i will
be more than what you see
@ APU

BUSINESS, MANAGEMENT,
MARKETING, MEDIA, TOURISM
& INTERNATIONAL RELATIONS

INNOVATIVE THINKING CAN CHANGE YOUR WORLD

Premier Digital Tech University™

5 STAR EXCELLENT RATING
SETARA 2017
INSPIRING YOU TOWARDS VISIONS & TRANSFORMATIONS

IT STARTS NOW....... IT STARTS HERE
BUSINESS, MANAGEMENT, MARKETING, MEDIA, TOURISM & INTERNATIONAL RELATIONS PROGRAMMES

DEGREE PROGRAMMES
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
  - BA (Hons) in Marketing Management with a specialism in Digital Marketing
- BA (Hons) in Media and Communication Studies
- BA (Hons) in International Relations
- BA (Hons) in Tourism Management

APU AWARDED 5-STAR (EXCELLENT) RATING

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

APIIT RATED 5-STARS (EXCELLENT) RATING

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

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

APU was among the first universities in Malaysia awarded Premier Digital Tech University status by the Malaysia Digital Economy Corporation (MDEC). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.
Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia’s Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing professional graduates for significant roles in business and society globally. APU 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.

**INDUSTRY READY GRADUATES**

The APU Career Centre connects and engages with over 10,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

**NURTURING PROFESSIONALS FOR GLOBAL CAREERS**

We nurture our students as professionals to ensure that we prepare you for the global challenges ahead. Your success is our best testimony; **100% of our graduates are employed by graduation.**

**RATED NO.1 IN ASIA AND MALAYSIA FOR MULTICULTURAL LEARNING EXPERIENCE**

With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.

**OUTSTANDING SUPPORT**

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

**WORK-READY, WORLD-READY**

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

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* Student Barometer Wave 2017, ‘Studying with people from other cultures’
** Graduate Tracer Study 2018 by Ministry of Education, Malaysia
• A STYLISH BLEND OF FUNCTIONALITY & ACCESSIBILITY
• A UNIQUE FUSION OF TECHNOLOGY, INNOVATION AND CREATIVITY
• CUTTING-EDGE TECHNOLOGIES
• A WIDE VARIETY OF SPACES TO LEARN, ENGAGE & TRANSFORM

APU’S CAMPUS OF THE FUTURE

An ultra-modern campus built today for the needs of tomorrow

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

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

* Student Barometer Wave 2017: ‘Studying with people from other cultures’
** Graduate Tracer Study 2018 by Ministry of Education, Malaysia

EXPERIENCE APU’S ICONIC CAMPUS

BUSINESS, MANAGEMENT, MARKETING, MEDIA, TOURISM & INTERNATIONAL RELATIONS
The Campus blends technology, integration, innovation and creativity under one roof. It provides not just a university learning environment, but also a lively community spot for our students to formulate new ideas, gain intellectual growth and discover new adventures. It is not only a university campus, but also the nurturing ground for world-changing global ideas. All spaces are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, while enabling professional learning and cultivating global mindsets.
Cutting-Edge Technologies

APU, as Malaysia’s leading technological university, is the incubator for self-starting and innovative APU graduates. Our educational technology environment supports the development of graduates of this calibre, in which well-equipped computing and engineering laboratories with advanced software, hardware and technologies place students at the forefront of technological excellence.

An Integrated Community

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

Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialization throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.
The aims of the APU Business, Management, Marketing, Media, Tourism & International Relations programmes are to:

- Facilitate your progression, both academic and practical, by developing knowledge, key skills and the capacity for independent and lifelong learning
- Develop your skills in innovation, ingenuity and integration as well as problem-solving and decision-making in a business context which reflects the particular focus of the programme e.g. Business Management, Human Resource Management, International Business Management, E-Business, Tourism and Marketing
- 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

### 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
PATHWAYS & ADMISSION REQUIREMENTS

Your Study Progression

Certificate (16 months) → Diploma (2 years) → Degree Foundation (1 year) → Honours Degree Level 1 (1 year) → Internship/Industrial Training → Employment

Honours Degree Level 2 (1 year) → Honours Degree Level 3 (1 year) → Masters Degree (1 year)

Admission Requirements

BACHELOR (HONS) DEGREE PROGRAMMES

Programmes | General Requirements
---|---
DIRECT ENTRY TO LEVEL 1 OF THE DEGREE: | |
STPM | All Business, Management and Marketing Programmes - 2 Passes in STPM with a minimum Grade C (GP 2.0) and a Pass in English and Mathematics at SPM Level or its equivalent.
| Tourism Management - 2 Passes in STPM with a minimum Grade C (GP 2.0).
| International Relations/ Media & Communication Studies - 2 Passes in STPM with a minimum Grade C (GP 2.0) and a Credit in English at SPM Level or its equivalent.
A-LEVEL | - 2 Passes in A-Level with a Pass in English and Mathematics at SPM/O-Level/IGCSE or its equivalent.
| - 2 Passes in A-Level.
| - 2 Passes in A-Level in any 2 subjects, and a Credit in English at SPM/O-Level/IGCSE or its equivalent.
UEC | - 5 Grade B’s in UEC with a Pass in Mathematics and English.
| - 5 Grade B’s in UEC.
| - 5 Grade B’s in UEC including English.
MATRICULATION/Foundation | - Passed Foundation programme (minimum CGPA of 2.0).
| - Passed Foundation programme (minimum CGPA of 2.0).
| - Passed Foundation programme (minimum CGPA of 2.0) with a Credit in English at SPM/O-Level/IGCSE or equivalent.
DIRECT ENTRY TO LEVEL 2 OF THE DEGREE: | |
DIPLOMA | - Successful completion of the APU/APIIT Diploma or
| - Successful completion of studies in another recognised institute with academic credits equivalent to Level 1 of an Honours Degree (Subject to the approval of the APU/APIIT Academic Board)

Any qualification that APU accepts as equivalent to the above.

ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes | Requirements
---|---
Foundation and Diploma Programmes BA (Hons) in Tourism Management BA (Hons) in International Relations Bachelor of Arts (Hons) in Media and Communication Studies | • IELTS : 5.0 • TOEFL PBT : 410-413 • TOEFL IBT : 34 • Pearson (PTE) : 36 • MUET : Band 3
All Business, Management and Marketing Bachelor (Hons) Degree Programmes | • IELTS : 5.5 • TOEFL PBT : 550 • TOEFL IBT : 46-59 • Pearson (PTE) : 42 • MUET : Band 4

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

Students who are unable to obtain the required level of English Competency during the maximum 12 months’ period, will not be allowed to pursue their studies in the main programme and will have to return to their home country.

Students from English speaking countries and those with qualifications taught in English (IGCSE, A-Levels, IB, American High School Diploma etc) are exempted from English requirements. Applications for exemption must be accompanied by supporting documents.

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

**FLEXIBILITY OF CHOICE**

**MODULES YOU STUDY**

The modules studied help develop your study skills, introduce you to what you can expect on your degree and also allow you to discover what you can study depending on whether you choose a degree in Accounting, Banking, Finance, Actuarial Studies, Business & Management, Computing & Technology, Engineering, Industrial Design, Animation and Visual Effects.

**ENRICHING EXPERIENCES – MORE THAN JUST A FOUNDATION**

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

- Leadership & Teamwork
- Problem-Solving Skills
- Social Skills & Responsibilities
- Practical Skills

The unique support system at APU Foundation Programme consist of helpful academic mentors who are committed in ensuring academic achievements, providing pastoral care, advising, mentoring, motivating students potential and performance, to ensure that they undergo a smooth transition from secondary education to tertiary learning.

**COMMON SEMESTER 1**

- English for Academic Purpose

**BUSINESS & FINANCE**

**SEMESTER 1**

**ROUTES**

**SEMESTER 2**

- Introduction to Business
- Fundamental of Finance
- Global Business Trends
- Public Speaking in English

**SEMESTER 3**

- Academic Research Skills
- Principles of Accounts
- Economics for Business
- Perspectives in Technology / Further Mathematics**
- Co-Curricular

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

**PRIMARY PATHWAYS**

- Business & Management
- Accounting, Finance, Banking & Actuarial Studies

**SECONDARY PATHWAYS**

Students may also choose the following:

- Computing & Technology
- Industrial Design, Animation & Visual Effects
- International Relations

**YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE**

(Please refer to individual course brochure for details and admission requirements.)

**CREDIT / GRADE C in SPM / O-Level is required in:**

- Mathematics

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 & Games Development**

- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in
  - Information Systems Security
  - Cloud Computing
  - Network Computing
  - Mobile Technology
  - Internet of Things (IoT)
  - Business Information Systems
- BSc (Hons) in Software Engineering*
- BSc (Hons) in Computer Science
- BSc (Hons) in Computer Science with a specialism in
  - Data Analytics*
  - Digital Forensics*
- BSc (Hons) in Computer Science (Cyber Security)*
- Bachelor of Computer Science (Hons) (Intelligent Systems)*
- BSc (Hons) in Multimedia Technology
- BSc (Hons) in Multimedia Technology with a specialism in VR/AR
- BSc (Hons) in Computer Games Development

**Accounting, Banking, Finance & Actuarial**

- 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 Internal Audit
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Risk Management
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Technology
- Bachelor of Science (Honours) in Actuarial Studies

* Student who choose to progress to BSc (Hons) in Software Engineering, BSc (Hons) in Computer Science, Bachelor of Computer Science (Hons) (Intelligent Systems) or BSc (Hons) in Computer Science (Cyber Security) will require Foundation from Computing & route or Engineering route if the student do not have a credit in Additional Mathematics at SPM / O-Level / IGCSE.

** Compulsory for Student who choose to progress to Bachelor of Science (Honours) in Actuarial Studies.
<table>
<thead>
<tr>
<th>COMPUTING &amp; TECHNOLOGY</th>
<th>ENGINEERING</th>
<th>DESIGN</th>
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<tbody>
<tr>
<td>• Introduction to Business</td>
<td>• Introduction to Business</td>
<td>• Imaging/Production Skills for Design</td>
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<tr>
<td>• Introduction to Computer Architecture &amp; Networking</td>
<td>• Introduction to Visual &amp; Interactive Programming</td>
<td>• Major Project 1</td>
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<tr>
<td>• Introduction to Visual &amp; Interactive Programming</td>
<td>• Engineering Mathematics</td>
<td>• Design Theory and Practice 1</td>
</tr>
<tr>
<td>• Public Speaking in English</td>
<td>• Public Speaking in English</td>
<td>• Public Speaking in English</td>
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<tr>
<td>• Academic Research Skills</td>
<td>• Academic Research Skills</td>
<td>• Academic Research Skills</td>
</tr>
<tr>
<td>• Introduction to Multimedia Applications</td>
<td>• Mechanical Science</td>
<td>• History of Design and Media</td>
</tr>
<tr>
<td>• Perspectives in Technology</td>
<td>• Engineering Science</td>
<td>• Major Project 2</td>
</tr>
<tr>
<td>• Co-Curricular</td>
<td>• Electrical and Electronic Principles</td>
<td>• Design Theory and Practice 2</td>
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<tr>
<td>• Co-Curricular</td>
<td>• Co-Curricular</td>
<td>• Co-Curricular</td>
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</tbody>
</table>

