



**IGNITE YOUR
CREATIVITY**

❖ Internet Technology

❖ Media Informatics

❖ Information & Communications Technology

❖ Computer Games Development

❖ Software Engineering

❖ Multimedia Technology

❖ Cloud Computing

❖ Technopreneurship



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

SCHOOL OF COMPUTING & TECHNOLOGY

www.apu.edu.my

■ PRE-UNIVERSITY PROGRAMME

Degree Foundation Programme

■ DIPLOMA PROGRAMMES

Diploma in Information & Communications Technology
Diploma in Information & Communications Technology
with a specialism in Software Engineering
Diploma in Business with Information Technology

■ DEGREE PROGRAMMES

Computing & IT Programmes

BSc (Hons) in Information Technology
BSc (Hons) in Information Technology
with a specialism in:

- Information System Security
- Database Administration
- Cloud Computing
- Network Computing
- Mobile Technology
- Business Information Systems

BSc (Hons) in Computer Science
BSc (Hons) in Software Engineering
BSc (Hons) in Intelligent Systems
BSc (Hons) in Internet Technology
BSc (Hons) in Technopreneurship

Interactive Entertainment Technology Programmes

BSc (Hons) in Computer Games Development
BSc (Hons) in Computer Games Development with
a specialism in Games Concept Art
BSc (Hons) in Multimedia Technology
BSc (Hons) in Media Informatics
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.



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).

APU amongst the Highest Rated Universities

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

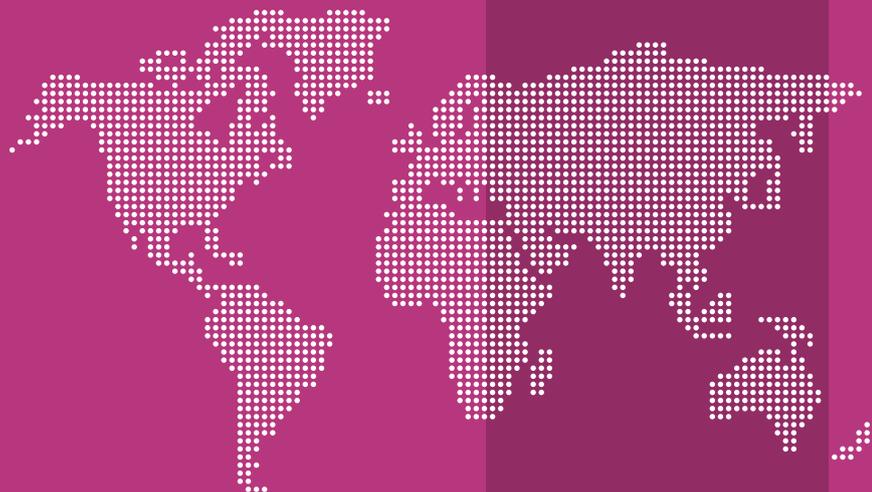


APIIT Education Group is the proud recipient of
Prime Minister's Award
and Export Excellence Award (Services)
for Industry Excellence Awards - March 2011

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 APU Computing & Technology 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 imaginative problem-solving and decision-making
- Help you develop a Personal Development Portfolio to support your career aspirations
- Provide you with a stimulating, interactive and accessible course of study that gives you a sound grasp of Information Technology knowledge & analysis and contemporary issues which you can develop and apply in your future employment
- Develop your imagination and innovative abilities and help you show initiative and creativity in your work
- Develop your intelligence, ingenuity, inventiveness and independence as well as your communication skills

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 Computing & Technology

There are many career options within the IT industry and in organisations that are dependent on IT for their efficient and effective operation. Some examples include:

BSc (Hons) in Information Technology

Mainstream functional roles such as systems analysts, analyst programmers, IT executives, information systems analysts and IT consultants. Needs exist in virtually all industries.

While all students on the IT programme will be prepared for mainstream functional roles as IT professionals, the specialisms will allow greater emphasis on a particular area of IT, which would most likely influence the choice of careers.

• **Information System Security**

Functional roles as IT security officers / analysts / consultants, involved in designing and implementing security infrastructure / solutions for organisations.

• **Database Administration**

Database administration is an area of IT operations that is common to all enterprises, and Database Administrator (DBA) consistently makes the top ten in rankings of the best technology jobs.

• **Cloud Computing**

Designing, implementing and maintaining virtualised data centres and software-defined networking to support enterprise information needs. Cloud computing is the future of data centre operations, and your skills will be highly valued.

• **Network Computing**

Functional roles in network design, implementation and troubleshooting. Typical jobs include network analysts, network consultants and systems engineers.

• **Mobile Technology**

Your specialist knowledge of design issues in the mobile communications sector, with its developing needs for hardware, software and systems will make you highly sought after in the fast-moving and growing sector.

• **Business Information Systems**

You will be well suited to one of the many careers that use IT in business at a management level. Your graduate destination is likely to be within an IT department, developing IT systems and servicing the IT needs of a number of business departments such as finance, marketing or human resources. You may take up a career in IT systems development, IT systems analysis and design or IT network management.

BSc (Hons) in Computer Science

Develop the technical knowledge, skills and background to design, organize and support computer systems with an emphasis on computer systems and the nature of computation. Provides the skills required to progress into innovative software development and systems engineering.

BSc (Hons) in Software Engineering

You will have acquired the knowledge and techniques to be employed as an application development and software engineer as required by a wide variety of companies and organisations.

BSc (Hons) in Intelligent Systems

Prepares you for team roles in designing and developing solutions using Artificial Intelligence in areas such as business decision support, big data analytics, control systems, robotics, computer games, security, and digital forensics to name a few.

BSc (Hons) in Internet Technology

You will be able to master appropriate design, development and implementation skills to design and implement multimedia applications using appropriate platforms, tools and techniques. The degree will assist you to gain employment as a web designer or developer.

BSc (Hons) in Technopreneurship

Likely to join an innovative IT or technopreneur organisation or start their own similar business. This includes the capacity to act as entrepreneur leaders, champions of new ideas, coordinators of business plans or promoters of new innovations in a variety of technological environments. Ideally placed as the bridge between business people and innovators, for example investors, government agencies and venture capitalist.

BSc (Hons) in Computer Games Development

Primarily involved in designing and developing interactive games to be deployed over a wide variety of platforms, using a wide range of techniques. Jobs include Games Programmers, Games Developers and others.

BSc (Hons) in Computer Games Development with a specialism in Games Concept Art

Employment options include game quality assurance tester, game artist, game modeller, 3D modeller, concept artist, 2D and 3D animator, technical artist, character designer, technical director, game producer and team manager

BSc (Hons) in Multimedia Technology

This qualification will assist you to gain employment as a multimedia practitioner and you will enter the employment market with the advantages of strong technical skills in software design and information systems development in the context of building quality interactive multimedia applications.

