A·P·I·I·T
ASIA PACIFIC INSTITUTE
OF INNOVATION & TECHNOLOGY

A PROUD
PARTNERSHIP
IN LEARNING

STAFFORDSHIRE
UNIVERSITY

Study in Malaysia for a UK Degree

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3+0
UK Degree
Programmes

BEST
of both

3+0
UK DEGREE
programmes

STAFFORDSHIRE
UNIVERSITY

UNDERGROUND

be·AMAZED @APIIT
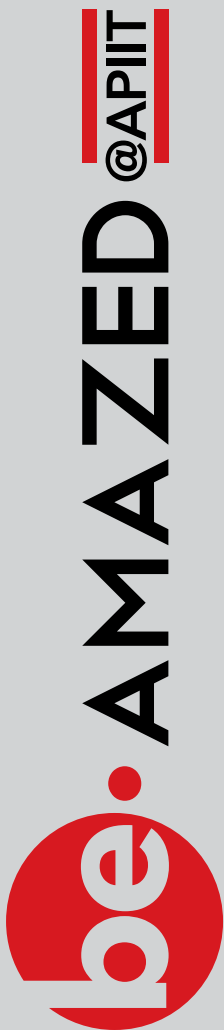
INDUSTRIAL DESIGN & BRAND MANAGEMENT

- 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

COMPUTING & BUSINESS COMPUTING

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

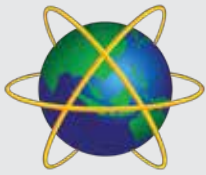## JOURNALISM & INTERNATIONAL RELATIONS

- BA (Hons) Journalism
- BA (Hons) Broadcast Journalism
- BA (Hons) Sports Journalism
- BA (Hons) International Relations
- BSc (Hons) Environment and Sustainability
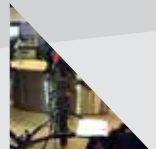
APIIT among TOP 3 Institutions – MyQUEST 2014/2015

APIIT is rated as a 6-STAR institution by Ministry of Higher Education, Malaysia, receiving **6-STARs in the overall COLLEGE-BASED RATING** and **INTERNATIONAL STUDENT SERVICES** under the Malaysia Quality Evaluation System for Private Colleges (MyQUEST) 2014/2015. Only 9 Colleges out of over 200 in Malaysia were rated at 6-STARs, and APIIT is also among the Top 3 Institutions receiving multiple 6-STAR ratings. Specifically, APIIT was also awarded 6-STARs in the **ENGINEERING, MANUFACTURING AND CONSTRUCTION CLUSTER** as well as the **SCIENCE, MATHEMATICS AND COMPUTING CLUSTER**.

6 STAR RATING
IN THE
MyQuest 2014/15

6 STAR RATING
IN THE
MyQuest 2014/15

: Why Us

The Asia Pacific Institute of Information Technology offers a range of Technology-focused and creative programmes which are designed to produce highly employable graduates, by providing our students with an internationally benchmarked academic experience closely aligned to industry requirements.

WORLD-CLASS

Students from all over the world

Our reputation for excellence means that we attract students from around the world. With partner universities overseas, we could even arrange for you to study part of your course overseas.

20 YEARS OF PARTNERSHIP WITH STAFFORDSHIRE UNIVERSITY (UK)

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.
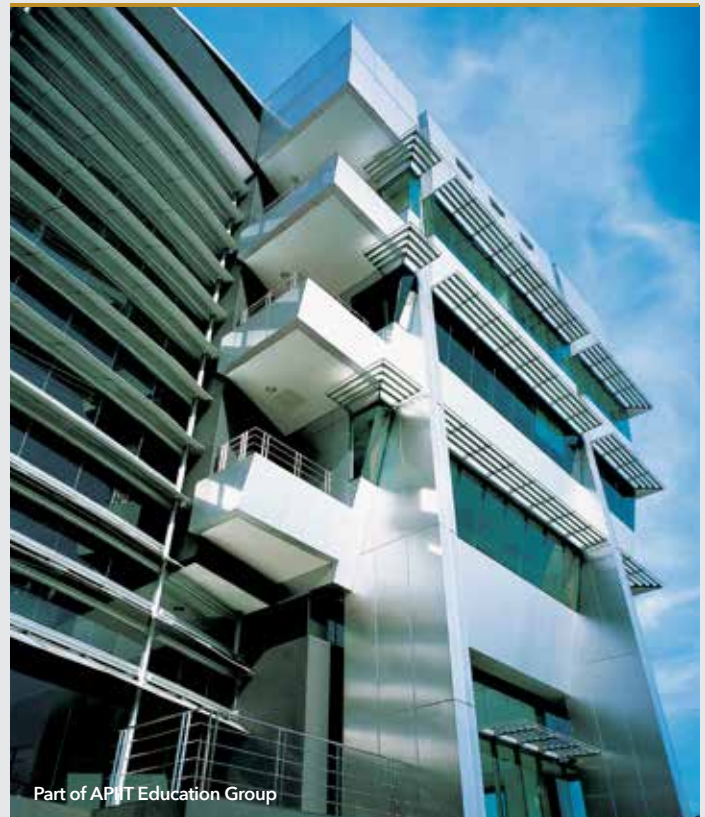
Part of APIIT Education Group

Purpose-built campus in Technology Park Malaysia

OUTSTANDING SUPPORT

Regardless of the computing 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 IT.

INDUSTRY-LEADING FACILITIES

Our centre of computing is a purpose-built facility to rival the best. With hundreds of individual workstations, specialist equip-ment and facilities, it provides a first-class working environment and is also home to our research.

Superb employability track record

WORK-READY, WORLD-READY

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

To find out more visit www.apiit.edu.my
t: 03 8996 1000 e: info@apiit.edu.my

STAFFORDSHIRE UNIVERSITY

AMONG THE FIRST INSTITUTIONS IN THE WORLD TO OFFER A COMPUTING DEGREE, DATING BACK TO 1965.

STAFFORDSHIRE UNIVERSITY (UK)

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.

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.

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).

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.

—THE— STAFFORDSHIRE GRADUATE

our graduates
MAKE THE WORLD WHAT IT IS.

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

You'll find Staffordshire graduates all around the world – in successful careers across business, commerce, industry, media, the arts and the professions.

A *promising* FUTURE

By studying a Staffordshire University award you will be able to graduate with more than the academic qualifications, skills and experience to hit the ground running in your chosen career, but with a good idea of what's expected of you in the real world.

Study on a Staffordshire University award and we'll help you to develop the skills and qualities necessary for success in the 21st Century.

By working together, we'll aim to equip you to become **'The Staffordshire Graduate'** – an individual with the knowledge, personal attributes and expertise that employers look for, and the ability to stand out in the job market.

With a thorough understanding of your chosen field, you'll be a reflective, critical learner with a truly global perspective. Work-ready and highly employable, you'll also fully understand the importance of being enterprising and entrepreneurial – essential skills whether you go into employment or start your own business.

When you graduate with a Staffordshire University award you will be in good company. Graduates from Staffordshire University have gone on to become leading names in industry, successful stage and TV actors, coroners, lawyers and computer games designers.

Employability,
Enterprise and
Entrepreneurship
are the key
skills of a
Staffordshire
Graduate.

The skills to help you succeed. Nowadays, it's more important than ever to ensure that the university you choose equips you for success in the world of work.

As a Staffordshire Graduate you will:

Have an understanding of the forefront of knowledge in your chosen field

Be work-ready and employable, and understand the importance of being enterprising and entrepreneurial

Have an understanding of global issues and of their place in a globalised economy

Be an effective communicator and presenter and be able to interact appropriately and confidently with a range of colleagues

Have developed the skills of independence of thought and, where appropriate, social interaction through teamwork

Have the ability to carry out inquiry-based learning and critical analysis

Be a problem solver and creator of opportunities

Be technologically, digitally and information literate

Be able to apply Staffordshire Graduate attributes to a range of life experiences – to facilitate life-long learning and life-long success

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

Employability
We will help you develop the talents, knowledge and personal attributes necessary to be more likely to gain employment, have the capability to be effective in the workplace and successful in your chosen career.

Enterprise
Being enterprising involves having the skills and ability to identify opportunities and even find new solutions to old problems. With enterprising skills, you will be creative in your approach and understand both risk-taking and innovation. Employers value enterprising people.

Entrepreneurship
Being entrepreneurial often involves calling on enterprising skills to create new businesses and ideas and bring them to market. Being entrepreneurial also involves thinking and behaving in a way that enables you to come up with new methods of doing things well and having the foresight to change career direction.

PORTFOLIO
DEVELOPMENT PROGRAMME
for

• INDUSTRIAL DESIGN & BRAND MANAGEMENT   • ANIMATION & VISUAL EFFECTS

What is a portfolio?

Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more.

Why do I need to submit Portfolio?

It is to measure how far you have learnt about art and design field, and it is also for the entry requirement for the BA (Hons) Product Design, BA (Hons) Transport Design, and BA (Hons) Advertising and Brand Management, BA (Hons) Animation, and BA (Hons) Visual Effect and Concept Design degree programmes.

Why do I also need to be interviewed to get into the degree programme?

Because we need to find out about your interest and potentiality related in design particular field.

I only have 'O' Level qualification and I don't have a portfolio, what should I do?

You have to take the Design Foundation Programme before enrolling into the Design Degree Programme.

What if I already have a qualification of 'A' Level, but I still don't have a portfolio?

