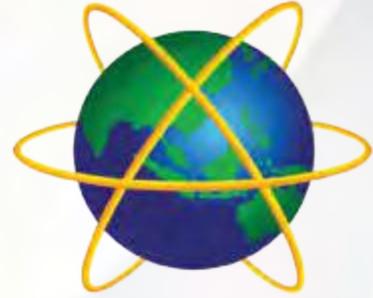


MEDIA, INTERNATIONAL RELATIONS  
& PSYCHOLOGY



**A · P · U**

**ASIA PACIFIC UNIVERSITY  
OF TECHNOLOGY & INNOVATION**

# I am confident

MEDIA, INTERNATIONAL RELATIONS  
& PSYCHOLOGY



INNOVATIVE  
**THINKING**  
CAN CHANGE  
YOUR WORLD



# Inspiring

you towards  
distinction & resolution



It starts now..... It starts here

## MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY

### DEGREE PROGRAMMES



- Bachelor of Science (Honours) in Psychology



- Bachelor of Arts (Honours) in Media and Communication Studies



- BA (Hons) in International Relations



#### APU - RANKED UNDER 2021 QS WORLD UNIVERSITY RANKINGS - ASIA



APU is Ranked No.1 for International Students, No.1 for Inbound Exchange, and is amongst the Top 50 Universities for International Faculty. APU is also Ranked amongst the Top 350 Universities.

#### APIIT RATED 6-STAR (OUTSTANDING) RATING



APIIT was announced as one of the Top Private Colleges in Malaysia to attain 6-STAR (OUTSTANDING Rating) under the latest Ratings by the Ministry of Higher Education (MOHE) on 18th Dec 2020. MYQUEST is a quality evaluation system assessed by MOHE to evaluate the quality of programmes offered by Malaysian private colleges.

#### APU AWARDED 5-STAR (EXCELLENT) RATING



APU was announced as among the Highest Rated Emerging Universities in Malaysia, being rated 5-STAR (EXCELLENT Rating) under the latest SETARA Ratings by the Ministry of Higher Education (MOHE). APU has maintained this Excellent Rating consecutively in the SETARA 2011, 2013, 2017 as well as in the latest ratings announced on 18th Dec 2020. The SETARA ratings system measures the performance of teaching and learning in universities in Malaysia.

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



APU was among the first universities in Malaysia awarded Premier Digital Tech University status by the Malaysia Digital Economy Corporation (MDEC). APU is recognised for its commitment to offer top-notch digital technology courses and ensuring our highly-skilled graduates continue to flourish and fill future digital job demands locally and globally.

# Experience

APU's iconic campus

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



## Malaysia's Award Winning University

- A Stylish Blend of Functionality & Accessibility
- A Unique Fusion of Technology, Innovation and Creativity
- Cutting-edge Technologies
- A Wide Variety of Spaces to Learn, Engage & Transform

### An Ultra-modern Campus Built Today for the Needs of Tomorrow

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

APU 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.



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

**Rated No.1**  
in Asia and Malaysia  
for multicultural learning experience\*

**MALAYSIA'S AWARD WINNING UNIVERSITY**

Engineering Degrees Accredited under **WASHINGTON ACCORD**  
(accepted Worldwide)

**100%**  
Employability\*\*

**13,000**  
STUDENTS  
on campus from  
130 COUNTRIES

**FIRST**  
IN MALAYSIA  
TO ACHIEVE  
**5-STARS PLUS**  
IN QS RATINGS

\* Student Barometer Wave 2019 (International Students),  
Studying with people from other cultures.

\*\* Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.



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

*\* Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.*



### Industry Ready Graduates

The APU Career Centre connects and engages with over 12,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

### Work-ready, World-ready

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

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

### Outstanding Support

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



# Rated No.1

in Asia and Malaysia for Multicultural Learning Experience\*

## A Truly International Community

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



## A Hub of Cultural Diversity

With more than 13,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

### Student Welcome Team

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



### Student Life @ APU

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

\* Student Barometer Wave 2019 (International Students), 'Studying with people from other cultures.'



# World-class Facilities @ APU



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

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



### An Integrated Community

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



### Cutting-Edge Technologies

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

### Social Interaction Platforms

Fitness Sweatzone, student lounges, sports facilities and breakout rooms provide spaces for relaxation and socialisation throughout the day. They are carefully designed to create an unforgettable learning and lifestyle experience that lasts for a lifetime, especially for students who are studying away from home.

# Our Partner in Quality

De Montfort University (DMU), UK



▶ Celebrating 150 Years

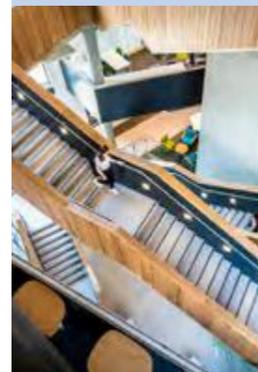


De Montfort University (DMU) is ranked Gold in the Teaching Excellence Framework (TEF), the only UK Government-endorsed measure of teaching quality in higher education.\*

\* Office for Students (2017)

## About DMU

De Montfort University Leicester (DMU) is a public university in the city of Leicester, England. Established in 1870, DMU is celebrating its 150 years anniversary as of 2020. DMU has approximately 27,000 full and part-time students and 3,240 staff. The university is organised into four faculties: Art, Design, and Humanities (ADH); Business and Law (BAL); Health and Life Sciences (H&LS); and Computing, Engineering and Media (CEM). DMU is also a member of the Association of Commonwealth Universities.

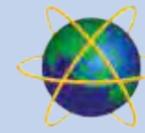


## DMU Global Recognitions

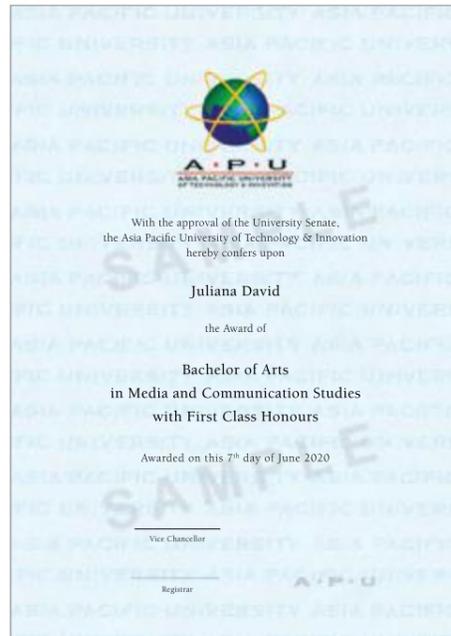
- DMU has 150 years of history in providing higher education to students from around the globe.
- DMU was placed in the top 20 universities for Graduate Prospects in The Sunday Times Good University Guide 2020, a measure of how employable DMU students are on leaving university.
- DMU was named the first ever University of the Year for Social Inclusion in The Sunday Times Good University Guide, earning the award for a commitment to diversity, teaching excellence, and because of the success of DMU students in exams and their graduate job prospects.
- DMU adds £500m to the UK economy annually, according to a report by independent analysts Regeneris.
- Each year, international students from more than 130 countries choose to study at DMU.

