BUSINESS, MANAGEMENT, MARKETING,
DIGITAL MARKETING & TOURISM

A · P · U

ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

I am a leader

BUSINESS, MANAGEMENT, MARKETING,
DIGITAL MARKETING, TOURISM

AACSB Business Education Alliance Member

CMI HE PARTNER

Digital Marketing Institute™ Approved Partner

INNOVATIVE THINKING CAN CHANGE YOUR WORLD

5 STAR EXCELLENT RATING SETARA

Premier Digital Tech Institution™

QS WORLD UNIVERSITY RANKINGS Asia 2022

QS 1st Malaysian University 5-Stars Plus

APU EMERGES AS THE FIRST QS 5-STARS PLUS UNIVERSITY IN MALAYSIA

1st Malaysian University 5-Stars Plus

APU is the First Malaysian University to achieve an overall rating of Five Stars Plus in the latest QS Stars Rating awards that were presented at the QS Apple Conference on 1st Nov 2021. Five Stars Plus institution must achieve five stars across all categories in addition to achieving minimum highest benchmark score by QS STARS. APU is amongst 19 universities worldwide to achieve this honour.

RANKED TOP 3 FOR INTERNATIONAL STUDENTS (QS WORLD UNIVERSITY RANKING ASIA 2022)

QS WORLD UNIVERSITY RANKINGS Asia 2022

APU is Ranked Top 3 for International Students, Top 5 for Inbound Exchange, and is amongst the Top 30 Universities for International Faculty. APU is also Ranked amongst the Top 270 Universities in Asia.

APU AWARDED 5-STAR RATING FOR ONLINE LEARNING

Online Learning

APU awarded 5-Star Rating for Online Learning in the latest QS Stars Rating System – the highest possible rating in this category. It demonstrates APU's continued focus in providing interactive, student-centred, and flexible digital learning using innovative technologies that enable its students to learn seamlessly and meaningfully - anytime, anywhere.

APU'S LIST OF FIRSTS:

1st Local Institute awarded Multimedia Super Corridor Status
1st Institute awarded the MSC Research & Development Grant
1st Institute awarded MS ISO 9002 Quality Certification
1st Institute appointed Novell Education Academic Partner
1st Institute appointed Authorised Sun Education Centre
1st Institute appointed Microsoft Training Partner
1st Institute listed in Enterprise 50 Award Programme
1st Institute appointed University Alliance Partner by SAP
1st XR Studio - Mixed & Extended Reality Infrastructure in Asia
1st Integrated Cybersecurity Talent Zone in Malaysia

QS defines rating as “The system evaluates universities across a wide range of important performance indicators as set against pre- established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution”.

"The QS Stars university rating system audits and rates over 600 universities globally in a broader range of criteria than any world ranking exercise. Comprehensive audits are also independently carried out as part of the rating exercise. QS Stars™ shines a light on both the excellence and the diversity of the rated institution. Congratulations to Asia Pacific University (APU) for being the first-ever QS 5-Stars Plus rated institution in Malaysia and being 1 amongst 19 in the world."

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit

OUTSTANDING

Rated for Excellence

Asia Pacific University of Technology & Innovation

The QS Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS Stars™ methodology, rated Asia Pacific University of Technology & Innovation as a Five Stars Plus institution.

Teaching	Internationalisation	Facilities	Social Responsibility
Employability	Academic Development	Accounting & Finance	Inclusiveness
Online Learning			

QS STARS

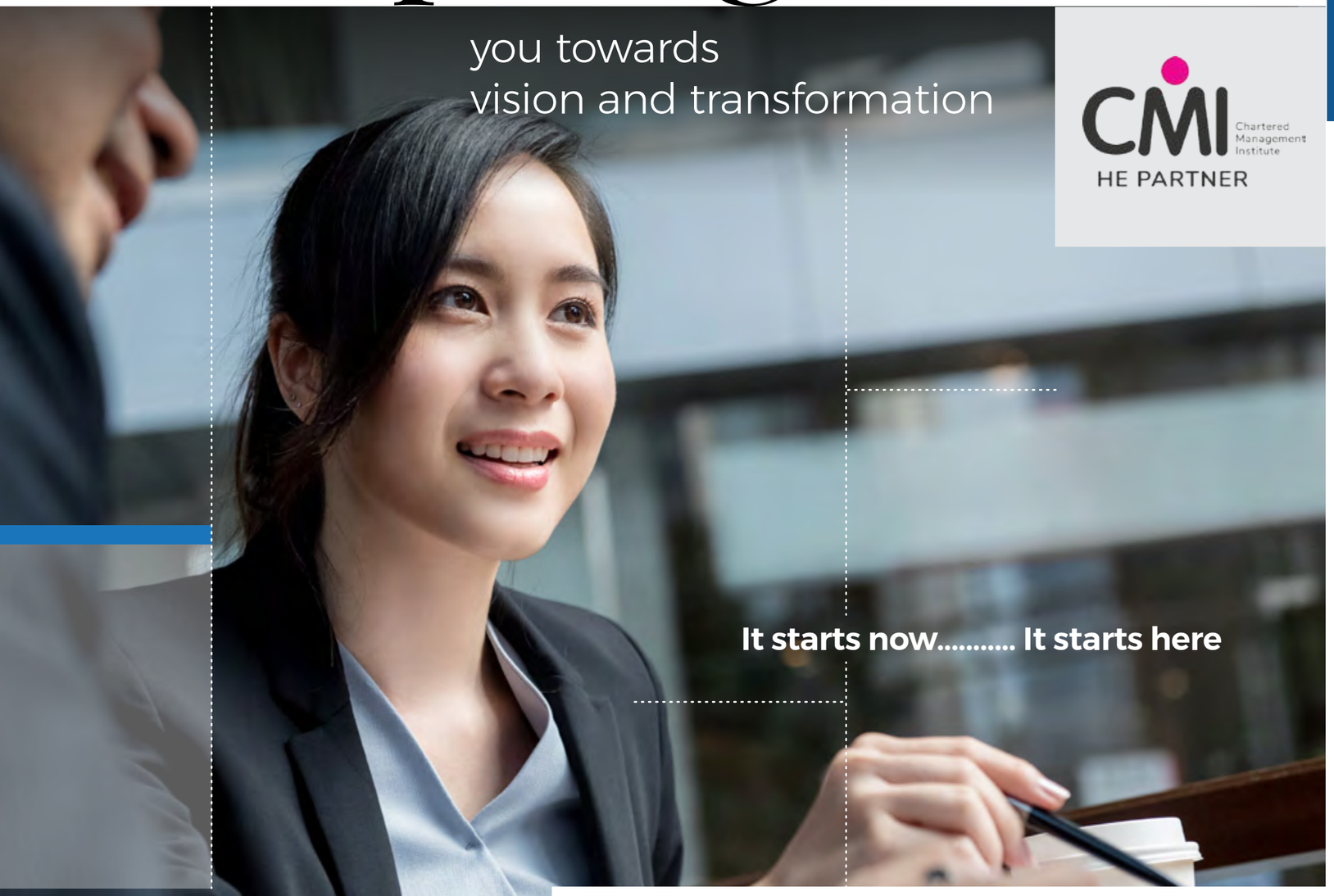
The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars shines a light on both the excellence and the diversity of the rated institution.

