a leader
Inspiring you towards vision and transformation

ALPIT RATED 5-STARS (EXCELLENT) RATING

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

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.

DEGREE PROGRAMMES

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

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.

It starts now........ It starts here
Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia’s Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing professional graduates for significant roles in business and society globally.

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

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

APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.
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.

Industry Ready Graduates

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

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

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

Outstanding Support

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

Industry Ready Graduates

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

Work-ready, World-ready

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

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

* Graduate Tracer Study 2018 by Ministry of Education, Malaysia
Just like the beautiful country in which we are located, APU is a rich blend of traditional and modern styles. We have developed a singular character to embrace those things that set us apart. We pride ourselves on the quality of both our teaching and research as well as having a unique living and learning environment.

A Truly International Community

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. We have students from Asia, Central Asia, Middle East, Africa, Europe, and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

A Hub of Cultural Diversity

With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

Student Welcome Team

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

Student Life @ APU

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

*Student Barometer Wave 2019 (International Students).
'Studying with people from other cultures.'
Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialization throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.

Social Interaction Platforms

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

Cutting-Edge Technologies

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

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.

World-class Facilities @ APU

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

Pathways & Admission Requirements

ADMISSION REQUIREMENTS

BACHELORS (HONS) DEGREE PROGRAMMES

General Requirements

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) in Business Management*</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a minimum Grade C in English at SPM Level or its equivalent.</td>
</tr>
<tr>
<td>BA (Hons) in Human Resource Management*</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a minimum Grade C in English at SPM Level or its equivalent.</td>
</tr>
<tr>
<td>BA (Hons) in International Business Management*</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a minimum Grade C in English at SPM Level or its equivalent.</td>
</tr>
<tr>
<td>BA (Hons) in Marketing Management*</td>
<td>- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a minimum Grade C in English at SPM Level or its equivalent.</td>
</tr>
<tr>
<td>BA (Hons) in Tourism Management</td>
<td>- 2 Passes in A-Level with a minimum Grade C (GP 2.0) and a minimum Grade C in English at SPM Level or its equivalent.</td>
</tr>
<tr>
<td>BA (Hons) in Marketing Management with a specialism in Digital Marketing</td>
<td>- 2 Passes in A-Level in any 2 subjects, and a Credit in English at SPM Level/ O-Level/ IGCSE or its equivalent.</td>
</tr>
</tbody>
</table>

STPM
- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a minimum Grade C in English at SPM Level or its equivalent.

A-LEVEL
- 2 Passes in A-Level with a minimum Grade C (GP 2.0) and a minimum Grade C in English at SPM Level or its equivalent.

UEC
- 5 Grade B’s in UEC and a minimum Grade C in Mathematics at SPM Level.

MATRICULATION/ FOUNDATION
- Passed Foundation programme (minimum CGPA of 2.0) and a minimum Grade C in Mathematics at SPM Level.

DIRECT ENTRY TO LEVEL 1 OF THE DEGREE:
- Successful completion of the APU/APIIT Diploma in Business Administration.
- 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).

DIRECT ENTRY TO LEVEL 2 OF THE DEGREE:
- Passed Foundation programme (minimum CGPA of 2.0) and a minimum Grade C in Mathematics at SPM Level.

ENGLISH REQUIREMENTS

Please note that under Ministry of Education regulations, only students who have achieved the minimum requirement in the English Language proficiency assessment as indicated below 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.

FOUNDATION
- IELTS: 4.0
- TOEFL PBT: 197
- TOEFL iBT: 20-50
- MUET: Band 1

Diploma in Business Administration
- IELTS: 4.5
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Diploma in International Studies
- IELTS: 4.0
- TOEFL PBT: 197
- TOEFL iBT: 20-50
- MUET: Band 1

BA (Hons) in Business Management
- IELTS: 5.5
- TOEFL PBT: 213-223
- TOEFL iBT: 80-100
- MUET: Band 4

BA (Hons) in Human Resource Management
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

BA (Hons) in International Business Management
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

BA (Hons) in Marketing Management
- IELTS: 6.0
- TOEFL PBT: 213-223
- TOEFL iBT: 80-100
- MUET: Band 3

* The requirement to pass Mathematics and English subjects at STPM, A-Level and UEC can be waived should the qualifications contain Mathematics and English subjects with equivalent higher achievement.

ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes
- IELTS: 5.5
- TOEFL PBT: 213-223
- TOEFL iBT: 80-100
- MUET: Band 4

Please note that under Ministry of Education regulations, only students who have achieved the minimum requirement in the English Language proficiency assessment as indicated below 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, American High School Diploma etc) are exempted from the 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).