We are offering a Portfolio Development Programme for students who require an insight to art & design field, and also needs to build their own portfolio.

How long is the duration of the short course?

The short course will be taking 6 weeks to finish.
(Please see the details)

This 8 week portfolio programme is a single module short course for students who have successfully achieved A levels but do not have the required portfolio to apply to Honours Degree courses in design related areas. This programme is specifically for students who are aiming for BA (Hons) Product Design, BA (Hons) Transport Design, BA (Hons) Advertising and Brand Management, BA (Hons) Animation, and BA (Hons) Visual Effect and Concept Design degree programmes.

MODULE NAME :
★
DRAWING DEVELOPMENT AND EXPLORATION

SYNOPSIS

In this module you will be able to explore and expand a range of art and design drawing skills that will lead to the development of a good portfolio that demonstrates the use of a range of media and processes. You will be expected to continue the work developed during taught sessions through further tasks that will enable you to build and collate various artworks from other media besides drawing, such as: photography of 3D physical model, digital artwork, sketches, research, writing, illustration, painting, material research, and more.

You will need a variety of drawing media, your tutor will advise you, but it will typically comprise:
- A range of pencils of different grades
- Eraser
- Ruler (steel rule is best for cutting)
- Color pencils
- Watercolors and brushes
- Sketchbooks - A3 size minimum
- Cutter and cutting mat
- Glue and/or double-sided tape

CONTENT OUTLINE OF THE MODULE

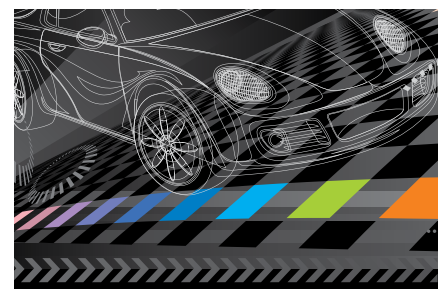| WEEK	TOPICS	CLASS PER WEEK	TOTAL HOUR PER WEEK
1	Introduction and Exploration of Drawing Skills & Sketching Techniques	2	6 Hours
2	Still Life Drawing and Perspective Drawing	2	6 Hours
3	Introduction to Digital Imaging and Creative Study	2	6 Hours
4	Human Figure Drawing and Rendering Still Life	2	6 Hours
5	Drawing Project	2	6 Hours
6	Submission and Presentation	2	6 Hours

OBJECTIVES

The objectives of this module are to:

- Prepare for working in a design environment, observing health and safety requirements and understanding responsibilities when developing creative skills

- To create awareness about the importance of a portfolio when studying and working in creative areas – from degree to employment

- To provide the fundamental art and design skills for the entry requirement of the degree programs

- To enhance your knowledge of creative practice relating to art and design and associated employment routes

- To prepare you in the management of your own creative development

DESCRIPTION OF PROJECTS

- Your work should be presented in a professional way, with supporting written material that justifies your choices and contextualizes the work – this may be in the form of annotations, short case studies, essays or reports. Your tutor will guide you regarding the requirements for each brief.

- Your work must be put arranged in a portfolio suitable for presentation at interviews

- If you are aiming for Product Design, you will be required to create a drawing project of "New Personal Communication Device".

- If you are aiming for Transport Design, you will be required to create a drawing project of "New Personal Transportation Device".

- If you are aiming for Animation, you will be required to create a storyboard of "Thinking Outside of the Box". You should imagine a matchbox and a single match next to it. Visualize how the match gets back in the box. Remember the match is a character that has a need to get back into the box for a reason.

- If you are aiming for Visual Effect and Concept Design, you will be required to create a perspective drawing project of "Environment Design". The drawing must include an environment in a traditional market with people selling and buying on the scene. Please consider the use of perspective techniques for expressing your ideas.

- If you are aiming for Advertising and Brand Management, you will be required to create a concept drawing project of "Magazine Advertisement". The drawing must include an energy drink product and all the visual concepts associated with it.
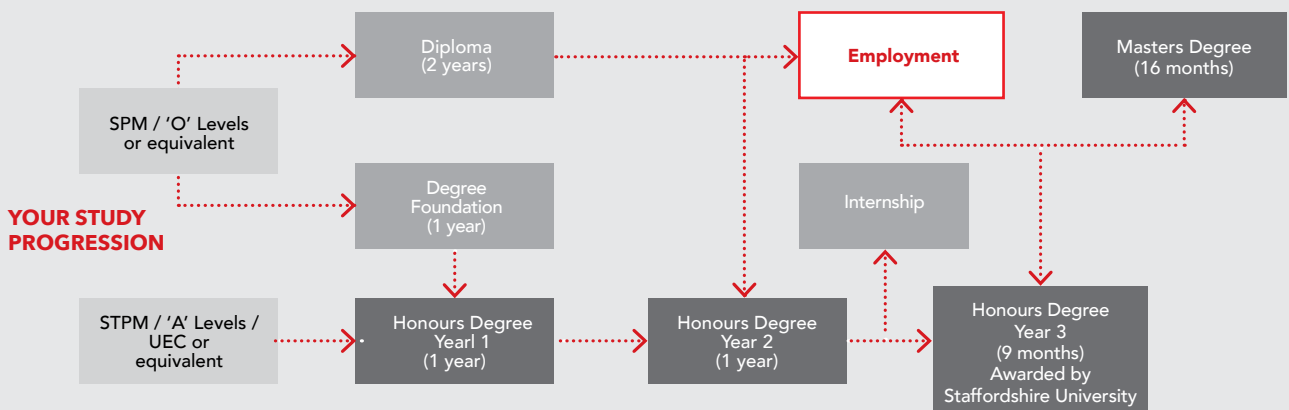

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PATHWAYS AND ADMISSION REQUIREMENTS

PATHWAYS @ APIIT

YOUR STUDY PROGRESSION

SPM / 'O' Levels or equivalent	Diploma (2 years)		Employment	Masters Degree (16 months)
	Degree Foundation (1 year)	Internship		
STPM / 'A' Levels / UEC or equivalent	Honours Degree Year1 1 (1 year)	Honours Degree Year 2 (1 year)	Honours Degree Year 3 (9 months) Awarded by Staffordshire University	

ADMISSION REQUIREMENTS

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* and a minimum of a pass in Bahasa Malaysia and Sejarah (History); or
- 5 grade C passes at 'O' Levels / GCSE*; or
- A qualification that APU accepts as equivalent to the above.
  Some Degree Programmes may require a Credit pass in Mathematics as their entry requirements.

DIPLOMA PROGRAMME

For APU Diploma in Information & Communications Technology and APU Diploma in Information & Communications Technology with a specialism in Software Engineering.

- 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.

For Diploma in International Studies, Diploma in Design & Media, Diploma in Journalism, APU Diploma in Business with Information Technology.

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

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, Industrial Design & Brand Management, Animation & Visual Effects, Creative Media Technology, International Studies & Sustainability and Journalism. The modules are:

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.

SEMESTER 1	COMMON SEMESTER 1 • English for Academic Purpose • Communication Skills	
INTEREST AREAS	BUSINESS & FINANCE	COMPUTING & TECHNOLOGY
SEMESTER 2	• Introduction to Business • Individual, State & Society • Global Business Trends • Public Speaking in English	• Introduction to Business • Individual, State & Society • Computing & IT • Public Speaking in English
SEMESTER 3	• Academic Research Skills • Principles of Accounts • Economics for Business • Perspectives in Technology • Co-Curricular	• 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	- **Business & Management** - **Accounting, Finance, Banking & Quantitative Studies** - **Media & Mass Communications**	- **Computing & Technology**
SECONDARY PATHWAYS Students may also choose the following:	- Computing & Technology - Industrial Design & Brand Management - Animation & Visual Effects - Creative Media Technology - International Studies & Sustainability - Journalism	- Business & Management - Accounting, Finance, Banking & Quantitative Studies - Media & Mass Communications - Industrial Design & 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 specialisms 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 Operations and Supply
  Chain Management

* UK 3+0 Degrees offered through APIIT
** Commencement from 2017 onwards.
  For further details, kindly refer to our Course Counselors at Student Services Office

• Personal Development & Study Methods	• IT Applications	• Mathematics	
ENGINEERING	**DESIGN**	**JOURNALISM & CREATIVE MEDIA**	**INTERNATIONAL STUDIES**
• Introduction to Business • Individual, State & Society • Engineering Mathematics • Public Speaking in English	• Imaging/Production Skills for Design • Major Project 1 • Design Theory and Practice 1 • Public Speaking in English	• Writing Skills for Journalists • Introduction to Journalism History & Practice • Global Business Trends • Public Speaking in English	• Introduction to International Relations • Individual, State & Society • Global Business Trends • Public Speaking in English
• Academic Research Skills • Mechanical Science • Engineering Science or Chemistry • Electrical and Electronic Principles • Co-Curricular	• Academic Research Skills • History of Design and Media • Major Project 2 • Design Theory and Practice 2 • Co-Curricular	• Academic Research Skills • Critical International Film Studies • Journalism and Society • English for Journalist • Co-Curricular	• Academic Research Skills • Issues in Development Studies • Economics for Business • Critical International Film Studies • Co-Curricular
- Engineering - Applied Technology	- Industrial Design & Brand Management - Animation & Visual Effects	- Journalism - Creative Media Technology	- International Studies and Sustainability
- Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Industrial Design & Brand Management - Animation & Visual Effects - Creative Media Technology - International Studies & Sustainability - Journalism	- Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Creative Media Technology - International Studies & Sustainability - Journalism	- Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Industrial Design & Brand Management - Animation & Visual Effects - International Studies & Sustainability	- Computing & Technology - Accounting, Finance, Banking & Quantitative Studies - Business & Management - Media & Mass Communications - Industrial Design & 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 Services Management
- 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

APU / APIIT DIPLOMA PROGRAMME

Our 2-year Diploma Programme is designed to prepare those with SPM, 'O' Levels or similar qualifications with academic aspect as well as the vocational aspect of various areas of studies. The programmes are designed to:
- Prepare students for careers in the respective environment
- Provide students with academic and professional skills to develop solutions requiring a holistic outlook in various areas of studies
- Provide students with critical, independent and cooperative learning skills so as to facilitate their response to continuous future international change
- Develop intellectual skills, communications ability and team working capability
- Provide students with opportunities for progression into the Degree Programmes of their choice*

* Pathways after Diploma Programme vary accordingly.

