



REVOLUTION IN THE MAKING

- Business Administration
- Business with Information Technology
- E-Business
- Media Informatics
- Marketing Management
- Business Management
- Media Marketing
- Human Resource Management
- International Business Management



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

SCHOOL OF **BUSINESS & MANAGEMENT**

www.apu.edu.my

■ PRE-UNIVERSITY PROGRAMME

Degree Foundation Programme

■ DIPLOMA PROGRAMMES

Diploma in Business Administration
Diploma in Business with Information Technology

■ DEGREE PROGRAMMES

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

Degrees awarded in association with Staffordshire University



AN AWARD-WINNING UNIVERSITY

RATED NUMBER 1 IN ASIA AND MALAYSIA FOR ITS MULTICULTURAL LEARNING EXPERIENCE

- Student Barometer Wave 2014, 'Studying with people from other cultures'

The Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia's Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards preparing graduates for significant roles in business and society globally. APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.

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



> APU's purpose-built state-of-the-art campus in TPM - opening in 2016.



APU amongst the Highest Rated Universities

Rated at Tier 5 (Excellent) by Ministry of Education / Malaysian Qualifications Agency under SETARA 2011 & 2013

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

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

APU was announced as among the Highest Rated Universities in Malaysia, being rated at TIER 5 (EXCELLENT) under the SETARA 2011 Ratings by the Ministry of Education (MOE) and Malaysian Qualifications Agency (MQA), and has maintained this Excellent rating in the latest SETARA 2013 Ratings announced on 17th November 2014.

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



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

The APIIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia, Dato' Seri Mohd Najib Tun Razak. Only one 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.

OUR PARTNER IN QUALITY



Staffordshire University is a modern University with 100 years' experience of pioneering higher education within the creative, technological and scientific industries. The University delivers relevant, inspiring and vocationally led courses and thus develop students who are independent thinkers.

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

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



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

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

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

The aims of the Business & Management Programmes are to:

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

Learning for Employability

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

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

The Five "I"s Model™

- 1: Innovation** through the design of curriculum, the module content and the learning approaches
- 2: Integration** through developing your capabilities to interrelate knowledge and to work in multidisciplinary teams
- 3: Information** through developing your knowledge and also your abilities to communicate effectively and persuasively
- 4: Interactivity** through the use of group work to develop your teamwork skills and through the use of technology to achieve interactivity of devices and people
- 5: Imagination** in relation to new products, ideas, applications and solutions

DUAL DEGREE PROGRAMMES

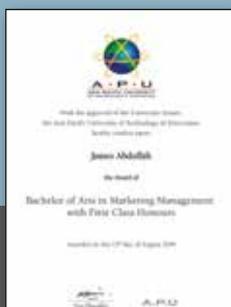
The 3-Year Dual Degree Programmes (DDP)

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

The 3-years dual degree Programmes are offered through a unique collaborative partnership between APU and Staffordshire University, United Kingdom, through which Staffordshire accredits 3-years undergraduate programmes that are designed and delivered by APU. On completion of the programme, students will be awarded two undergraduate Degree Certificates and Transcripts: one from APU and one from Staffordshire University.

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

The APU-Staffordshire Dual Degree Programmes are offered under an approved collaboration in accordance with the code of Practice for the Assurance of Academic Quality and standards in Higher education as published by the United Kingdom Quality Assurance Agency's (QAA). APU's academic programmes are approved by the Ministry of Education of Malaysia and the qualifications are accredited, or provisionally accredited by the Malaysian Qualifications Agency (MQA).