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 with a specialism in Social Media

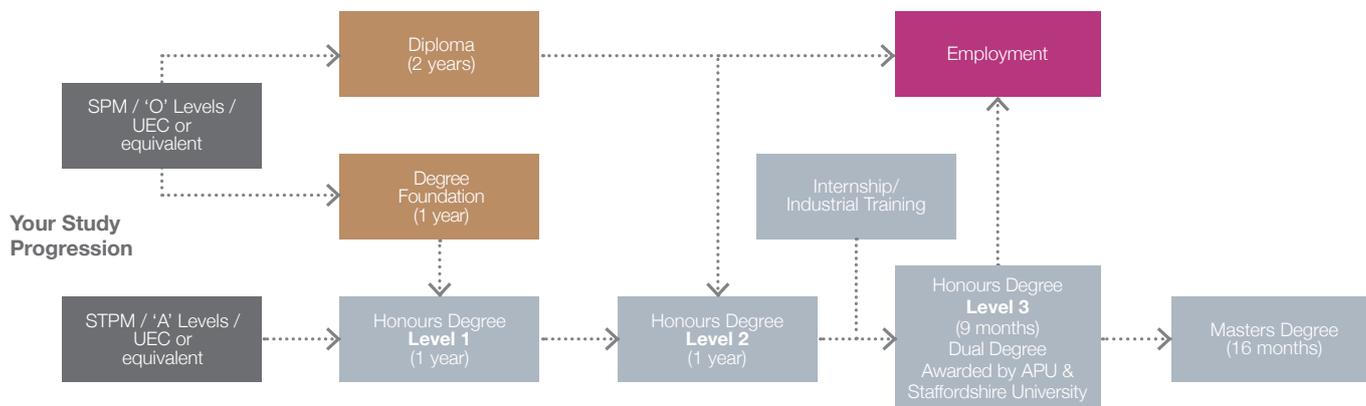
Employment options include: Social Media Strategist, Internet Marketer, Feature Blogger, Communication Specialist, Interactive Media Designer; Exhibition and Environmental Designer; Copywriter; Account Planner; Creative Director; Brand Strategist and Strategic Planner.

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 Computing & IT programmes are designed to provide flexibility and choice. The Computing & IT Degree programmes have the same modules in the first year except Computer Games Development, E-Commerce Technology, Technopreneurship, Multimedia Technology, Web Media Technology and Media Informatics. This then allows you to decide which Computing & IT degrees you would like to 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 programme to pursue.

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

DIPLOMA PROGRAMMES

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

BACHELORS (HONS) DEGREE PROGRAMMES

Direct Entry to Level 1 of the Degree:

- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent with credit in Mathematics; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent with credit in Mathematics; or
- Recognised Matriculation or Foundation with CGPA 2.0 and credit in Mathematics at SPM Level; or
- A qualification that APU accepts as equivalent to the above.

Direct Entry to Level 2 of the Degree:

- Successful completion of Level 1 of an APU Computing & Technology Programme; or
- A Diploma in Computer Science, Information Systems, Information Technology, Software Engineering or equivalent with a minimum CGPA of 2.5; or
- Any other Diploma with a minimum CGPA of 2.5, and credit in Mathematics at SPM level; or
- A qualification that APU accepts as equivalent to the above.

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 and Sejarah (History) 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
You may then proceed to Level 1 of a Degree of your choice in the following pathways		
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**

PORTFOLIO REQUIRED

INTERVIEW REQUIRED

SCHOOL OF COMPUTING & TECHNOLOGY

COMPUTING & IT PROGRAMMES

- Diploma in Information & Communications Technology
- Diploma in Information & Communications Technology with a specialism in Software Engineering
- Diploma in Business with Information Technology
- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in:
 - Information System Security
 - Database Administration
 - Cloud Computing
 - Network Computing
 - Mobile Technology
 - Business Information Systems
- BSc (Hons) in Computer Science
- BSc (Hons) in Software Engineering
- BSc (Hons) in Intelligent Systems
- BSc (Hons) in Internet Technology
- BSc (Hons) in Technopreneurship



INTERACTIVE ENTERTAINMENT TECHNOLOGY PROGRAMMES

- BSc (Hons) in Computer Games Development
- BSc (Hons) in Computer Games Development with a specialism in Games Concept Art
- BSc (Hons) in Multimedia Technology
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing with a specialism in Social Media



The School of Computing & Technology at APU is the oldest and most established school. The school has a strong presence in the industry and is an obvious choice among the school leavers. The school offers a wide variety of specialised programmes. Our programmes are very much industry driven and relevant and our graduates are global citizens and industry ready. Alumni of the School have progressed into a number of significant careers in leading multinational technology based companies.

In line with APU's vision, the School aims to be a leading provider of high quality computing and technology education and a contributor to research at the national and international level. This is emphasised by our mission to provide high quality and internationally recognised and benchmarked Technology education and to be recognised for innovative teaching methods and educational activities.

Our Collaborative Partners:



COMPUTING & TECHNOLOGY STUDY PATHWAYS



Computing & Technology Study Pathways

DEGREE PROGRAMMES

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

COMMON SEMESTER1/LEVEL 1

Common Semester 1 in Degree Level 1

All the programmes have similar modules in semester 1. Modules that provide appropriate foundation for any IT professional include Systems Analysis & Design, Introduction to Networking Fundamentals of Software Development, and introductory programming. Modules such as Mathematics for Technology provide the basic academic skills that students require. General understanding of the work environment and aspects of personal and organizational development are provided by Computing and IT in the Workplace, Professional and Enterprise Development, and Introduction to Management.

Specialised Level 1

Specialised Level 1

Specialised Level 1

Common Level 1* with BA (Hons) in Media Marketing

PROGRAMMES

- BSc (Hons) in Information Technology
 - BSc (Hons) in Information Technology with a specialism in:
 - Information System Security
 - Database Administration
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- BSc (Hons) in Media Informatics
 - BA (Hons) in Media Marketing with a specialism in Social Media

*Note: *Although Semester 1 at Level 1 is common for some programmes, students who are on scholarships or loans (e.g. PTPN, 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 Information & Communications Technology

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Coverage of the academic aspect as well as the vocational aspect of the wide area of Computing and Information and Communications Technology.
- Students with the skills to prepare them for careers in the ICT environment with emphasis on solutions design, software development and technology infrastructure support.
- Students with academic and professional skills to develop solutions requiring the application of technology in a business and organisational context, so as to facilitate response to continuous future changes in technology and industry practices.
- Students with critical, independent and cooperative learning skills so as to facilitate responses to continuous future changes in industry practises.
- Students with intellectual skills, communications ability and teamworking capability.
- Students with opportunities for progression into advanced programmes 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 this semester, students will have the opportunity to expose themselves to various terminologies and basic concepts related to technology and 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 offered in this semester help to develop students' knowledge and skills significantly with emphasis on aspects that are core to the study of business and technology. 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 students to advanced modules in information and communication technology related areas. Modules such as Internet Applications and Problem Solving & Program Design using C expand students' knowledge and efficiency in solving problems and exposing them to the idea that there is no single solution to solving a problem.