Our Diploma Programmes:

- Diploma in International Studies
- Diploma in Design & Media
- Diploma in Journalism

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

PATHWAYS AFTER DIPLOMA

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.

DIPLOMA IN DESIGN AND MEDIA

Students who undertake Route A of this programme will be eligible to progress into Year 2 of:
- BA (Hons) in advertising & commercial Film Production
- BA (Hons) in Media (Film) Production
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with specialism in Social Media

Students who undertake Route B of this programme will be eligible to progress into Year 2 of:
- BA (Hons) Animation
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with specialism in Social Media

Students who undertake Route C of this programme will be eligible to progress into Year 2 of:
- BA (Hons) Advertising and Brand Management
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with specialism in Social Media

Students who undertake Route D of this programme will be eligible to progress into Year 2 of:
- BA (Hons) VFX: Visual Effects and Concept Design
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with specialism in Social Media

Students who undertake Route E of this programme will be eligible to progress into Year 2 of:
- BA (Hons) Product Design
- BA (Hons) Transport Design
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with specialism in Social Media

DIPLOMA IN INTERNATIONAL STUDIES	Students who undertake Route A of this programme will be eligible to progress into Year 2 of: • BA (Hons) International Relations • BA (Hons) in International Business Management • BA (Hons) in Business Management • BA (Hons) in Business Management with specialism in E-Business • BA (Hons) in Human Resource Management • BA (Hons) in Marketing Management Students who undertake Route B of this programme will be eligible to progress into Year 2 of: • BSc (Hons) Environment & Sustainability
DIPLOMA IN JOURNALISM	Students who undertake this programme will be eligible to progress into Year 2 of: • BA (Hons) Journalism • BA (Hons) Broadcast Journalism • BA (Hons) Sports Journalism • BSc (Hons) in Media Informatics • BA (Hons) in Media Marketing • BA (Hons) in Media Marketing with specialism in Social Media
APU DIPLOMA IN INFORMATION & COMMUNICATIONS TECHNOLOGY	Students who undertake this programme will be eligible to progress into Year 2 of: • 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
APU DIPLOMA IN INFORMATION & COMMUNICATIONS TECHNOLOGY WITH A SPECIALISM IN SOFTWARE ENGINEERING	Students who undertake this programme will be eligible to progress into Year 2 of: • BSc (Hons) in Information Technology • BSc (Hons) in Information Technology with a specialism in: - Database Administration - Mobile Technology - Business Information Systems • BSc (Hons) in Software Engineering • BSc (Hons) in Computer Science • BSc (Hons) in Intelligent 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
APU DIPLOMA IN BUSINESS WITH INFORMATION TECHNOLOGY	Students who undertake this programme will be eligible to progress into Year 2 of: • BA (Hons) in Business Management • BA (Hons) in Business Management with a specialism in E-Business • BA (Hons) in International Business Management • BSc (Hons) in Technopreneurship • BSc (Hons) in Information Technology with a specialism in Business Information Systems • BSc (Hons) in Business Computing • BSc (Hons) in Business Computing with specialism in E-Commerce • BSc (Hons) in Business Information Technology • BSc (Hons) in Media Informatics • BA (Hons) in Media Marketing • BA (Hons) in Media Marketing with specialism in Social Media

DESIGN : THE ESSENTIAL REQUIREMENT FOR
SUCCESSFUL PRODUCTS AND PROMOTION

Design lies behind everything we buy, use and desire. Good design is attractive, useable and practical and also sells. Good designers combine aesthetics with functionality, communications with entrepreneurialism, visual communications capability with effective written and spoken communications and the ability to work and empathise with others.

Designers work on everything from household products to industrial ones, from advertisements to any visual communication, from small to massive projects, for themselves and for large corporations. Every time you buy something a designer has been involved in creating it and promoting it. What you buy may have been made in one country, but has usually been designed in UK, Europe or USA. The net flow of payments for licences and royalties of designs from manufacturing countries such as China to UK is massive. British designers are amongst the leading designers in the world and have developed their expertise in UK Universities such as Staffordshire University. Now you can experience the advantages of studying design with Staffordshire University in Malaysia. The Degrees offered by APIIT have the same curriculum as at Staffordshire University in the UK. They will develop your abilities to work on your own and in a team in initiating and creating a wide range of products and promotional activities, including advertisements for print, broadcast, and online as well as display packaging and other promotional support tools.

Many of the world's most iconic and recogniseable designs originate in the UK. Think of the UK Union Jack flag to be found on clothing and cars, the easily recogniseable MINI car, the London Underground map which has been copied by rail systems around the world and London buses.

Fashion labels and furniture, electronics and vehicles, steam irons and kettles, toasters and tools; these are all the products of a designer with a vision and the ability to turn that into something people want to buy. Many well known designers are associated with Staffordshire University and the Staffordshire area. The designer of arguably the most iconic products of our age, the iPad and iPhone, is an Englishman called Sir Jonathan Ive who went to school in Stafford and has a UK Product Design degree. Bentley Motor Cars are made near to the University and their designers are visiting lecturers to the University. The designer and originator of Dyson products, Sir James Dyson is an honorary degree holder from Staffordshire University. Dyson are world famous for products such as vacuum cleaners and the innovative range of Dyson Fans and hand dryers.

Hemmingway Design builds brands (the iconic label Red or Dead was the first and Vintage is the latest) and works for such as John Lewis, G Plan, Hush Puppies, Taylor Wimpey Homes, Crown Paints, Sky TV, Sainsbury's, McDonalds, Coca Cola, and Nissan. Vehicles are represented by Staffordshire University honorary degree holder Wing Commander Andy Green who is the current Land Speed Record holder, and the only man EVER to have travelled at supersonic speed on land.

Staffordshire is also the home of the British Tableware industry where surface pattern and shape design have long been an essential part of the production of cups, mugs, plates and many other ceramic products. Perhaps the most well known is Jasper Ware by Wedgwood, ornamental products on sale in shops and airports worldwide. One of the most successful of contemporary designs is produced by and designed by Emma Bridgwater, founder of the company of the same name, who is also a Staffordshire University honorary degree holder.

Other Staffordshire University honorary degree holders include such famous designers as Tim Smit, founder of Yanko Design, Wayne and Gerardine Hemmingway founders of Hemmingway Design and originators of the famous Red or Dead brand of clothes and shops around the world.

☆☆☆☆☆

PRODUCT & TRANSPORT DESIGN

CONCEPT
innovation
SUCCESS
DIGITAL
CAD
CREATIVE
manufacture

STAFFORDSHIRE UNIVERSITY

idea
user-experience
sketching
INSPIRATION
ERGONOMICS
TALENT
CONCEPT
EXPERTISE

STAFFORDSHIRE UNIVERSITY

APIIT
ASIA PACIFIC INSTITUTE
OF INFORMATION TECHNOLOGY

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

Key Facts

Duration:
3 years full-time

Entry Requirements:
We welcome applications from people with a wide variety of qualifications, skills and experience. Applications are individually assessed. However typically you will have:

Route 1: Entry to Year 1
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

And
- A Portfolio of Art & Design work which can include:
  - Sketch work and finished drawings
  - Photographs of models or other 3D works Art, illustration, photography etc.
  - Examples of your computer skills
  - Please bring in sketch ideas for a "new personal communication device".

Route 2: Entry to year 2
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

BA (Hons) PRODUCT DESIGN

KPT/JPS (N/214/6/0121)(PA3909)09/19

PORTFOLIO REQUIRED

At a glance

This degree will open up a whole world of career and consultancy opportunities. Graduates are working in areas including: computer, sports goods, gym equipment, watch design, automotive design and packaging. Some graduates set up their own businesses or go into marketing, model making, graphics, computer games design, design management and teaching.

This programme includes exciting and diverse projects like toys, domestic products, transport, fitness equipment and lighting. Access to excellent workshops, modelling facilities and software, will enable students to present their work to a professional standard.

Core skills are introduced through structured and practical design projects, involving idea generation, drawing and rendering, model making and computer work. Further modules include Concept Generation, Ergonomics and Usability, Materials and Manufacture and Aesthetics. The programme progresses to cover more advanced CAD projects and the role of Rapid Prototyping. When the opportunity arises students may work on collaborative projects with students and staff from Transport Design, Advertising and Brand Management and other programmes.