# Double your Advantage

## APU-DMU Dual Degree Programme



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

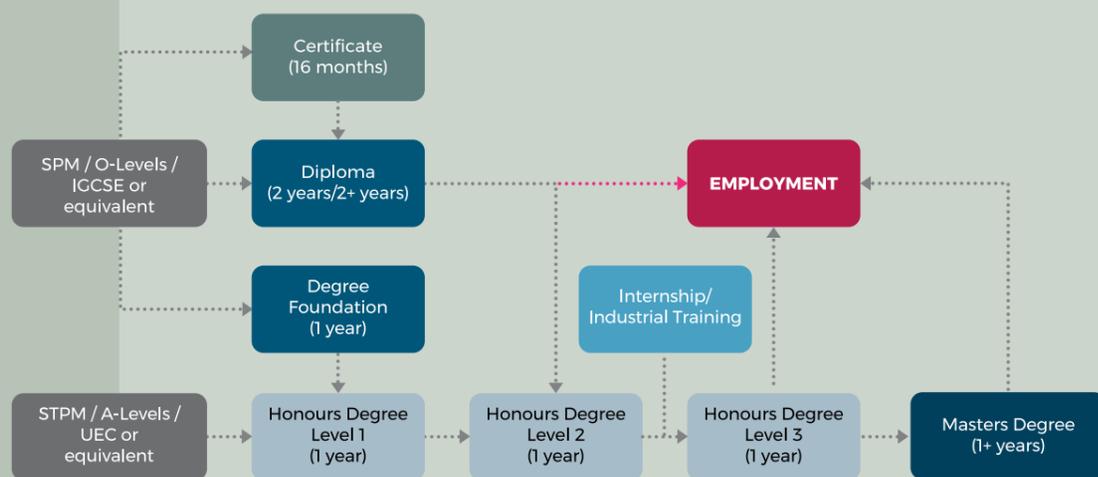


- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- Both degrees are recognised locally & internationally.
- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).



# Pathways & Admission Requirements

## YOUR STUDY PROGRESSION



## ADMISSION REQUIREMENTS

### BACHELORS (HONS) DEGREE PROGRAMMES

General Requirements		
DIRECT ENTRY TO LEVEL 1 OF THE DEGREE:		
	Bachelor of Science (Honours) in Psychology	Bachelor of Arts (Honours) in Media and Communication Studies BA (Hons) in International Relations
STPM	- 2 Passes in STPM with a minimum Grade C (GP 2.0), a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM Level or its equivalent.	- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a Credit in English at SPM Level or its equivalent.
A-LEVEL	- 2 Passes in A-Level in any 2 subjects, a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent.	- 2 Passes in A-Level in any 2 subjects, and a Credit in English at SPM/O-Level/IGCSE or its equivalent.
UEC	- 5 Grade B's in UEC including Mathematics and Science/ Chemistry/ Physics/ Biology and a Pass in English.	- 5 Grade B's in UEC including English.
MATRICULATION/ FOUNDATION	- Passed Foundation programme (minimum CGPA of 2.0) with a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent.	- Passed Foundation programme (minimum CGPA of 2.0) with a Credit in English at SPM/O-Level/IGCSE or equivalent.
DIRECT ENTRY TO LEVEL 2 OF THE DEGREE:		
DIPLOMA	- A Diploma and its equivalent with a minimum CGPA of 2.0 and a Credit in Mathematics and Science/Chemistry/Physics/Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent.  - Diploma in Psychology with a minimum CGPA of 2.0.	- A Diploma and its equivalent with a minimum CGPA of 2.0 and a Credit in English at SPM/O-Level/IGCSE or its equivalent.  - Diploma in Media & Communication or its equivalent with a minimum CGPA of 2.0.

### ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes	Requirements		
Foundation	• IELTS : 4.0	• TOEFL IBT : 30-31	• Pearson (PTE) : 30 • MUET : Band 2
Diploma in Business Administration Diploma in International Studies Bachelor of Arts (Honours) in Media and Communication Studies BA (Hons) in International Relations	• IELTS : 5.0	• TOEFL IBT : 34	• Pearson (PTE) : 36 • MUET : Band 3
Bachelor of Science (Honours) in Psychology	• IELTS : 5.5	• TOEFL IBT : 46-59	• Pearson (PTE) : 42 • MUET : Band 4

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

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

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

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

# Foundation Programme – Flexibility of Choice

Duration: 1 Year (3 Semesters)

## MODULES YOU STUDY

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

## ENRICHING EXPERIENCES - MORE THAN JUST A FOUNDATION

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

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

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

SEMESTER 1	COMMON SEMESTER 1				
	• English for Academic Purpose	• Communication Skills	• Personal Development & Study Methods	• Essentials of Web Applications	• Mathematics
ROUTES	BUSINESS & FINANCE	COMPUTING & TECHNOLOGY	ENGINEERING	DESIGN	
SEMESTER 2	<ul style="list-style-type: none"> <li>• Introduction to Business</li> <li>• Fundamental of Finance</li> <li>• Global Business Trends</li> <li>• Public Speaking in English</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Business</li> <li>• Introduction to Computer Architecture &amp; Networking</li> <li>• Introduction to Visual &amp; Interactive Programming</li> <li>• Public Speaking in English</li> </ul>	<ul style="list-style-type: none"> <li>• Engineering Science</li> <li>• Engineering Mathematics</li> <li>• Introduction to Visual &amp; Interactive Programming</li> <li>• Public Speaking in English</li> </ul>	<ul style="list-style-type: none"> <li>• Imaging/Production Skills for Design</li> <li>• Major Project 1</li> <li>• Design Theory and Practice 1</li> <li>• Public Speaking in English</li> </ul>	
SEMESTER 3	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Principles of Accounts</li> <li>• Economics for Business</li> <li>• Perspectives in Technology / Further Mathematics**</li> <li>• Co-Curricular</li> </ul>	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Further Mathematics</li> <li>• Introduction to Multimedia Applications</li> <li>• Perspectives in Technology</li> <li>• Co-Curricular</li> </ul>	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Mechanical Science / Engineering Chemistry</li> <li>• Perspectives in Technology</li> <li>• Electrical and Electronic Principles</li> <li>• Co-Curricular</li> </ul>	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• History of Design and Media</li> <li>• Major Project 2</li> <li>• Design Theory and Practice 2</li> <li>• Co-Curricular</li> </ul>	
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"> <li>- Business &amp; Management</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Media &amp; Communications</li> <li>- Psychology</li> </ul>	<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> </ul>	<ul style="list-style-type: none"> <li>- Engineering</li> </ul>	<ul style="list-style-type: none"> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> </ul>	
SECONDARY PATHWAYS	<p>Students may also choose the following:</p> <ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> </ul>	<ul style="list-style-type: none"> <li>- Business &amp; Management</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Media &amp; Communications</li> <li>- Psychology</li> </ul>	<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Business &amp; Management</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Media &amp; Communications</li> <li>- Psychology</li> </ul>	<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Business &amp; Management</li> <li>- International Relations</li> <li>- Media &amp; Communications</li> <li>- Psychology</li> </ul>	

## YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE

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

<p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics at SPM / O-Level / IGCSE is required for the following programmes:</p> <p><b>Computing, Technology &amp; Games Development</b></p> <ul style="list-style-type: none"> <li>• BSc (Hons) in Information Technology</li> <li>• BSc (Hons) in Information Technology with a specialism in                             <ul style="list-style-type: none"> <li>- Information Systems Security</li> <li>- Cloud Computing</li> <li>- Network Computing</li> <li>- Mobile Technology</li> <li>- Internet of Things (IoT)</li> <li>- Digital Transformation</li> <li>- Financial Technology (FinTech)</li> <li>- Business Information Systems</li> </ul> </li> <li>• BSc (Hons) in Computer Science*</li> <li>• BSc (Hons) in Computer Science with a specialism in                             <ul style="list-style-type: none"> <li>- Data Analytics*</li> <li>- Digital Forensics*</li> </ul> </li> <li>• BSc (Hons) in Computer Science (Cyber Security)*</li> <li>• BSc (Hons) in Software Engineering*</li> <li>• Bachelor of Computer Science (Hons) (Intelligent Systems)*</li> <li>• BSc (Hons) in Multimedia Technology</li> <li>• BSc (Hons) in Multimedia Technology with a specialism in VR/AR</li> <li>• BSc (Hons) in Computer Games Development</li> </ul> <p><b>Accounting, Banking, Finance &amp; Actuarial</b></p> <ul style="list-style-type: none"> <li>• BA (Hons) in Accounting and Finance</li> <li>• BA (Hons) in Accounting and Finance with a specialism in Forensic Accounting</li> <li>• BA (Hons) in Accounting and Finance with a specialism in Taxation</li> <li>• BA (Hons) in Accounting and Finance with a specialism in Forex and Investments</li> <li>• BA (Hons) in Accounting and Finance with a specialism in Internal Audit</li> <li>• Bachelor in Banking and Finance (Hons)</li> <li>• Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management</li> <li>• Bachelor in Banking and Finance (Hons) with a specialism in Financial Technology</li> <li>• Bachelor of Science (Honours) in Actuarial Studies</li> </ul>	<p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p> <b>Physics OR Chemistry OR Technical Science</b></p> <p>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 / IGCSE is required for the following programmes:</p> <p><b>Engineering</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Engineering in Electrical &amp; Electronic Engineering with Honours</li> <li>• Bachelor of Engineering in Telecommunication Engineering with Honours</li> <li>• Bachelor of Engineering in Mechatronic Engineering with Honours</li> <li>• Bachelor of Computer Engineering with Honours</li> <li>• Bachelor of Petroleum Engineering with Honours</li> </ul> <p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p> <b>Science OR Physics OR Chemistry OR Biology</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics and Science OR Physics OR Chemistry OR Biology and a Pass in English at SPM / O-Level / IGCSE is required for the following programme:</p> <p><b>Psychology</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Science (Honours) in Psychology</li> </ul>	<p>Leading from APU Foundation to your Choice of Degree Studies:</p> <p><b>Business, Management, Marketing, Digital Marketing &amp; Tourism</b></p> <ul style="list-style-type: none"> <li>• BA (Hons) in Business Management</li> <li>• BA (Hons) in Business Management with a specialism in                             <ul style="list-style-type: none"> <li>- E-Business</li> <li>- Digital Leadership</li> </ul> </li> <li>• BA (Hons) Human Resource Management</li> <li>• BA (Hons) in International Business Management</li> <li>• BA (Hons) in Marketing Management</li> <li>• BA (Hons) in Marketing Management with a specialism in Digital Marketing</li> <li>• BA (Hons) in Tourism Management</li> </ul> <p><b>Media and International Relations</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Media and Communication Studies</li> <li>• BA (Hons) in International Relations</li> </ul> <p><b>Industrial Design, Animation &amp; Visual Effects</b></p> <ul style="list-style-type: none"> <li>• BA (Hons) in Industrial Design</li> <li>• BA (Hons) in Visual Effects</li> <li>• BA (Hons) in Animation</li> <li>• BA (Hons) in Digital Advertising</li> </ul> <p> <b>PORTFOLIO REQUIRED</b></p>
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\* Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics and Intelligent Systems programmes will be required to undertake Foundation Pathways from the **Computing & Technology** route or **Engineering** route if the student does not have a credit in Additional Mathematics at SPM / O-Level / IGCSE or equivalent.

Students who have completed Foundation from other routes apart from the above are required to do a Pre-Requisite module in Further Mathematics or equivalent in the first semester of the Degree Programme, provided they also still have Credit in Maths and Science or ICT subject at SPM / O-Level / IGCSE or equivalent.

\*\* Further Mathematics module or subject is Compulsory for students who choose to progress to Bachelor of Science (Honours) in Actuarial Studies.



# Diploma Programmes

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

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

\* Pathways after Diploma Programme vary accordingly.

## OUR DIPLOMA PROGRAMME:

- APU Diploma in Business Administration
- APIIT Diploma in International Studies
- APIIT Diploma in Design & Media

## PATHWAYS AFTER DIPLOMA TO MEDIA AND INTERNATIONAL RELATIONS DEGREES

Upon successful completion of the Diploma Programmes, you will be eligible to progress into Year 2 of any of the following degree programmes offered at APU and APIIT.



### APIIT Diploma in International Studies

Students who undertake this programme will be eligible to progress into Year 2 of:

- BA (Hons) in International Relations
- BA (Hons) in Business Management\*
- BA (Hons) in Business Management with a specialism in E-Business\*
- BA (Hons) in Business Management with a specialism in Digital Leadership\*
- BA (Hons) in International Business Management\*
- BA (Hons) Human Resource Management\*
- BA (Hons) in Marketing Management\*
- BA (Hons) in Marketing Management with a specialism in Digital Marketing\*

\* Bridging module/s needed before progress into Year 2



### APIIT Diploma in Design & Media

Students who undertake this programme will be eligible to progress into Year 2 of:

- Bachelor of Arts (Honours) in Media and Communication Studies
- BA (Hons) in Digital Advertising
- BA (Hons) in Animation
- BA (Hons) in Visual Effects
- BA (Hons) in Industrial Design



### APU Diploma in Business Administration

Students who undertake this programme will be eligible to progress into Year 2 of:

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

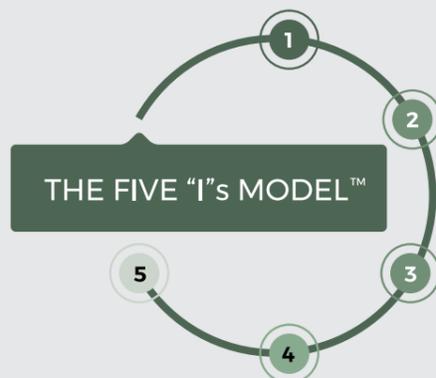
\* For the full listing of our Diploma Programmes, please refer to the Pre-University programme brochure.