Leigh Kamolins, Head of Evaluation

18 Oct 2021

Inspiring

you towards
vision and transformation



CMI Chartered Management Institute
HE PARTNER

BUSINESS, MANAGEMENT, MARKETING, DIGITAL MARKETING, TOURISM

DEGREE PROGRAMMES

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

CMI Chartered Management Institute
ACCREDITED

AACSB Business Education Alliance Member

Asia Pacific University (APU) is among few institutions in Malaysia who are Members of AACSB. AACSB International is a global association of leaders in education and business dedicated to supporting and advancing quality business education worldwide. Through membership, accreditation, research, thought leadership, professional development, and advocacy, AACSB partners with over 1,500 organizations, from more than 90 countries globally.

Digital Marketing Institute * Accredited

APU is an approved partner of the Digital Marketing Institute (DMI). Highly acclaimed and globally recognised across the digital marketing sector, the Digital Marketing Institute (DMI) is the gold standard in digital marketing certification and works to support today's marketers in achieving their full professional potential. DMI is the world's leading provider in Digital Marketing Courses, with a proven track record in transforming the skills of digital professionals to help build successful careers and promote continuous learning, to shape the workforce of the future.

APIIT RATED 6-STARS (OUTSTANDING) RATING

6 STAR RATING OUTSTANDING MyQuest

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

APU AWARDED 5-STAR (EXCELLENT) RATING

5 STAR EXCELLENT RATING SETARA

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

APU IS A PREMIER DIGITAL TECH INSTITUTION - MALAYSIA DIGITAL ECONOMY CORPORATION

MDEC Premier Digital Tech Institution™

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

Experience

APU's iconic campus

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

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

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

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

Malaysia's Award Winning University

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

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

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

MALAYSIA'S AWARD WINNING UNIVERSITY

Engineering Degrees Accredited under WASHINGTON ACCORD (accepted Worldwide)

100% Employability**

13,000 STUDENTS on campus from 130 COUNTRIES

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

** Student Barometer Wave 2019 (International Students), 'Studying with people from other cultures'.*
*** Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia.*