Modules

- Computer Technology
- Internet Applications
- Computer Systems Architecture
- Problem Solving & Program Design Using C

SEMESTER 4

In this semester, students are exposed to more advanced concepts, skills, trends and issues in the areas of information and communication technology. The modules in this semester develop skills and capabilities in systems development and application areas which support the software development project in the final semester.

Modules

- Database & Data Structure
- Multimedia Applications
- Numerical Methods & Logic
- Visual Basic.Net
- System Analysis & Design

SEMESTER 5

In the final semester, students are provided with more advanced programming skills in the Java Programming and V.B.Net modules and an insight into the different environments in which ICT solutions sit in the Telecommunications and Networks & Networking modules. The semester culminates in the Software Development Project which integrates skills, knowledge and understanding from the full programme.

Modules

- Java Programming
- Operating System
- Digital Security & Forensic
- Networks & Networking
- Software Development Project

**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.*

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:

- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in:
 - Information Systems Security
 - Database Administration
 - Cloud Computing
 - Network Computing
 - Mobile Technology
 - Business Information Systems
- BSc (Hons) in Internet Technology
- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with specialism in E-Commerce
- BSc (Hons) in Business Information Technology
- BSc (Hons) in Cyber Security
- BSc (Hons) in Forensics Computing

Diploma in Information & Communications Technology with a specialism in Software Engineering

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Students with skills in software systems development, with emphasis on aspects of software engineering.
- Students with the skills to prepare them for careers in the ICT environment with emphasis on solutions design, software development and technology infrastructure support.
- An appreciation of the proven principles and techniques for the development and support of software systems in commercial organisations.
- Students with critical, independent and cooperative learning skills so as to facilitate responses to continuous future changes in industry practises.
- Students with academic and professional skills to develop solutions requiring the application of technology in a business and organisational context, so as to respond to continuous future changes in technology and industry practices.
- Students with intellectual skills, communications ability and team working capability.
- Students with opportunities for progression into advanced programmes 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 this semester, students will have the opportunity to expose themselves to various terminologies and basic concepts related to technology and 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.

Modules

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

SEMESTER 3

This semester moves students to advanced modules in information and communication technology related areas. Modules such as Internet Applications and Problem Solving & Programme Design using C expand students' knowledge and efficiency in solving problems and exposing them to the idea that there is no single solution to solving a problem.

Modules

- Computer Technology
- Internet Applications
- Computer Systems Architecture
- Problem Solving & Program Design Using C

SEMESTER 4

In this semester, students are exposed to more advanced concepts, skills, trends and issues in the areas of information and communication technology. The modules in this semester develop skills and capabilities in systems development and application areas which support the software development project in the final semester.

Modules

- Database & Data Structure
- Multimedia Applications
- Numerical Methods & Logic
- VisualBasic.Net
- System Analysis & Design

SEMESTER 5

In the final semester, students are provided with more advanced programming skills in the Java Programming and V.B.Net modules. Introduction to Software Engineering and Artificial Intelligence will bring an insight into the techniques used in the design of software and the building of knowledge based systems. The semester culminates in the Software Development Project which integrates skills, knowledge and understanding from the full programme.

Modules

- Java Programming
- Operating System
- Introduction to SE
- Introduction to AI
- Software Development Project

**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.*

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:

- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in:
 - Database Administration
 - Mobile Technology
 - Business Information Systems
- BSc (Hons) in Computer Science
- BSc (Hons) in Software Engineering
- BSc (Hons) in Intelligent Systems
- BSc (Hons) in Internet Technology
- BSc (Hons) in Enterprise Computing
- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with specialism in E-Commerce
- BSc (Hons) in Business Information Technology
- BSc (Hons) in Cyber Security
- BSc (Hons) in Forensics Computing

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
- VisualBasic.Net
- Networks & Networking

**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.*

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

BSc (Hons) in Information Technology

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with a broad range of information technologies and how they are used.
- An understanding of frameworks and planning techniques for the strategic management of information systems in organisations.
- The ability to critically evaluate and apply appropriate strategies and techniques to the development of information technologies.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills. Web Design & Development is an important skill for the IT generalist, since it provides another way to show your creativity and innovation.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised Modules

- Introduction To C Programming
- Web Design and Development

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

Successful IT professionals are familiar with a broad range of information technologies and how they are used, along having with an understanding of frameworks and planning techniques for the strategic management of information systems in organisations. In your second year you broaden your practical experience with programming languages and techniques, and develop further analysis and design skills. You also get a thorough understanding of how IT supports modern organisational activity at the user level.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised and Option Modules

- Probability & Statistical Modelling
- System Programming and Computer Control
- Programming Concepts in C++
- Mobile & Wireless Technology
- Web Applications
- Integrated Business Processes with SAP ERP Systems
- Human-Computer Interaction
- Enterprise Systems
- System & Network Administration

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 Information Technology.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of information technology, supported by specialised training in project management and new product development. Other core modules extend your familiarity with a broad range of information technologies and how they are used, while option modules allow you to enhance your programming skills and move further into the areas of cloud computing or big data.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised and Option Modules

- Distributed Computer Systems
- Enterprise Programming for Distributed Applications
- Cloud Infrastructure & Services
- Designing & Developing Applications on Cloud
- Mobile & Web Multimedia
- Advanced Database Systems
- Knowledge Discovery & Big Data Analytics
- Computer Systems Management
- Entrepreneurship
- Investigations in Information Technology
- Information Technology Project

BSc (Hons) in Information Technology with a specialism in Information System Security

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with a broad range of information technologies and how they are used.
- A specialised and focused emphasis on information systems security as it applies in contemporary industry.
- The skills and knowledge required to critically evaluate and refine information systems security strategies and programmes.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. A basic knowledge of security and computer forensics is an important pre-requisite for your second and third year studies in this area. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised Modules

- Introduction To C Programming
- Introduction to Security and Forensic Technologies

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

Successful IT professionals in the field of information systems security have an understanding of frameworks and planning techniques for the strategic management of information systems in organisations, along with the specialised skills and knowledge required to critically evaluate and refine information systems security strategies and programmes. Your second year provides a solid grounding in the general technical aspects of computer systems security, along with an appreciation of the human factors that underlie security policies and actions that can be taken to ensure they are effective.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised Modules