STPM / 'A' Levels / UEC or equivalent

Programmes
- IELTS: 4.0
- TOEFL PBT: 197
- TOEFL iBT: 20-50
- MUET: Band 1

Programmes
- IELTS: 4.5
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2

Programmes
- IELTS: 5.0
- TOEFL PBT: 200-210
- TOEFL iBT: 60-80
- MUET: Band 2
Foundation Programme - Flexibility of Choice

Duration: 1 Year (3 Semesters)

SEMESTER 1
- English for Academic Purpose
- Introduction to Business
- Fundamental of Finance
- Global Business Trends
- Public Speaking in English
- Communication Skills
- Personal Development & Study Methods
- Essentials of Web Applications
- Mathematics

SEMESTER 2
- Introduction to Business
- Introduction to Computer Architecture & Networking
- Introduction to Visual & Interactive Programming
- Public Speaking in English
- Computing Skills
- Information Technology
- Digital Forensics
- Network Computing
- Cloud Computing
- Public Speaking in English
- Design
- Animation & Digital Advertising
- Visual Effects
- Industrial Design, Visual Effects, Animation & Digital Advertising
- Co-Curricular

SEMESTER 3
- Academic Research Skills
- Principles of Accounts
- Economics for Business
- Perspectives in Technology / Further Mathematics
- Co-Curricular
- Academic Research Skills
- Further Mathematics
- Engineering Science
- Perspectives in Technology
- Co-Curricular
- Academic Research Skills
- Business Management
- Accounting, Finance, Banking & Actuarial Studies
- 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
- Media & Communications
- Computing & Technology
- Engineering
- Industrial Design, Visual Effects, Animation & Digital Advertising

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

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
- Computing, Technology & Games Development
  - BSc (Hons) in Information Technology
  - BSc (Hons) in Computer Science
- Accounting, Banking, Finance & Actuarial Studies
  - BA (Hons) in Accounting and Finance
  - BA (Hons) in Accounting and Finance with a specialism in Financial Accounting
  - BA (Hons) in Accounting and Finance with a specialism in Taxation
  - BA (Hons) in Accounting and Finance with a specialism in Forensics
  - BA (Hons) in Accounting and Finance with a specialism in Forensics & Investments
  - Bachelor in Banking and Finance (Hons)
  - 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)
  - Bachelor in Banking and Finance (Hons)
  - Bachelor of Science (Honours) in Actuarial Studies

Physics OR Chemistry OR Technical Science

Leading from APU Foundation to your Choice of Degree Studies:

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

Co-Curricular
- Public Speaking in English
- Programming
- Further Mathematics
- Introduction to Multimedia Applications
- Introduction to Visual & Interactive Programming
- Public Speaking in English
- Media & Communications

Portfolio Required
PATHWAYS AFTER DIPLOMA TO BUSINESS, MANAGEMENT, MARKETING & INTERNATIONAL RELATIONS DEGREES

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) 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 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 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 International Business Management*
- BA (Hons) Human Resource 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 Fore 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) Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Technology

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

APIIT Diploma in International Studies
Students who undertake 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 International Business Management*
- BA (Hons) Human Resource Management*
- BA (Hons) in Marketing Management*
- BA (Hons) in Marketing Management with a specialism in Digital Marketing*

** Bridging module(s) needed before progress into Year 2

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

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

For the full listing of our Diploma Programmes, please refer to the Pre-University programme brochure.
THE AIMS OF THE APU BUSINESS, MANAGEMENT, MARKETING, MEDIA, TOURISM & INTERNATIONAL RELATIONS PROGRAMMES ARE TO:

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

THE MOST WELL-ESTABLISHED COMPUTING PROGRAMMES

THE WIDE VARIETY OF SPECIALISED PROGRAMMES

STRONG LINK WITH INDUSTRY PARTNERS

HEAVY FOCUS ON INNOVATION

THE FIVE “I”s MODEL™

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

COMMON LEVEL 1

COMMON LEVEL 1*

SPECIALISED LEVEL 1*

SPECIALISED LEVEL 1*

PROGRAMMES

- 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) Human Resource Management

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

INTERNSHIP / INDUSTRIAL TRAINING

A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will offer you employment as soon as you graduate. In all cases you will gain an invaluable insight into the world of business and management practices and be better equipped to position yourself for the career you seek.
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 Reality (VR), Cloud Computing, Data Science are going to transform the way businesses operate – routine, mundane jobs will be replaced and there is a growing need to develop "smarter" talents that can ride along the wave of digital transformation.