Careers in Business & Management

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

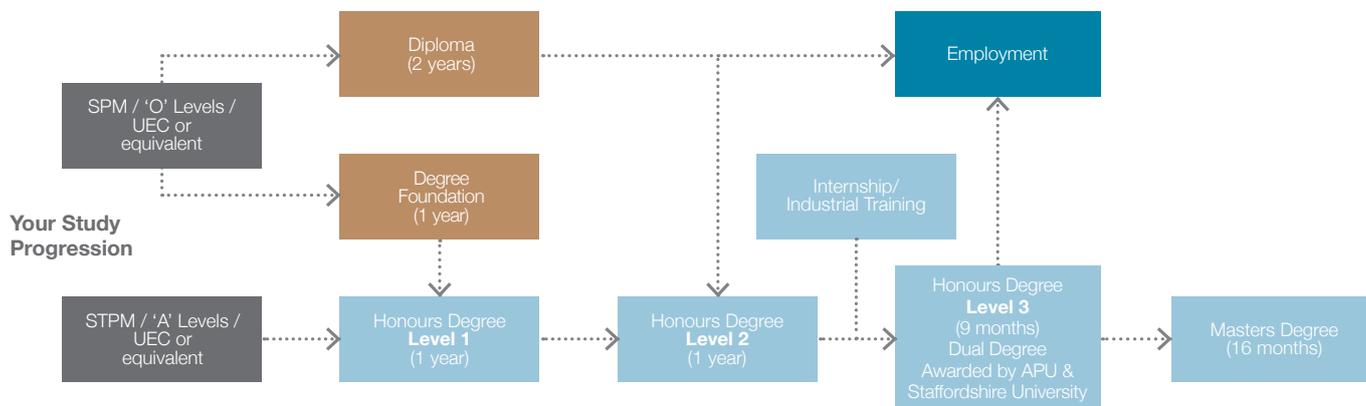
BA (Hons) in Business Management	Any functional area of business such as sales, administration, marketing, purchasing, personnel, retail, manufacturing operations, export activities, distribution management, etc.
BA (Hons) in Business Management with a specialism in E-Business	You develop the necessary critical intellectual ability to enable you to develop careers in e-business, e-government, e-education and e-services to name a few. Careers in E-Business would include New Business Development Management, Marketing Manager, E-Business Consultant and Technopreneur.
BA (Hons) in International Business Management	Any functional areas including sales, marketing, personnel and also distribution. These are common in larger companies with international links or those engaged in the import / export business, and may also include smaller companies seeking export business.
BA (Hons) in Marketing Management	Any area of general business but more likely in marketing research, brand management, sales promotions & advertising, retail management, distribution management, sales and sales management, customer service and customer relationship management.
BA (Hons) in Human Resource Management	Any functional area of HRM including personnel management, performance management, recruitment, training & development or possibly in general management.
BA (Hons) in Tourism Management	<p>Any functional area of the tourism sector, including:</p> <ul style="list-style-type: none">• Managing and supervising customer delivery in a travel agency• Employment in tour operators, visitor centres, conference and event management• Tourism Business Development and Marketing Manager• Tourism Consultant• Government Policy Officer on tourism issues• Tourism Industry Development Manager• Tourism-related Project Director/Coordinator• Executive Director within the tourism industry <p>It could include employment in a wide range of tourist sectors e.g.:</p> <ul style="list-style-type: none">• Leisure, recreation and sport• History and heritage tourism• Rural and City tourism• Winter tourism• Domestic and international tourism• Pilgrimage• Health tourism• Inbound or outbound activity• Hotels and restaurants• Retailing• Transportation• Travel agencies• Tour companies• Tourist attractions• Cultural industries, etc.
BSc (Hons) in Media Informatics	Employment options include advertising, promotions and PR, as well as the press and broadcast organisations. Functional areas include creative, media production (pre and post), sales and customer service.
BA (Hons) in Media Marketing	Employment options include advertising, promotions and PR in both traditional and new media such as newspapers, magazines and online media. Functional areas include account management, brand management, sales and campaign development.
BA (Hons) in Media Marketing with a specialism in Social Media	Employment options include: Social Media Strategist, Internet Marketer, Feature Blogger, Communication Specialist, Interactive Media Designer; Exhibition and Environmental Designer; Copywriter; Account Planner; Creative Director; Brand Strategist and Strategic Planner.

PATHWAY @ APU

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

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

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



Overall Programme Structure

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

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

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

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

DIPLOMA PROGRAMMES

- An overall credit pass in 3 subjects and a minimum of a pass in Bahasa Malaysia and Sejarah (History) at SPM level;
- 3 Grade C passes at 'O' Levels / GCSE; or
- A qualification that APU accepts as equivalent to the above.