**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**

- Bachelor of Engineering in Electrical & Electronic Engineering with Honours
- Bachelor of Engineering in Telecommunication Engineering with Honours
- Bachelor of Engineering in Mechatronic Engineering with Honours
- Bachelor of Computer Engineering with Honours
- Bachelor of Petroleum Engineering with Honours

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

- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- BA (Hons) in Media and Communication Studies
- BA (Hons) in International Relations
- BA (Hons) in Tourism Management

**Industrial Design, Animation & Visual Effects**

- BA (Hons) Industrial Design
- BA (Hons) Advertising Design
- BA (Hons) Animation
- BA (Hons) Visual Effects
APU / APIIT DIPLOMA PROGRAMMES

Our Diploma Programmes are designed to prepare those with SPM, ‘O’ Levels or similar qualifications with academic aspect as well as the vocational aspects of various areas of studies. The programmes are designed to:

• Prepare students for careers in the respective environment
• Provide students with academic and professional skills to develop solutions requiring a holistic outlook in various areas of studies
• Provide students with critical, independent and cooperative learning skills so as to facilitate their response to continuous future international change
• Develop intellectual skills, communications ability and team working capability
• Provide students with opportunities for progression into the Degree Programmes of their choice*

* Pathways after Diploma Programme vary accordingly.

OUR DIPLOMA PROGRAMMES:

• APU Diploma in Business Administration
• APU Diploma in Accounting
• APU Diploma in Business with Information Technology
• APIIT Diploma in International Studies
Upon successful completion of the Diploma Programmes, you will be eligible to progress into Year 2 of any of the following degree programmes offered at APU and APIIT.

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

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

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

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

**Please take note that a Credit Pass in Mathematics at SPM/O-Level/IGCSE is required for the above programmes**

* For the full listing of our Diploma Programmes, please refer to the Pre-University programme brochure.
BUSINESS, MANAGEMENT, MARKETING, MEDIA, TOURISM & INTERNATIONAL RELATIONS PROGRAMMES
### DEGREE PROGRAMMES

BUSINESS, MANAGEMENT, MARKETING, MEDIA, TOURISM & INTERNATIONAL RELATIONS

**STUDY PATHWAYS**

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

<table>
<thead>
<tr>
<th>COMMON LEVEL 1</th>
<th>PROGRAMMES</th>
</tr>
</thead>
</table>
| 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 Marketing Management with a specialism in Digital Marketing  
• BA (Hons) in Human Resource Management |

| SPECIALISED LEVEL 1* | • Bachelor of Arts (Honours) in Media and Communication Studies |
| SPECIALISED LEVEL 1* | • BA (Hons) in Tourism Management |
| SPECIALISED LEVEL 1* | • BA (Hons) in International Relations |

**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.
EMBRACING THE WAVE OF INDUSTRY REVOLUTION 4.0
FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

New waves of technological disruptions and the emergence of advanced technologies have resulted in the Fourth Industrial Revolution (Industry 4.0), where robotics, Artificial Intelligence (AI), machine learning, virtual learning (VR), cloud computing, data science are going to transform the way businesses operate – routine, mundane jobs will be replaced and there is a need to develop “smarter” talents that can ride along the wave of transformation. At APU, we developed our own IR 4.0 strategy to prepare our students to join the workforce of the future. We nurture the world's future innovators and uphold our Vision as a University of Technology and Innovation.
In the era of Industry 4.0, learning is no longer confined within the classroom. Our iconic campus houses world-class facilities that aim to nurture Creativity & Innovation. Industrial-grade infrastructure are built to provide real-life exposure to our students, cultivating their practical skills aside from academic knowledge. We have also redesigned our teaching & learning methods to stimulate critical thinking, decision making, teamwork and build confidence.

**REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE**

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

**INDUSTRY-ACADEMIC PARTNERSHIP**

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

**PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK**

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

APU Programme | MAICSA Exemption
--- | ---
BA (Hons) in Business Management | 10/16 subjects
BA (Hons) in International Business Management | 10/16 subjects
BA (Hons) in Human Resource Management | 9/16 subjects

The Malaysian Institute of Chartered Secretaries and Administrators

APU degrees enable graduates to satisfy educational requirements of professional registration. Upon successful completion of Bachelor Degrees in Business Management, Human Resource Management and International Business Management, students are eligible for 9-10 subjects (out of 16 subjects) exemption from the MAICSA Professional Diploma in Corporate Administration (PDCA) and MAICSA International Qualifying Scheme (IQS).

The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) was founded in 1959 as an affiliated body to The Institute of Chartered Secretaries and Administrators (ICSA) in the United Kingdom. It is now one of the nine Divisions of ICSA worldwide, having achieved a Division status in 2001. Malaysian Government has gazetted MAICSA as a prescribed body under Section 139(A) of the Companies Act 1965, which means that Associate and Fellow members of MAICSA can automatically act as company secretaries without having to apply for a licence from the Companies Commission of Malaysia (CCM).