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

INDUSTRY REVOLUTION 4.0 @ APU

INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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.
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 interpersonal 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
- Training Manager
- Project Manager
- Sales and Marketing Manager
- Market Researcher
- Business Consultant
- Business Research Analyst
- Entrepreneur

Duration: 3 years full-time

LEVEL 1

Students will gain basic understanding of the context within which business operate. They will be introduced to Management, Law, Accounting, Economics, Entrepreneurship and Marketing. They 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*

- Ethics: Relations (Malay Students)
- Gender & Asian Civilization (Malay Students)
- Malaysian Studies (Int'l Students)
- Malay Communication Language (Int'l Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

At a glance

Module outline

<table>
<thead>
<tr>
<th>LEVEL 1</th>
<th>Common Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Management</td>
</tr>
<tr>
<td>2</td>
<td>Accounting Skills</td>
</tr>
<tr>
<td>3</td>
<td>Business and Communications Skills</td>
</tr>
<tr>
<td>4</td>
<td>Business Economics</td>
</tr>
<tr>
<td>5</td>
<td>Business Law</td>
</tr>
<tr>
<td>6</td>
<td>Computing and IT in the Workplace</td>
</tr>
<tr>
<td>7</td>
<td>Fundamentals of Entrepreneurship</td>
</tr>
<tr>
<td>8</td>
<td>Marketing</td>
</tr>
<tr>
<td>9</td>
<td>People Management</td>
</tr>
<tr>
<td>10</td>
<td>Quantitative Skills</td>
</tr>
</tbody>
</table>

LEVEL 2

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

Specialised Modules

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

Elective Modules (choose 2)

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

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules

- Strategic Management
- Leadership Theory and Practice

Specialised Modules

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

Elective Modules (choose 2)

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

(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency.)
**BA (Hons) in BUSINESS MANAGEMENT WITH A SPECIALISM IN E-BUSINESS**

**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 to social issues and management practices and theories.

**LEVEL 2**
- This programme is specifically designed to provide students with:
  - An understanding of the context, nature and significance of management activities undertaken by managers of human resource management (HRM) in a range of organisations.
  - An opportunity to develop written and oral communication skills, effective written and oral communication, using IT and business applications, and the ability to conduct research into human resource management issues.

**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

**BA (Hons) 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 to business issues and management activities undertaken by managers of human resource management (HRM) in a range of organisations. 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. 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 a focus to groom them as a business leader. 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**
- Ethic Relations (R4 Students)
- Islamic & Asian Civilisation (R4 Students)
- Malaysian Studies (R1 Students)
- Malay Communication Language (R1 Students)
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

Note: The specialist will appear only in the academic transcript.
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.
- Vocationally relevant exposure enabling students to become operationally effective in management either domestically or internationally.
- A wide range of employment skills such as critical thinking, problem solving and interpretive skills, such as critical thinking, problem solving 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 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.
- We will also expose you towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

**LEVEL 2**

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

**INTERNSHIP**

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

**LEVEL 3**

Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of business management and managing for enterprise performance and problem solving 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.

**MQA Compulsory Subjects**

- Ethics & Business Ethics (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.

**Duration:**

3 years full-time

**Career options**

- Administration Manager
- General Administrator
- Corporate Strategy Manager
- Global Purchasing Manager
- Global Retail 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

**Module outline**

- **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**
  - Business Ethics and Governance
  - Business Research Methods
  - Delivering Customer Value
  - Integrated Business Process with SAP ERP System
  - Managing Finance
  - International Business
  - Integrated Marketing Communications
  - Operations Management
  - Marketing Management Project
  - Strategic Management

- **Elective Modules (Choose 2)**
  - E-Business Management OR Interactive Marketing
  - Business Ethics and Governance
  - Critical Thinking in Management OR Regulatory Policy for Investment Markets
  - Business Economics
  - Co-Curriculum
  - Islam & Asian Civilisation
  - Marketing
  - Marketing Management Project
  - People Management
  - Product Manager
  - Business Law
  - Business Ethics and Governance
  - Co-Curriculum
  - Malaysia Studies
  - Malay Communication Language
  - Workplace Professional Communication Skills
  - Employee & Employment Trends

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

**Duration:**

3 years full-time

This programme is specifically designed to provide students with:

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to start a career in marketing.
- Exposure to key areas including customer lifestyles and behaviour, customer values, marketing communications, international marketing, marketing decision-making and marketing management.