BACHELORS (HONS) DEGREE PROGRAMMES

Direct Entry to Level 1 of the Degree:

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

Direct Entry to Level 2 of the Degree:

- Successful completion of the APU Diploma; or
 - Successful completion of studies in another recognised institute with academic credits equivalent to Level 1 of an Honours degree.
- (Subject to the approval of the APU Academic Board)

ENGLISH REQUIREMENTS

(only applicable for International Students)

Foundation and Diploma Programmes

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

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

Bachelors (Hons) Degree Programmes

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

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

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

APU FOUNDATION PROGRAMME

Flexibility of Choice

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

SEMESTER 1	COMMON SEMESTER 1	
	<ul style="list-style-type: none"> English for Academic Purpose 	<ul style="list-style-type: none"> Communication Skills
INTEREST AREAS	BUSINESS & FINANCE	COMPUTING & TECHNOLOGY
SEMESTER 2	<ul style="list-style-type: none"> Introduction to Business Individual, State & Society Global Business Trends Public Speaking in English 	<ul style="list-style-type: none"> Introduction to Business Individual, State & Society Computing & IT Public Speaking in English
SEMESTER 3	<ul style="list-style-type: none"> Academic Research Skills Principles of Accounts Economics for Business Perspectives in Technology / Further Mathematics Co-Curricular 	<ul style="list-style-type: none"> Academic Research Skills Further Mathematics Introduction to Multimedia Applications Perspectives in Technology Co-Curricular
<p>You may then proceed to Level 1 of a Degree of your choice in the following pathways</p>		
PRIMARY PATHWAYS	<ul style="list-style-type: none"> - Business & Management - Accounting, Finance, Banking & Quantitative Studies - Media & Mass Communications 	<ul style="list-style-type: none"> - Computing & Technology
SECONDARY PATHWAYS Students may also choose the following:	<ul style="list-style-type: none"> - Computing & Technology - Design Innovation & Brand Management - Animation & Visual Effects - Creative Media Technology - International Studies & Sustainability - Journalism 	<ul style="list-style-type: none"> - Business & Management - Accounting, Finance, Banking & Quantitative Studies - Media & Mass Communications - Design Innovation & Brand Management - Animation & Visual Effects - Creative Media Technology - International Studies & Sustainability - Journalism

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

- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialisms in
 - Information Systems Security
 - Database Administration
 - Cloud Computing
 - Network Computing
 - Mobile Technology
 - Business Information Systems
- BSc (Hons) in Software Engineering
- BSc (Hons) in Computer Science
- BSc (Hons) in Intelligent System
- BSc (Hons) in Internet Technology
- BSc (Hons) in Multimedia Technology
- BSc (Hons) in Technopreneurship
- BSc (Hons) in Computer Games Development
- BSc (Hons) in Computer Games Development with a specialism in Games Concept Art

Computing & Business Computing*

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

Accounting, Banking, Finance & Quantitative Studies

- BA (Hons) in Accounting and Finance
- BA (Hons) in Accounting and Finance with specialism in Forensic Accounting
- BA (Hons) in Accounting and Finance with specialism in Taxation
- BA (Hons) in Accounting and Finance with specialism in Forex and investments
- BA (Hons) in Accounting and Finance with specialism in Internal Audit
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Planning
- Bachelor in Banking and Finance (Hons) with specialism in Investment and Risk Management
- Bachelor in Islamic Banking and Finance (Hons)
- BSc (Hons) in Actuarial Studies
- BSc (Hons) in Management Science

* UK 3+0 Degrees offered through APIIT

** Commencement from 2017 onwards.

For further details, kindly refer to our Course Counselors at Student Services Office



PATHWAYS TO STAFFORDSHIRE UNIVERSITY (UK) BACHELOR DEGREES

APU Foundation Students will also have the opportunity to pursue Bachelor Degrees at Staffordshire University in the areas of Computing & Technology, Engineering, Design, Animation & VFX, Brand Management, Creative Media, Journalism, Mass Communication, Accounting, Banking, Finance & Quantitative Studies, Business & Management and International Relations. This is providing, applicants meet the stated admission criteria and English Language Requirements, as determined by Staffordshire University, UK.