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

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

Industry Ready Graduates

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

Work-ready, World-ready

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

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

Outstanding Support

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

Rated No.1

in Asia and Malaysia for Multicultural Learning Experience*

A Hub of Cultural Diversity

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

Student Welcome Team

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

A Truly International Community

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

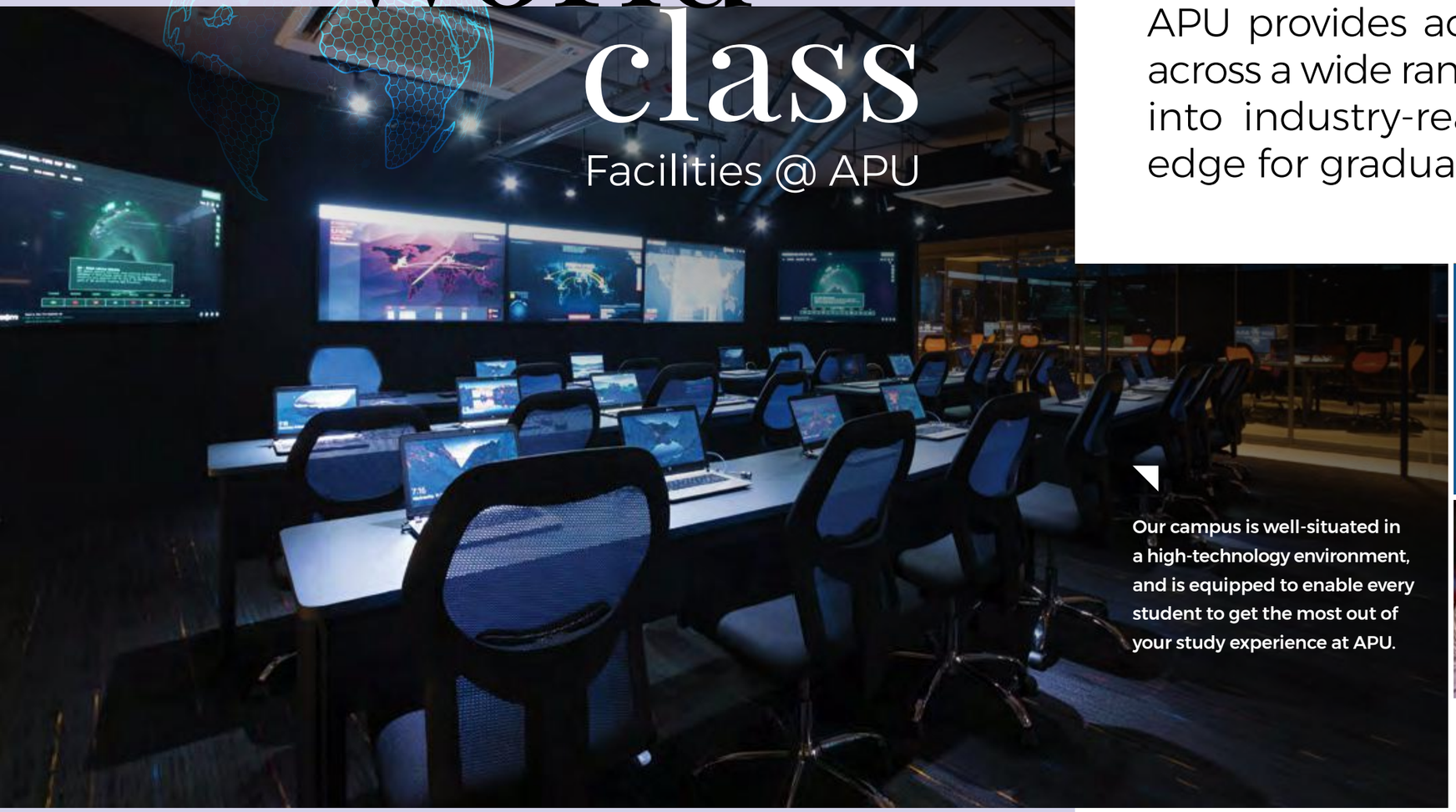
Student Life @ APU

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

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

World-class

Facilities @ APU



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

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

An Integrated Community

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

Cutting-Edge Technologies

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

Social Interaction Platforms

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

Our Partner in Quality

De Montfort University (DMU), UK

De Montfort University Leicester (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester.

About DMU

DMU recently celebrated its 150-year anniversary in 2020. The university has approximately 27,000 full and part-time students and 3,240 members of staff. The university is organised into four faculties: Arts, Design and Humanities (ADH); Business and Law (BAL); Health and Life Sciences (HLS); and Computing, Engineering and Media (CEM). The university prides itself on the support it offers students looking to gain work experience. In 2021, DMU's careers and employability service, DMU Works, was named the Best University Careers/ Employability Service at the National Undergraduate Employability (NUE) Awards.

MAKE THE MOST OF YOU DMUWORKS

DMU Global Recognitions

- DMU has over 150 years of history in providing higher education to students from around the globe.
- Leicester offers students everything they could need, with the latest Student Living Index (compiled by NatWest) ranking Leicester in the UK top ten 'most affordable student cities'.
- DMU has been awarded a second term as a United Nations Academic Impact (UNAI) global hub for Sustainable Development Goals (SDGs), aimed at transforming lives around the world.
- Each year, international students from more than 130 countries choose to study at DMU.

