspiring and vocationally led courses and thus develop students who are independent thinkers.

Based in the Midlands in the heart of the UK, the University is home to approximately 16,500 students that make up a dynamic and vibrant community. This learning community is global and on-campus students represent 90 worldwide nations. In addition, the University has an international network of over 20,700 students studying on Staffordshire University courses at over 40 partner organisations around the world (July 2014).

Passionate about transforming the lives and aspirations of the individuals and communities it serves, the University is agile and flexible; quick to adapt as student requirements change and is renowned for providing ground-breaking new courses and outstanding learning opportunities.

- Among the first institutions in the world to offer a computing degree, dating back to 1965.
- The 2014 National Student Survey (NSS) show computing awards at Staffordshire University exceeding the national sector average for the computer subject area.
- The 2014 National results from the Destination of Leavers in Higher Education also show Staffordshire University computing awards exceeding the national average for computing graduate employability/further study, six months after graduation.
- Staffordshire has forged partnerships with industry-leading companies such as Sony, Cisco, Microsoft, Vodafone, Jaguar Land Rover and Epic Games in support of teaching and learning as well as in preparing students for their careers.
- The collaboration between Staffordshire University and US based Epic Games led to the launch of the University’s Epic Games Centre, which offers students the opportunity to put theory into practice and develop a deeper understanding of the commercial complexities of the gaming development process.
- Staffordshire University graduates have been well accepted by industry. Many graduates have gone on to work with internationally recognised organisations such as the BBC, Microsoft, Bentley Motors and NASA. Others have gone on to form their own successful businesses whilst some graduates have worked on Oscar winning films, written books and even won an Olympic gold medal.

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.

Programmes offered by APU and APIIT are subjected to extensively External Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.
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

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, Tourism and Services Management, Marketing or HRM
- Maintaining 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

www.apu.edu.my
The 3-Year Dual Degree Programmes (DDP)

SCHOOL OF COMPUTING & TECHNOLOGY
SCHOOL OF BUSINESS & MANAGEMENT
SCHOOL OF ACCOUNTING, FINANCE & QUANTITATIVE STUDIES

The 3-years dual degree Programmes are offered through a unique collaborative partnership between APU and Staffordshire University, United Kingdom, through which Staffordshire accredits 3-years 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 approved by the Ministry of Education of Malaysia and the qualifications are accredited, or provisionally 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:

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<thead>
<tr>
<th>Degree</th>
<th>Description</th>
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<tbody>
<tr>
<td>BA (Hons) in Business Management</td>
<td>Any functional area of business such as sales, administration, marketing, purchasing, personnel, retail, manufacturing operations, export activities, distribution management, etc.</td>
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<tr>
<td>BA (Hons) in Business Management with a specialism in E-Business</td>
<td>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 Technopreneur.</td>
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<tr>
<td>BA (Hons) in International Business Management</td>
<td>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.</td>
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<tr>
<td>BA (Hons) in Marketing Management</td>
<td>Any area of general business but more likely in marketing research, brand management, sales promotions &amp; advertising, retail management, distribution management, sales and sales management, customer service and customer relationship management.</td>
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<tr>
<td>BA (Hons) in Human Resource Management</td>
<td>Any functional area of HRM including personnel management, performance management, recruitment, training &amp; development or possibly in general management.</td>
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<tr>
<td>BA (Hons) in Tourism Management</td>
<td>Any functional area of the tourism sector, including:</td>
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<td>• Managing and supervising customer delivery in a travel agency</td>
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<td>• Employment in tour operators, visitor centres, conference and event management</td>
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<td>• Tourism Business Development and Marketing Manager</td>
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<td>• Tourism Consultant</td>
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<td>• Government Policy Officer on tourism issues</td>
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<td>• Tourism Industry Development Manager</td>
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<td>• Tourism-related Project Director/Coordinator</td>
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<td>• Executive Director within the tourism industry</td>
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<td>It could include employment in a wide range of tourist sectors e.g.:</td>
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<td>• Leisure, recreation and sport</td>
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<td>• History and heritage tourism</td>
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<td>• Rural and City tourism</td>
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<td>• Winter tourism</td>
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<td>• Domestic and international tourism</td>
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<td>• Pilgrimage</td>
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<td>• Health tourism</td>
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<td>• Inbound or outbound activity</td>
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<td>• Hotels and restaurants</td>
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<td>• Retailing</td>
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<td>• Transportation</td>
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<td>• Travel agencies</td>
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<td>• Tour companies</td>
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<td>• Tourist attractions</td>
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<td>• Cultural industries, etc.</td>
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<tr>
<td>BA (Hons) in Services Management</td>
<td>Any functional area of both B2B and B2C services including:</td>
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<td>• Banking, Insurance</td>
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<td>• Travel and Tourism</td>
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<td>• Consultancy</td>
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<td>• Entertainment</td>
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<td>• Leisure Industries</td>
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<td>• Retail</td>
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<td>• Franchising</td>
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<td>• Real Estate</td>
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<td>• Education and training</td>
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<td>• Catering</td>
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<td>• Business Services</td>
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<td>• Social Services etc.</td>
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<td>It could include customer satisfaction management, sales, personnel, market research, advertising and promotion and general administration &amp; management.</td>
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<tr>
<td>BSc (Hons) in Media Informatics</td>
<td>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.</td>
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<tr>
<td>BA (Hons) in Media Marketing</td>
<td>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.</td>
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<tr>
<td>BA (Hons) in Media Marketing with a specialism in Social Media</td>
<td>Employment options include: Social Media Strategist, Internet Marketer, Feature Blogger, Communication Specialist, Interactive Media Designer; Exhibition and Environmental Designer; Copywriter; Account Planner; Creative Director; Brand Strategist and Strategic Planner.</td>
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</table>
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.
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 and Sejarah (History); or
- 5 grade C passes at ‘O’ Level / GCSE; or
- A qualification that APU accepts as equivalent to the above.