APU Programme | MACS Exemption
--- | ---
BA (Hons) in Business Management | 10/16 subjects
BA (Hons) in International Business Management | 10/16 subjects
BA (Hons) in Human Resource Management | 10/16 subjects

Malaysian Association of Company Secretaries

In addition, upon successful completion of BA (Hons) in Business Management, BA (Hons) in International Business Management and BA (Hons) in Human Resource Management, graduates are eligible for 10 papers (out of 16 papers) exemptions from Malaysian Association of Company Secretaries’ Professional Examination.

Malaysian Association of Company Secretaries (MACS) is an independent, self-regulating local professional body established and registered under the Societies Act 1966 on the 30th November 1989 and has been an approved body under Fourth Schedule of the Companies Act, 2016. Fellows and full members of the Association are qualified to practise as Certified Company Secretaries.

APU Programme | CIMA Exemption
--- | ---
BA (Hons) in Business Management | All certificate level (4 papers)
BA (Hons) in International Business Management | All certificate level (4 papers)

Chartered Institute of Management Accountants

Upon successful completion of BA (Hons) in Business Management and BA (Hons) in International Business Management, graduates are entitled to a 4-paper exemption out of 16 papers from Chartered Institute of Management Accountants (CIMA).

CIMA is the world’s largest professional body of management accountants. Its unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident Chartered Global Management Accountant who can lead their organisations to sustainable success.
BA (Hons) in BUSINESS MANAGEMENT

Duration:
3 years full-time

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

Career options
• General Administrator
• Banking Manager
• Business Development Manager
• Human Resource Manager
• Logistic and Supply Chain Manager
• Operation Manager
• Procurement Manager
• Project Manager
• Sales and Marketing Manager
• Market Researcher
• Business Consultant
• Business Research Analyst
• Entrepreneur

At a glance

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

LEVEL 2
Students will be exposed to more advanced level of curriculum including behavioral science, business ethics & governance, critical thinking in management, and international culture & communications. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further research.

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

LEVEL 3
Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of business management. Leadership and strategic management skills will be taught, with aims to groom them as a business leader. A final year project requires them to explore a topic individually – they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

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

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

Module outline

LEVEL 1
Common Modules
• Introduction to Management
• Accounting Skills
• Business and Communications Skills
• Business Economics
• Business Law
• Computing and IT in the Workplace
• Fundamentals of Entrepreneurship
• Marketing
• People Management
• Quantitative Skills

Specialised Modules
• E-Business Management
• Critical Thinking in Management
• Employee Development
• International Culture and Communications
• Operations Management

Elective Modules (Choose 2)
• Managing Finance OR Financial Management
• Critical Thinking in Management OR Multimedia Application

LEVEL 2
Common Modules
• Behavioural Science in Organisation
• Business Ethics and Governance
• Business Research Methods
• Delivering Customer Value
• Integrated Business Process with SAP ERP System

Specialised Modules
• Asian Economics
• Business Management Project
• Contemporary Management
• Entrepising Management
• Investigation in Business Management
• Managing Change
• Managing People and Performance

Elective Modules (Choose 2)
• Corporate Finance OR Building Customer Relationships
• Integrated Marketing Communications OR Retail Marketing Management

LEVEL 3
Common Modules
• Strategic Management
• Leadership Theory and Practice

Specialised Modules
• Asian Economics
• Business Management Project
• Contemporary Management
• Entrepising Management
• Investigation in Business Management
• Managing Change
• Managing People and Performance

Elective Modules (Choose 2)
• Corporate Finance OR Building Customer Relationships
• Integrated Marketing Communications OR Retail Marketing Management
BA (Hons) in **BUSINESS MANAGEMENT WITH A SPECIALISM IN E-BUSINESS**

**Module outline**

**LEVEL 1**
- **Common Modules**
  - Introduction to Management
  - Accounting Skills
  - Business and Communications Skills
  - Business Economics
  - Business Law
  - Computing and IT in the Workplace
  - Fundamentals of Entrepreneurship
  - Marketing
  - People Management
  - Quantitative Skills

- **Specialised Modules**
  - E-Business Management
  - E-Commerce
  - Digital Marketing
  - Operations Management
  - Creativity and Innovation

- **Elective Modules (Choose 2)**
  - Managing Finance OR Financial Management
  - Critical Thinking in Management OR Multimedia Application

**INTERNSHIP** (16 weeks)

**LEVEL 2**
- **Common Modules**
  - Behavioural Science in Organisation
  - Business Ethics and Governance
  - Business Research Methods
  - Delivering Customer Value
  - Integrated Business Process with SAP ERP System

- **Specialised Modules**
  - E-Business Strategy
  - Strategic Management
  - E-Business Procurement
  - E-Business Project

- **Elective Modules (Choose 2)**
  - Delivering Customer Value
  - Critical Thinking in Management OR Multimedia Application

**LEVEL 3**
- **Common Modules**
  - Strategic Management
  - E-Business Strategy

- **Specialised Modules**
  - E-Business Project
  - E-Business Procurement
  - Contemporary Management
  - Global Marketing
  - Investigation in E-Business
  - Managing Change
  - Internet Payment Systems

- **Elective Modules (Choose 2)**
  - Corporate Finance OR Building Customer Relationships
  - Integrated Marketing Communications OR Retail Marketing Management

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

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**At a glance**

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

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

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

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

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

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

At a glance

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

LEVEL 2
Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and international culture & communications. In-depth understanding on the discipline and core practices of human resource management will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

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

LEVEL 3
Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of human resource management, through modules that facilitate application of job related skills and knowledge in the field of human resource management. Leadership and strategic management skills will be taught, with aims to groom them as a global business leader. A final year project requires them to explore a topic individually – they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