In Year 3, you will complete a major design project in an area of personal interest. This flexibility gives students the means to indulge in truly original thinking and be innovative. Students may also exhibit their designs to the general public and potential employers at the end of year show.

Programme outline

Topics you will experience include:

Year 1
- Core Skills I
- Core Skills II
- Course Introduction I
- Course Introduction II
- Digital Design Project
- Industrial Design: History and Context
- Industrial Design: Style & Substance
- Trends and Visual Thinking
- Introduction to Graphic Design

Year 2
- Creativity & Innovation
- Design Concepts I
- Design Concepts II
- Design Realisation I
- Design Realisation II
- Ergonomics & Design I
- Ergonomics & Design II
- Lighting Concepts
- Creative Practice
- Digital Clay

Internship

Year 3
- Design Futures for Product and Transport Design
- Design Project Context
- External Brief for Product Design
- Professional Project 1
- Professional Project 2 I
- Professional Project 2 II

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

Graduate employment

Our exciting Product Design programme will equip you with all the skills necessary to work in both consultancies and manufacturing companies, whether they be consumer product or automotive. Graduates from this Staffordshire University programme work worldwide designing everything from cars to game peripherals, gym equipment to furniture, and toys to lighting! Other graduates are working in the related fields of marketing, computer games design, model making, graphic design and teaching.

During the programme we carefully introduce you to the key attributes of entrepreneurship, enterprise and employability. This gives you a real insight into what is required in industry and gives you important networking opportunities. Alongside this, live projects and visiting lecturers further reinforce this.

In the final year, during our Design Futures project, you will improve your self promotion skills, refine your portfolio and have a mock interview with an industry recruitment consultant. This will make you interview-ready and prepare you well for the challenges ahead. Further to this we also support you after graduation, with job-seeking support. We want you to succeed, and encourage graduates to visit and use our social networking sites for peer support.

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

BA (Hons) **TRANSPORT DESIGN**

KPT/JPS (N/214/6/0115)(PA4260)07/19

PORTFOLIO REQUIRED

Key Facts

Duration:
3 years full-time

Entry Requirements:
We welcome applications from people with a wide variety of qualifications, skills and experience. Applications are individually assessed. However typically you will have:

Route 1: Entry to Year 1
- **Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or**
- **Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or**
- **Recognised Matriculation or foundation with CGPA 2.0 at SPM Level; or**
- **A qualification that APIIT accepts as equivalent to the above.**
And
- **A Portfolio of Art & Design work which can include:**
  - **Sketch work and finished drawings**
  - **Photographs of models or other 3D works Art, illustration, photography etc.**
  - **Examples of your computer skills**
  - **Please bring in sketch ideas for a "new personal transportation device".**

Route 2: Entry to year 2
- **Successful completion of the relevant APIIT Diploma, or**
- **Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects**

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Exciting opportunities exist as interior and exterior designers in automotive and transport companies, and as design consultants. Some graduates choose to launch their own business. Students learn a range of transferable skills that can be applied to land, sea and air projects.

Students work on transport and industrial design projects in a creative and friendly studio environment. They have access to excellent workshops and modelling facilities, use industry-standard software, and are expected to present their work to a professional standard.

Core skills are developed through structured and practical design projects, involving idea generation, drawing and rendering, clay modelling and relevant software. The programme works closely with visiting designers who are involved throughout. Teaching and learning techniques are varied and include individual and group design workshops, tutorials, seminars and presentations. Students have important technical and CAD input throughout the programmes from the Faculty of Arts and Creative Technologies, and complete a major design project in Year 3 in an area of personal interest. This flexibility gives the means to engage indulge in truly original and innovative thinking.

Our aims are to equip students with a broad range of specialist and transferable skills. The programme provides an opportunity to take part in work placements and to enter national design competitions. Students also exhibit their designs to the general public and potential employers at the end-of-year show.

Programme outline

Topics you will experience include:

Year 1
- Core Skills I
- Core Skills II
- Course Introduction I
- Course Introduction II
- Digital Design Project
- Industrial Design: History and Context
- Industrial Design: Style & Substance
- Trends and Visual Thinking
- Introduction to Graphic Design

Year 2
- Advanced Design Technologies (Surface)
- Automotive Modelling
- Automotive Presentation Skills
- Digital Clay
- Ergonomics & Design
- Lighting Concepts
- Transport Design Concepts
- Transport Technology
- Digital & Experiential
- Advertising & Packaging

Internship

Year 3
- Design Futures for Product and Transport Design
Design Project Context
External Brief for Product Design
Professional Project 1
Professional Project 2 I
Professional Project 2 II

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

Graduate employment

During the programme we carefully introduce you to the key attributes of entrepreneurship, enterprise and employability. This gives you a real insight into what is required in industry and gives you important networking opportunities. Alongside this, live projects and visiting lecturers further reinforce this.

In the final year, during our Design Futures project, you will improve your self promotion skills, refine your portfolio and have a mock interview with an industry recruitment consultant. This will make you interview-ready and prepare you well for the challenges ahead. Further we also support you after graduation, with job-seeking assistance. We want you to succeed, and encourage graduates to visit and use our social networking sites for peer support.

Graduates from the Staffordshire University Transport Design degree are highly sought after across the design industry. They establish careers worldwide, designing everything from cars and trucks, to motorbike bike helmets. Graduates have gone on to work for companies such as BMW or Ford. Some run their own businesses and others progress onto postgraduate study.

GARLIC

JUNIPER

BACON

PERFECT PARTNERS

FENNEL

INFLAMMATION

GLUCOSINOLATE

HEALTH FACTS

SPROUTS HAVE **NO ODOUR**

FOR EASE OF COOKING

A CUP OF COOKED BRUSSELS SPROUTS CONTAINS ABOUT 60 CALORIES

A SPROUT IS FOR LIFE NOT JUST FOR CHRISTMAS

CHOLESTEROL

THE HIGH FIBER CONTENT OF BRUSSELS SPROUTS LOWERS OUR CHOLESTEROL BY BINDING WITH THE LIVER PRODUCES FOR DIGES

INDUSTRIAL DESIGN & BRAND MANAGEMENT

VISUAL COMMUNICATION

ideas

CREATIVE THINKING

branding and packaging
360 degree approach advertising

STAFFORDSHIRE
UNIVERSITY

PROBLEM SOLVING

CREATIVE innovation
employability STUDIO PRACTICE

STAFFORDSHIRE
UNIVERSITY

A·P·I·I·T
ASIA PACIFIC INSTITUTE
OF INFORMATION TECHNOLOGY

A promising FUTURE

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

BA (Hons) ADVERTISING & BRAND MANAGEMENT

KPT/JPS (N/342/6/0107)(PA4261)06/19

PORTFOLIO REQUIRED

Key Facts

Duration:
3 years full-time

Entry Requirements:
We welcome applications from people with a wide variety of qualifications, skills and experience. Applications are individually assessed. However typically you will have:

Route 1: Entry to Year 1
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0 at SPM Level; or
- A qualification that APIIT accepts as equivalent to the above.

And
- A portfolio may include:
  - Sketchbooks.
  - Photographs of models.
  - Art work.
  - Computer skills.
  - Research.
  - Ideas books, etc., and
- Three examples of advertisements that you have found in magazines or newspapers that you like and find interesting – these will be discussed at the interview.

Route 2: Entry to year 2
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Our 360° approach to creative and strategic advertising and brand management develops professionals with a broad set of skills, developing your employability opportunities.

Our dynamic, ideas led advertising programme will equip you with the skills and understanding to develop a career in the creative industries. Whether you want to work in a creative team, be a copywriter, account planner or brand manager, you will gain vital hands-on experience that is highly attractive to future employers.

We place creative thinking and ideas at the centre of our 360° approach to advertising study via digital and traditional advertising platforms, explore social media, viral marketing and ambient advertising.

Industry placements and agency visits will add to your development. You'll learn how to create advertising campaigns by studying key areas of creative thinking, strategy and planning as well as idea generation, integrated communications, art direction and copywriting.

Programme outline

Year 1
- Client Brief Concept I
- Client Brief Concept II
- Course Introduction I
- Course Introduction II
- Informing the Masses
- Introduction to Graphics Design
- Marketing Fundamentals
- Trends and Visual Thinking
- An Introduction to Media Practices

Year 2
- Advertising and Packaging
- Brand Implementation I
- Brand Implementation II
- Digital and Experiential
- Account and Media Planning
- Professional Practice
- Copywriting and Creative Direction
- Creative Practice
- Creativity & Innovation

Internship

Year 3
- Future Thinking I
- Future Thinking II
- Major Project I
- Major Project II
- Major Project III
- Advertising and Brand Management Research Report I
- Advertising and Brand Management Research Report II
- Design Futures for ABM

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

Graduate employment

Because of our 360-degree creative and strategic approach to advertising to provide graduates of this programme with industry ready. Across all levels and modules we aim to provide our graduates with a critical awareness through inquiry-based learning, subject knowledge and skills acquisition. Throughout the three years of the degree, our students develop their understanding through reflective practice and problem solving and are increasingly encouraged and enabled to take ownership and responsibility for their own learning, both as individuals and as team members, where the ability to interact with confidence, communicate effectively and work with peers and colleagues is paramount.

Employers value the professional skills and work ethic demonstrated by our students, especially the opportunities throughout the programme for engagement with agencies in live briefs, client pitches, and internships, a cornerstone of the learning experience we offer here. Our enterprising and creative graduates are innovative thinkers who creatively seek solutions based on the experience, skills and knowledge developed in Advertising and Brand Management.