# Media, International Relations & Psychology



## THE AIMS OF THE APU MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY ARE TO:

- Provide our graduates with discipline expertise by instilling a critical knowledge of the discipline that is underpinned by the experience, research and scholarship of the academic staff
- Develop and refine graduates' academic & soft skills that are highly sought by employers
- Develop graduates' effective communication skills and their ability to work both independently and in groups
- Provide the skills necessary to work in local or international organisations
- Ensure student understand the context, nature, role and significance of activities as undertaken by industry practitioners
- Equip students with skills to develop interactive communication skills & knowledge that are suitable for a global context.



- 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



## MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY STUDY PATHWAYS

LEVEL	PROGRAMMES
SPECIALISED LEVEL 1	• Bachelor of Arts (Honours) in Media and Communication Studies
SPECIALISED LEVEL 1	• BA (Hons) in International Relations
SPECIALISED LEVEL 1	• Bachelor of Science (Honours) in Psychology

### INTERNSHIP / INDUSTRIAL TRAINING

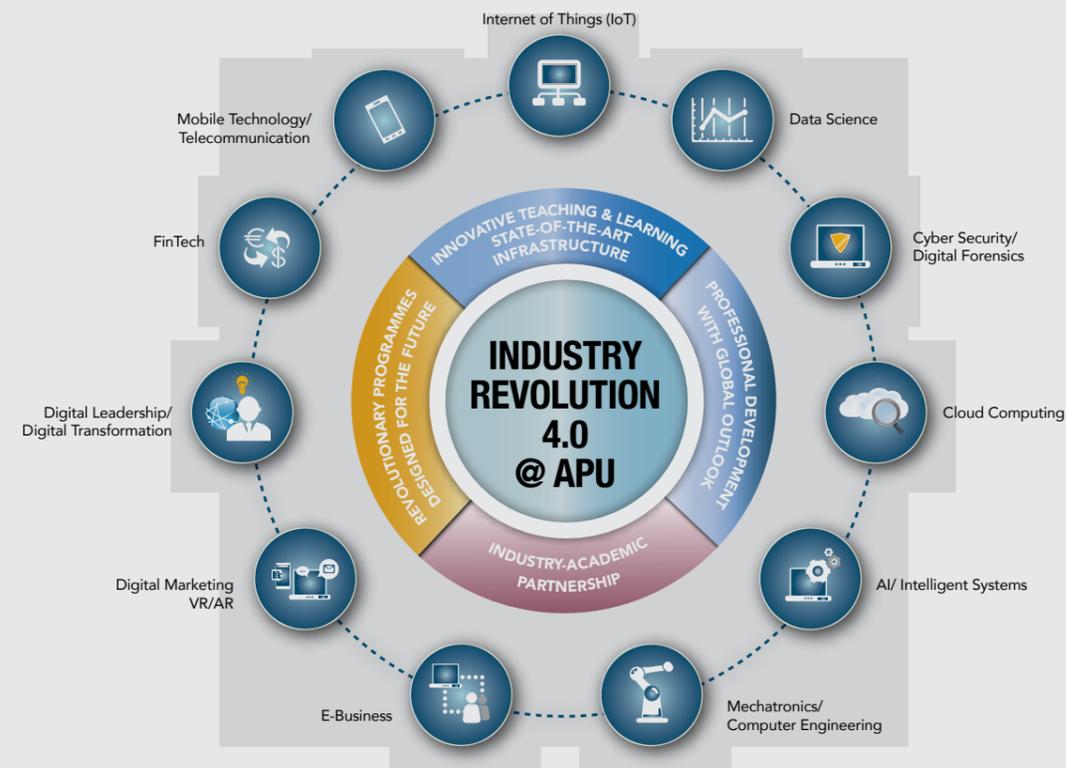
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will offer you employment as soon as you graduate. In all cases you will gain an invaluable insight into the world of business and management practices and be better equipped to position yourself for the career you seek.

# Embracing the wave of Industry Revolution 4.0

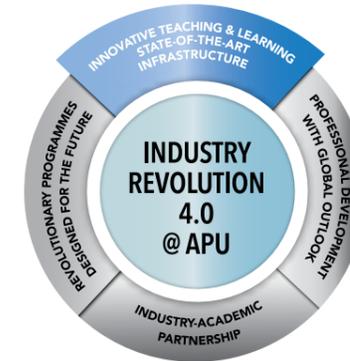
## FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

New waves of technological disruptions and the emergence of advanced technologies have resulted in the Fourth Industrial Revolution (Industry 4.0), where Robotics, Artificial Intelligence (AI), Machine Learning, Virtual Reality (VR), Cloud Computing, Internet of Things (IoT), Data Science are going to transform the way businesses operate - routine, mundane jobs will be replaced and there is a growing need to develop "smarter" talents that can ride along the wave of digital transformation.

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

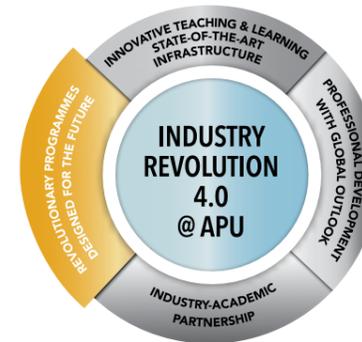


## INDUSTRY REVOLUTION 4.0 @ APU



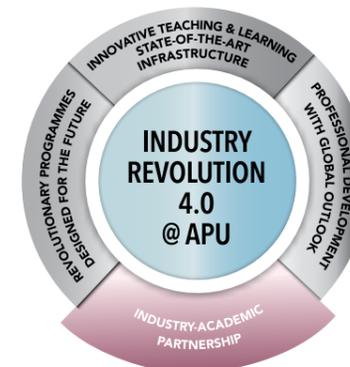
### INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

In the era of Industry 4.0, learning is no longer confined within the classroom. Our iconic campus houses world-class facilities that aim to nurture Creativity & Innovation. Industrial-grade infrastructure are built to provide real-life exposure to our students, cultivating their practical skills aside from academic knowledge. We have also redesigned our teaching & learning methods to stimulate critical thinking, decision making, teamwork and build confidence.