[ A CREDIT pass in Mathematics at SPM / O-Levels is required for some programmes for entry to Degree. ]

DIPLOMA PROGRAMMES

- An overall credit pass in 3 subjects and a minimum of a pass in Bahasa Malaysia and Sejarah (History) at SPM level;
- 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)

Foundation 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).
APU Foundation Programme

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.

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 Accounting, Banking, Finance & Quantitative Studies, Business & Management, Computing & Technology, Engineering, Design Innovation & Brand Management, Animation & Visual Effects, Creative Media Technology, International Studies & Sustainability and Journalism
- 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

SPM / ‘O’ Levels (5 credits)

PROFESSIONAL CAREERS

Start Here

APU FOUNDATION PROGRAMME

Semester 1
[ Common Semester 1 ]

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

DEGREE PROGRAMME AREAS

- Accounting, Banking, Finance & Quantitative Studies
- Business & Management
- Computing & Technology
- Engineering
- Media & Mass Communications
- Animation & Visual Effects
- Creative Media Technology
- International Studies & Sustainability
- Journalism
- Design Innovation & Brand Management

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.
MODULĂES 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 Accounting, Banking, Finance & Quantitative Studies, Business & Management, Computing & Technology, Engineering, Design Innovation & Brand Management, Animation & Visual Effects, Creative Media Technology, International Studies & Sustainability and Journalism. The modules are:

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<tr>
<th>SEMESTER 1</th>
<th>COMMON SEMESTER 1</th>
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<tbody>
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<td>English for Academic Purpose</td>
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<tr>
<th>INTEREST AREAS</th>
<th>BUSINESS &amp; FINANCE</th>
<th>COMPUTING &amp; TECHNOLOGY</th>
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<tr>
<td>SEMESTER 2</td>
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<td></td>
<td>Introduction to Business</td>
<td>Introduction to Business</td>
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<td>Individual, State &amp; Society</td>
<td>Individual, State &amp; Society</td>
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<td>Global Business Trends</td>
<td>Computing &amp; IT</td>
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<td>Public Speaking in English</td>
<td>Public Speaking in English</td>
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<td>SEMESTER 3</td>
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<td>Academic Research Skills</td>
<td>Academic Research Skills</td>
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<td>Economics for Business</td>
<td>Further Mathematics</td>
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<td>Perspectives in Technology</td>
<td>Introduction to Multimedia Applications</td>
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<td>Co-Curricular</td>
<td>Perspectives in Technology</td>
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You may then proceed to Level 1 of a Degree of your choice in the following pathways:

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<thead>
<tr>
<th>PRIMARY PATHWAYS</th>
<th>SECONDARY PATHWAYS</th>
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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
- English
- Additional subjects depending on the chosen pathway

Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics at SPM / O-Level is required for the following programmes:

### Computing & Technology
- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in Forensic Computing
- BSc (Hons) in Software Engineering
- BSc (Hons) in Computer Science
- BSc (Hons) in Intelligent System
- BSc (Hons) in Internet Technology
- BSc (Hons) in Multimedia Technology
- BSc (Hons) in Computer Games Development
- BSc (Hons) in Web Media Technology
- BSc (Hons) in Web Media Technology with a specialism in Education Technology

### Computing & Business Computing*
- BSc (Hons) Cyber Security
- BSc (Hons) Forensic Computing
- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with a specialism in E-Commerce
- BSc (Hons) in Business Information Technology

### Accounting, Banking, Finance & Quantitative Studies
- BA (Hons) in Accounting and 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 Accounting and Taxation
- BA (Hons) in Accounting and Finance with a specialism in Financial Planning
- BA (Hons) in Accounting and Finance with a specialism in Risk Management
- BA (Hons) in Accounting and Finance with a specialism in Islamic Banking and Finance
- BSc (Hons) in Actuarial Studies
- BSc (Hons) Insurance
- BSc (Hons) Management Science

### Additional subjects
- Further Mathematics
- Introduction to Multimedia Applications
- Perspectives in Technology
- Co-Curricular

**UK 3+0 Degrees offered through APIIT**
APU FOUNDATION

Primary Pathways

Technology, Engineering, Design Innovation & Brand Management, Animation & Visual Effects, Creative

The modules studied help develop your study skills, introduce you to what you can expect on your

The following:

Students may also choose

MODULES YOU STUDY

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

• BSc (Hons) in Business Information Technology
• BSc (Hons) in Business Computing
• BSc (Hons) Forensic Computing
• BSc (Hons) in Web Media Technology
• BSc (Hons) in Computer Games Development
• BSc (Hons) in Multimedia Technology
• BSc (Hons) in Intelligent System
• BSc (Hons) in Computer Science
• BSc (Hons) in Software Engineering

SPM / O-Level is required for the following programmes:

Leading from APU Foundation to your Choice of Degree Studies:

Business & Management

• BA (Hons) in Business Management
• BA (Hons) in Business Management with a specialism in E-Business
• BA (Hons) in International Business Management
• BA (Hons) in Marketing Management
• BA (Hons) in Human Resource Management
• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with a specialism in Social Media
• BA (Hons) in Services Management
• BA (Hons) in Tourism Management

Media & Mass Communications

• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with a specialism in Social Media
• BSc (Hons) in Media Informatics

Design Innovation and Brand Management*

• BA (Hons) Product Design
• BA (Hons) Transport Design
• BA (Hons) Advertising and Brand Management

Animation & Visual Effects*

• BA (Hons) Animation
• BA (Hons) VFX / Visual Effects and Concept Design
• BSc (Hons) Digital Film and 3D Animation Technology
• BSc (Hons) CGI and Digital Effects

Creative Media Technology*

• BA (Hons) Advertising and Commercial Film Production
• BA (Hons) Media (Film) Production
• BSc (Hons) Film Production Technology
• BSc (Hons) Television Production Technology
• BA (Hons) Film, Television & Radio Studies
• BA (Hons) Radio Production

International Studies and Sustainability*

• BA (Hons) International Relations
• BSc (Hons) Environment and Sustainability

Journalism*

[ Assessment include interview and written exercises ]

• BA (Hons) Journalism
• BA (Hons) Broadcast Journalism
• BA (Hons) Sports Journalism

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; please note that a Credit Pass in Mathematics and Physics OR Chemistry at SPM / O-Level is required for the following programmes:

Engineering

• B.Eng (Hons) in Electrical & Electronic Engineering
• B.Eng (Hons) in Electronic Engineering with specialization in Information Technology
• B.Eng (Hons) in Telecommunication Engineering
• B.Eng (Hons) in Mechatronic Engineering