- Personal Development & Study Methods
- IT Applications
- Mathematics

ENGINEERING	DESIGN	JOURNALISM & CREATIVE MEDIA	INTERNATIONAL STUDIES
<ul style="list-style-type: none"> • Introduction to Business • Individual, State & Society • Engineering Mathematics • Public Speaking in English 	<ul style="list-style-type: none"> • Imaging/Production Skills for Design • Major Project 1 • Design Theory and Practice 1 • Public Speaking in English 	<ul style="list-style-type: none"> • Writing Skills for Journalists • Introduction to Journalism History & Practice • Global Business Trends • Public Speaking in English 	<ul style="list-style-type: none"> • Introduction to International Relations • Individual, State & Society • Global Business Trends • Public Speaking in English
<ul style="list-style-type: none"> • Academic Research Skills • Mechanical Science • Engineering Science or Chemistry • Electrical and Electronic Principles • Co-Curricular 	<ul style="list-style-type: none"> • Academic Research Skills • History of Design and Media • Major Project 2 • Design Theory and Practice 2 • Co-Curricular 	<ul style="list-style-type: none"> • Academic Research Skills • Critical International Film Studies • Journalism and Society • English for Journalist • Co-Curricular 	<ul style="list-style-type: none"> • Academic Research Skills • Issues in Development Studies • Economics for Business • Critical International Film Studies • Co-Curricular

<ul style="list-style-type: none"> - Engineering - Applied Technology 	<ul style="list-style-type: none"> - Design Innovation & Brand Management - Animation & Visual Effects 	<ul style="list-style-type: none"> - Journalism - Creative Media Technology 	<ul style="list-style-type: none"> - International Studies and Sustainability
<ul style="list-style-type: none"> - Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Design Innovation & Brand Management - Animation & Visual Effects - Creative Media Technology - International Studies & Sustainability - Journalism 	<ul style="list-style-type: none"> - Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Creative Media Technology - International Studies & Sustainability - Journalism 	<ul style="list-style-type: none"> - Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Design Innovation & Brand Management - Animation & Visual Effects - International Studies & Sustainability 	<ul style="list-style-type: none"> - Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Design Innovation & Brand Management - Animation & Visual Effects - Creative Media Technology - Journalism

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

- Mathematics**
- Physics OR Chemistry OR Technical Science**

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

Engineering

- B.Eng (Hons) in Electrical & Electronic Engineering
- B.Eng (Hons) in Electronic Engineering with specialism in Information Technology
- B.Eng (Hons) in Telecommunication Engineering
- B.Eng (Hons) in Mechatronic Engineering
- B.Eng (Hons) in Petroleum Engineering

Applied Technology*

- BSc (Hons) Product Design Technology**
- BSc (Hons) Motorsport Technology**
- BSc (Hons) Automotive Technology**
- BSc (Hons) Aeronautical Technology**

Leading from APU Foundation to your Choice of Degree Studies:

Business & Management

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

Media & Mass Communications

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

International Studies and Sustainability*

- BA (Hons) International Relations
- BSc (Hons) Environment and Sustainability**

Journalism*

[Assessment include interview and written exercises]

- BA (Hons) Journalism**
- BA (Hons) Broadcast Journalism**
- BA (Hons) Sports Journalism**

Design Innovation and Brand Management*

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

Animation & Visual Effects*

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

Creative Media Technology*

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



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





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

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

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

BUSINESS & MANAGEMENT STUDY PATHWAYS



Business & Management Study Pathways

DEGREE PROGRAMMES

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

COMMON LEVEL 1	PROGRAMMES
Common Level 1*	<ul style="list-style-type: none"> • BA (Hons) in Business Management • BA (Hons) in Business Management with a specialism in E-Business • BA (Hons) in International Business Management • BA (Hons) in Marketing Management • BA (Hons) in Human Resource Management
Common Level 1*	<ul style="list-style-type: none"> • BA (Hons) in Tourism Management
Common Level 1*	<ul style="list-style-type: none"> • BSc (Hons) in Media Informatics • BA (Hons) in Media Marketing • BA (Hons) in Media Marketing with a specialism in Social Media

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

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.