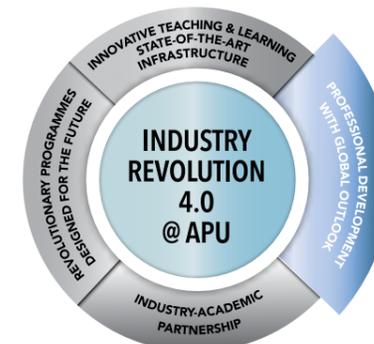
### REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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



### INDUSTRY-ACADEMIC PARTNERSHIP

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



### PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

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



# Media and Communication Studies

APU's Media & Communication Studies encompasses both traditional and digital communication techniques, which allow students to keep up with the latest communication trends and learn how to cope with modern world intercultural communication challenges.

Throughout your journey in the Bachelor of Arts (Honours) in Media and Communication Studies programme, you will be equipped with the necessary skills and knowledge for you to kickstart your future careers in Journalism, Public Relations, Advertising, Communications, Social Media and more.

Organisations are looking for a diverse range of digital talent in view of technological developments and its high adoption rate. In 2017, 7% of Malaysia's GDP was from digital products, which is expected to grow more than 6 times by 2021.

Source: Microsoft, Digital Transformation to Contribute USD 10 Billion to Malaysia GDP by 2021



#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

- Knowledgeable with some practical and technical expertise in media and communication discipline in-line with the industry requirement.
- Effective in communication and demonstrate good leadership quality in an organisation.
- Capable to analyse and solve media and communication related issues or problems innovatively, creatively and ethically through sustainable approach.
- Able to demonstrate entrepreneurship skills and recognise the need of lifelong learning for successful career advancement in the area of media and communication.

#### Career options

- Journalist
- Copywriters
- Communications Executive
- Brand Manager
- Campaign Development Manager
- Advertising and Promotion Executive
- Media Sales Executive
- Social Media Strategist
- Social Media Manager
- Digital Media Producer
- Brand Communication Specialist
- Content Developer
- Marketing Coordinator
- Digital Content Writer

## Bachelor of Arts (Honours) in MEDIA AND COMMUNICATION STUDIES



(N/521/6/0249)(11/24)(MQA/PA12316)

#### At a glance

#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

#### Module outline

#### LEVEL 1

##### Common Modules

- Intercultural Communication
- Introduction to Graphic Design
- Marketing Fundamentals, Consumer Behaviour and Creative Practice
- Digital Illustration
- Fundamental of Entrepreneurship

##### Specialised Modules

- Core Concepts in Communication Theories
- Principles of Advertising
- Contemporary Media Studies
- Public Relations 1

#### LEVEL 2

##### Common Modules

- Visual Culture
- Innovation Processes

##### Specialised Modules

- Strategic Event Planning and Management
- Public Relations 2
- Social Media
- Researching Media and Communication
- Journalism
- Political Communication

##### Elective Modules (Choose 1)

- Copywriting and Creative Direction
- Digital and Experiential Advertising

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Integrated Marketing Communications Practice
- Venture Building

##### Specialised Modules

- Crisis Communications
- Audience Studies
- Investigations in Media and Communication Studies
- Broadcast Journalism
- Global Advertising Practices
- Media and Communication Project

##### Elective Modules (Choose 1)

- Communication Audit and Strategy
- Persuasive Copywriting

#### MQA Compulsory Subjects\*

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

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



# International Relations

Expose yourselves to global political, economy and sustainability issues and grow throughout your journey @ APU to become an International Relations graduate who is ready to take on the world. If you are interested in current affairs, global issues and are motivated to provide solutions to tackle the world's problems, the BA (Hons) International Relations is the right programme for you.

It will be an enriching journey as you learn about global affairs through debates, film studies, discussions, reports as well as studying the latest new reports. Build connections for your future careers as diplomats, journalists, politicians, reporters etc., and get ready to become future world leaders.

## Key Elements of the APU International Relations Programme

					
Theories & Ideologies	International Security	Global Diplomacy	Political Economy	Environmental Politics & Sustainability	World Politics



## BA (Hons) in INTERNATIONAL RELATIONS



(N/313/6/0040)(05/24)(MQA/PAT1805)

### At a glance

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

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

#### Career options

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

### Module outline

#### LEVEL 1

Students will be equipped with knowledge and understanding of historical events and global development in the field of international relations. Besides, students will also be exposed to political ideologies, issues in world politics, the impact of major revolutions in international affairs as well as the issues related to sustainability and environmental politics.

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

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

##### MQA Compulsory Subjects\*

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

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

# Breaking the Psychology Barrier



"Employment for all psychologists is expected to grow by 14% in the decade from 2016-2026, which is faster than average."  
- Bureau of Labor Statistics, US

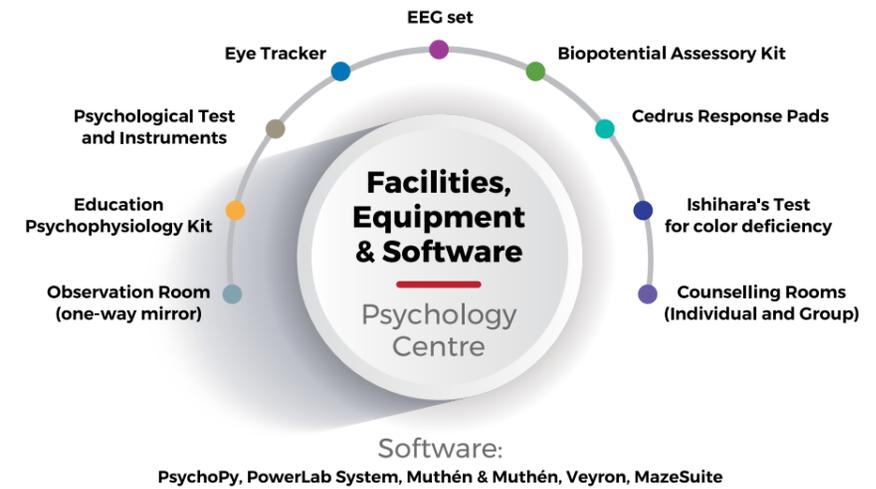
"Insufficient number of psychologists in Malaysia. The counsellor-to-individual ratio is 1:52,000 when the ratio should be 1:500."  
- Tan Sri Dato' Seri Dr. Noor Hisham, Director-General of Health Malaysia

"There are not enough clinical psychologists to go around in Malaysia. If someone needs to see a mental health professional, the waiting period can be between eight months and a year."  
- Dr Nur Anuar Abdul Muthalib, 2017, Vice President of Yayasan Hasanah

## What is distinctive about this programme?

The programme is designed to prepare students for a career in psychology and mental health industry. Students learn about how psychology is evolving through an examination of behaviors and different mental health studies, as well as its impact on society in various areas. The course links both theoretical and practical knowledge that is needed for a graduate to operate effectively in diverse settings.