Module outline

LEVEL 1
Common Modules
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Computing and IT in the Workplace
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

Specialised Modules
- Strategic Management
- Integrated Business Process with SAP ERP System

Elective Modules (Choose 2)
- Managing Finance OR Financial Management
- Critical Thinking in Management OR Introduction to Taxation

LEVEL 2
Common Modules
- Behavioural Science in the Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Integrated Business Process with SAP ERP System

Specialised Modules
- Business Research Methods
- Business Ethics and Governance
- Behavioural Science in the Organisation

Elective Modules (Choose 2)
- Managing Finance OR Financial Management
- Critical Thinking in Management OR Introduction to Taxation

LEVEL 3
Common Modules
- Strategic Management
- Integrated Business Process with SAP ERP System

Specialised Modules
- Human Resource Management Project
- International Human Resource Management
- Investigation in Human Resource Management
- Leadership Theory and Practice
- Managing People and Performance
- Managing Change
- People Management Debates
- Strategic Human Resource Management

Elective Modules (Choose 2)
- Corporate Finance OR Building Customer Relationship
- Contemporary Management OR Corporate Restructuring

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

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

**At a glance**

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

**LEVEL 2**
A broader range of skills will be learnt, in which students will gain better understanding of functional management and international business management, such as international culture & communications, operations management, employee development etc. They will gain further understanding of core business processes – they will demonstrate their independence in tackling more practical researches.

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

**LEVEL 3**
Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of business management and managing for enterprise performance and problem solving that are focused on the international context, with aims to groom them as an international business leader. A final year project requires them to explore a topic individually – they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

**Module outline**

**LEVEL 1**
- **Common Modules**
  - Introduction to Management
  - Accounting Skills
  - Business and Communications Skills
  - Business Economics
  - Business Law
  - Computing and IT in the Workplace
  - Fundamentals of Entrepreneurship
  - Marketing
  - People Management
  - Quantitative Skills

**Specialised Modules**
- Commercial Law
- International Business
- International Culture & Communications
- Operations Management

**Elective Modules (Choose 2)**
- E-Business Management OR Interactive Marketing
- Critical Thinking in Management OR Regulatory Policy for Investment Markets

**INTERNSHIP** (16 weeks)

**LEVEL 2**
- **Common Modules**
  - Behavioural Science in the Organisation
  - Business Ethics and Governance
  - Business Research Methods
  - Delivering Customer Value
  - Integrated Business Process with SAP ERP System
  - Managing Finance

**Specialised Modules**
- Commercial Law
- International Business
- International Culture & Communications
- Operations Management

**Elective Modules (Choose 2)**
- E-Business Management OR Interactive Marketing
- Critical Thinking in Management OR Regulatory Policy for Investment Markets

**LEVEL 3**
- **Common Modules**
  - Strategic Management

**Specialised Modules**
- Asian Economics
- Global Marketing
- International Business Management
- International Human Resource Management
- International Strategic Management
- Investigation in International Business Management
- Leadership Theory and Practice
- Managing International Supply Chains

**Elective Modules (Choose 2)**
- Corporate Finance OR Global Finance
- Managing People and Performance OR International Banking & Investment Management

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

**Duration:**
3 years full-time

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

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

(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency*)
## Module outline

**LEVEL 1**

**Common Modules**
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Computing and IT in the Workplace
- Fundamentals of Entrepreneurship
- Business Law
- Marketing
- People Management
- Quantitative Skills

**LEVEL 2**

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

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

**LEVEL 3**

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

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

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

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### Duration:
3 years full-time

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

### Career options
- Advertising & Promotions Manager
- Brand Manager
- Customer Service Manager
- Marketing Manager
- Retail Manager
- Sales Manager
- Marketing Specialist
- Product Manager
- Director Marketing
- Content Marketing Specialist

### At a glance

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

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

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

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

• An understanding of theories and concepts that underpin effective marketing and the practical skills required to commence a dynamic career in digital marketing.

• A comprehensive understanding of frameworks and strategic planning techniques for the management of business information analytics in the marketing arena.

• Familiarity with a broad range of digital marketing technologies and how they are applied in practically infused digitized settings.

• The ability to critically evaluate and recommend appropriate digital tools and techniques in utilising the plethora of social media platforms in optimizing market potential.

Career options

• Digital Marketing Executive
• Digital Marketing cum Social Media Executive
• Social Media Strategist
• Digital Marketing Content Writer
• Digital Sales and Marketing Manager
• Online Business Manager
• Mobile Marketing Specialist
• Search Engine Optimization (SEO) Account Management
• Web Analytics Consultant
• Search and Social Media Specialist
• Web Content Management Analyst
• Digital Creative Diagnostics Manager
• Digital Marketing Communications

At a glance

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

INTERNSHIP
Students will undertake an Internship/Industrial Training in digital marketing settings for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the digitally landscaped business environment.

LEVEL 2
A broader range of skills will be learnt, in which students will gain a better understanding of the broad range of digital tools, and the specialized skills to apply frameworks and planning techniques for the interactive digital marketing. They will gain solid understanding of the support of digital marketing in modern organizational operations. We will further nurture their creativity and innovation as well as independent learning to prepare them for the digitally spherical marketing environments.

INTERNSHIP
Students will undertake an Internship/Industrial Training in digital marketing settings for a minimum period of 16 weeks to prepare them for a smooth transition from the classroom to the digitally landscaped business environment.