Applied Technology*

• BSc (Hons) Product Design Technology
• BSc (Hons) Motorsport Technology
• BSc (Hons) Automotive Technology
• BSc (Hons) Aeronautical Technology

Leading from APU Foundation to your Choice of Degree Studies:

PORTFOLIO REQUIRED

INTERVIEW REQUIRED
PERSONAL EFFECTIVENESS MODULES (COMMON MODULES)

- **Communication Skills**
  You will deal with fundamentals of communication in an organized setting. You will be introduced to presentation techniques, effective use of letters, memo and emails, report writing, ethics in social media, effective telephone communication skills and barriers to communication.

- **English for Academic Purposes**
  This module is designed to improve your grasp of the English language for academic purposes at degree level. You will develop listening, speaking, reading & writing skills in this module.

- **Public Speaking in English**
  This module is designed to develop your Public Speaking skills which will help to build confidence and credibility in your interpersonal skills. You will generally be introduced to audience analysis, delivery techniques, learn to overcome communication apprehension and practice roles as a speaker and listener.

- **Personal Development and Study Skills**
  This module is aimed at giving you the essential skills and techniques such as time management, note making and thinking skills.

- **Academic Research Skills**
  In the academic realm, this module will be the platform to guide you on how to do assignments in degree programmes and generally understand the fundamental aspects in completing the final year project. You will also be aware of ethical issues pertinent to conducting research at the work place.

- **Mathematics**
  You will be introduced to the study of core mathematical and statistical concepts used in a variety of environments, such as business and computing. This module includes ratio, proportion and percentages, algebra, solving equations, graphs of linear / quadratic functions.
APU FOUNDATION PROGRAMME

- Mathematics
- Personal Development and Study Skills
- Public Speaking in English
- English for Academic Purposes

COMMON MODULES

You will be introduced to the study of core mathematical and statistical concepts as well as the concepts of marketing, human resource management, accounting and operations management.

- Global Business Trends
  This module introduces you to the micro and mega trends in contemporary development affecting business such as the usage of technology, economic-geographic environment, political-legal environment and social-cultural environment.

- Principles of Accounts
  You will be introduced to the basics of Accounts such as recording business transactions and ledger entries. Overall, the module equips you with the basic understanding of maintaining, preparing and recording business transactions.

- Economics for Business
  This module introduces you to the basics of economics such as consumer supply and demand, firms and supply, macro economy policy and how it affects economic growth as well as understanding International trade, such as the effects of exchange rates in different market structures.

PERSONAL EFFECTIVENESS MODULES

- Linear / Quadratic functions.
- Includes ratio, proportion and percentages, algebra, solving equations, graphs of functions.

Interdisciplinary skills in completing the final year project. You will also be aware of ethical, social, cultural and environmental aspects.

In the academic realm, this module will be the platform to guide you on how to do research. You will be introduced to audience analysis, delivery techniques, and learn to overcome communication apprehension and practice roles as a speaker and listener.

This module is designed to develop your Public Speaking skills which will help to enhance your oral communication & writing skills in this module.

- Further Mathematics
  You will deal with fundamentals of communication in an organized setting. You will be introduced to the role of technology in modern life and its impact on the world and the environment such as in the areas of biotechnology, internet technology, process and design technology as well as Business, Society and Ethics.

- IT Application
  You are provided with practical skills in using IT application packages such as MS Word, MS Excel and MS Access. You will get a detailed understanding through “hands on” experience in the labs.

- Computing & IT
  You will be introduced to a number of aspects relating to the input-process-output concept. You will be exposed to areas such as fundamentals of computer systems and microprocessors, problem solving techniques as well as program design and development.

- Introduction to Multimedia Applications
  This module provides you with fundamental knowledge and skills to create and document an interactive multimedia application such as graphics, 2D animations and typography settings.

- Perspectives in Technology
  You are introduced to the role of technology in modern life and its impact on the world and the environment such as in the areas of biotechnology, internet technology, process and design technology as well as Business, Society and Ethics.

- Further Mathematics
  This module provides you with basic mathematical skills such as matrices, logarithms, calculus and trigonometry.