- System & Network Administration
- Mobile & Wireless Technology
- Network Security
- Ethical Hacking and Incidence Response
- Human-Computer Interaction
- Web Applications
- Probability & Statistical Modeling

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 Information Technology.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of information systems security, supported by specialised training in project management and new product development. Other modules that make up this specialism cover specific information systems security environments and methods for creating and preventing attacks on computer systems, to give you a thorough understanding of how information systems security supports modern organisational activity.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Computer Systems Management
- Cloud Infrastructure & Services
- Designing & Developing Applications on Cloud
- Wireless and Mobile Security
- Database Security
- Malicious Software and Security Programming
- Penetration Testing
- Investigations in Information Systems Security
- Information Systems Security Project

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

BSc (Hons) in Information Technology with a specialism in Database Administration

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with a broad range of information technologies and how they are used.
- An understanding of frameworks and planning techniques for the strategic management of data and information in organisations.
- The technical skills necessary to evaluate, design, configure, and maintain the data management infrastructure.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. A basic knowledge of security and computer forensics is an important pre-requisite for your second and third year studies in this area. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised Modules

- Introduction To C Programming
- Introduction to Security and Forensic Technologies

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

Successful IT professionals in the field of database administration have an understanding of frameworks and planning techniques for the strategic management of data and information in organisations, and the technical skills necessary to evaluate, design, configure, and maintain the data management infrastructure. In your second year you sharpen your analysis and design skills, and develop an in-depth understanding of the importance of database design and data integrity to effective management decision making. You also get experience with web database programming, and the background knowledge required to move into the rapidly developing area of "big data".

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised Modules

- Probability & Statistical Modeling
- System Programming and Computer Control
- Human-Computer Interaction
- Web Applications
- Integrated Business Processes with SAP ERP Systems
- Database Design & Development
- Data 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 Information Technology.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of database administration, supported by specialised training in project management and new product development. Other modules that make up this specialism provide the advanced computing skills required to take advantage of enterprise databases, and ensure that you have the technical skills necessary to evaluate, design, configure, and maintain the data management infrastructure.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Cloud Infrastructure & Services
- Enterprise Programming for Distributed Applications
- Computer Systems Security
- Database Administration
- Critical Issues in Managing IS in Organisations
- Information Storage and Management
- Knowledge Discovery & Big Data Analytics
- Investigations in Database Administration
- Database Administration Project

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

BSc (Hons) in Information Technology with a specialism in Cloud Computing

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with a broad range of information technologies and how they are used.
- An understanding of frameworks and planning techniques for the strategic management of cloud-based information systems in organisations.
- The ability to critically evaluate and apply appropriate strategies and techniques to the development of cloud computing technologies.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. A basic knowledge of security and computer forensics is an important pre-requisite for your second and third year studies in this area. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised Modules

- Introduction To C Programming
- Introduction to Security and Forensic Technologies

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

Successful IT professionals in the field of cloud computing have an understanding of frameworks and planning techniques for the strategic management of organisational computing resources, and the technical skills necessary to evaluate, design, configure, and maintain the shared computing infrastructure. In your second year you develop an in-depth understanding of systems and network administration in virtual computing environments, along with an appreciation of the importance of enterprise information systems to businesses.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised Modules

- Introduction to Virtualization
- Virtual Computing
- Mobile & Wireless Technology
- Web Applications
- Integrated Business Processes with SAP ERP Systems

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 Information Technology.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of cloud computing, supported by specialised training in project management and new product development. Other modules that make up this specialism provide an understanding of frameworks and planning techniques for the strategic management of cloud-based information systems in organisations, as well as the programming skills required to develop distributed and cloud-based applications.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Enterprise Programming for Distributed Applications
- Advanced Database Systems
- Computer Systems Management
- Computer Systems Security
- Information Storage & Management
- Internet of Things, Concepts & Applications
- Designing & Developing Applications on Cloud
- Investigations in Cloud Computing
- Cloud Computing Project

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

BSc (Hons) in Information Technology with a specialism in Network Computing

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with a broad range of information technologies and how they are used.
- A specialised and focused emphasis on data communications and networking technologies.
- The skills and knowledge required to develop and critically evaluate network architectures and networked computing applications.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. A basic knowledge of security and computer forensics is an important pre-requisite for your second and third year studies in this area. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised Modules

- Introduction To C Programming
- Introduction to Security and Forensic Technologies

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

Successful IT professionals in the field of network computing have a balanced set of skills and abilities that enables them to develop and critically evaluate both network architectures and networked computing applications. Your second year maintains this balance by sharpening your general analysis and design and programming skills, along with specialised modules that develop your skills in systems administration, network technologies, network design, and systems security. All of these are followed through with further studies in your third year.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised Modules

- Principles of Networks & Network Design
- System & Network Administration
- Mobile & Wireless Technology
- Switching Technologies
- Network Security
- Data Centre Infrastructure
- Web Applications

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 Information Technology.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of network computing, supported by specialised training in project management and new product development. Other modules that make up this specialism provide an in depth understanding of a range of network computing components, environments, and techniques, to ensure that you have an appreciation of relevant issues whether you choose to join an existing organisation or decide to set up your own business.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Network Troubleshooting
- Cloud Infrastructure & Services
- Advanced Wireless Technology
- Computer Systems Security
- Enterprise Programming for Distributed Applications
- Critical Issues in Managing IS in Organisations
- Entrepreneurship
- Investigations in Network Computing
- Network Computing Project

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

BSc (Hons) in Information Technology with a specialism in Mobile Technology

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with a broad range of information technologies and how they are used.
- The ability to specify and manage the implementation of a range of mobile communications systems to support various activities.
- The ability to design, develop, and implement viable mobile technology solutions using appropriate platforms, tools, and techniques.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills. Web Design & Development is an important skill for mobile computing, since it provides another way to show your creativity and innovation.