ANIMATION & VISUAL EFFECTS

COMMUNICATION **3D ANIMATION**

learn by doing

teamwork

DESIGN

CREATIVE

GAMES

MATCHMOVING

CONCEPT ART

EXCITING

STAFFORDSHIRE UNIVERSITY

compositing ROTOSCOPING

GREEN SCREEN FILM CGI

PRACTICAL

SELF-REFLECTION

DIGITAL FILM

visual effects CONCEPT ART

STAFFORDSHIRE UNIVERSITY

A·P·I·I·T
ASIA PACIFIC INSTITUTE
OF INFORMATION TECHNOLOGY

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- **Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or**
- **Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or**
- **Recognised Matriculation or foundation with CGPA 2.0; or**
- **A qualification that APIIT accepts as equivalent to the above.**
And
Portfolio
- **You will be required to create a storyboard of "Thinking Outside of the Box". You should imagine a matchbox and a single match next to it. Visualize how the match gets back in the box. The match is a character that has a need to get back into the box for a reason.**

Route 2:
Direct Entry to Year 2 Degree
- **Successful completion of the relevant APIIT Diploma, or**
- **Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects**

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

BA (Hons) ANIMATION

KPT/JPS(N/213/6/0206)(PA4259) 09/19

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

PORTFOLIO REQUIRED

At a glance

This programme aims to develop you as a creative animator. The animation route offers the opportunity to specialize in modeling, animation and composite-based applications in the creation of character film-making.

The programme focuses on the many aspects of the fundament animation process and is supported by a series of specialist lecturers, demonstrations and seminars that introduce students to professional, design, and creative process.

Year 1 provides a structure for learning the major principles of animation. You will explore a range of techniques involving 2D and CG elements. Semester 2 builds on the principles of Animation with further development.

Year 2 involves the development of characters in greater depth. This includes enhancing audio dialogue and body gesture, an introduction to action integration, and advanced lighting and camera work for greater shot composition; as well as model making as a core module with a focus on set building. You will also have the option of studying experimental animation.

In Year 3 you will be expected to produce a series of short animations which display excellent performance-based animation. Emphasis is places on professional practice in preparation for graduation and greater employment prospects through animation.

Programme outline

Topics you will experience include:

Year 1
- Animation Fundamentals I
- Animation Fundamentals II
- Animation Fundamentals III
- Animation Fundamentals IV
- Applied Timing I
- Applied Timing II
- Cinema Film Analysis
- Sculpture for Animation
- Introduction to Graphic Design

Year 2
- Animation Debates
- Audio, Sound and Score for Animation I
- Audio, Sound and Score for Animation II
- Character Animation Implementation I
- Character Animation Implementation II
- Film Shorts & Stings I
- Film Shorts & Stings II
- From Script to Screen
- Creative Practice

Internship

Year 3
- Animation Futures
- Design Project Report
- Final Major signature Projects I
- Final Major signature Projects II
- Final Major signature Projects III
- Individual Animation Project I
- Individual Animation Project II

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

During your time on the Animation programmes you are encouraged to form industry contacts through working on collaborative projects, live client-based briefs, attending and participating at film and animation festivals.

Whilst on the programme you will be encouraged to produce work that is of a standard to be screened at international events allowing for exposure to the wider animation community and potential employers. The animation programmes are well represented at annual film and animation festivals and competitions, both national and international.

Many Staffordshire University graduates in the UK have gone onto be employed by international studios, notably: Aardman Feature Animation, Mackinnon and Saunders, Cosgrove Hall Films, Chapman Entertainment Studios, Ragdoll Productions, Oktober Animation, Cinesite, Double Negative, Rushes Post-production, ITV Studios and Cubic Motion. Others have gained work experience with Granada Studios, Barry Purves and other independent studios.

A promising FUTURE

BA (Hons) VFX: VISUAL EFFECTS AND CONCEPT DESIGN

KPT/JPS(N/213/6/0208)(PA4256)09/19

PORTFOLIO REQUIRED

STAFFORDSHIRE UNIVERSITY
IN PARTNERSHIP

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

And
Portfolio
- You will be required to create a perspective drawing project of "Environment Design". The drawing must include an environment in a traditional market with people selling and buying on the scene. Please consider the use of perspective techniques for expressing your ideas.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or

- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

The VFX award is for applicants looking for a career in the film, post-production or games industries - although some graduates may move onto positions within architectural visualisation, re-touching/advertising agencies or postgraduate study. VFX is predominantly about ideas and concept generation for film or games, covering characters, vehicles, products, clothing, sets and environments - ultimately taking those ideas through to finished concept artwork or 3D models.

More than ever, the film and games industries need tangible, exciting plots/scenarios with characters, environments and props to match them. Students develop ideas sometimes as 2D artwork concepts, complemented by accurate 3D digital modelling, coupled with green screen/compositing techniques. Design methodology, concept origination, speculative design, visualisation skills, life drawing, physical sketch and facsimile modelling provide traditional design skills.

Project work is undertaken individually or as part of a team. Our staff have good (and expanding) industrial links. Where possible they call on their research or commercial work to inform and shape the curriculum, resulting in more industry-savvy graduates.

Programme outline

Topics you will experience include:

Year 1
- Digital Presentation 1 I
- Digital Presentation 1 II
- Digital Pipeline 1 I
- Digital Pipeline 1 II
- Cinema: Film Analysis
- Introduction to VFX: Visual Effects & Concept Design I
- Introduction to VFX: Visual Effects & Concept Design II
- Digital Compositing for Film
- Introduction to Graphic Design

Year 2
- Future Lifestyles I
- Future Lifestyles II
- Digital Pipeline 2 I
- Digital Pipeline 2 II
- Digital Presentation 2 I
- Digital Presentation 2 II
- Set Design I
- Set Design II
- Creativity for Sound & Moving Image I
- Creativity for Sound & Moving Image II

Internship

Year 3
- Negotiated Programme of Study Part A
- Negotiated Programme of Study Part B
- Team Production Project I
- Team Production Project II
- Design Project Report
- Advanced 3D Modelling and Animation

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

With a high degree of very transferable skills, VFX graduates are equipped to look beyond immediate employment within film or games industries, for example architectural visualisation, web media, advertising media, teaching etc.

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

BSc (Hons) DIGITAL FILM AND 3D ANIMATION TECHNOLOGY

KPT/JPS (N/213/6/0207)(PA 4104) 09/19

At a glance

This award will equip you with the skills to work in film, TV and new media. Specialising in industry-standard products, from digital film and video editing to the animation skills required to produce broadcast-standard titling and effects, you'll also gain the post-production skills that all postproduction professionals need.

This programme combines the study of digital video production and post-production in a number of different fields, including film, video, television, animation, design and digital imaging. You will learn how to use industry-standard software including Final Cut Pro Studio and the Adobe Creative Suite. All the post-production skills are backed up with the film production knowledge all editors and post-production professionals require.

Year 1 covers all the basic post-production skills including graphics and the basics of film production and editing, with options to include sound recording and CGI.

In Years 2 and 3 you will study editing, animation and High Definition video production. These skills will be combined with colour grading for Film and TV, compositing (green screen) and match moving objects in animated and video scenes. This will be united with the opportunity to study other film related subjects, cinematography, audio production, mixing and design and music video production. The combination of the skills acquired give graduates the edge in the film, television and media industry.

Programme outline

Topics you will experience include:

Year 1
- Digital Animation for VFX I
- Digital Animation for VFX II
- Digital Compositing 1 I
- Digital Compositing 1 II
- Character Concept Design I
- Character Concept Design II
- Introduction to CGI I
- Introduction to CGI II

Year 2
- 3D Modelling for VFX I
- 3D Modelling for VFX II
- Digital Compositing 2 I
- Digital Compositing 2 II
- Junior VFX Team Project (Digital Film) I
- Junior VFX Team Project (Digital Film) II
- Character Concept Design I
- Character Concept Design II
- Documentary Production Technology I
- Documentary Production Technology II

Internship

Year 3
- FX Portfolio Project I
- FX Portfolio Project II
- FX Research Project I
- FX Research Project II
- Rigging for Games and VFX
- Scripting Concepts for VFX
- Senior Team VFX Project I
- Senior Team VFX Project II

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

The BSc (Hons) in Digital Film and 3D Animation Technology aims to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work.

Digital Film and 3D Animation Technology, along with the related industries, is a rapidly evolving sector, with the development of high definition, digital distribution, multi-platform streaming, 3D TV and solid state recording. These emerging technologies continue to produce creative and commercial opportunities in an industry that requires technological skills and knowledge and individuals who are able to embrace, reflect and practice technologies. Career prospects includes visualizers, technical directors, 3D animators, matte painters, and concept designers for the games, TV and film industries.

BSc (Hons) CGI AND DIGITAL EFFECTS

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

KPT/JPS(N/213/6/0196)(PA4086)08/19

Key Facts

School:
Animation and Visual Effects

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

This award is highly practical and industry based in the practice and learning of visual effects.

We teach you the core skills of VFX required by the industry and Skillset. Employability and work experience is at the heart of our delivery and we have excellent industry connections with companies to help you gain that vital work experience during your programme. Our programme is a pyramid of learning where production and post production skills will be developed and refined year-by-year, enhancing your eye for detail and accuracy using HD equipment and industrial software and hardware.