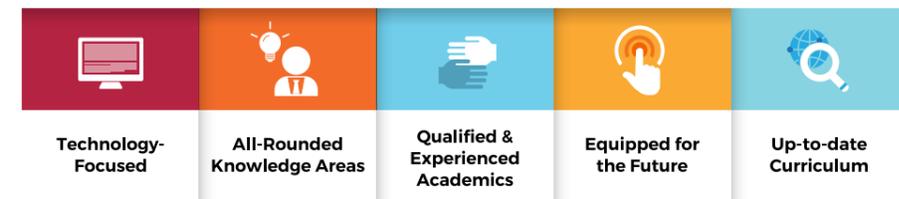
## BREAKING THE PSYCHOLOGY BARRIER



In Malaysia, mental disorders estimated to be responsible for about 8.6% of total DALYs. National Health Morbidity Survey in 2015 reported the prevalence of mental health problem among adult and children were 29.2% and 12.1% respectively. The prevalence of suicidal attempt was apparently increasing.  
- Malaysian Mental Health Statistics



## USP for APU's Psychology Programme





# Bachelor of Science (Honours) in PSYCHOLOGY

(N/311/6/0116)(11/25)(MQA/PA14120)

## At a glance

**Duration:**  
3 years full-time

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

- Describe systematic knowledge of influences on psychological functioning, conceptualisation across the core areas of the discipline, and how it interrelates.
- Apply problem-solving, critical, analytical and scientific research skills to resolve complex application and unpredictable issues in the areas of psychology.
- Perform a range of psychological and/or physiological measurements as demonstrated in the area of psychology.
- Display sensitiveness, and react appropriately to contextual and interpersonal factors in social groups and teams, including working co-operatively, and responsibly in making contributions to team objectives.
- Relate ideas and research findings, both effectively and fluently, by written, oral and visual means.
- Identify broad range of information, media and technology applications for psychological research.
- Demonstrate competence in problemsolving and scientific research skills including generating research questions or hypotheses, devise ways of testing these using both quantitative and qualitative methods.
- Demonstrating leadership in social settings, including communicating an understanding of the role of evidence when making critical judgements about psychological issues and arguments.
- Revise, organise, and synthesise information critically and monitor own learning.
- Organise workload and projects to meet objectives and deadlines, and able to turn ideas into action and plan.
- Identify professionalism and ethical behaviours in areas of work.

**Career options**

- Psychology Research Assistant
- Academic Tutor
- Human Resource Executive
- Talent Management Consultant
- Life Coach
- Corporate Training (Soft Skills)
- Conflict Resolution & Mediation Consultant
- NGO Executive / Manager
- Psychology Lab Manager
- Corporate / Career Consultant
- Customer Relationship Manager
- Headhunter
- Educator (Primary / High school / International)
- Market Research Analyst

# Psychology

Psychology is defined as the scientific study of behaviour and mental process. Psychology looks at the person, the mind and behaviour using the scientific method.

As the modern society gives more emphasis on mental health and psychological wellbeing, it is time for you to take up a career in Psychology - you have an opportunity to explore careers in education, social services, Human Resources, Training & Consultancy etc.

As a graduate of the APU Bachelor of Science (Honours) in Psychology programme, you will be equipped with technology-infused psychology elements such as cyberpsychology, which offers you a stronger edge in the modern world, in addition to conventional psychology aspects.

The BSc in Psychology programme is specifically designed to provide a solid understanding of psychology and its concepts in the contemporary environment for students to be able to articulate what they have learned as a human scientist. This three-year undergraduate programme will provide a clear apprehension of human mind, behaviors, and different types of personalities. This programme is also a Dual degree programme offered in partnership with De Montfort University (DMU) and is recognised both locally and internationally.

### LEVEL 1

Students will be equipped with theoretical and conceptual framework of psychology as a discipline. In addition, students will also be exposed to the basic understanding of the context within which mental health industry practices and applies.

### LEVEL 2

A broader range of skills will be learnt, in which students will be able to describe systematic knowledge of influences on psychological functioning, conceptualisation across core areas of the discipline, and how it interrelates. They will be able to apply problem-solving, critical, analytical and scientific research skills to resolve complex application and unpredictable issues in the areas of psychology as well as demonstrate leadership, professionalism and ethical behaviors in the field. The students will be nurtured to display sensitiveness, and react appropriately to contextual and interpersonal factors in social groups and teams, including working co-operatively, and responsibly in making contributions to team objectives.

### INTERNSHIP

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

### LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity to specialise in a particular area of psychology and to develop good skills in media and technology applications for psychological research. The students will be able to critically analyse and monitor their own learning as well as turn ideas into action plan.

A final year project requires them to take a hands on different areas in psychology so as to apply all the expertise and skills acquired from both the classroom and internship settings. The successful completion of the final year project is a testament of the student's ability to combine psychology knowledge, communication skills, critical thinking and analytical skills to produce a personal achievement portfolio.

## Module outline

### LEVEL 1

- Common Modules**
- Intercultural Communication
  - Trends and Visual Thinking
  - Core Concepts in Communication Theories

- Specialised Modules**
- Introduction to Psychology
  - Developmental Psychology
  - Ethics in Psychology
  - Historical Perspectives in Psychology
  - Social Psychology

### LEVEL 2

- Common Modules**
- Social Media
  - Political Communication

- Specialised Modules**
- Psychological Disorders
  - Biological Psychology
  - Introduction to Research Methods and Qualitative Analysis
  - Personality Psychology
  - Cognitive Psychology
  - Research Methods and Statistics in Psychology

### INTERNSHIP (16 weeks)

### LEVEL 3

- Common Modules**
- Investigations Module
  - Project Module

- Specialised Modules**
- Counselling Principles and Philosophy
  - Psychological Testing & Measurement
  - Conceptual Issues and Critical Debates in Psychology
  - Industrial and Organisational Psychology

- Elective Modules (Choose 2)**
- Health Psychology **OR** Cyberpsychology
  - Educational Psychology **OR** Human Factors Psychology

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

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



# I am APU

WHAT DO  
OUR ALUMNI SAY...

**ROVEEL ZAHRA** (Malaysia)

**BA (Hons) in Media Marketing, Class of 2019**  
Business Development Consultant - Oracle Corporation Malaysia

"Asia Pacific University provided me with the kind of university experience that really moulds a student from the inside out. I liked the fact that the classes were small and that the lecturers were not only knowledgeable but also friendly. They take the time to explain course subjects and are supportive to students who require extra help. Asia Pacific University also offers the students a large variety of student activities and due to the multi-cultural setting, socializing is an experience to be enjoyed. I find myself lucky to have chosen Asia Pacific University for my Media Marketing degree."

**AHMED NAZEER** (Pakistan)

**BA (Hons) International Relations, Class of 2019**  
Assistant Director of Administration Department - Saindak Metals Limited, Pakistan

"The time I spent in APU's iconic campus has been one of the most cherishing parts of my life. The learning experience I achieved there as an undergraduate in International Relations has given me confidence to tread my path to a good career. The best part about APU is that it is a multicultural award-winning university where students with varied cultural backgrounds are valued and warmly welcomed. The high-quality education and very devoted lecturers greatly helped me in achieving the best results. Today I stand up as a student who has bagged the best project award for the April 2019 graduation batch, and most important of all who has a promising job as an Assistant Director in Saindak Metals Limited in Pakistan, all thanks to APU."