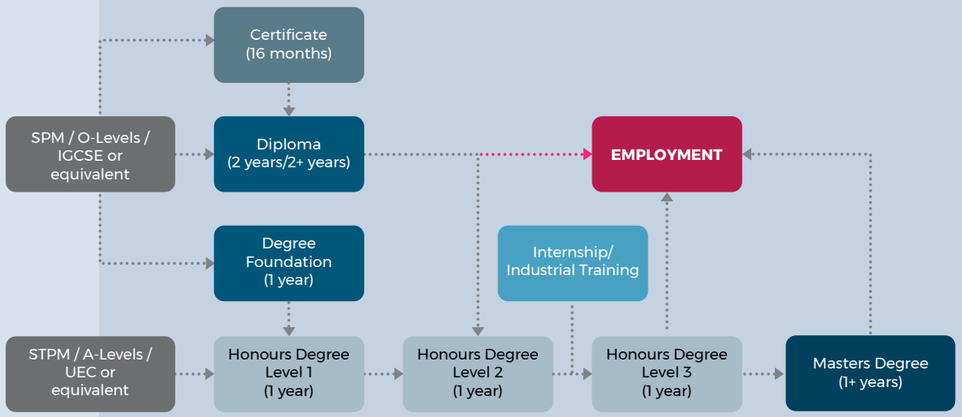
Double your Advantage

APU-DMU **Dual Degree Programme**

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

Pathways & Admission Requirements

YOUR STUDY PROGRESSION



ADMISSION REQUIREMENTS

BACHELORS (HONS) DEGREE PROGRAMMES

General Requirements		
DIRECT ENTRY TO LEVEL 1 OF THE DEGREE:		
	BA (Hons) in Business Management* BA (Hons) in Business Management with a specialism in E-Business* BA (Hons) in Business Management with a specialism in Digital Leadership* BA (Hons) Human Resource Management* BA (Hons) in International Business Management* BA (Hons) in Marketing Management* BA (Hons) in Marketing Management with a specialism in Digital Marketing*	**BA (Hons) in Tourism Management**
STPM	- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a Pass in English and Mathematics at SPM Level or its equivalent.	- 2 Passes in STPM with a minimum Grade C (GP 2.0).
A-LEVEL	- 2 Passes in A-Level with a Pass in English and Mathematics at SPM/ O-Level/ IGCSE or its equivalent.	- 2 Passes in A-Level.
UEC	- 5 Grade B's in UEC with a Pass in Mathematics and English.	- 5 Grade B's in UEC.
MATRICULATION/ FOUNDATION	- Passed Foundation programme (minimum CGPA of 2.0).	- Passed Foundation programme (minimum CGPA of 2.0).
DIRECT ENTRY TO LEVEL 2 OF THE DEGREE:		
DIPLOMA	- Successful completion of the APU/APIIT Diploma or - Successful completion of studies in another recognised institute with academic credits equivalent to Level 1 of an Honours Degree *(Subject to the approval of the APU/APIIT Academic Board)*	

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

ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes	Requirements
Foundation Programme	• IELTS : 4.0 • TOEFL IBT : 30-31 • Pearson (PTE) : 36 • MUET : Band 2
Diploma in Business Administration Diploma in Business Information Technology Diploma in International Studies BA (Hons) in Tourism Management	• IELTS : 5.0 • TOEFL IBT : 42 • Pearson (PTE) : 47 • MUET : Band 3
BA (Hons) in Business Management BA (Hons) Human Resource Management BA (Hons) in International Business Management BA (Hons) in Marketing Management	• IELTS : 5.5 • TOEFL IBT : 46 • Pearson (PTE) : 51 • MUET : Band 3

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

Students who are unable to obtain the required level of English Competency during the maximum 12 months' period, will not be allowed to pursue their studies in the main programme and will have to return to their home country.
Students from English speaking countries and those with qualifications taught in English (IGCSE, A-Levels, IB, American High School Diploma etc) are exempted from English requirements. Applications for exemption must be accompanied by supporting documents.

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

Foundation Programme – Flexibility of Choice

Duration: 1 Year (3 Semesters)

MODULES YOU STUDY

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

ENRICHING EXPERIENCES - MORE THAN JUST A FOUNDATION

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

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

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

SEMESTER 1	**COMMON SEMESTER 1** · English for Academic Purpose · Communication Skills · Personal Development & Study Methods · Essentials of Web Applications · Mathematics			
ROUTES	**BUSINESS & FINANCE**	**COMPUTING & TECHNOLOGY**	**ENGINEERING**	**DESIGN**
SEMESTER 2	· Introduction to Business · Fundamental of Finance · Global Business Trends · Public Speaking in English	· Introduction to Business · Introduction to Computer Architecture & Networking · Introduction to Visual & Interactive Programming · Public Speaking in English	· Engineering Science · Engineering Mathematics · Introduction to Visual & Interactive Programming · Public Speaking in English	· Imaging/Production Skills for Design · Major Project 1 · Design Theory and Practice 1 · Public Speaking in English
SEMESTER 3	· Academic Research Skills · Principles of Accounts · Economics for Business · Perspectives in Technology / Further Mathematics** · Co-Curricular	· Academic Research Skills · Further Mathematics · Introduction to Multimedia Applications · Perspectives in Technology · Co-Curricular	· Academic Research Skills · Mechanical Science / Engineering Chemistry · Perspectives in Technology · Electrical and Electronic Principles · Co-Curricular	· Academic Research Skills · History of Design and Media · Major Project 2 · Design Theory and Practice 2 · Co-Curricular
You may then proceed to Level 1 of a Degree of your choice in the following pathways				
PRIMARY PATHWAYS	- **Business & Management** - **Accounting, Finance, Banking & Actuarial Studies** - **Media & Communication** - **Psychology**	- **Computing & Technology**	- **Engineering**	- **Industrial Design, Visual Effects, Animation & Digital Advertising**
SECONDARY PATHWAYS Students may also choose the following:	- Computing & Technology - Industrial Design, Visual Effects, Animation & Digital Advertising - International Relations	- Business & Management - Accounting, Finance, Banking & Actuarial Studies - Industrial Design, Visual Effects, Animation & Digital Advertising - International Relations - Media & Communication - Psychology	- Computing & Technology - Accounting, Finance, Banking & Actuarial Studies - Business & Management - Industrial Design, Visual Effects, Animation & Digital Advertising - International Relations - Media & Communication - Psychology	- Computing & Technology - Accounting, Finance, Banking & Actuarial Studies - Business & Management - International Relations - Media & Communication - Psychology

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 / IGCSE 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 / IGCSE is required for the following programmes:

Computing & Technology

- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in
  - Information Systems Security
  - Cloud Computing
  - Network Computing
  - Mobile Technology
  - Internet of Things (IoT)
  - Digital Transformation
  - Financial Technology (FinTech)
  - Business Information Systems
- BSc (Hons) in Computer Science*
- BSc (Hons) in Computer Science with a specialism in
  - Data Analytics*
  - Digital Forensics*
- BSc (Hons) in Computer Science (Cyber Security)*
- BSc (Hons) in Software Engineering*
- Bachelor of Computer Science (Hons) (Intelligent Systems)*

Accounting, Banking, Finance & Actuarial

- BA (Hons) in Accounting and Finance
- BA (Hons) in Accounting and Finance with a specialism in
  - Forensic Accounting
  - Taxation
  - Forex and Investments
  - Internal Audit
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in
  - Investment and Risk Management
  - Financial Technology
- Bachelor of Science (Honours) in Actuarial Studies
- Bachelor of Science (Honours) in Actuarial Studies with a specialism in
  - Data Analytics
  - Financial Technology