ENGINEERING

- Engineering Mathematics
  The module aims to provide you with a broad understanding of and practice in trigonometry, matrices, complex number and vectors. The understanding will not only help in developing the analytical concepts but also its use in engineering applications such as analysing electric circuits.

- Engineering Science
  This module introduces you to basic concepts such as atomic structure, atomic bonding and principles of engineering science such as heat transfer, elasticity and waves. These engineering science principles will develop strong foundations which will help you in your further studies.

- Mechanical Science
  The module provides you with a strong foundation to understand and solve problems of Newton’s Law, Impact / Collision, Friction, Angular Motion, Coplanar force, Equilibrium of forces, Moment of forces and Centroid.

- Electrical and Electronic Principles
  This module provides you with the basic concepts and principles of Electric field, Magnetic field, Ohm’s and Kirchhoff’s laws, Semiconductor devices fundamentals and basic digital electronic circuits. You are exposed to the laboratory where you will use electrical components, devices and instruments and construct circuits to verify relevant theories.

SCHOOL OF BUSINESS & MANAGEMENT

BUSINESS AND FINANCE

- Introduction to Business
  You are introduced to the nature and environment of Business, the different forms of business ownership and the key organisational theories, as well as the concepts of marketing, human resource management, accounting and operations management.

- Global Business Trends
  This module introduces you to the micro and mega trends in contemporary development affecting business such as the usage of technology, economic-geographic environment, political-legal environment and social-cultural environment.

- Principles of Accounts
  You will be introduced to the basics of Accounts such as recording business transactions and ledger entries. Overall, the module equips you with the basic understanding of maintaining, preparing and recording business transactions.

- Economics for Business
  This module introduces you to the basics of economics such as consumer supply and demand, firms and supply, macro economy policy and how it affects economic growth as well as understanding International trade, such as the effects of exchange rates in different market structures.

JOURNALISM AND MEDIA

- Writing Skills for Journalist
  You will be introduced to different writing skills such as editorials, reviews and articles. This would be coupled with the ability in topic selection, language usages and presentation skills.

- Introduction to Journalism History & Practice
  This module introduces the role of the journalist through a study of the history of journalism following the broad stages of technological change that have, in turn, enabled the professionalisation of journalism for print, broadcast and online distribution.

- English for Journalists
  You will be exposed to areas such as grammar rules, grammar mistakes and confusions, language usage such as vague words, posh words, jargon and foreign words.

- Journalism and Society
  You will be introduced to the role and influence of journalism on society and the public domain which includes freedom of speech and privacy, media ethics and responsibility, online journalism and broadcast regulations.

- Critical International Film Studies
  This module imparts you the basic skills of conducting text criticism which includes cinematography, editing, acting performance, and sound design.

INTERNATIONAL STUDIES

- Introduction to International Relations
  This module will provide you with an introduction of key concepts in International Relations like power, national interest, war, balance of power, institutionalism, interdependence and dependence.

- Individual, State and Society
  You will be exposed to the different systems of governance, understanding the basic types of law and their application in society.

- Issues in Development Studies
  The module comprises a series of lectures on particular themes and challenges in development such as gender, population and development, health and life expectancy as well as urbanization & and environmental sustainability.

- Geography and the Environment
  The module will enable you to understand a range of key geographical and environmental concepts, mapped patterns and the interrelationship between economic systems, climate, politics and environmental conditions.

- Design Team Project
  You will learn to brainstorm, generate and develop ideas, work together in a team to create a design project which might be ranging from a 2D promotional tool design, series of photography documentation about certain topic, to a 3D physical mock up for product design.

- Imaging/Production Skill for Design
  You will improve your observational skills through practising traditional life drawing (for example animals, plants etc) and the use of 3D and digital workshops, using appropriate media in responses to a variety of visual problems.

- Major Project 1
  You will be encouraged to research and generate ideas and ways of working independently by negotiation. This mode of study will result in the production of a body of work in the area of your choice, in the form of a Progress Review.

- Design Theory and Practice: 1
  This module is about the way that any professional art or design practice is informed by the work and ideas of other people and other times. You will learn about how and why other artists and designers do the things they do, and will understand how your own work can benefit from this knowledge.