LEVEL 3
Students will make use of their previous studies and industrial experience to extend their familiarity of digital marketing strategies, discovering new opportunities, exploiting competitive advantage and decision making processes, with aims to groom them as digitally savvy marketing specialist. A final year project requires them to take a hands on digital marketing project so as to apply all the expertise and skills acquired from both the classroom and internship settings. The successful completion of the final year project is a testament of the student’s ability to face the major digital marketing scenarios with confidence and dexterity.

Module outline

LEVEL 1
Common Modules
• Introduction to Management
• Accounting Skills
• Business and Communications Skills
• Business Economics
• Business Law
• Computing and IT in the Workplace
• Fundamentals of Entrepreneurship
• Marketing
• People Management
• Quantitative Skills

Specialised Modules
• Integrated Marketing Communications 1
• B2B Marketing
• Delivering Customer Value
• Consumer Behaviour
• Marketing Intelligence and Research
• Digital Marketing
• Probability & Statistical Modelling
• Human-Computer Interaction

INTERNSHIP
(16 weeks)

LEVEL 2
Common Modules
• Business Ethics and Governance
• Creativity and Innovation
• International Culture and Communications
• Business Research Methods

Specialised Modules
• Business Research Methods
• International Culture and Communications
• Creativity and Innovation
• Business Ethics and Governance

LEVEL 3
Common Modules
• Brand Management
• Building Customer Relationship
• Global Marketing
• Innovation Management and New Product Development
• Integrated Marketing Communications
• Investigations in Marketing Management
• Marketing Decision Making
• Marketing Management Project
• Strategic Marketing Planning
• Behavioural Science & Marketing Analytics
• Enabling Technologies for Digital Marketing

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

(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency)
At a glance

LEVEL 1
Students will be equipped with theoretical and conceptual framework of media and communication as a discipline. In addition, students will also be exposed to the basic understanding of the context within which media and communication industry operate through modules such as Contemporary Media Studies, Principles of Public Relations, Digital Illustration Techniques and, Marketing Fundamentals, Consumer Behaviour and Creative Practice.

LEVEL 2
A broader range of skills will be learnt, in which students will gain a better understanding of the broad range of mass media tools, and the specialized communication skills to be applied in the media and communication industry. We will further nurture their creativity and innovation as well as independent learning to prepare them for the contemporary media environment.

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

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

Module outline

LEVEL 1
Common Modules
• Intercultural Communication
• Introduction to Graphic Design
• Marketing Fundamentals, Consumer Behaviour and Creative Practice
• Digital Illustration Techniques

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

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

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

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

INTERNSHIP (16 weeks)

LEVEL 3
Common Modules
• Crisis Communications

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

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

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

(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency)
BA (Hons) in INTERNATIONAL RELATIONS

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

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

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

LEVEL 3
Students will make use of their previous studies and industrial experience to extend their familiarity in the field of international relations and to refine their personal and professional development. A final year project requires them to investigate and provide solutions for a real world problem – they will demonstrate their ability to combine international relations knowledge, critical thinking and analytical skills to produce a personal achievement portfolio.

Module outline

LEVEL 1
Common Modules
- Introduction to International Relations
- Malaysia and the World
- Introduction to Politics
- Film Studies and International Relations
- Introduction to Globalisation 4.0
- Revolutions, Popular Uprising and Social Movement in World Politics
- Global Comparative Politics
- Introduction to Sustainability and Environmental Politics

LEVEL 2
Common Modules
- Key Theories of International Relations
- International Organisations
- International Political Economy
- ASEAN Regionalism
- Themes and Debates of International Relations Theory
- Small Power Politics
- Environmental Policy, Legislation & Regulation
- Research Methods in International Relations

LEVEL 3
Common Modules
- International Security
- Global Diplomacy
- Transnational Organised Crime
- Investigations Module
- Conflict Analysis and Resolution
- Refugees and Immigrants
- Sustainable Development Policy and Issues
- Project Module

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

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

At a glance

Duration:
3 years full-time

This programme is specifically designed to provide students:
- Familiarity with a broad range of theoretical and conceptual framework of international relations and how they are applied.
- Exposure to global political, economy and sustainability issues and to provide solutions through critical debate.
- Practical and academic skills which include independent judgement, self-reflection, effective communication and an ability to work in teams and with diverse stakeholders.

Career options
- Diplomat
- Intelligence Analyst
- Military Officer
- Political Analyst
- Communications Specialist
- Lobbyist
- Researcher
- Academician
- Politician
- NGO Worker
- Activist
- Social Worker
- International Organisation Officer
- Multinational Corporation Executive
- Entrepreneur
- Reporter
- Policy Officer

INTERNSHIP (16 weeks)
BA (Hons) in TOURISM MANAGEMENT

At a glance

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

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

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

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

Module outline

LEVEL 1
Common Modules
- Accounting Skills
- Business and Communications 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

LEVEL 2
Common Modules
- Creativity and Innovation
- Critical Thinking In Management
- Consumer Behaviour
- Business Research Methods

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

LEVEL 3
Common Modules
- Crisis Management and Communication
- International Tourism Marketing
- Investigations in Tourism Management
- Meetings, Incentives, Conventions and Exhibitions
- Monitoring and Evaluation of Service Management
- Tourism in Action
- Managing People and Performance
- Tourism Logistics
- Tourism Management Project
- Tourism Policy, Planning and Development
- Tourism Sustainability

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

(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency)
100% EMPLOYED BY GRADUATION*