- A combination with other marketing and general business modules allowing students to gain a clear understanding of the role of marketing within the business context.

**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 innovating. An industrial project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

**MQA Compulsory Subjects**

- Ethics & Business Ethics (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.
This programme is specifically designed to provide students with:

- An understanding of theories and concepts involved in effective marketing and the practical skills required to enhance 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 oriented digitalized settings.
- The ability to critically evaluate and recommend appropriate digital tools and techniques in utilizing 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 Manager
- Social Media Consultant
- Search and Social Media Specialist
- Web Content Management Analyst
- Digital Creative Diagnostics Manager
- Digital Marketing Communications

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

At a glance

Module outline

LEVEL 1

Students will learn fundamental essential skills required by every business management professional, and the basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, 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.

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 for a minimum period of 16 weeks to prepare 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 of digital marketing strategies, discovering new opportunities, exploiting competitive advantage and decision making processes, with aims to groom them as 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.

Note: The specification will appear in the academic Prospectus.

Duration: 3 years full-time

Bachelor of Arts (Honours) in MEDIA AND COMMUNICATION STUDIES

At a glance

Module outline

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 operates 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 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 of digital marketing strategies, discovering new opportunities, exploiting competitive advantage and decision making processes, with aims to groom them as 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 combine the media and communication skills, critical thinking and analytical skills to produce a personal achievement portfolio.

MQA Compulsory Subjects

- Ethnic Relations (Malay Students)
- Islamic & Asian Civilisation (Malay Students)
- Malaysian Studies (INT Students)
- Malay Communication Language (INT 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 Core modules in Year 1 will equip students with:**
- 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**
- Policy Officer
- Reporter
- Multinational Corporation Executive
- Politician
- Researcher
- Lobbyist
- Political Analyst
- Military Officer
- Intelligence Analyst
- Diplomat

**Duration:**
3 years full-time

**This programme is specifically designed to provide students with:**
- 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.

**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 Students will be exposed to the role of international organisations, the inequality in global economy, role of small power in politics and environmental policies.**
- Basic 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 presentations.

**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.**

**Common Modules**
- International Security
- Global Diplomacy
- Transnational Organised Crime
- Investigations Module
- Conflict Analysis and Resolution
- Refugees and Immigrants

**Course options**
- Tourism Consultant
- Tourism Business Development Manager
- Tourism Project Coordinator
- Tourism Retail Manager
- Tour Operator
- Corporate Travel Manager
- Group Sales Manager
- Hotel Manager
- Hospitality Manager
- Resort Manager
- Travel Agent
- Front-line Customer Services
- Passenger Handling

**MODULES TO DEVELOP CULTURAL SKILLS, COMMUNICATION AND AN ABILITY TO WORK IN TEAMS AND WITH DIVERSE STAKES:**

**MQA Compulsory Subjects**
- Ethnic Relations (Malay Students)
- Islamic & Asian Civilisation (Malay Students)
- Malaysian Studies (B’lack Students)
- Malay Communication Language (B’lack 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 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 a 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 marketing and management as part of the environmental policies, with aims to grow as a tourism leader. A final year project requires them to explore a topic of interest and will demonstrate their academic and practical aspects of their ability in the chosen area of study.**

**MQA Compulsory Subjects**
- Ethnic Relations (Malay Students)
- Islamic & Asian Civilisation (Malay Students)
- Malaysian Studies (B’lack Students)
- Malay Communication Language (B’lack 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)

**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

**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 marketing and management as part of the environmental policies, with aims to grow as a tourism leader. A final year project requires them to explore a topic of interest and will demonstrate their academic and practical aspects of their ability in the chosen area of study.**

**MQA Compulsory Subjects**
- Ethnic Relations (Malay Students)
- Islamic & Asian Civilisation (Malay Students)
- Malaysian Studies (B’lack Students)
- Malay Communication Language (B’lack 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)
WHAT DO OUR ALUMNI SAY...

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

"The student life here is beyond what I have imagined. The beyond boundaries experience being with them really opens up your mind and imagination. Apart 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
Assistant Manager, Digital Marketing - AirAsia

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

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

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

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 Madives 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 intense learning culture would forever be cherished. My memories at APU are going to be remembered as some of the best days of my life."

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

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

DARSHINI NADARAJAN (Malaysia)
BA (Hons) in International Business Management, Class of 2011
Unit Trust & Private Retirement Scheme - Public Mutual Berhad

"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 enable me improve my English proficiency. 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."

NIGINA KADIROVA (Uzbekistan)
BA (Hons) in Marketing Management, Class of 2014
Online Recruitment Agent - BCN UP 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."