In Year 1 you study digital compositing (image manipulation, colour matching, rotoscoping, tracking) using Adobe Photoshop and After Effects. You learn digital and traditional animation of characters to gently introduce you to making 3D come to life.

3D modelling, lighting and rendering is taught using Maya and you then have an option where you could study digital photography for VFX, digital matte painting or study digital film module.

Year 2 builds upon Year 1, taking your computer graphic skills to a higher level and introduces Nuke compositing, photorealistic CG, matchmoving and more advanced 3D. You also become part of a student VFX house where you learn to work just like you would in the industry and create VFX and CG projects artefacts to build your work based portfolio preparing you for an optional placement year.

In Year three you study VFX scripting, advanced compositing, work on team VFX projects and undertake a large individual research based project which will positively contribute towards creating a strong portfolio and CV. You will study advanced concepts of digital pipelines, colour management and use digital cinema 2K and 4K RAW ultra HD content in production of creative, cutting edge visual effects shorts.

Programme outline

Topics you will experience include:

Year 1
- Year 1
- Digital Animation for VFX I
- Digital Animation for VFX II
- Digital Compositing 1 I
- Digital Compositing 1 II
- Digital Photography for VFX I
- Digital Photography for VFX II
- Introduction to CGI I
- Introduction to CGI II

Year 2
- 3D Modelling for VFX I
- 3D Modelling for VFX II
- Digital Compositing 2 I
- Digital Compositing 2 II
- Junior VFX Team Project (CGI) I
- Junior VFX Team Project (CGI) II
- Lighting and Rendering for CG I
- Lighting and Rendering for CG II
- Documentary Production Technology I
- Documentary Production Technology II

Internship

Year 3
- FX Portfolio Project I
- FX Portfolio Project II
- FX Research Project I
- FX Research Project II
- Rigging for Games and VFX
- Scripting Concepts for VFX
- Senior Team VFX Project (CGI) I
- Senior Team VFX Project (CGI) II

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

The BSc (Hons) in CGI and Digital effects aims to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work.

The distinction of this CGI and Digital effects award is the unique mixture of technical and creative skills to develop visual effects (VFX) artists and artifacts. Leading to jobs as compositors, roto and paint artists, technical directors, 3D animators, matte painters, VFX producers and concept designers for the games, TV and film industries.

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 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 APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

BSc (Hons) BUSINESS INFORMATION TECHNOLOGY

KPT/JPS(R/481/6/0498)(A10570)06/19

At a glance

In today's competitive business world, IT plays a major role in exploiting commercial potential. Your graduate destination from this programme is likely to be at a management level within an IT department, developing IT systems and servicing the needs of a number of business departments. You may take up a career in IT system development, IT systems analysis and design or IT network management.

During the first year you will be introduced to business and computing concepts, tools and techniques, Year 2 covers the development of IT systems for business, analysis, design and development of web based solutions, networks and professional issues in computing.

In the final year, you will concentrate on the strategic role of IT, including critical problems in using IT and the use of IT for innovation and entrepreneurship. You will also undertake a major project that will allow you to simulate the application of IT in a business situation.

Programme outline

Topics you will experience include:

Year 1
- Business Information Systems & Organisations
- Business Systems Analysis Design & Construction I
- Business Systems Analysis Design & Construction II
- Fundamentals of Computer Hardware and Software
- Learning for Success
- Publishing for the WWW
- Quantitative Tools for Computing
- Software Development

Year 2
- Applied Research Methods & Professional Development
- Developing Server Applications
- Electronic Commerce
- Information Systems Organisations and Management
- Marketing Principles
- Networked Computer Systems
- Object-Oriented Methods
- Relational Database Systems Development

Internship

Year 3
- Applied Communications Technology
- Applied Information Technology Project: Project Management and Communication
- Applied Information Technology Project: Research, Development and Artefact I
- Applied Information Technology Project: Research, Development and Artefact II
- Developing E-Commerce Applications with XML
- Group/Residential Case Study
- Information Systems Strategy
- Interactive and E-Marketing

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will be well suited to one of the many careers that use IT in business at a management level. 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. Graduate may take up a career in IT system development, IT systems analysis and design or IT network management.

BSc (Hons) **BUSINESS COMPUTING**

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

KPT/JPS(R/482/6/0066)(A10571)06/19

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 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 APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Putting together your business and computing knowledge, will allow you to use computers to meet the needs of business in a variety of work situations.

The first year of Business Computing introduces you to business and computing concepts, tools and techniques. Year 2 covers the development of user-centred systems including legal issues, marketing, networking, databases and the web and human computer interaction and usability.

In the final year, you will concentrate on the strategic role of information in business including critical problems in using IT and the use of IT for innovation and entrepreneurship. You will also undertake a major project that allows you to simulate the application of IT in a business situation.

Programme outline

Topics you will experience include:

Year 1
- Business Information Systems & Organisations
- Business Systems Analysis Design & Construction I
- Business Systems Analysis Design & Construction II
- Fundamentals of Computer Hardware and Software
- Learning for Success
- Publishing for the WWW
- Quantitative Tools for Computing
- Software Development

Year 2
- Applied Research Methods & Professional Development
- Developing Server Applications
- Information Systems Organisations and Management
- Managing People and Performance
- Networked Computer Systems
- Object-Oriented Methods
- Questionnaire and Data Analysis
- Relational Database Systems Development

Internship

Year 3
- Applied Information Technology Project: Project Management and Communication
- Applied Information Technology Project: Research, Development and Artefact I
- Applied Information Technology Project: Research, Development and Artefact II
- Business to Business Marketing
- Design of Corporate Communication Systems
- Group/Residential Case Study
- Information Systems Strategy
- Perspectives in Systems Analysis and Design

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will find employment in any of the all areas of business, where computing skills are used. Graduate destination is likely to be within a business area (such as finance, marketing or human resources) perhaps as a 'power user' (a computer literate business person who has the ability to get the best out of today's computer-based business system) or within a management services department as a business analyst.

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

BSc (Hons) **BUSINESS COMPUTING WITH A SPECIALISM IN E-COMMERCE**

KPT/JPS(R/482/6/0066)(A10571)06/19

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 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 APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

In this programme, you will put together your business and computing knowledge to meet the needs of business in a variety of work situations especially in the area of E-Commerce.

The first year of Business Computing with a Specialism in E-Commerce introduces you to business and computing concepts, tools and techniques. Year 2 covers the development of user-centred systems including legal issues, e-marketing, networking and electronic commerce.

In the final year, you will concentrate on developing E-Commerce applications, strategic role of information in business and to produce E-Commerce solutions.

Programme outline

Topics you will experience include:

Year 1
- Business Information Systems & Organisations
- Business Systems Analysis Design & Construction I
- Business Systems Analysis Design & Construction II
- Fundamentals of Computer Hardware and Software
- Learning for Success
- Publishing for the WWW
- Quantitative Tools for Computing
- Software Development

Year 2
- Applied Research Methods & Professional Development
- Developing Server Applications
- Information Systems Organisations and Management
- Electronic Commerce
- Networked Computer Systems
- Object-Oriented Methods
- Interactive and E-Marketing
- Relational Database Systems Development

Internship

Year 3
- Applied Information Technology Project: Project Management and Communication
- Applied Information Technology Project: Research, Development and Artefact I
- Applied Information Technology Project: Research, Development and Artefact II
- Developing E-Commerce Applications with XML
- E-Tourism
- Group/Residential Case Study
- Information Systems Strategy
- Perspectives in Systems Analysis and Design

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfil credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will find employment in any of the main areas of business, where you will be able to use your computing skills particularly in the E Commerce area. Your graduate destination is likely to be within a business area (such as finance, marketing or human resources) perhaps as a "power E Commerce user' (a computer literate business person who has the ability to get the best out of today's E Commerce scene) or within a management services department as a E Commerce business analyst.

BSc (Hons) **CYBER SECURITY**

KPT/JPS (N/481/6/0449)(PA3831)07/19

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 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 APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Cyber Security is an important and growing area of work for computing professionals. Any organisation that has a computer network or uses the Internet has a potential security risk and will need people with specialised skills to help protect their systems and data. You may also find yourself working for a specialist consultancy firm that provides such a service to smaller organisations.

Computer systems store, process and communicate a wide variety of data. Much of this data is private and improper access to it can result in significant costs to an organisation or the person that owns the data. Securing computer systems against malicious attack or even against inadvertent damage is vital to any computer system. This programme gives you the knowledge and skills to enable you to prevent attacks and inadvertent damage to computer systems.

The first year provides a general grounding in computing skills and introduces you to the fundamental aspects of computer security. You will gain technical skills in both computer networks and computer systems that you will build on in later years. In the following years, you will develop technical skills in network security, and hacking attacks and defences as well as in biometrics and biometric based security systems. In the final year, cryptography and malicious software are covered in some detail.

Practical work in the specialist modules and the final year project will involve the development of appropriate security software. As part of studying network security you will cover the CISCO networking syllabus for Cisco Certified Network Associate (CCNA) Routing and Switching and then the follow on CCNA Security syllabus. You will have an opportunity to take the industry-standard EC-Council Ethical Hacker Certification.

We have placement students in a variety of organisations, including Cyber Security and Digital Forensic businesses.