Common Modules

- Computing & IT in the Workplace
- Fundamentals of Software Development
- Introduction to Databases
- Introduction to Management
- Introduction to Networking
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- System Analysis & Design

Specialised Modules

- Interactive Media & Web Design Technology
- Introduction to Object-Oriented Programming

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

Successful IT professionals in the field of mobile computing have the ability to design, develop, and implement viable mobile technology solutions using appropriate platforms, tools, and techniques, and the skills required to specify and manage the implementation of a range of mobile communications systems to support various activities. In your second year the focus is on developing an understanding of mobile and wireless technologies, analysis and design for mobile computing, and mobile app development that provides a basis for further study in your third year.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised Modules

- Probability & Statistical Modeling
- IOS Mobile App Development
- Mobile & Wireless Technology
- Computer Games Design: High Concept and Preproduction
- System Programming and Computer Control
- Programming Concepts in C++
- Web Applications

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 Information Technology.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of mobile computing, supported by specialised training in project management and new product development. Other modules that make up this specialism develop advanced skills in programming and development of the full range of mobile computing applications, from personal gaming and multimedia to enterprise-level applications that support mobile users.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Advanced Mobile Computing with Android
- Advanced Wireless Technology
- Mobile Multimedia & Gaming
- XML & Web Services
- Enterprise Programming for Distributed Applications
- HCI & Usability
- Critical Issues in Managing IS in Organisations
- Investigations in Mobile Technology
- Mobile Technology Project

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

BSc (Hons) in Information Technology with a specialism in Business Information Systems

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with a broad range of information technologies and how they are used.
- An understanding of frameworks and planning techniques for the strategic management of information systems in organisations.
- The ability to critically evaluate and apply appropriate strategies and techniques to the development of business information systems.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills. Web Design & Development is an important skill for business information systems because web-based systems are so important to modern organisations.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised Modules

- Introduction to Object-Oriented Programming
- Web Design and Development

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

Successful IT professionals in the field of business information systems are familiar with a broad range of information technologies and how they are used, and have the specialised skills required to apply frameworks and planning techniques for the strategic management of information systems in organisations. In your second year you sharpen your analysis and design skills, and develop an in-depth understanding of how business information systems support modern organisational operations across all areas, from internal planning and reporting systems to customer-facing applications.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised Modules

- E-Commerce
- E-Business
- Probability & Statistical Modeling
- Integrated Business Processes with SAP ERP Systems
- Enterprise Systems
- Human-Computer Interaction
- Web Applications

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 Information Technology.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of business information systems, supported by specialised training in project management and new product development. Other modules that make up this specialism ensure you develop a thorough understanding and appreciation of issues related to the development, deployment, and business impact of information systems, so that you can formulate and evaluate proposals with a proper business case.

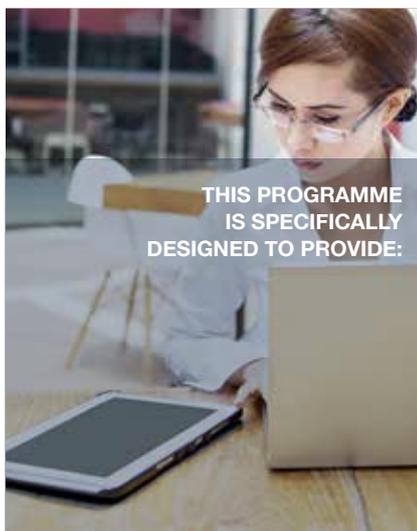
For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Information Systems Development Trends
- Knowledge Discovery & Big Data Analytics
- Developing E-Commerce Applications with XML
- E-Business Strategy
- Building Customer Relationships
- Computer Systems Management
- Entrepreneurship
- Investigations in Business Information Systems
- Business Information Systems Project



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

BSc (Hons) in Computer Science

- Technical knowledge, skills and background in the design and organization of computer systems.
- The ability to critically evaluate design paradigms, languages, algorithms, and techniques used to develop complex software systems.
- The ability to evaluate and respond to opportunities for developing and exploiting new technologies.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every IT professional. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. A sound grasp of mathematical techniques and skills in algorithmic thinking are important pre-requisites for your second and third year studies in this area. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised Modules

- Introduction to Artificial Intelligence
- Introduction to C Programming

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

Computer Science involves designing and implementing software, devising new ways to use computers and developing effective ways to solve computing problems. It spans a wide range, from theoretical and algorithmic foundations to cutting edge developments in all areas of computing. Successful professionals with a degree in computer science are flexible in performing a range of computing tasks, and extend theories and practice in every area of computing. In your second year, the core modules take application development skills to the next level and deepen your understanding of platform technology, while option modules allow you to choose to go further into artificial intelligence, networking, and/or computer graphics.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

Common Modules

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing & Technology

Specialised and Option Modules

- Computer Theory
- Data Structures
- Concurrent Programming
- System & Network Administration
- Computer Systems & Low Level Techniques
- AI Methods
- Programming Concepts in C++
- Mobile & Wireless Technology
- System Programming & Computer Control
- Network Security
- Computer Graphics

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 Computer Science.

INTERNSHIP

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

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of computer science, supported by specialised training in project management and new product development. Other core modules help you develop new skills in advanced programming techniques and algorithms, interface design, and evaluating applications at the frontiers of current technology. An extensive choice of option modules allows you to extend the capabilities you developed from previous study of programming, computer networking, cloud computing, artificial intelligence, and/or multimedia.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised and Option Modules

- Algorithmics
- Real-Time Systems
- Emergent Technology
- HCI & Usability
- Advanced Programming Language Concepts
- Designing & Developing Applications on Cloud
- Further Artificial Intelligence
- Advanced Wireless Technology
- Wireless and Mobile Security
- Internet of Things: Concepts & Applications
- Ubiquitous Computing
- Computer Systems Security
- Information Storage & Management
- Distributed Computer Systems
- Programming Techniques for Animation & Computer Games
- 3D Computer Graphics
- Investigations in Computer Science
- Computer Science Project

BSc (Hons) in Software Engineering

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with the tools and rigorous methodologies used to develop mission-critical and safety-critical software systems.
- The ability to critically evaluate design paradigms, languages, algorithms, and techniques used to develop large-scale and complex software systems.
- A deep appreciation of the importance of software architecture, testing, documentation, and maintainability.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every professional in the field of software engineering. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. A sound grasp of mathematical techniques and skills in algorithmic thinking are important pre-requisites for your second and third year studies in this area. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills.

LEVEL 2

Successful professionals in the field of software engineering have deep appreciation of the importance of design paradigms, languages, and algorithms used to develop large-scale and complex software systems. Along with further development of programming skills and algorithmic thinking, in your second year you begin to dive deep into principles and practical skills related to the software lifecycle, and the methodologies and tools for specification, design, development, testing, evaluation, and maintenance of software systems. You also have an opportunities to analyse applications in terms of their scope, style, and dynamism as well as to develop a software system using middleware technologies.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

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 Software Engineering.