## WHAT DO OUR ALUMNI SAY...

**ELNA MERRY ETIENNE** (Seychelles)

**BA (Hons) in International Relations, Class of 2019**  
Public Relations and Protocol Officer - The National Assembly of Seychelles

"My life as a student at APU has been amazing. It is the best place to truly know and understand what cultural diversity is. In just a few months I came to learn about the way of life of so many cultures. APU has many activities that not only let us grow as individuals but we have fun while doing it. Malaysia itself is truly very beautiful. There are so many places to visit that can keep you in awe. The several festivals held for the different cultures and ethnic groups found in Malaysia are fun and interesting. I love fireworks and that can be seen often here with the celebrations. Moreover, the food here is amazing! You have so many choices! From Chinese food to Indian food and even Western. I just can't get enough of Malaysia. It is also the best place to relax as it has a very chilled environment."

**AISHATH ARSHEE KHALEEL** (Maldives)

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

"APU not only inspired me in my career but the University inspired me in my Professional Skills and Career Development as a whole. What was learned through APU with their skilled lecturers in a multicultural environment that fostered an intensive learning culture would forever be cherished. My advice to all students would be to always have an objective, think positively and target all your efforts into achieving these goals. Likewise, have fun and enjoy the moments from your free time to what feels like the most stressful days, as these are going to be remembered as some of the best days of your lives."

**ALAA ELAROUSH** (Libya)

**BA (Hons) in International Relations, Class of 2019**  
Founder and Chairman of Board of Libyan NGO "Perpetual Peace Foundation for Development"  
Founder & CEO - S Camps Libya  
Marketing and Public Relations Specialist - Media Hub Connection

"My journey at APU was one of the most important experience in my life. I chose APU because I'm impressed by the reputation of the university and the environment for international students to learn and grow. The faculty in APU had provided me in-depth knowledge of International Relations theory and concepts, which had trained me in several important skills such as research skills, critical thinking, professionalism etc. I enjoyed my journey and my experience with APU in all aspects."

**KENNETH CHENG** (Malaysia)

**BA (Hons) in Media Marketing, Class of 2015**  
Content Writer - Perfect Giving Sdn Bhd

"The biggest satisfaction I ever had as an APU's graduate is that we learn from each other in this international community which we came from different background, so I find it easier now to communicate with people around in my professional career."

**IVAN NEW CHONG FAT** (Malaysia)

**BA (Hons) International Relations, Class of 2019**  
Agency Account Strategist - TDCX

"APU has the best multicultural learning environment which enabled me to expand my connections beyond my country. As a student in International Relations, I was able to reach out to students from different countries to understand certain issues or sentiments. I also had the opportunity to visit embassies and some international organizations' office to learn about the industry. The learning experiences I have had in my academic and social circles made my years in APU among the most fulfilling years of my life."

**SHOLPAN YENDYBAYEVA** (Kazakhstan)

**BA (Hons) in Media Marketing, Class of 2014**  
Digital Marketer - Pravo Management Consultancies

"Through different media activities in APU, such as BizzBuzz week, design contests, Student ARC, I had a chance to express and apply my creativity, and engage with new people. Throughout the course, my media lecturers have taught me to think critically. Later, ability to work with a team, and critical thinking helped me in my professional life, when executing a number of tasks and assignments. The academic impact has definitely played important role in my life."

# 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



It's all going on  
@APU Students from over  
130 countries ☆



## MAKING HISTORY - AWARDS AND ACHIEVEMENTS



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

### CYBERSECURITY EXCELLENCE AWARDS

- 2021 - Gold Winner (Best CyberSecurity Education Provider in Asia)
- 2020 - Gold Winner (Best CyberSecurity Education Provider in Asia)
- 2019 - Gold Winner (Best CyberSecurity Education Provider)

### HILTI GLOBAL IT CHALLENGE

- 2021 - Champion
- 2020 - Champion
- 2020 - 1st Runner Up

### ASIA INTERNATIONAL INNOVATION EXHIBITION (AIINEX)

- 2021 - 2 Gold Awards + 2 Special Awards

### FUSION UX-HACKATHON

- 2021 - 1st Place & Gold Award
- 2021 - Silver Award
- 2021 - Bronze Award

### XYLEM REACH STUDENT HACKATHON

- 2021 - 1st Prize Winner

### IMECHE DESIGN SKILL COMPETITION

- 2021 - Champion

### TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UC) CAPTURE-THE-FLAG COMPETITION

- 2021 - Champion
- 2021 - 2nd Runner Up

### THE AWS HACKATHON BUILD ON MALAYSIA

- 2021 - Champion
- 2021 - 1st Runner Up
- 2021 - 2nd Runner Up
- 2020 - Champion
- 2020 - Best Innovation Award

### BATTLE OF HACKERS (BOH)

- 2021 - Champion
- 2021 - Top 6
- 2021 - Top 7
- 2021 - Top 8

### THE VIRTUAL INNOVATION COMPETITION (VIC) AWARD

- 2021 - 2 Gold Medal in the Category: Tertiary - Science & Technology
- 2021 - Best Video Special Award in the Category: Tertiary - Science & Technology

### UPSIS'S CONNECT 2021 - DESIGN 2 CONNECT E-POSTER COMPETITION

- 2021 - 1st Prize
- 2021 - 2nd Prize
- 2021 - 3rd Prize

### JAMES DYSON AWARD MALAYSIA

- 2021 - National Champion
- 2020 - National Champion

### THE GREAT GREEN SUSTAINABILITY CHALLENGE 2021

- 2021 - 1st Place & 2nd Place

### INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) COMPETITION

- 2021 - 1 Gold Award & 2 Silver Awards
- 2019 - 2 Gold Awards & 1 Silver Award
- 2018 - 2 Gold Awards & 1 Silver Award

### THE IMECHE PLC DESIGN COMPETITION 2021

- 2021 - Champion (Degree Level)
- 2021 - 1st Runner Up (Degree Level)
- 2021 - 1st Runner Up (Diploma Level)

### PENANG INTERNATIONAL INVENTION, INNOVATION AND DESIGN (PIID)

- 2021 - Gold
- 2021 - Silver

### FINAL YEAR PROJECT & POSTGRADUATE: RESEARCH & INNOVATION POSTER COMPETITION (RIPC)

- 2021 - Gold Award in the Category C1: Degree Final Year Project Science, Technology, Engineering and Mathematics

### MIFF FURNITURE DESIGN COMPETITION

- 2021 - Winner
- 2021 - Best Mentor Award

### WORLD ENGINEERING, SCIENCE & TECHNOLOGY CONGRESS (ESTCON2020)

- 2021 - Winner of 'Best Paper Award' in the International Conference on Production, Energy & Reliability (ICPER) category