MOHDELAH HAMIMI (Malaysia)
BA (Hons) in Information Systems, Class of 2014
Communication & Social Media Specialist - Media Innovation Lab, Asia-Pacific University of Technology & Innovation (APU)

"I enjoyed my time at APU and I met some amazing people who I still keep in touch with today. One of my favorite experiences was the annual Sports Carnival where we had to do our part in setting up the stalls and working with our peers. It was a great opportunity to work together and think of ideas for each stall. I also appreciate the exposure to other cultures and the great standard of education. The skills I gained from APU have been invaluable in my career development."

HANNAH HANAN JAFFAR (Indonesia)
BA (Hons) in International Business Management, Class of 2015
Assistant Manager, Digital Marketing - Shopee

"I have truly enjoyed my time at APU. The campus is beautiful and the people are so friendly. The environment is very conducive for learning and I have made so many friends from all over the world. I am so grateful to have been part of this wonderful community."

WENYEN THAM (Malaysia)
BA (Hons) in Human Resource Management, Class of 2011
HR Assistant, Talent Management - Sime Darby Industrial

"I would like to express my gratitude for the experience I gained from my time at APU. The practical approach in the courses helped me develop a solid foundation in the field of HR. The hands-on projects and assignments allowed me to apply the theories I learned in real-life situations. I am thankful for the support and advice from my lecturers, which helped me navigate through the challenges in my studies."

ZAHID HUSSAIN (Pakistan)
BA (Hons) in International Business Management, Class of 2016
Assistant Manager, Accounts - Emirates

"My time at APU was truly transformative. The curriculum was well-structured and the faculty was always there to guide and support us. The international environment allowed me to learn from diverse perspectives and develop a global mindset. The internship opportunities and the strong networking within the APU alumni community have been invaluable in my career."

AMIRSA LIAM (Malaysia)
BA (Hons) in Business Information Technology, Class of 2008
Associate Manager, Technology - Sime Darby Industrial

"APU was a pivotal moment in my life. I met people from all walks of life and this exposure was very valuable. The skills I acquired at APU have helped me in my current role and I am grateful for the foundation it provided. The campus and its facilities are excellent and the lecturers are approachable and knowledgeable."
For our staff, learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our academic staff publish papers and present them at conferences worldwide. Some of the areas of research include:

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Wireless Networks and Internet of Things (IoT)
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual
- Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Visual Analytics
- Healthcare Informatics
- Gamification
- Sociotechnology
- Ram-Less Computers
- Deep Learning
APIIT Education Group is the proud recipient of PRIME MINISTER’S AWARD and Export Excellence Award (Services) for Industry Excellence Awards - March 2011

The APIIT Education Group received the prestigious Prime Minister’s Industry Excellence Award from the Prime Minister of Malaysia. 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 APIIT 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.

APIIT Education Group is the proud recipient of PRIME MINISTER’S AWARD

AWARDS AND ACHIEVEMENTS

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

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 APIIT 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.
MAKING HISTORY - AWARDS AND ACHIEVEMENTS

CYBER HEROES COMPETITION
2018 - Champion
2018 - Runner-up
2017 - Winner
2017 - 1st Runner-up
2017 - 2nd Runner-up
2017 - 3rd Runner-up
2017 - 4th Place

SOFTWARE DEVELOPMENT AWARD - NORTH AFRICA CYBER HACKATHON CHALLENGE
2020 - Champion

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

WORLD’S FIRST BUSINESS CASE COMPETITION
2018 - Top 10
2017 - Top 10

ASIAN VIRTUAL BUSINESS PLAN COMPETITION
2018 - 1st Place
2018 - 2nd Runner Up
2018 - 12th Place

INVENTION & INNOVATION COMPETITION FOR PRIVATE INSTITUTIONS OF HIGHER LEARNING (PURIT3)
2018 - Gold Award
2018 - Silver Award
2018 - Bronze Award

INVENTION & INNOVATION PROGRAMME 2016
2016 - Gold Award
2016 - Silver Award
2016 - Bronze Award

PRIDE INNOVATION & TRANSFORMATION CHALLENGE
2016 - Champion
2016 - Champion
2016 - Champion
2016 - Champion
2016 - Champion
2016 - Champion
2016 - Champion

PRIDE INNOVATION & TRANSFORMATION CHALLENGE 2016
2016 - Champion
2016 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2016 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion
2018 - 1st Runner Up

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)
2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)
2018 - Silver Medal (Science, Engineering & Technology)