- History of Design and Media
  You will learn about the development and the history of aesthetical product and media design, and by understanding the theory, you are also encouraged to explore the application in practice.

- Major Project 2
  Further in-depth study of the pre-requisite module, you will continue to do research and generate ideas to get more focus on producing a design project based on the choice of your study.

- Design Theory and Practice: 2
  As the pre-requisite module, you will learn about the knowledge of design and theory through samples and case studies from people in the creative industries.
• 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 International Business Management
• BA (Hons) in Marketing Management
• BA (Hons) in Human Resource Management
• BA (Hons) in Tourism Management
• BA (Hons) in Services Management
• BSc (Hons) in Media Informatics
• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with a specialism in Social Media
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**

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

<table>
<thead>
<tr>
<th>COMMON LEVEL 1</th>
<th>PROGRAMMES</th>
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| Common Level 1* | - BA (Hons) in Business Management  
- BA (Hons) in Business Management with a specialism in E-Business  
- 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* | - BSc (Hons) in Media Informatics  
- BA (Hons) in Media Marketing  
- BA (Hons) in Media Marketing with a specialism in Social Media |

*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.*

**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.
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

**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

**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

**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

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

**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
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialism in Social Media
Diploma in Business with Information Technology

- 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.

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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.

SEMESTER 1

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

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

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

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

- 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
- BSc (Hons) in Business Information Technology
- BSc (Hons) in Business Computing
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialism in Social Media

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

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

www.apu.edu.my

www.apu.edu.my
BA (Hons) in Business Management

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

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.

**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
- Delivering Customer Value
- Financial Management
- Managing Information System in Organisation
- Research Methods

**Specialised Modules**
- E-Business Management
- Commercial Law
- Critical Thinking in Management
- Operations Management
- Quality Management
- Services 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**
- Asian Success and the Global Economy
- Business Management Project
- Contemporary Management
- Enterprising Management
- Investigation in Business Management
- Managing Change
- Managing people and Performance
- Strategic Marketing Planning
- Strategic Planning for Information System

**INTERNSHIP**
After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Business Management.

**INTERNSHIP**
(After completing Level 2 and before the commencement of Level 3)

**Common Modules**
- 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.

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.

INTERNSHIP

After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Business Management.

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.

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

- 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.

Common Modules

- Accounting Skills
- Business Ethics and Governance
- Delivering Customer Value
- Financial Management
- Managing Information System in Organisation
- Research Methods

Specialised Modules

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

INTERNSHIP

(After completing Level 2 and before the commencement of Level 3)

Common Modules

- Corporate Finance
- Strategic Management

Specialised Modules

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

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

After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of International Business Management.

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.

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.

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

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.

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

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.

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.
INTERNSHIP

After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Marketing Management.

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.

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.

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

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

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

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.

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.

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.

BA (Hons) in Marketing Management

- 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.

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 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.

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.
INTERNSHIP

After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Human Resource Management.

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.

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.

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

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfil credit requirements for Co-Curricular Activities.

INTERNSHIP

(After completing Level 2 and before the commencement of Level 3)

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

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

Common Modules
- Corporate Finance
- Strategic Management

Specialised Modules
- Contemporary Management
- Human Resource Management Project
- International HRM
- Investigation in HRM
- Managing People and Performance
- Managing Change
- People Management Debate
- Strategic HRM
- Strategic Planning for Information System
INTERNSHIP
After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Tourism Management.

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.

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.

BA (Hons) in Tourism Management

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.

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

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

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.

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
- Business and Communication Skills
- Computing and IT in the Workplace
- Introduction to Management
- Introduction to Services Management
- Marketing
- People Management
- Quantitative Skills

Specialised Modules with BA (Hons) in Services Management
- E-Tourism
- Geography of Travel and Tourism
- Managing Visitor Attraction
- Recreational Tourism
- Retail Travel Operations
- Sports Tourism
- Ticketing and Computer Reservation System
- Urban, Rural and Coastal 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
- International Tourism Marketing
- Investigations in Tourism Management
- Meetings, Incentives, Conventions and Exhibitions
- Monitoring and Evaluation of Service Management
- Performance Management for the Tourism Industry
- Sports Centre Management
- Tourism Logistics
- Tourism Management Project
- Tourism Policy, Planning and Development
- Tourism Sustainability
After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Services Management.