### SUSTAINABLE DEVELOPMENT GOALS (SDG) FILMFEST

- 2021 - Winner of 'Best Overall Film'
- 2021 - Winner of 'Dramatization or Re-Enactment Award'
- 2021 - Winner of 'Best Production Value Award'

### DIVERSITY AND INCLUSION YOUTH CONFERENCE (DYIC) COVID-19 BUSINESS STARTUP CHALLENGE

- 2021 - Grand Prize

### MERDEKA AWARD PRESENTATION CEREMONY

- 2021 - Grantee of the Merdeka Award Grant for International Attachment

### THE 3RD INTERNATIONAL ACADEMIC AND RESEARCH EXCELLENCE AWARDS (IARE)

- 2021 - The Best Academician of the Year Award (Male) (Overseas)

### PEKAN RAYA STATISTIKA DATA ANALYSIS COMPETITION

- 2021 - Best Algorithm Award

### 28TH NATIONAL MATHEMATICAL SCIENCE SYMPOSIUM

- 2021 - PERSAMA Award for Best PhD Thesis and Best Academic Article

### THE 4TH INTERNATIONAL CONFERENCE ON MULTI-DISCIPLINARY RESEARCH STUDIES AND EDUCATION (ICMDRSE) 2021

- 2021 - Winner of 'Best Paper Presentation Award'

### WORLDSKILLS MALAYSIA UNIVERSITY CHALLENGE (WSMUC)

- 2021 - Medallion Of Excellence in the Category: Mechanical Engineering CAD (Computer-aided Design)



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

The APIIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation was selected to receive the Prime Minister's Industry Excellence Award from among nearly 30 other award recipients in 8 different categories. The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister's Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

### AIM DATA SCIENCE FACULTY EXCELLENCE AWARD

- 2021 - Outstanding Graduate Student Teaching Award

### DATA VISUALIZATION COMPETITION, DATA CHALLENGE - TELL A STORY WITH DATA

- 2021 - Viewer's Choice Award

### ASIA PACIFIC CENTRE FOR ANALYTICS (APCA) ACHIEVEMENT AWARD

- 2020 - Most Published Author

### WOMEN ICON, IN ASSOCIATION WITH TIMES WOMEN

- 2021 - Outstanding Academician Award highlighted with No.1 Women Excellence Award
- 2021 - Emerging Women Award highlighted with No.1 Women Excellence Award

### SOCIETY OF PETROLEUM ENGINEERS (SPE) INTERNATIONAL

- 2021 - Student Chapter Excellence Award

### UIJIR ACADEMIC RESEARCH FOUNDATION INDIA

- 2021 - Young Researcher Award

### GLOBAL CLIMATE HACK COMPETITION

- 2021 - 3rd Place
- 2021 - People's Choice Award

### INTERNATIONAL RESEARCH FELLOWSHIP AWARD BY MAE FAH LUANG UNIVERSITY (MFU), THAILAND

- 2021 - International Research Fellowship Award

### INTERNATIONAL INVENTION, INNOVATION & DESIGN EXPO (IInoDEX)

- 2021 - 4 Silver Awards

### VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEEX)

- 2021 - Silver Award

### THE INTERNATIONAL RESEARCH AND SYMPOSIUM AND EXPOSITION (RISE)

- 2021 - Silver Award

### INTERNATIONAL INNOVATION ARSVOT MALAYSIA (IAM)

- 2021 - 2 Silver Awards

### WOMEN SCIENTIST OF THE YEAR BY HUMCEN AWARDS

- 2021 - 2nd Runner Award

### F-SECURE MDEC CYBERSECURITY COMPETITION

- 2021 - 2nd Runner Up
- 2021 - Top 6

### 4TH DIMENSION INTERNATIONAL FILM FESTIVAL INDONESIA

- 2021 - Top 7 First Time Filmmaker Award

### ATOS GLOBAL IT CHALLENGE

- 2020 - Champion
- 2016 - 1st Runner Up

### INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS

- 2020 - Best Innovation Award
- 2019 - Best Innovation Prize

### ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA (MULTIMEDIA DEVELOPMENT CORPORATION)

- 2020 - Top Award for 'Best of Tertiary Student Project'
- 2019 - Top Award for 'Best of Tertiary Student Project'
- 2016 - Top Award for 'Best of Tertiary Student Project'
- 2013 - Top Award for 'Best of Tertiary Student Project'
- 2012 - Top Award for 'Best of Tertiary Student Project'
- 2011 - Winner of 'Special Jury Award' by the Prime Minister
- 2011 - Top Award for 'Best of Tertiary Student Project'
- 2011 - Top Award for 'Best of Tertiary Student Project'
- 2010 - Top Award for 'Best of Tertiary Student Project'
- 2008 - Top Award for 'Best of e-Inclusion & e-Community'
- 2005 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Top Award for 'Best of Education & Training'
- 2004 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Merit Award for 'Best of Research & Development'
- 2003 - Merit Award for 'Best of Research & Development'
- 2002 - Merit Award for 'Best of Smart Learning Applications'
- 2001 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Top Award for 'Best of Student Projects'
- 1999 - Merit Award for 'Best of Student Projects'

### F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE

- 2020 - Champion
- 2018 - Champion and 2nd Place
- 2017 - Champion
- 2016 - Champion

### MALAYSIA ACTUARIAL STUDENTS ASSOCIATION (MASA) HACKATHON

- 2020 - Champion
- 2020 - 1st Runner Up
- 2020 - 2nd Runner Up

### ACCA POWER OF ETHICS COMPETITION

- 2020 - Champion of 'Most Creative Promotional Video'
- 2020 - 1st Runner Up of 'Best In-Campus Promotional Campaign'

### MALAYSIA RESEARCH ASSESSMENT (MYRA®) RATINGS 2020

- 2020 - Special Award (Best Achievement)

### INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (IITE)

- 2019 - 1 Gold Award for the Invention, Innovation and Technology category
- 2018 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2018 - 1 Silver Award for the Invention, Innovation and Technology category
- 2018 - 1 Silver Award for the Invention, Innovation and Technology category
- 2017 - 1 Silver Award for the Invention, Innovation and Technology category
- 2016 - 1 Gold Award for the Invention, Innovation and Technology category
- 2016 - 1 Silver Award for the Invention, Innovation and Technology category
- 2016 - Best Green Invention Award
- 2015 - 1 Gold Award for the Invention, Innovation and Technology category
- 2015 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2014 - 1 Gold Award for the Invention, Innovation and Technology category
- 2014 - 1 Bronze Award for the Invention, Innovation and Technology category
- 2013 - 2 Silver Medals for the Invention, Innovation and Technology category
- 2013 - 2 Gold medals for the innovator category

### ERNST & YOUNG (EY) ASIA-PACIFIC CYBER HACKATHON CHALLENGE

- 2019 - Champion

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



**A . P . I . I . T**  
ASIA PACIFIC INSTITUTE  
OF INFORMATION TECHNOLOGY

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## APIIT EDUCATION GROUP

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