Programme outline

Topics you will experience include:

Year 1
- Algorithms & Data Structures in C
- Hardware & Software Systems & Graphics
- Introduction to Forensic Tools & Techniques
- Introduction to Networking with LANs & WANs
- Introduction to Security Technologies
- Introduction to Software Development
- Mathematics & Statistics for Computing
- Systems and Database Analysis

Year 2
- Computer Systems Low Level Techniques
- Information Systems Organisations and Management
- Ethical Hacking
- Biometrics 1
- LAN Switching and WAN Networks
- Professional & Enterprise Development
- Router Security Technologies
- System Programming and Computer Control

Internship

Year 3
- Computer Systems Security
- Malicious Software and Security Programming
- Image Processing
- Group Case Study
- Biometrics 2
- Project: Artefact Realisation, Testing & Evaluation
- Project: Planning, Management, Communication & Appraisal
- Project: Research, Analysis & Artefact Design

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will find employment across a wide range of careers destinations including government agencies, local authorities, banking industries, anti-virus companies, consultancies, specialist sectors of the cyber security industry such as virus analysis, anti-malware analysis, risk analysis, security IT auditing, malicious program detection development, vulnerability research, network security engineering and penetration testing or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.

BSc (Hons) **FORENSIC COMPUTING**

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

KPT/JPS (/481/6/0480)(PA3832)06/19

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 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 APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

As computers are an intrinsic part of normal life, they are also important as a tool in criminal activity. Hence, they can provide a vital source of evidence. This award provides a solid grounding in the skills you need to follow a career in forensic investigation of computer systems and related areas of security. The same skills that enable you to track down evidence also equip you with the abilities necessary to help organisations and individuals recover data/information that may have been lost or corrupted as a result of accidental or malicious activity. You can not only detect criminal activity but also help to save people from the consequences of such activity.

The first year provides a general grounding in fundamental computing skills and introduces you to the use of standard software tools. In the following years, you will deepen your knowledge and skills required for the investigation, evidence gathering and forensic analysis of that evidence from computer systems (including mobile devices), as well as understanding the legal context and the role of expert witness testimony.

Related areas of computer security are studied to provide a fuller context to your forensic computing studies. You will also extend your underpinning knowledge of computer networks and the hardware and system software of computer systems.

Programme outline

Topics you will experience include:

Year 1
- Algorithms & Data Structures in C
- Hardware & Software Systems & Graphics
- Introduction to Forensic Tools & Techniques
- Introduction to Networking with LANs & WANs
- Introduction to Security Technologies
- Introduction to Software Development
- Mathematics & Statistics for Computing
- Systems and Database Analysis

Year 2
- Networked Computer System
- Computer Systems Low Level Techniques
- Cybercrime Forensic Analysis
- Ethical Hacking
- Forensic Data Recovery
- Hardware & Software Systems & Networks
- LAN Switching and WAN Networks
- Professional & Enterprise Development

Internship

Year 3
- Expert Witness Testimony and the Legal System
- Computer Systems Security
- Group Case Study
- Forensic Data Gathering, Reconstruction and Analysis
- Legal & Evidentiary Aspects of Forensic Computing
- Project: Artefact Realisation, Testing & Evaluation
- Project: Planning, Management, Communication & Appraisal
- Project: Research, Analysis & Artefact Design

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will find employment across a wide range of careers destinations including government agencies, local authorities – police department, court & legal firm, banking industries, consultancies, specialist sectors of the digital forensics industry such as cybercrime investigation, IT security consultation, IT security reporting analysis, reverse engineering, mobile security analysis and digital forensics investigation or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

BA (Hons) JOURNALISM

KPT/JPS (N/481/6/0449)(PA4321)09/19

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 7.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Graduates completing this work in a wide range of journalism and media related industries. Many become news, sport and other specialist reporters, or sub editors and designers on newspapers, magazines and websites at regional and national level. Others work in PR, communications and copywriting, or work as agency or freelance journalists.

The course also develops vital transferable communication and social skills, intellectual flexibility and personal initiative. The programme is built on the foundation of practical skills, ethical awareness, and the enthusiasm and passion demanded in an exciting and competitive industry.

The focus is on combining the theory and practice within a lively and engaging atmosphere that replicates the real world of journalism. You will learn about the history of the press along with key areas of media law and Government. Your practical skills are developed by being sent out to report on the news and you will learn editing and production techniques required across all the platforms of print, online and broadcast.

Shorthand is taught along with news and feature writing, providing you with the perfect platform to develop specialisms such as magazine writing and sports writing.

The emphasis is on independent study, developing a professional portfolio, and pursuing career prospects through continual assessment and dedicated supervision.

Programme outline

Topics you will experience include:

Year 1
- The Press
- Thinking Journalism
- Essential Law for Public Affairs for Journalists I
- Essential Law for Public Affairs for Journalists II
- Report & Writing I
- Report & Writing II
- Journalism in Practice 1 I
- Journalism in Practice 1 II

Year 2
- Behind The Headlines: Journalism Studies
- Journalism in Practice 2 I
- Journalism in Practice 2 II
- Law for Journalists 2
- Production Journalism I
- Production Journalism II
- Reporting Courts and Councils I
- Reporting Courts and Councils II

Internship

Year 3
- Journalism Project I
- Journalism Project II
- Understanding Photojournalism
- Reporting Live I
- Reporting Live II
- Reporting Live III
- Work Placement + Career Development I
- Work Placement + Career Development II

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will have a flexible balance of communication skills, practical, intellectual and personal, to enable further study/training and entry to a wide range of employment in journalism allied trades such as PR, marketing and other careers in which communication is a prized key asset.

Many students graduate to secure work with local, national and international newspapers, magazines and websites and in PR. Some also progress to postgraduate courses. The skills learnt are also invaluable in the general jobs market. Communication, intellectual flexibility and personal initiative are keys to a wide range of careers. They can become a newscaster, reporter, production assistant and others.

A promising FUTURE

BA (Hons) BROADCAST JOURNALISM

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 7.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

This is a highly vocational degree graduates go into employment within the broadcast industries or continue their studies at postgraduate level. Some work in web-journalism, where writing and broadcasting skills are highly valued.

Students are taught how to write news and work as presenters and reporters on TV and radio. They learn how to find stories, report, interview, use a TV camera and radio equipment and how to produce and direct in a studio. Students cover local, national and international events, sports news and even celebrity gossip.

There are modules on Government, Politics and Journalistic Ethics, and a strong emphasis on the law relating to broadcast journalism.

Assessment is by essay, exam and practical broadcast work. There is continuous assessment on multimedia news days from year one. In the final year, students produce a documentary feature. The course includes a placement, which usually takes place in a newsroom. Students who successfully complete this award are fully trained to work in TV, radio or online news.

Programme outline

Topics you will experience include:

Year 1
- Broadcast Journalism News Day I
- Broadcast Journalism News Day II
- Journalism in Practice 1 I
- Journalism in Practice 1 II
- Law and Regulation I
- Law and Regulation II
- Shorthand
- Thinking Journalism

Year 2
- Broadcast Journalism News Day I
- Broadcast Journalism News Day II
- Entrepreneurial Web-based Journalism I
- Entrepreneurial Web-based Journalism II
- Law for Journalists 2
- Politics and Broadcast Journalism I
- Politics and Broadcast Journalism II
- Understanding Photojournalism

Internship

Year 3
- Broadcast Journalism Final Project I
- Broadcast Journalism Final Project II
- Broadcast Journalism News Day I
- Broadcast Journalism News Day II
- Broadcast Law and Ethics
- Work Placement and Career Development I
- Work Placement and Career Development II

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

The BA (Hons) Broadcast Journalism includes an array of careers for on-camera talent and off-camera production personnel, which means job duties vary greatly depending on one's chosen career path. Careers in broadcast journalism require teamwork, with each employee contributing to the success of a newscast. General duties may include gathering news leads and researching stories, shooting and editing video and audio files, setting the run-down for a newscast and maintaining contacts with local government, law enforcement and community organizations. They can become a newscaster, reporter, station manager, production assistant and others specifically in the broadcast area.

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

BA (Hons) SPORTS JOURNALISM

KPT/JPS(N/321/6/0133)(PA4322)09/19

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 7.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

The development of communication skills, intellectual flexibility and personal initiative make the course relevant to a wide range of other media related industries.

The BA(Hons) in Sports Journalism is a market leader in this subject.

Students are introduced to the practical skills of journalism, including the reporting of sports events using print, online, radio and TV. A background to Sports Policy and an introduction to the Sociology of Sport are also taught along with Media Law and Shorthand.

This award has been designed to improve sports news, feature writing and broadcasting skills. Students also receive essential technical training in editing and production techniques in preparation for work placement in a sports journalism environment.

All students are encouraged to participate in as much industry-related work experience as possible. The course incorporates a three-week assessed work placement and this is often where students make useful contacts that lead to future employment.

Programme outline

Topics you will experience include:

Year 1
- Essential Journalism I
- Essential Journalism II
- Introduction to Sport Managements and UK Sport Policy I
- Introduction to Sport Managements and UK Sport Policy II
- Sports Journalism In Practice I
- Sports Journalism In Practice II
- Sports Reporting
- Thinking Journalism

Year 2
- Web-based Journalism
- Sports Production Journalism I
- Sports Production Journalism II
- Professional Sports Writing I
- Professional Sports Writing II
- Sports Broadcasting I
- Sports Broadcasting II
- Understanding Photojournalism

Internship

Year 3
- Journalism Project I
- Journalism Project II
- Sport, The Individual and the Law I
- Sport, The Individual and the Law II
- Work Placement and Career Development I
- Work Placement and Career Development II
- Reporting Sport Live I
- Reporting Sport Live II

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

The award has a nationwide reputation as being the most effective in the UK in providing a pathway to professional employment. Industry contacts of the award's lecturers have proved invaluable in forging links between the contrasting worlds of higher education and professional sports journalism. Some of the jobs for sports journalist are sports writers, sports editors, sports announcers, online writers/editors, sports information specialists, media representative for sports teams and others.