* Graduate Tracer Study 2018 by Ministry of Education, Malaysia

DARSHINI NADARAJAN (Malaysia)
BA (Hons) in International Business Management, Class of 2011
Partnerships & Promotions Assistant Manager - Movie Animation Park Studios (MAPS)

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

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

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

WOON YAW KWAN (Malaysia)
BA (Hons) in International Business Management, Class of 2011
Assistant Brand Manager - Malboro, Philip Morris International (PMI)

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

FELIX TANZIL ROBERTSIO (Indonesia)
BA (Hons) Business Management with Specialism in E-Business, Class of 2013
Executive - Teledirect Telecommerce Sdn. Bhd (Google Vendor Malaysia)

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

MOHTADA HUSSEIN SALEM AL-ATTAS (Yemen)
BA (Hons) Business Management, Class of 2014
Front-Line Agent (Customer Care) - TNT Express

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

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

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

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

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

WALEED MOHAMMAD (Pakistan)
BA (Hons) Human Resource Management, Class of 2016
HR and Admin Executive - 16TWO

"The APU experience was exciting and dynamic. Being a student at the university offered me diverse and challenging opportunities that aligned perfectly with my career goals. The academic programme was richly comprehensive allowing me to gain an extensive knowledge of the human resources field. Besides, the APU social and cultural scene is rich with diversity which is celebrated throughout the campus and social life which made my time in APU even more of a truly memorable experience."
Learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our staff and students publish papers and present them at conferences worldwide. Some of the key areas of research include:

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Wireless Networks and Internet of Things (IoT)
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation
IT’S ALL GOING ON @ APU ★★★★★★★
Students from over 130 countries
The APIIT Education Group received the prestigious Prime Minister’s Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation was selected to receive the Prime Minister’s Industry Excellence Award from among nearly 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.
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

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

**INTERNATIONAL ENERGY INNOVATION COMPETITION (EIC) SINGAPORE**
- 2019 - Merit Prize
- 2019 - Merit Prize
- 2019 - Merit Prize
- 2016 - 4th Place
- 2015 - 1st Runner-up
- 2015 - 4th Place

**WORLDSKILLS MALAYSIA (CLOUD COMPUTING) LEAGUE**
- 2019 - Champion

**INTERNATIONAL INNOVATION, CREATIVITY AND TECHNOLOGY EXHIBITION (i2CreaTE)**
- 2019 - Gold Medal
- 2019 - Silver Medal

**INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)**
- 2019 - 1 Gold Award for the Invention, Innovation and Technology category
- 2018 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2018 - 1 Silver Award for the Invention, Innovation and Technology category
- 2017 - 1 Silver Award for the Invention, Innovation and Technology category
- 2016 - 1 Gold Award for the Invention, Innovation and Technology category
- 2016 - 1 Silver Award for the Invention, Innovation and Technology category
- 2015 - Best Green Invention Award
- 2015 - 1 Gold Award for the Invention, Innovation and Technology category
- 2015 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2014 - 1 Gold Award for the Invention, Innovation and Technology category
- 2014 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2013 - 2 Silver Medals for the Innovator category
- 2013 - 2 Gold medals for the Innovator category

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

**OPEN GOV ASIA RECOGNITION FOR EXCELLENCE**
- 2019 - Recognition for Excellence
INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD
2019 - Gold Award
2018 - Gold Award
2017 - Gold Award
2016 - Gold Award
2015 - Gold Award
2014 - Gold Award

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

CYBERSECURITY EXCELLENCE AWARDS
2019 - Gold Winner (Best CyberSecurity Education Provider)

KPMG CYBER SECURITY CHALLENGE
2018 - Top University Award
2018 - Champion (“APT, Malware & Cyber powered by FireEye” track)
2018 - Champion (“Engineering & Cyber – powered by IET” track)
2018 - 2nd Runner Up (Cyber Security Challenge 2018 - National Finals)

CIMB 3D CONQUEST
2018 - Champion (Data Science)
2018 - 2nd Runner Up (Coding)
2018 - 4th Runner Up (Coding)

PROTON DRB-HICOM CREATIVE CAR CHALLENGE
2018 - Champion
2018 - Third Prize (Design Battle)

SINCHEW BUSINESS EXCELLENCE AWARD
2018 - Product Excellence Award (Data Science)

SINCHEW EDUCATION AWARD
2018 - Outstanding Educational Institution: Private University
2018 - Product Award

PRIDE INNOVATION AND TRANSFORMATION CHALLENGE
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Champion
2018 - 1st Runner Up

UNIMAKER CENTRAL REGION COMPETITION
2018 - Champion

WORLD ASIAN BUSINESS CASE COMPETITION
2018 - Top 10
2017 - Top 10

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Gold Medal (Science, Engineering & Technology)
2018 - Silver Medal (Science, Engineering & Technology)
2018 - Bronze Medal (Science, Engineering & Technology)

RED RIBBON MEDIA AWARDS
2018 - Best Poster Design
2018 - Best Poster Copywriting

CREST-INTEL INDUSTRY-UNIVERSITY CHALLENGE
2018 - Champion
2017 - 1st Runner Up
2017 - Consolation Prize

F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE
2018 - Champion
2018 - 2nd Place
2017 - Champion
2016 - Champion

NXDEFENDER CYBER SECURITY COMPETITION
2018 - Champion

UNIKL BUSINESS SCHOOL MANAGEMENT & ENTREPRENEURSHIP CONFERENCE
2018 - Best Research Paper Award (Postgraduate)