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

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

INTERNSHIP
(After completing Level 2 and before the commencement of Level 3)

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

Specialised Modules
- Building Customer Relationship
- Business Ideas Generation
- Entrepreneurship
- Investigations in Services Management
- Meeting, Incentives, Conventions and Exhibitions
- Monitoring and Evaluation of Service Management
- Services Management Project
LEVEL 1
Level 1 is common to both the BA (Hons) in Media Marketing and the BSc (Hons) in Media Informatics, and is designed to make an informed choice between these two degrees at Level 2. This level introduces you to new media aspects of business, communication, and multimedia. Skills relevant to the general environment of business and IT are introduced, along with important and relevant skills for independent learning.

LEVEL 2
Compared with the BA (Hons) in Media Marketing there is a greater emphasis on multimedia techniques and tools. You will learn essential aspects of marketing communications, with a particular emphasis on writing and the use of modern media for communications and promoting. Along with independent learning, a common theme in all APU ICT awards is fostering creativity and innovation in individuals and teams. These themes are the specific focus of the Creativity & Innovation and Research Methods modules.

INTERNSHIP
After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Media Informatics.

LEVEL 3
At this level there is further development of relevant technical skills and the ability to apply these skills with strong critical thinking and analysis. Specialised modules in multimedia, animation, and usability give you in depth understanding of the technologies as well as the requirements and options for design and implementation. Alongside this you will gain further understanding of the nature of media and marketing communications, and the practical uses and problems of multimedia.

BSc (Hons) in Media Informatics

- The skills and abilities required to develop effective interactive multimedia applications.
- A thorough understanding of issues in the areas of user interface design and human-computer interaction.
- An understanding of the nature of mass media, multimedia, and marketing communications.

Common Modules with BA (Hons) in Media Marketing and BA (Hons) in Media Marketing with a specialism in Social Media
- Audio Visual Technology
- Business and Communications Skills
- Computing and IT in the Workplace
- Digital Image Production
- Interactive Media and Web Design Technology
- Introduction to Management
- Introduction to Theories of Media and Culture
- Marketing
- Mass Media to Multimedia
- Understanding the Press

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Common Modules
- Advertising
- B2B Marketing
- Multimedia for Presenting and Promoting
- New Creative Media Industries
- Public Relations
- Research Methods
- Script Writing for Radio & TV

Specialised Modules
- Creativity & Innovation
- Developing Interactive Multimedia
- Icon and Time Based Multimedia
- Professional & Enterprise Development
- Visual Communication

INTERNSHIP (After completing Level 2 and before the commencement of Level 3)

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

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

www.apu.edu.my
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.

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.

INTERNSHIP

After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Media 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 with BA (Hons) in Media Marketing and BA (Hons) in Media Marketing with a specialism in Social Media

- Audio Visual Technology
- Business and Communications Skills
- Computing and IT in the Workplace
- Digital Image Production
- Interactive Media and Web Design Technology
- Introduction to Management
- Introduction to Theories of Media and Culture
- Marketing
- Mass Media to Multimedia
- Understanding the Press

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Common Modules

- Advertising
- Creativity and Innovation
- Media Culture and Society
- 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
- E-Marketing
- Interactive Marketing

INTERNSHIP (After completing Level 2 and before the commencement of Level 3)

Common Modules

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

Specialised Modules

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

After the completion of Level 2 students will undertake a short Internship/Industrial training. This will prepare them for a smooth transition from the classroom to the world of Media 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 social networking. You also learn about the planning, decision-making, global & entrepreneurship aspects of marketing and the entertainment industry.

The Media Marketing with Social Media Project develops the academic and practical aspects of your chosen areas of study and reinforces your independent learning skills. There is a further emphasis of Social Media with the introduction of the Social Media Project module which inculcates students with analytical and problem solving ability in meeting many different situations that require solutions on the use of new emerging media for marketing purpose and brand building.