BA (Hons) INTERNATIONAL RELATIONS

KPT/JPS (N/313/6/0013)(PA4058)09/19

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

The BA (Hons) in International Relations aims to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work. This is achieved through a number of measures:

- In order to capitalize on the knowledge and understanding that the degree aims to develop, effective communication and an ability to work in teams and with diverse stakeholders, are seen as essential attributes of our graduates. The development of communication, presentation and team working skills lie at the heart of the degree and are nurtured from first principles to a high level of proficiency in many of the thematic modules and, especially, through tutorial programmes.

- Employers also value independence of thought and a creative ability to find solutions. The degree enables students to take ownership of their learning – whether individually or in groups – and encourages independence of thought and problem-solving across a spectrum of activities: in the conduct of a research dissertation; in critical reading and writing in thematic modules; or in tutorial discussions and presentations.

In addition the degree explores issues of sustainability and the environment. Atmospheric and many other pollutions are inevitably global issues as they know no boundaries and are included here because sustainability and the environment are increasingly important global issues, including the international competition for scarce resources such as oil and water.

Programme outline

Topics you will experience include:

Year 1
- Cinema Film Analysis
- Issues in World Politics
- Making History: Debating the Past
- Making History: Local & Global Perspectives
- Modern Political Ideas
- Philosophy, Life and Existence
- Sustainable Lifestyles & Communities
- War, Peace & Cooperation

Year 2
- Environmental Policy, Legislation & Regulation
- Concepts in International Relations
- Dissertation: Preparation Plan
- Money, Trade and Development
- Development of the Global System
- International Security
- Broadcast Journalism and Government
- South Asian History, Politics and Culture

Internship

Year 3
- Sustainability, Planning & Environmental Policy
- Dissertation in International Relations I
- Dissertation in International Relations II
- Governance & Global Policy
- Conflict and Journalism
- Government, Intelligence Agencies and the 21st Century World
- International Communications
- Transnational Organised Crime

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

The award equips students with practical and academic skills attractive to employers. These include independent judgement, self-reflection and critical debate. Students may choose to use the specialist knowledge acquired, to work in one of the many international institutions, national foreign or defence ministries or internationally oriented organisations of many sorts. Graduates will find employment across a wide range of careers destinations including the education sector, government agencies, local authorities, political consultancies, or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.

BSc (Hons) ENVIRONMENT AND SUSTAINABILITY

STAFFORDSHIRE UNIVERSITY

IN PARTNERSHIP

KPT/JPS (N/422/6/0007)(PA4060)09/19

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programmes will be via one of the following routes:

Route 1:
Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

The crisis in our environment and the quest to secure sustainable futures are now global concerns of major importance. This award aims to develop students' understanding of the intricate relationships between environment and sustainability whilst also providing students with the opportunity to develop in-depth appreciation of particular environmental problems and their potential solutions. By dealing with issues that directly affect the way that we live, the award will appeal to students with a range of interests in environment and sustainability and who aspire to work in environmental management.

What you do

Year 1 introduces students to a range of environmental issues and the processes that shape natural and non-natural environments. Students also acquire an essential grounding in a range of investigative and analytical skills that relate to environmental investigation and monitoring, using both field- and laboratory-based techniques. In Years 2 and 3, students may study topics that develop specialist knowledge of areas such as environmental policy, pollution control, environmental management systems, geographic information systems and climate change management. Internship opportunities provide further scope to develop essential knowledge and key skills in a working environment.

Throughout the degree you will be developing key skills to both enable you to perform well in your degree and to prepare you for your future career. We have devised a carefully structured programme of skills development covering essay and report writing, use of information technology, oral presentations, working in groups, project and time management and critical reading and analysis. These are many of the skills which employers really value and which our own graduates emphasise have been important to them in their later careers.

Programme outline

Topics you will experience include:

Year 1
- Environmental Issues & Case Studies I
- Environmental Issues & Case Studies II
- Geography & Environment Tutorials
- Investigating Geography & Environment I
- Investigating Geography & Environment II
- Sustainable Lifestyles & Communities
- The Dynamic Earth I
- The Dynamic Earth II

Year 2
- Environmental Management Systems
- Environmental Policy, Legislation & Regulation
- Geography & Environment in Practice I
- Geography & Environment in Practice II
- Resources and Risks: Challenges to Sustainability I
- Resources and Risks: Challenges to Sustainability II
- Tools for Evaluating Environmental Performance & Sustainability
- Geography & Environment Field Course

Internship

Year 3
- Geography and Environment in the Workplace Project I
- Geography and Environment in the Workplace Project II
- Geographic Information Systems
- Advanced Geography and Environment Fieldwork I
- Advanced Geography and Environment Fieldwork II
- Planning for Climate Change
- Professional Practice & Careers for Geography & Environment Graduates
- Sustainability Planning & Environmental Policy

In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.

Graduate employment

Graduates will find employment across a wide range of careers destinations including the education sector, government agencies, local authorities, environmental consultancies, specialist sectors of the environment industry, such as water management, or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.

WORLD-CLASS
FACILITIES ✩✩✩✩✩✩✩✩✩✩✩

APIIT EDUCATION GROUP
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.

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

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

**International Asia Pacific ICT Awards
(APICTA)**
2012 - Merit Award for 'Best of Tertiary Student Project'
2011 - Merit Award for 'Best of Tertiary Student Project'
2010 - Merit Award for 'Best of Tertiary Student Project'
2004 - Merit Award for 'Best of Education & Training'
2004 - Merit Award for 'Best of Applications & Infrastructure Tools'

UTP-HAX National Hacking Competition 2014
2014 - 1st Runner-up
2014 - 4th Place
2014 - 1st Runner-up

International Energy Innovation Competition (EIC) Singapore
2015 - 1st Runner-up
2015 - 4th Place

**International Invention, Innovation & Technology Exhibition
(ITEX)**
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

1World Culture Festival
2015 - Champion of Nusantara Singing Category
2015 - 1st Runner Up of Nusantara Singing Category
2015 - Best Performance Award of Nusantara Singing Category
2015 - 2nd Runner Up of International Singing Category

Big App Challenge 1.0
2014 - 1st Runner-up

**International Conference On Information,
System And Convergence Applications (ICISCA)**
2015 - 1 Gold Award
2015 - 1 Bronze Award

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

**Malaysian Greentech Awards 2012
(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
(Won by APU Student)**
2009 - Winner for Global Innovation Tournament Global Challenge

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

**Pikom - Computimes ICT Awards 2004
(Association of Computer Industry in Malaysia)**
2005 - Product of the Year Award for 'URL Checker'
2004 - Product of the Year Award for 'Screenshield Suite'

**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 Awards
(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

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'

CIMA Global Business Challenge Malaysia
2014 - 1st Runner-up

CME Global Trading Challenge
2014 - 4th Place

Materials Lecture Competition (MLC)
2014 - Second Prize

**Schneider Electric's 'Go Green In The City' Competition -
Malaysia**
2015 - 1st Runner-up
2014 - 1st Runner-up

Pathfinder Robot Competition
2015 - 1st Runner-up
2015 - Creativity Award

Malaysian/Milo Open Karate Championship
2015 - Merit Award

**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

Malaysia Cybersecurity Awards (Cybersecurity Malaysia)
2013 - Award for 'Information Security 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'

1Malaysia Innovation Tournament (1MIT) 2010
2010 - Winner for 'Best Animated Award'
2010 - Winner for 'Most Scariest Video Award'

Hack In The Box (HITB) International Competition 2010
2010 - 2nd Prize for 'Weapon of Mass Destruction'

**Malaysia Frost & Sullivan Technology Innovation Award 2010
(Won By APU Graduates)**
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 2009 Awards - Won by APU Graduates
(International Invention, Innovation & Technology Exhibition)**
2009 - Gold Award for 'Best Invention - SmartSurface'
2009 - Special Award for Corporate Invention

**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 Bug Hunt
2014 - First Prize
2014 - Second Prize
2014 - Third Prize

**E-Genting Programming Competition
(R&D Division, EGenting)**
2014 - Merit Award for 'Software Program Design and Development'
2014 - Merit Award for 'Software Program Design and Development'
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
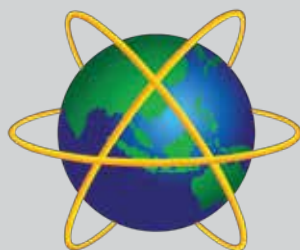2002 - Silver Award for 'Business Edutainment Access Medium'
         Business Plan

**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

**Dare To Be Digital Programming Competition
(British Council / University of Abertay, Dundee)**
2003 - 1st Prize Award for a Multiplayer Online Game
2003 - 3rd Prize Award for a Role Playing Strategy Game

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ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

A·P·I·I·T

ASIA PACIFIC INSTITUTE
OF INFORMATION TECHNOLOGY

APIIT EDUCATION GROUP

092015

All information is correct at the time of publication but may be subject to change in the interests of continuing improvement