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of software engineering, supported by specialised training in project management and new product development. Other core modules expose you to methods for object-oriented systems development that improve software design, organisation, and maintainability; help you to learn to devise, describe, evaluate, and apply various software metrics; and appreciate programming languages that can be used to write extremely concise and powerful applications, and those that are tuned to queries of a set of facts and rules.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised and Option Modules

- Introduction to Object Oriented Programming
- Introduction to Artificial Intelligence
- Web Design and Development

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

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing & Technology

Specialised and Option Modules

- Computer Theory
- Data Structures
- Design Methods
- Requirements Engineering
- Software Architecture
- Enterprise Systems
- Programming Concepts in C++
- Concurrent Programming

INTERNSHIP

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

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised and Option Modules

- Advanced Programming Language Concepts
- Algorithmics
- Design Patterns
- Software Quality Engineering
- Designing & Developing Applications on Cloud
- Advanced Database Systems
- Distributed Computer Systems
- Enterprise Programming for Distributed Applications
- HCI & Usability
- Investigations in Software Engineering
- Software Engineering Project

BSc (Hons) in Intelligent Systems

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- The ability to design and develop systems that exploit artificial intelligence techniques such as machine learning, fuzzy logic, natural language processing, etc..
- The ability to critically evaluate design paradigms, languages, algorithms, and techniques used to develop complex software systems.
- The ability to evaluate and respond to opportunities for developing and exploiting new applications of artificial intelligence.

LEVEL 1

Your first year is packed with modules that provide the fundamental skills required by every professional in the field of intelligent systems. Systems analysis & design and introduction to programming in an appropriate language provide a foundation in the area of software development. A basic knowledge of artificial intelligence techniques and a sound grasp of algorithmic thinking are important pre-requisites for your second and third year studies in this area. Computer Architecture, operating systems, networks, and databases are the area of the platform or underlying computer system. Introduction to Management and Computing & IT in the Workplace introduce the third key area, understanding personal and organisational development, along with independent learning and teamworking skills.

LEVEL 2

Successful professionals in the field of intelligent systems have the knowledge and skills required to evaluate and respond to opportunities for developing and exploiting artificial intelligence techniques such as machine learning, fuzzy logic, and natural language processing. This requires the ability to critically evaluate design paradigms, languages, algorithms, and techniques used to develop complex software systems that include data acquisition through computer vision and other types of sensors and sophisticated analysis of the data collected. Your second year incorporates modules in all of these areas, and each one is the basis for further study in your third year.

Professional development, fostering creativity and innovation in individuals and teams, and independent learning are continuous themes in your studies at APU. This year ends with an internship that offers you an opportunity to move outside the classroom and show your professionalism in the workplace.

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 Intelligent Systems.

LEVEL 3

In your third year you draw on your previous studies and industrial experience to refine your personal and professional development in the field of intelligent systems, supported by specialised training in project management and new product development. Other core modules move you further into artificial intelligence design paradigms and algorithms, related programming techniques, and applications at the frontiers of current technology. Option modules allow you to enhance the skills you have developed in statistical techniques applicable to artificial intelligence, processing data from sensor networks, and management communication.

For your final year project, you investigate and develop a solution for a real world problem. This provides proof of your ability to combine technical knowledge, critical thinking, and analytical skills to achieve a goal, which is an important addition to your personal achievement portfolio.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- Introduction to Networking
- Introduction to Databases

Specialised and Option Modules

- Introduction to Artificial Intelligence
- Introduction to C Programming
- Introduction to Object Oriented Programming

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

- Object Oriented Development with Java
- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing & Technology

Specialised Modules

- AI Methods
- Probability & Statistical Modeling
- Management Science
- Human-Computer Interaction
- Data Structures
- Imaging & Special Effects

INTERNSHIP

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

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised and Option Modules

- Further Artificial Intelligence
- Image Processing, Computer Vision & Pattern Recognition
- Internet of Things: Concepts & Applications
- Ubiquitous Computing
- Distributed Computer Systems
- Algorithmics
- Games & Decision Theory
- Management Problem Solving
- Knowledge Discovery & Big Data Analytics
- Investigations in Intelligent Systems
- Intelligent Systems Project

BSc (Hons) in Internet Technology

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Familiarity with the full range of technologies that characterise the Internet from an applications perspective.
- A coherent knowledge and understanding of application design and development for internetbased systems.
- The ability to create and critically evaluate innovative new applications of internet technologies.

LEVEL 1

Level 1 modules in this degree that provide a foundation for any IT professional include System Analysis & Design, Fundamentals of Software Development, and Introduction to Programming in an appropriate language. More technical knowledge and skills are developed in Operating Systems & Computer Architecture and Introduction to Networking. Introduction to Management and Computing & IT in the Workplace provide a foundation for multi-disciplinary education and understanding personal and organisational development. Important and relevant skills for independent learning are introduced throughout this level.

Common Modules

- Computing & IT in the Workplace
- Fundamentals of Software Development
- Introduction to Databases
- Introduction to Management
- Introduction to Networking
- Mathematical Concepts for Computing
- Operating Systems & Computer Architecture
- System Analysis & Design

Specialised Modules

- Interactive Media & Web Design Technology
- Introduction to Object-Oriented Programming

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

Specific technical skills related to Internet Technology are developed at this level. Fundamentals of Mobile Computing and Mobile & Wireless Technology provide indepth skills and a thorough understanding of how mobile technology supports modern lifestyles and organisational activity. Web Applications and Web Multimedia show you how to take full advantage of the technologies and components used to develop web-based multimedia applications. Network Security introduces you to the security needs of an organisation and covers the most popular countermeasures used to deter malicious attacks, along with risk assessment and mitigation strategies. The emphasis on independent learning continues at this level, and is a particular focus and requirement in Research Methods.

Common Modules

- Creativity & Innovation
- Object Oriented Development with Java
- Probability & Statistical Modeling
- Professional & Enterprise Development
- Research Methods for Computing and Technology
- System Development Methods

Specialised Modules

- E-Commerce
- Fundamentals of Mobile Computing
- Mobile & Wireless Technology
- Network Security
- Web Applications
- Web Multimedia

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 Internet Technology.

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. Enterprise Programming for Distributed Applications, Cloud Infrastructure and Services, and Developing E-Commerce Applications with XML provide in depth skills and a thorough understanding of how Internet Technology supports modern organisational activity. Innovation Management & New Product Development, Emergent Technology and Ubiquitous Computing give you the opportunity to enhance your research skills and generate viable technical ideas based on the latest technology innovations. Computer Systems Management and Entrepreneurship ensure that you have a proper understanding and appreciation of relevant issues whether you choose to join an existing organisation or decide to set up your own business.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Cloud Infrastructure & Services
- Computer Systems Management
- Developing E-Commerce Applications with XML
- Emergent Technology
- Enterprise Programming for Distributed Applications
- Entrepreneurship
- Internet Technology Project
- Investigations in Internet Technology
- Ubiquitous Computing

BSc (Hons) in Technopreneurship

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- A combination of the study of IT and business designed to enable you to exploit your technical innovations commercially.
- An understanding of how market research, finance, and management underpin the development of entrepreneurial capabilities.
- The ability to design, develop, and critically evaluate innovative multimedia solutions.