Multimedia & Games Development

- BSc (Hons) in Multimedia Technology
- BSc (Hons) in Multimedia Technology with a specialism in VR/AR
- BSc (Hons) in Computer Games Development

} A Pass in Mathematics at SPM / O-Level / IGCSE is required for these programmes.
(Strong Mathematics would be an added advantage)

CREDIT / GRADE C in SPM / O-Level / IGCSE 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 / IGCSE is required for the following programmes:

Engineering

- Bachelor of Engineering in Electrical & Electronic Engineering with Honours
- Bachelor of Engineering in Telecommunication Engineering with Honours
- Bachelor of Engineering in Mechatronic Engineering with Honours
- Bachelor of Computer Engineering with Honours
- Bachelor of Petroleum Engineering with Honours

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

Mathematics

Science OR Physics OR Chemistry OR Biology

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

Psychology

- Bachelor of Science (Honours) in Psychology

Leading from APU Foundation to your Choice of Degree Studies:

Business, Management, Marketing, Digital Marketing & Tourism

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

Media and International Relations

- Bachelor of Arts (Honours) in Media and Communication Studies
- BA (Hons) in International Relations

Industrial Design, Animation & Visual Effects

- Bachelor of Arts (Honours) in Industrial Design
- Bachelor of Arts (Honours) in Visual Effects
- Bachelor of Arts (Honours) in Animation
- Bachelor of Arts (Honours) in Digital Advertising

} **PORTFOLIO REQUIRED**

* Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics and Intelligent Systems programmes will be required to undertake Foundation Pathways from the **Computing & Technology** route or **Engineering** route if the student does not have a credit in Additional Mathematics at SPM / O-Level / IGCSE or equivalent.

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

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

Diploma Programmes

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

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

* Pathways after Diploma Programme vary accordingly.

OUR DIPLOMA PROGRAMME:

- APU Diploma in Business Administration
- APU Diploma in Accounting
- APU Diploma in Business Information Technology
- APIIT Diploma in International Studies

PATHWAYS AFTER DIPLOMA TO BUSINESS, MANAGEMENT, MARKETING & DIGITAL MARKETING DEGREES

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

APU Diploma in Business Administration

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

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

APIIT Diploma in International Studies

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

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

APU Diploma in Accounting

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

- BA (Hons) in Accounting & Finance
- BA (Hons) in Accounting and Finance with a specialism in:
  - Forensic Accounting
  - Taxation
  - Forex and Investments
  - Internal Audit
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in:
  - E-Business
  - Digital Leadership
- BA (Hons) Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in:
  - Investment and Risk Management
  - Financial Technology

APU Diploma in Business 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
  - Digital Leadership
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- BA (Hons) Human Resource Management
- BSc (Hons) in Information Technology*
- BSc (Hons) in Information Technology with a specialism in:
  - Information Systems Security*
  - Business Information Systems*
  - Cloud Computing*
  - Financial Technology (FinTech)*
  - Network Computing*
  - Mobile Technology*
  - Internet of Things (IoT)*
  - Digital Transformation*

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

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

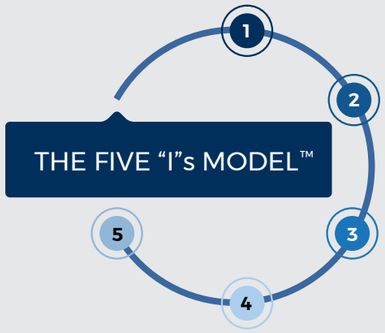
Business, Management, Marketing,

Digital Marketing & Tourism

- FREQUENT INDUSTRIAL VISITS & INDUSTRIAL SEMINARS
- EXPOSURE TO REAL- WORLD BUSINESS CASES
- INDUSTRY-READY GLOBAL GRADUATES
- PROFESSIONAL TEACHING & LEARNING ENVIRONMENT
- HIGHLY QUALIFIED ACADEMICIANS WITH INDUSTRY AND RESEARCH EXPERIENCE

THE AIMS OF THE APU BUSINESS, MANAGEMENT, MARKETING, DIGITAL MARKETING & TOURISM PROGRAMMES ARE TO:

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



1: INNOVATION

through the design of curriculum, the module content and the learning approaches

2: INTEGRATION

through developing your capabilities to interrelate knowledge and to work in multidisciplinary teams

3: INFORMATION

through developing your knowledge and also your abilities to communicate effectively and persuasively

4: INTERACTIVITY

through the use of group work to develop your teamwork skills and through the use of technology to achieve interactivity of devices and people

5: IMAGINATION

in relation to new products, ideas, applications and solutions

Degree Programmes

BUSINESS, MANAGEMENT, MARKETING, DIGITAL MARKETING & TOURISM STUDY PATHWAYS

LEVEL	PROGRAMMES
COMMON LEVEL 1*	• BA (Hons) in Business Management • BA (Hons) in Business Management - with a specialism in E-Business - with a specialism in Digital Leadership • BA (Hons) in International Business Management • BA (Hons) in Marketing Management • BA (Hons) in Marketing Management - with a specialism in Digital Marketing • BA (Hons) Human Resource Management
SPECIALISED LEVEL 1*	• BA (Hons) in Tourism Management