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

Industry Excellence Awards 2011
- Winner of Prime Minister's Industry Excellence Award
- Winner of Special Jury Award by the Prime Minister

Asia Pacific ICT Awards (APICTA) Malaysia
(Multimedia Development Corporation)
- Top Award for 'Best of Tertiary Student Project'
- Top Award for 'Best of Tertiary Student Project'
- Top Award for 'Best of Tertiary Student Project'
- Top Award for 'Best of Tertiary Student Project'
- Top Award for 'Best of Tertiary Student Project'
- Top Award for 'Best of Tertiary Student Project'
- Top Award for 'Best of Tertiary Student Project'
- Top Award for 'Best of Tertiary Student Project'

International Asia Pacific ICT Awards (APICTA)
- Merit Award for 'Best of Tertiary Student Project'
- Merit Award for 'Best of Tertiary Student Project'
- Merit Award for 'Best of Tertiary Student Project'
- Merit Award for 'Best of Tertiary Student Project'
- Merit Award for 'Best of Tertiary Student Project'
- Merit Award for 'Best of Tertiary Student Project'
- Merit Award for 'Best of Tertiary Student Project'
- Merit Award for 'Best of Tertiary Student Project'

Malaysian Greentech Awards
(Ministry of Energy, Green Technology & Water)
- Silver Award for 'Green Technology
- Silver Award for 'Green Technology

Nokia devices using J2ME (Java 2 Micro Edition)

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

Microsoft Imagine Cup (Microsoft Inc.)
- Winner of Microsoft Imagine Cup (Malaysia)
- Top Award for 'MDEx Special Innovation'
- Winner of Microsoft Imagine Cup (Malaysia)
- 1st Runner-up of Microsoft Imagine Cup (Malaysia)
- 2nd Runner-up of Microsoft Imagine Cup (Malaysia)
- Top Award for 'MDEx Special Innovation'
- Top Award for 'Presentation Superstars'
- Winner of Microsoft Imagine Cup (Malaysia)
- Top 6 finalists at World Championship in Poland
- Top Award for 'Best Presentation Team'
- Top Award for 'Best Implementation of Multiple Inventories'
- 3rd Prize Award for 'System Government Elections Software'

HEP-IPTS Debate Competition (Ministry of Higher Education Malaysia)
- Champion of HEP-IPTS Debate Competition
- Best Speaker Award
- Champion of HEP-IPTS Debate Competition

Malaysia Frost & Sullivan Technology Innovation Award 2010
- Award for 'Emerging Human Computer Interface Technologies'

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

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

ITEX Awards (International Invention, Innovation & Technology Exhibition)
- Gold and Bronze Medals for the Invention, Innovation and Technology category
- 2 Silver Medals for the Invention, Innovation and Technology category
- 2 Gold Medals for the Innovator category
- Gold Award for 'Best Invention - SmartSurface'

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

Kopitiam Ekonomi Debate Challenge
- Champions

Hackathon Competitions
- Winner of Water Drone Challenge
- Winner for Creativity and Awesomeness Challenge

Makeweekend Robotics Challenge
- Winner of Water Drone Challenge
- Winner of Awesomeness Challenge

InnoSense International ICT Innovative Services Contest
- Second Prize of InnoSense International ICT Innovative Services Contest
- Best Innovation Award

Deloitte Inter-University Tax Competition
- First Runner Up
- Second Runner Up (Individual Category)
- 4th Place (Individual Category)

Business Excellence Award 2009 (Malaysia Canada Business Council)
- Bronze award for 'Innovation Excellence for Education'

DKSH-CSSC Award
- 2006 - First Prize for DKSH-CSSC Media Challenge 2006

e-Genting Programming Competition (R&D Division, eGenting)
- First Prize for 'Software Program Design and Development'
- First Prize for 'Software Program Design and Development'
- First Prize for 'Software Program Design and Development'
- First Prize for 'Software Program Design and Development'
- First Prize for 'Software Program Design and Development'

HSBC Young IT Entrepreneur Awards (Hong Kong Bank)
- 2004 - Gold Award for 'Universal Wireless Charging solution'
- 2004 - 3rd Prize Award for 'Security System for E-Commerce' device
- 2002 - Silver Award for 'Business Education Access Medium Business Plan Development'

MISC-IHL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)
- 2010 - Merit prize for Business Idea Category
- 2005 - Grand prize for Business Idea Category
- 2005 - Merit prize for Business Plan Category