Diploma in Business Administration

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

SEMESTER 1

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

Modules

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

SEMESTER 2

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

Modules

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

SEMESTER 3

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

Modules

- People Management
- Financial Accounting
- Marketing
- Business Economics

SEMESTER 4

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

Modules

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

SEMESTER 5

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

Modules

- Organisational Behaviour
- Managing Services
- Cost Accounting

Option Modules A

- Consumer Behaviour
- Business Operations
- Computer Technology

Option Modules B

- E-Business
- E-Commerce
- Internet Applications

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

FURTHER STUDIES

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

- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialism in Social Media

Diploma in Business with Information Technology

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

SEMESTER 1

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

Modules

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

SEMESTER 2

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

Modules

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

SEMESTER 3

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

Modules

- Computer Technology
- Internet Applications
- Marketing
- Business Economics

SEMESTER 4

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

Modules

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

SEMESTER 5

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

Modules

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

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

FURTHER STUDIES

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

- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in International Business Management
- BSc (Hons) in Technopreneurship
- BSc (Hons) in Information Technology with a specialism in Business Information Systems
- BSc (Hons) in Business Information Technology
- BSc (Hons) in Business Computing
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialism in Social Media



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

BA (Hons) in Business Management

- 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 (efficient, agile and customer-centric) competitive organisations.

LEVEL 1

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

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

Common Modules

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

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

LEVEL 2

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

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

INTERNSHIP

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

LEVEL 3

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

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

Common Modules

- Corporate Finance
- Strategic Management

Specialised Modules

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

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

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- An understanding of the context, nature, role and significance of e-business activities as undertaken by managers in a range of organisations.
- A comprehensive understanding and application of creating, funding and managing Internet businesses in a dynamic business world.
- Exposure to theoretical and practical issues of conducting business over the internet and the Web.

LEVEL 1

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

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

Common Modules

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

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

LEVEL 2

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

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

INTERNSHIP

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

LEVEL 3

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

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

Common Modules

- Corporate Finance
- Strategic Management

Specialised Modules

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

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

BA (Hons) in International Business Management

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations. However at Levels 2 & 3, the emphasis will be on undertaking this in an international context.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic global contexts.
- Vocationally relevant exposure enabling students to become operationally effective in management either domestically or internationally.

LEVEL 1

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

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

Common Modules

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

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

LEVEL 2

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

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

INTERNSHIP

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

LEVEL 3

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

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

Common Modules

- Corporate Finance
- Strategic Management

Specialised Modules

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

BA (Hons) in Marketing Management

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

LEVEL 1

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

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

Common Modules

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

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

LEVEL 2

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

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

INTERNSHIP

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

LEVEL 3

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

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

Specialised Modules

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

BA (Hons) in Human Resource Management

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

- An understanding of the context, nature, role and significance of management activities undertaken by managers of Human Resource Management (HRM) in a range of organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- Vocationally relevant exposure enabling you to become operationally effective in management.
- A platform to demonstrate a systematic understanding and critical evaluation of key aspects of HRM and Business, including strategic decision-making, international perspectives and contemporary use of HRM.

LEVEL 1

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

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

Common Modules

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

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

LEVEL 2

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

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

INTERNSHIP

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

LEVEL 3

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

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

Common Modules

- Corporate Finance
- Strategic Management

Specialised Modules

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

BA (Hons) in Tourism Management

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

- The knowledge and skills required for you to play a leading role in travel and tourism related service industries.
- A critical awareness of travel and tourism's roles in business, the environment and sustainability.
- Advanced study of travel and tourism and facilitates progression, both academic and vocational, by means of developing your intellectual capabilities, knowledge, key personal and transferable skills and a capacity for independent and lifelong learning.
- Skills that will enable you to work across diverse sectors of the tourism industry.
- Modules to develop cultural skills, negotiation and communication skills, combined with the ability to develop and market a product; namely tourism.
- Improved employment opportunities in an industry that needs professionals with varied and developed skills.

LEVEL 1

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

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

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

LEVEL 2

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

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

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

INTERNSHIP

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

LEVEL 3

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

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

Common Modules with BA (Hons) in Services Management

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

Specialised Modules

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

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

Common Modules

- Strategic Human Resource Management

Specialised Modules

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



BSc (Hons) in Media Informatics

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

LEVEL 1

Level 1 is common to both the BA (Hons) in Media Marketing and the BSc (Hons) in Media Informatics, and is designed to make an informed choice between these two degrees at Level 2. This level introduces you to new media aspects of business, communication, and multimedia. Skills relevant to the general environment of business and IT are introduced, along with important and relevant skills for independent learning.