LEVEL 1

Modules that provide a foundation for any IT professional include System Analysis & Design, Fundamentals of Software Development, and Introduction to Programming in an appropriate language. Computing & IT in the Workplace and Web Programming provide a foundation for understanding technical innovation. Business modules, including Introduction to Management, Accounting Skills, and Marketing explain the context, nature, role, and significance of management and finance that underpin the development of entrepreneurial capabilities. Important and relevant skills for independent learning are introduced throughout this level.

Common Modules

- Computing & IT in the Workplace
- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Introduction to Databases

Specialised Modules

- Accounting Skills
- Quantitative Skills
- Marketing
- Web Design and Development
- Introduction to Visual Programming

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 combination of modules at Level 2 is designed to provide a strong grounding in three areas: business, business information systems, and multimedia. Marketing Intelligence and Research, Managing Finances, and Fundamentals of Technopreneurship cover the business areas of identifying trends in customer demand and formulating workable business plans to meet them in innovative ways. E-Commerce and Integrated Business Processes with SAP ERP Systems focus on using information technology to support business operations. Web Applications, Multimedia Applications, and Multimedia for Presenting and Promoting introduce a range of techniques and components for the development of practical interactive multimedia systems. Creativity & Innovation and Research Methods focus on the themes of fostering creativity and innovation in individuals and teams, and independent learning.

Common Modules

- System Development Methods
- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised Modules

- Fundamentals of Technopreneurship
- Marketing Intelligence and Research
- Managing Finances
- E-Commerce
- Integrated Business Processes with SAP ERP Systems
- Web Applications
- Multimedia Applications
- Multimedia for Presenting and Promoting

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 Technopreneurship.

INTERNSHIP

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

LEVEL 3

The focus at this level is further development of relevant technical skills and the ability to apply these skills with strong critical thinking and analysis. Enterprising Management, Managing People and Performance, and Critical Issues in Managing IS continue enhancing the capacity for informed critical understanding of business trends and management techniques, while Advanced Multimedia and Mobile & Web Multimedia skills do the same for technical skills. Innovation Management & New Product Development, Emergent Technology and Business Idea Generation focus on creating viable ideas based on the latest innovations and successfully making them a reality in a cost-effective manner. The Investigations and Project modules are an opportunity for you to further develop the academic and practical aspects of your area of study and reinforce your independent learning skills.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- Enterprising Management
- Managing People and Performance
- Advanced Multimedia
- Mobile & Web Multimedia
- Emergent Technology
- Critical Issues in Managing IS in Organisations
- Business Idea Generation
- Investigations in Technopreneurship
- Technopreneurship Project



THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

BSc (Hons) in Computer Games Development

- Knowledge, skills, and abilities required by a technical professional in the field of computer games.
- The ability to critically evaluate the design, logic, and implementation of computer games.
- Facility with advanced techniques for computer graphics and 3D digital animation.

LEVEL 1

The focus of this level is on the technical aspects of designing and developing interactive computer games, with less emphasis on creative elements. Modules that provide a foundation for any IT professional include System Analysis & Design, Fundamentals of Software Development, and Introduction to Programming in an appropriate language. Introduction to Management provides a foundation for multi-disciplinary education and understanding in personal and organisational development. Specialised modules cover the essentials of computer game logic design and interaction of game elements. Important and relevant skills for independent learning are introduced throughout this level.

LEVEL 2

In-depth games analysis and design skills are developed with Games Engines, Analogue Games, and Believable Models, while the two games design modules provide a walk-through of the complete computer games production life cycle. Basic 3D Character Modelling, Imaging & Special Effects, Computer Graphics and Mathematics for Computer Graphics introduce the digital representation, concepts and algorithms used to produce, manipulate and transform graphical objects that are fundamental to animation. These provide a foundation for Level 3, where animation and digital image manipulation are key areas of study. Creativity & Innovation and Research Methods focus on the themes of fostering creativity and innovation in individuals and teams, and independent learning.

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 Computer Games Development.

LEVEL 3

The focus of Level 3 is on the further development of relevant technical skills and the ability to apply these skills with strong critical thinking and analysis. Advanced techniques for computer graphics and animation are built on the skills acquired at previous levels, and audio for computer games is introduced. On the one hand, HCI and Usability presents approaches to designing and evaluating applications with an emphasis on the user perspective; on the other hand, Programming Techniques for Animation & Computer Games takes the designer's point of view. You are prepared and trained to manage tasks in the business world in the Project Management module, as well as by investigating and developing computer game assets as their final year project and important elements of your portfolio.

Common Modules

- Fundamentals of Software Development
- Introduction to Management
- Mathematical Concepts for Computing
- System Analysis & Design

Specialised and Option Modules

- Computer Games Design: Documentation
- Computer Games Level Design
- Introduction to Graphics & Basic 3D Applications
- Introduction to Scripting for 3D Applications
- Introduction to C Programming
- Introduction to Object-Oriented Programming

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 & Innovation
- Professional & Enterprise Development
- Research Methods For Computing and Technology

Specialised and Option Modules

- Analogue Games
- Basic 3D Computer Character Modelling
- Believable Models for Games & Virtual Reality
- Computer Games Design: High Concept and Preproduction
- Computer Games Design: Production and Testing
- Computer Graphics
- Games Engines
- Imaging & Special Effects
- Mathematics for Computer Graphics
- Programming Concepts in C++

INTERNSHIP

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

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised and Option Modules

- 3D Computer Graphics
- Advanced 3D Character Modelling and Animation
- Audio For Computer Games
- Multimedia Techniques For Animation, Games & Film Effects
- Programming Techniques for Animation & Computer Games
- MMOG Services & Communities
- Mobile Multimedia & Gaming
- Experimental Gameplay
- HCI and Usability
- Investigations in Computer Games Development
- Computer Games Development Project

BSc (Hons) in Computer Games Development with a specialism in Games Concept Art

▶ THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Knowledge, skills, and abilities required by a technical professional in the field of computer games.
- The ability to critically evaluate the design, logic, and implementation of computer games.
- Facility with advanced techniques for computer graphics and 3D digital animation.

LEVEL 1

The focus of this level is on the technical aspects of designing and developing interactive computer games, with less emphasis on creative elements. Modules that provide a foundation for any IT professional include System Analysis & Design, Fundamentals of Software Development, and Introduction to Programming in an appropriate language. Introduction to Management provides a foundation for multi-disciplinary education and understanding in personal and organisational development. Specialised modules cover the essentials of computer game logic design and interaction of game elements. Important and relevant skills for independent learning are introduced throughout this level.