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

INTERNSHIP / INDUSTRIAL TRAINING

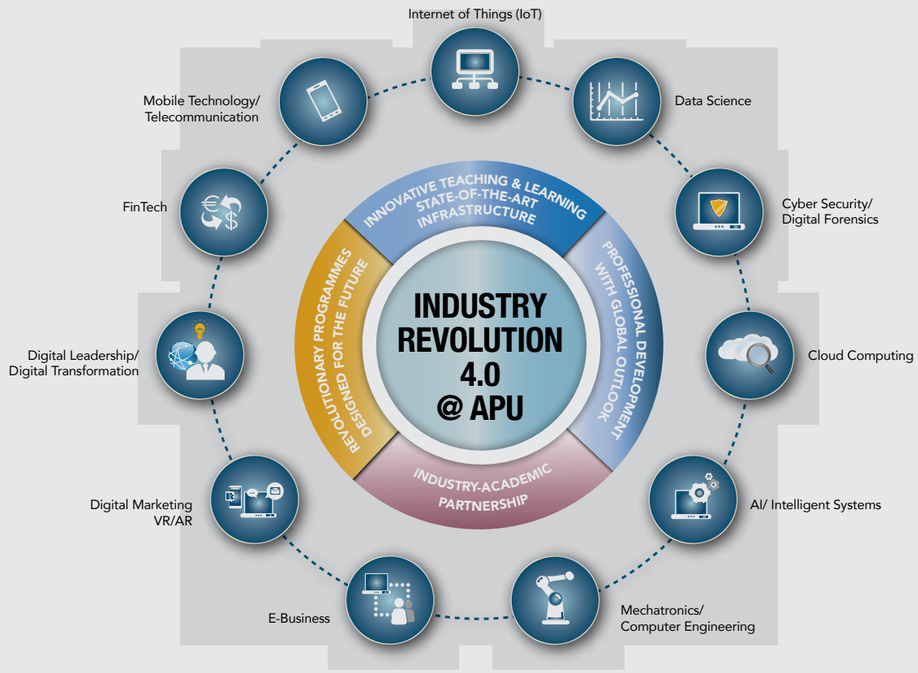
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will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

Embracing the wave of Industry Revolution 4.0

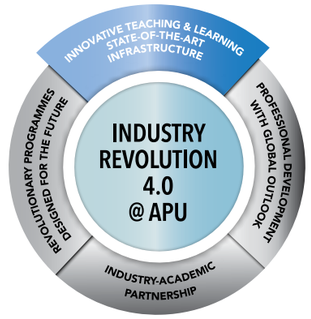
FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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

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

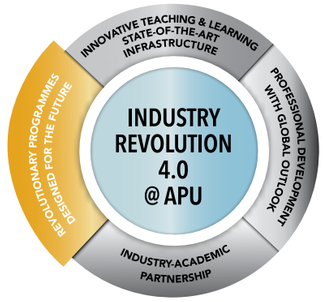


INDUSTRY REVOLUTION 4.0 @ APU



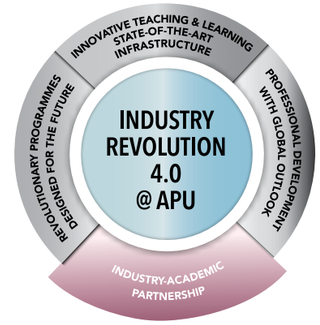
INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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



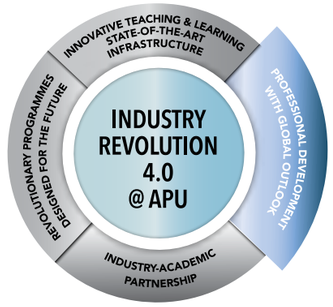
REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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



INDUSTRY-ACADEMIC PARTNERSHIP

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



PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

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

Future Proof Your Career

And land that dream job

CMI Chartered Management Institute

CMI is the Chartered Management Institute, dedicated to increasing the number of professionally qualified managers and leaders. CMI works with education providers to inspire students to unleash their potential and become skilled, confident and successful managers and leaders identified by their Chartered status.

CMI DUAL ACCREDITATION

You have the exciting opportunity of enrolling for the APU-CMI Dual Certification by registering for a qualification through APU. By adding a CMI qualification to your University qualification you are really on the road to success.

- **Dual qualifications –** When you complete your studies you will have both your University qualification AND a CMI qualification.
- **Theory into practice –** CMI qualifications are highly regarded by employers as a testament that you can demonstrate the practical skills needed to perform in the workplace.
- **International stamp of approval –** CMI qualifications are linked to the QCF and European Qualification Framework, so you can be assured that the qualification you are taking is of the highest standard.

GIVE YOUR CAREER A HEAD START WITH CMI Chartered Management Institute

Benefits for CMI Accreditation & Dual Certificate:

APU Students will become **CMI Affiliate Members** for the duration of their course, and will be benefited with:

- Access to CMI's online learning portal – More than 1,000 journal articles, e-books, and practical digital resources to enhance learning.
- **Career Development Centre:** Full access to online career development portal, enabling students to obtain free CV reviews, online interview training, online skills development as well as access to thousands of jobs and internships.
- **Mentoring Service:** All students can benefit from a CMI mentor to support their studies or career aspirations subject to the availability of mentors.
- Fast-Track to **Chartered Manager Status** (after 3 years), and future **CMI Fellow Status** (after 10 years).
- Students are able to receive a **"Dual" CMI certificate** for approved modules.

Benefits to the Student of a Dual Accredited Degree

CMI ACCREDITED GRADUATE

NON-CMI ACCREDITED GRADUATE

EARN MORE

Recent CMI graduates earn a median of **£28k**, compared to just **£21k** for a typical business studies graduate.

72%

COMPETITIVE EDGE

of students agree their accredited degree gave them a competitive edge in the job application process.