DISRUPTIT CHALLENGE (DIC)
2018 - 1st Place

SAS NATIONAL FINTECH CHALLENGE
2018 - 1st Place

ASEAN VIRTUAL BUSINESS PLAN COMPETITION
2018 - 1st Place

FA MELAB MALAYSIA
2018 - Audience Choice Award

HACKING, DEFENCE AND FORENSICS COMPETITION
2018 - Champion

APPRENTICE INNOVATION & RESEARCH EXHIBITION (AIREX)
2018 - Champion

HACK@10 CYBERSECURITY COMPETITION
2018 - Champion
2018 - 2nd Runner Up
2018 - 10th Place
### MAKING HISTORY - AWARDS AND ACHIEVEMENTS

<table>
<thead>
<tr>
<th>Competition</th>
<th>Year</th>
<th>Award Type</th>
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</thead>
<tbody>
<tr>
<td><strong>INVENTION &amp; INNOVATION COMPETITION FOR PRIVATE INSTITUTIONS OF HIGHER LEARNING (PERINTIS)</strong></td>
<td>2018</td>
<td>Gold Award</td>
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<tr>
<td><strong>PRIDE INNOVATION &amp; TRANSFORMATION CHALLENGE</strong></td>
<td>2018</td>
<td>Champion</td>
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<td>2018</td>
<td>1st Runner Up</td>
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<tr>
<td><strong>INTERNATIONAL RESEARCH AND INNOVATION SYMPOSIUM AND EXPOSITION</strong></td>
<td>2018</td>
<td>Gold Award</td>
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<td>2018</td>
<td>Silver Award</td>
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<td>2018</td>
<td>Bronze Award</td>
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<tr>
<td><strong>INNOVATE MALAYSIA FINALS</strong></td>
<td>2018</td>
<td>Winner</td>
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<td><strong>MALAYSIAN FINANCIAL PLANNER AWARD</strong></td>
<td>2018</td>
<td>1st Runner Up</td>
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<td><strong>H-INOVASI</strong></td>
<td>2017</td>
<td>‘Best of the Best’ Award</td>
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<td>2017</td>
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<td>2017</td>
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<td><strong>ABB INTERVASITY INNOVATION CHALLENGE</strong></td>
<td>2017</td>
<td>Champion</td>
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<td>2016</td>
<td>Grand Prize</td>
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<tr>
<td><strong>INTERNATIONAL INTELLECTUAL EXPOSITION (IIEX)</strong></td>
<td>2017</td>
<td>Gold Medal</td>
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<td>2017</td>
<td>Best Poster Prize</td>
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<td>2017</td>
<td>Bronze Medal</td>
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<td>2017</td>
<td>Bronze Medal</td>
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<tr>
<td><strong>YOUNG INTERNATIONAL INNOVATION EXHIBITION (YIIX)</strong></td>
<td>2017</td>
<td>Silver Medal</td>
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<td>2017</td>
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<td>2017</td>
<td>Bronze Medal</td>
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<tr>
<td><strong>CREST INDUSTRY DATA ANALYTICAL CHALLENGE</strong></td>
<td>2017</td>
<td>Silver Award</td>
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<td><strong>SEDEX (SCIENCE AND ENGINEERING DESIGN EXHIBITION CUM COMPETITION)</strong></td>
<td>2017</td>
<td>Silver Medal</td>
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<td>2016</td>
<td>Bronze Medal</td>
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<tr>
<td><strong>HEP-IPTS DEBATE COMPETITION</strong></td>
<td>2017</td>
<td>1st Runner Up</td>
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<td>2012</td>
<td>Champion of HEP- IPTS Debate Competition</td>
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<td>2012</td>
<td>Best Speaker Award</td>
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<td></td>
<td>2011</td>
<td>Champion of HEP- IPTS Debate Competition</td>
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<tr>
<td><strong>ASIAN YOUTH INNOVATION AWARDS &amp; EXPO</strong></td>
<td>2017</td>
<td>Silver Medal</td>
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<td></td>
<td>2017</td>
<td>Bronze Medal</td>
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<tr>
<td><strong>DUTCH WORLD’S UNIVERSITY DEBATING CHAMPIONSHIP</strong></td>
<td>2017</td>
<td>2nd Place in the World</td>
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<tr>
<td><strong>INTERNATIONAL FEDERATION FOR INFORMATION PROCESSING (IFIP) INTERNATIONAL YOUNG IT AWARDS</strong></td>
<td>2016</td>
<td>Best Student IT Project award</td>
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<tr>
<td><strong>BIG APP CHALLENGE</strong></td>
<td>2016</td>
<td>Champion</td>
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<td>2016</td>
<td>1st Runner Up</td>
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<td>2016</td>
<td>2nd Runner Up</td>
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<td></td>
<td>2015</td>
<td>Top 5 Finalist</td>
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<td>2014</td>
<td>1st Runner-up</td>
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<tr>
<td><strong>DIGITAL GAMES COMPETITION</strong></td>
<td>2016</td>
<td>Champion</td>
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<td>2016</td>
<td>1st Runner Up</td>
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<tr>
<td><strong>JOM HACK: SMART CITIES WITH LORA</strong></td>
<td>2016</td>
<td>1st Place</td>
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<td><strong>GAMIFICATION HACKATHON</strong></td>
<td>2016</td>
<td>Champion</td>
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<td>2016</td>
<td>Gold Medal</td>
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<tr>
<td><strong>ANGELHACK GLOBAL HACKATHON (MALAYSIA)</strong></td>
<td>2016</td>
<td>Grand Prize</td>
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<td><strong>ATOS GLOBAL IT CHALLENGE</strong></td>
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