Common Modules

- Fundamentals of Software Development
- Introduction to Management
- Mathematical Concepts for Computing
- System Analysis & Design

Specialised Modules

- Computer Games Design: Documentation
- Computer Games Level Design
- Introduction to Graphics & Basic 3D Applications
- Introduction to Scripting for 3D Applications
- Introduction to C Programming

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

Game art concept analysis and design skills are introduced and developed with 2D Games Texturing and 3D Facial & Body Modelling, while the two games design modules provide a walk-through of the complete computer games production life cycle. Basic 3D Computer Character Modelling and Games Shaders & Effects introduce the context of digital representation and manipulation that are the foundation for animation. Computer Graphics and Mathematics for Computer Graphics introduce the digital representation, concepts and algorithms used to produce, manipulate and transform graphical objects that are useful in digital art design. These provide a foundation for Level 3, where animation and digital image manipulation are key areas of study, along with the skills and techniques used to conceptualize ideas and information via pieces of art. Creativity & Innovation and Research Methods focus on the themes of fostering creativity and innovation in individuals and teams, and independent learning.

Common Modules

- Creativity & Innovation
- Professional & Enterprise Development
- Research Methods For Computing and Technology

Specialised Modules

- 2D Games Texturing
- 3D Facial & Body Modelling
- Basic 3D Computer Character Modelling
- Computer Games Design: High Concept and Preproduction
- Computer Games Design: Production and Testing
- Computer Graphics
- Mathematics for Computer Graphics
- Games Shaders & Effects
- 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 Computer Games Development.

INTERNSHIP

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

LEVEL 3

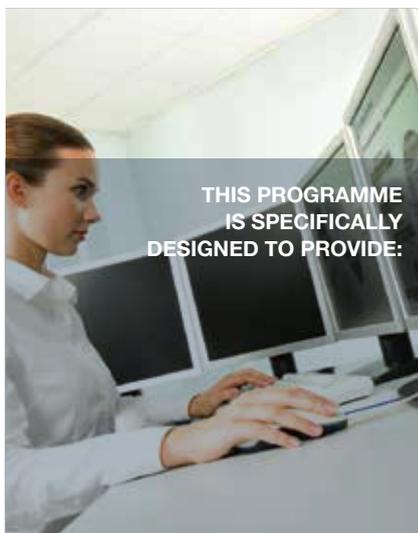
The focus of Level 3 is on the further development of relevant technical skills and the ability to apply these skills with strong critical thinking and analysis. Advanced techniques for computer graphics and animation are built on the skills acquired at previous levels. On the one hand, HCI and Usability presents approaches to designing and evaluating applications with an emphasis on the user perspective; on the other hand, Programming Techniques for Animation & Computer Games takes the designer's point of view. you are prepared and trained to manage tasks in the business world in the Project Management module, as well as by investigating and developing computer game assets as their final year project and important elements of your portfolio.

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised Modules

- 3D Computer Graphics
- Advanced 3D Character Modelling and Animation
- Character Rigging for Games
- Experimental Animation
- HCI and Usability
- Programming Techniques for Animation & Computer Games
- Special Effects & 3D Technology
- Investigations in Games Concept Art
- Games Concept Art Project



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

BSc (Hons) in Multimedia Technology

- In depth knowledge of multimedia concepts, principles, and technologies.
- The knowledge and skills required to work in the multimedia industry as an author, animator, or modeller.
- The specific skills required to create 3D models and animation, digital music, video, and similar creative assets.

LEVEL 1

Specialised modules at Level 1 in this program that provide appropriate foundation for a technical professional in the field of Multimedia Technology include Audio Visual Technology, Introduction to Graphics & Basic 3D Applications, and Digital Image Production. System Analysis & Design and Introduction to Programming in an appropriate language are skills needed by every IT professional. General understanding of the work environment and aspects of personal and organisational development are provided by Computing & IT in the Workplace and Introduction to Management. Important and relevant skills for independent learning are introduced throughout this level.

LEVEL 2

Specific technical skills related to Multimedia Technology are developed at this level. Multimedia Applications, Web Multimedia, and Developing Interactive Multimedia introduce a range of techniques and components, along with a technical framework and guidelines for the development of practical interactive multimedia systems. Animation is introduced in Icon & Time Based Multimedia and Basic 3D Computer Character Modelling, while sound is covered in Synthesiser Technology and Digital Audio & Video. Creativity & Innovation and Research Methods focus on the themes of fostering creativity and innovation in individuals and teams, and independent learning.

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 Multimedia Technology.

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. In Multimedia Streaming you will master media streaming technology and develop synchronised media integration language (SMIL) programming skills along with project management skills. Multimedia Scripting explores frameworks for selecting methods and tools and develops an understanding of current trends in multimedia development and its techniques. Advanced Multimedia, Advanced Web Multimedia, and Advanced 3D Character Modelling and Animation build on their Level 2 counterparts to provide in depth knowledge of issues and techniques. The Investigations and Project modules are an opportunity for you to further develop the academic and practical aspects of your area of study and reinforce your independent learning skills.

Common Modules

- Introduction to Management
- System Analysis & Design
- Fundamentals of Software Development
- Mathematical Concepts for Computing

Specialised and Option Modules

- Mass Media to Multimedia
- Web Design and Development
- Audio Visual Technology
- Introduction to Graphics & Basic 3D Applications
- Digital Image Production
- Introduction to Visual Programming
- Introduction to Object-Oriented Programming

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

- Professional & Enterprise Development
- Creativity & Innovation
- Research Methods For Computing and Technology

Specialised and Option Modules

- Multimedia Applications
- Web Multimedia
- Web Applications
- Developing Interactive Multimedia
- Icon and Time Based Multimedia
- Basic 3D Computer Character Modelling
- Digital Audio and Video
- Synthesiser Technology
- Principles of Creative Animation
- Intellectual Property, Ethics & Legal Issues

INTERNSHIP

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

Common Modules

- Innovation Management & New Product Development
- Project Management

Specialised and Option Modules

- Advanced Multimedia
- Advanced Web Multimedia
- Advanced 3D Character Modelling and Animation
- Multimedia Streaming
- Multimedia Scripting
- Multimedia Techniques For Animation, Games & Film Effects
- Mobile & Web Multimedia
- HCI and Usability
- Investigations in Multimedia Technology
- Multimedia Technology Project

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 humancomputer 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 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.

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.

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.

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 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 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

- 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

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
- Wireless Networks and Internet of Things (IoT)
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation



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'
- 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'

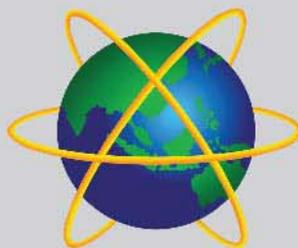
HSBC Young IT Entrepreneur Awards (Hong Kong Bank)

- 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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