87%

CANDIDATES OF CHOICE

of students economically active within 6 months of graduation.

You are One Step Ahead in Your Career Already

The course you have chosen maps directly to CMI modules giving you an insight into what good management and leadership looks like during your time at university. These skills sets you on a clear career differentiator on graduation and boost your employability.

Research carried out by CMI found that the top 3 skills employers of first time managers look for are management of:

INNOVATION **PEOPLE** **FINANCES**

GET THE SKILLS EMPLOYERS WANT
Boost your employability with CMI

- Online resources to support your study
- Mentoring and networking opportunities
- CV builder and review service
- Career development advice
- Professionally recognised qualification

Stand Out from the Crowd and Get That Job !

89% of CMI graduates agree they are using the skills learnt on their accredited degree in their current role.

88% of CMI graduates agree the accredited degree gave them good career prospects.

"Being Chartered has enabled me to not only benefit from accessing world-class resources but more crucially, connect and engage with an incredibly diverse community."

- Manisha Mistry CMgr MCMI, Head of Digital Culture - Rolls Royce PLC

"The skills obtained through CMI are exceptional, so it would absolutely make someone stand out from the rest, primarily due to the phenomenal range of accessible resources available from ManagementDirect."

- Fadi Alzayer, Transplant Laboratory Supervisor - King Faisal Specialist Hospital and Research Centre

APU partners with World Leader in Digital Marketing

DMI (Digital Marketing Institute)

APU is an approved partner of the Digital Marketing Institute (DMI). Highly acclaimed and globally recognised across the digital marketing sector, the Digital Marketing Institute (DMI) is the gold standard in digital marketing certification and works to support today's marketers in achieving their full professional potential. The DMI partners with representatives from leading brands such as Google, Facebook, Microsoft, and LinkedIn to build a framework that bridges the digital skills gap, ensuring your curriculum is up-to-date and meets the real employability needs of the digital marketing industry.

DMI is the world's leading provider in Digital Marketing Courses, with a proven track record in transforming the skills of digital professionals to help build successful careers and promote continuous learning, to shape the workforce of the future.

Programme Specific Accreditation by DMI

- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- BA (Hons) in Business Management with a specialism in E-Business
- Bachelor of Arts (Honours) in Digital Advertising

PROGRAMME SPECIFIC ACCREDITATION BY DMI

BA (Hons) in Marketing Management

APU's BA (Hons) in Marketing Management is fully accredited by DMI. APU Students have an option to sign-up to the DMI Student Membership, giving them the access to a wide range of valuable resources, including exclusive industry-focused short courses, webinars, articles, and toolkits, careers guidance, and networking opportunities with its 190,000 global members. Upon Graduation, APU students will graduate with CDMA (Certified Digital Marketing Associate) from DMI.

BA (Hons) in Marketing Management with a specialism in Digital Marketing

APU's A (Hons) in Marketing Management with a specialism in Digital Marketing is fully accredited by DMI. APU Students have an option to sign-up to the DMI Student Membership, giving them the access to a wide range of valuable resources, including exclusive industry-focused short courses, webinars, articles, and toolkits, careers guidance, and networking opportunities with its 190,000 global members. Upon Graduation, APU students will graduate with CDMA (Certified Digital Marketing Associate) from DMI.

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

APU's BA (Hons) in Business Management with a specialism in E-Business is fully accredited by DMI. APU Students have an option to sign-up to the DMI Student Membership, giving them the access to a wide range of valuable resources, including exclusive industry-focused short courses, webinars, articles, and toolkits, careers guidance, and networking opportunities with its 190,000 global members. Upon Graduation, APU students will graduate with CDMA (Certified Digital Marketing Associate) from DMI.

Bachelor of Arts (Honours) in Digital Advertising

APU's Bachelor of Arts (Honours) in Digital Advertising is fully accredited by DMI. APU Students have an option to sign-up to the DMI Student Membership, giving them the access to a wide range of valuable resources, including exclusive industry-focused short courses, webinars, articles, and toolkits, careers guidance, and networking opportunities with its 190,000 global members. Upon Graduation, APU students will graduate with CDMA (Certified Digital Marketing Associate) from DMI.

The accreditation by the DMI confirms the academic excellence of the E-Business, Digital Marketing, Marketing Management & Digital Advertising programmes at APU and it will boost students career prospects by completing a programme which is accredited by the prestigious Digital Marketing Institute (DMI).

For more information, please feel free to write to dmi@apu.edu.my

Professional Recognition

of APU Degree Programmes

The Malaysian Institute of Chartered Secretaries and Administrators

APU Programme	MAICSA Exemption
BA (Hons) in Business Management	10/16 subjects
BA (Hons) in International Business Management	10/16 subjects
BA (Hons) Human Resource Management	9/16 subjects

APU degrees enable graduates to satisfy educational requirements of professional registration.

Upon successful completion of Bachelor Degrees in Business Management, Human Resource Management and International Business Management, students are eligible for 9-10 subjects (out of 16 subjects) exemption from the MAICSA Professional Diploma in Corporate Administration (PDCA) and MAICSA International Qualifying Scheme (IQS).

The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) was founded in 1959 as an affiliated body to The Institute of Chartered Secretaries and Administrators (ICSA) in the United Kingdom. It is now one of the nine Divisions of ICSA worldwide, having achieved a Division status in 2001. Malaysian Government has gazetted MAICSA as a prescribed body under Section 139(A) of the Companies Act 1965, which means that Associate and Fellow members of MAICSA can automatically act as company secretaries without having to apply for a licence from the Companies Commission of Malaysia (CCM).