Common Modules with BA (Hons) in Media Marketing and BA (Hons) in Media Marketing with a specialism in Social Media

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

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

LEVEL 2

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

INTERNSHIP

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

LEVEL 3

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

Common Modules

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

Specialised Modules

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

BA (Hons) in Media Marketing

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

LEVEL 1

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

Common Modules with BA (Hons) in Media Marketing and BA (Hons) in Media Marketing with a specialism in Social Media

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

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

LEVEL 2

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

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

Common Modules

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

Specialised Modules

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

INTERNSHIP

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

INTERNSHIP

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

LEVEL 3

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

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

Common Modules

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

Specialised Modules

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

BA (Hons) in Media Marketing with a specialism in Social Media

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

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

LEVEL 1

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

LEVEL 2

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

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

INTERNSHIP

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

LEVEL 3

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

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

There is a further emphasis of Social Media with the introduction of the Social Media Project module which inculcates students with analytical and problem solving ability in meeting many different situations that require solutions on the use of new emerging media for marketing purpose and brand building.

Common Modules with BA (Hons) in Media Marketing and BSc (Hons) in Media Informatics

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

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

Common Modules

- Advertising
- Media Culture and Society
- New Creative Media Industries
- Public Relations
- Research Methods
- Script Writing for Radio & TV

Specialised Modules

- Advanced Social Media Technologies
- Communications Audit
- Customer Lifestyles and Behaviour
- E-Marketing
- Interactive Marketing
- Social Media Campaign Management
- Social Media Technologies

INTERNSHIP

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

Common Modules

- Audiences, Consumption and Technology
- Copywriting
- Integrated Marketing Communications
- Strategic Marketing Planning

Specialised Modules

- Global Marketing
- Investigations in Social Media Marketing
- Law & Ethics in Social Media
- Marketing Decision Making
- Public Relations 3.0
- Social Media Marketing Project
- Social Media Marketing Strategies

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

APU WORLD CLASS R&D AND INNOVATION

Academic Research

For our staff, learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our academic staff publish papers and present them at conferences worldwide. Some of the areas of research include:



- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Detecting Pornographic Images
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation



WORLD-CLASS FACILITIES ★★★★★★★★★★



ACCOLADES FOR APU

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

Industry Excellence Awards 2011

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

Asia Pacific ICT Awards (APICTA) Malaysia (Multimedia Development Corporation)

- 2013 - Top Award for 'Best of Tertiary Student Project'
- 2012 - Top Award for 'Best of Tertiary Student Project'
- 2011 - Winner of 'Special Jury Award'
- 2011 - Top Award for 'Best of Tertiary Student Project'
- 2011 - 2 Merit Awards for 'Best of Tertiary Student Project'
- 2010 - Top Award for 'Best of Tertiary Student Project'
- 2008 - Top Award for 'Best of e-Inclusion & e-Community'
- 2005 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Top Award for 'Best of Education & Training'
- 2004 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Merit Award for 'Best of Research & Development'
- 2003 - Merit Award for 'Best of Research & Development'
- 2002 - Merit Award for 'Best of Smart Learning Applications'
- 2001 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Top Award for 'Best of Student Project'
- 1999 - Merit Award for 'Best of Student Project'

International Asia Pacific ICT Awards (APICTA)

- 2012 - Merit Award for 'Best of Tertiary Student Project'
- 2011 - Merit Award for 'Best of Tertiary Student Project'
- 2010 - Merit Award for 'Best of Tertiary Student Project'
- 2004 - Merit Award for 'Best of Education & Training'
- 2004 - Merit Award for 'Best of Applications & Infrastructure Tools'

Malaysian Greentech Awards (Ministry of Energy, Green Technology & Water)

- 2012 - Silver Award for 'GreenTech University'

NAPEI Awards

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

Stanford University's Global Innovation Tournament 2009

- 2009 - Winner for Global Innovation Tournament Global Challenge

Microsoft Imagine Cup (Microsoft Inc.)

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

HEP-IPTS Debate Competition (Ministry of Higher Education Malaysia)

- 2012 - Champion of HEP- IPTS Debate Competition
- 2012 - Best Speaker Award
- 2011 - Champion of HEP- IPTS Debate Competition

i-Hack Competition 2013 - by Malaysian Communications and Multimedia Commission (MCMC)

- 2013 - Champion for Forensic Challenge

Hack In The Box (HITB) International Competition 2010

- 2010 - 2nd Prize for 'Weapon of Mass Destruction'

Malaysia Frost & Sullivan Technology Innovation Award 2010

- 2010 - Award for 'Emerging Human Computer Interface Technologies'

World University Debates Championship 2010

- 2010 - Runner-up in the Grand Final

MSC Malaysia Creative Industry Awards 2009 (Games Category - Student)

- 2009 - Award for 'Best Game Design'
- 2009 - Award for 'Best Technical'

ITEX Awards (International Invention, Innovation & Technology Exhibition)

- 2014 - Gold and Bronze Medals for the Invention, Innovation and Technology category
- 2013 - 2 Silver Medals for the Invention, Innovation and Technology category
- 2013 - 2 Gold medals for the innovator category
- 2009 - Gold Award for 'Best Invention - SmartSurface'
- 2009 - Special Award for Corporate Invention



Malaysia Cybersecurity Awards (Cybersecurity Malaysia)

- 2013 - Award for 'Cyber Security Education and Training Provider of the Year'
- 2012 - Award for 'Information Security Training Provider of the Year'
- 2009 - Award for 'Information Security Training Provider of the Year'

Ministry of Higher Education Malaysia Awards

- 2008 - Top Award for 'Best Website Design'

Asian Innovation Awards (Far Eastern Economic Review, Singapore)

- 2004 - Only Malaysian Finalist

Prime Minister's Golden Hands Award (Ministry of Works, Malaysia)

- 2004 - Top Award in Network and PC Maintenance category

Ministry of Education Excellence Awards (Ministry of Education, Malaysia)

- 2003 - Award of Excellence in Research & Development
- 2003 - Award of Excellence for Development of Overseas Centres

Enterprise 50 Award (Accenture & SMI Devt Corp)

- 1998, 1999, 2000 - 3rd position in 2000 among top 50 Malaysian organisations

Asia Student .NET Awards (Microsoft Inc.)

- 2003 - 3rd Prize Award for 'Automobile Manufacture Service' software application
- 2003 - 5th Prize Award for 'i-Mall' software application

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)

- 2002 - Top 3 winners worldwide for a Java-based e-mail client application for Nokia devices using J2ME (Java 2 Micro Edition)

The BrandLaureate - SMEs Best Brands Awards

- 2012 - Winner of Corporate Branding Award in Education

1Malaysia Innovation Tournament (1MIT) 2010

- 2010 - Winner for 'Best Animated Award'
- 2010 - Winner for 'Most Scariest Video Award'

Kopitiam Ekonomi Debate Challenge

- 2013 - Champions

Hackathon Competitions

- 2013 - Winner for Water Drone Challenge
- 2013 - Winner for Creativity and Awesomeness Challenge

Makeweekend Robotics C challenge

- 2013 - Winner of Water Drone Competition
- 2013 - Winner of Awesomeness Challenge

Innoserve International ICT Innovative Services Contest

- 2013 - Second Prize of Innoserve International ICT Innovative Services Contest
- 2013 - Best Innovation Award

Deloitte Inter-University Tax Competition

- 2013 - First Runner Up
- 2012 - First Runner Up (Individual Category)
- 2012 - 6th Place (Individual Category)

Business Excellence Award 2006 (Malaysia Canada Business Council)

- 2006 - Bronze award for Industry Excellence for Education

DKSH-CSSC Award

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

e-Genting Programming Competition (R&D Division, eGenting)

- 2006 - First Prize for 'Software Program Design and Development'
- 2004 - First Prize for 'Software Program Design and Development'
- 2003 - First Prize for 'Software Program Design and Development'
- 2002 - Merit Award for 'Software Program Design and Development'

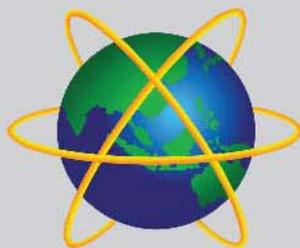
HSBC Young IT Entrepreneur Awards (Hong Kong Bank)

- 2004 - Gold Award for 'Universal Wireless Charging' solution
- 2004 - Judges Award for 'Security Transmitter & Detector' device
- 2002 - Silver Award for 'Business Edutainment Access Medium' Business Plan

MSC-IHL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)

- 2012 - Merit prize for Business Idea Category
- 2005 - Grand prize for Business Idea Category
- 2005 - Merit prize for Business Plan Category

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