Malaysian Association of Company Secretaries

APU Programme	MACS Exemption
BA (Hons) in Business Management	10/16 subjects
BA (Hons) in International Business Management	10/16 subjects
BA (Hons) Human Resource Management	10/16 subjects

Upon successful completion of BA (Hons) in Business Management, BA (Hons) in International Business Management and BA (Hons) in Human Resource Management, graduates are eligible for 10 papers (out of 16 papers) exemptions from Malaysian Association of Company Secretaries' Professional Examination.

Malaysian Association of Company Secretaries (MACS) is an independent, self-regulating local professional body established and registered under the Societies Act 1966 on the 30th November 1989 and has been an approved body under Fourth Schedule of the Companies Act, 2016. Fellows and full members of the Association are qualified to practise as Certified Company Secretaries.

Chartered Institute of Management Accountants

APU Programme	CIMA Exemption
BA (Hons) in Business Management	All certificate level (4 papers)
BA (Hons) in International Business Management	All certificate level (4 papers)

Upon successful completion of BA (Hons) in Business Management and BA (Hons) in International Business Management, graduates are entitled to a 4-paper exemption out of 16 papers from Chartered Institute of Management Accountants (CIMA). CIMA is the world's largest professional body of management accountants. Its unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident Chartered Global Management Accountant who can lead their organisations to sustainable success.

Collaborative Industrial Partners

Industry-academia collaboration is a strategic necessity to ensure the quality and relevance of our programmes. Through our Industry-Academia Collaboration (IAC) model, we design programmes in collaboration with inputs from the industry, that are also aligned with the government's initiatives to address the shortage of skilled talents. Over the years, APU has established collaborations with key industry players worldwide; we have been delivering highly-relevant programmes that help us develop skilled and professional graduates for the workforce.

APU's partnership with Home Deal allows students to have the opportunity to work on real-life projects as they experience listing their own products on the platform. They will be required to conduct seller and buyer analysis, marketing plans in order for their products to be marketable. It will be a truly hands-on experience for their future growth in e-business.

Through our collaboration with SAP, students will have the opportunity to undergo SAP & ERP related modules. They will have the hands-on experience through assignments & case studies under the modules, in which these can be applied in their future careers, as they embark onto their journey as business professionals. As these systems are widely used in the industry, such exposure provides them with an added advantage, making them even more well-equipped and employable.

"Every Business is Becoming a Technology Business"

- Manju Bansal - Digitalist Magazine - 2018

APU Leading Digital Transformation in Business, Management & Marketing

The Future is Technology - Every Business needs Future-Ready Digital Talents for the Digital Economy

As the 4th Industrial Revolution (IR4.0) takes over the world, we are seeing an upward trend of the amalgamation of Digital Technology with Business. As businesses infuse digital technology within their operations, Digital Transformation elevates customer experience, and transforms business models and operating models within the organisation.

"By 2025, the total number of digital skills required by workers to perform their jobs is projected to increase over 6 times – from one billion skills today to 6.8 billion skills."

- APAC Digital Skills Index - 2020

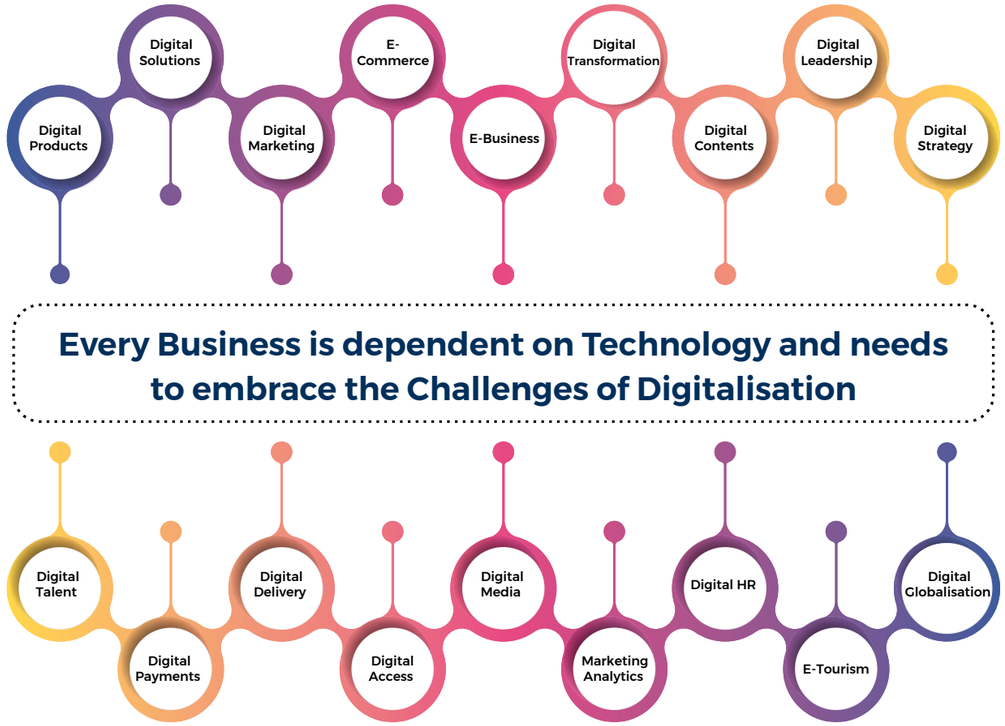
"As digital technologies become more prevalent, the digital economy will become the foundation of the modern economy. Accelerating the digital economy is no longer an option but crucial for Malaysia."

- Malaysia Digital Economy Blueprint - 2021

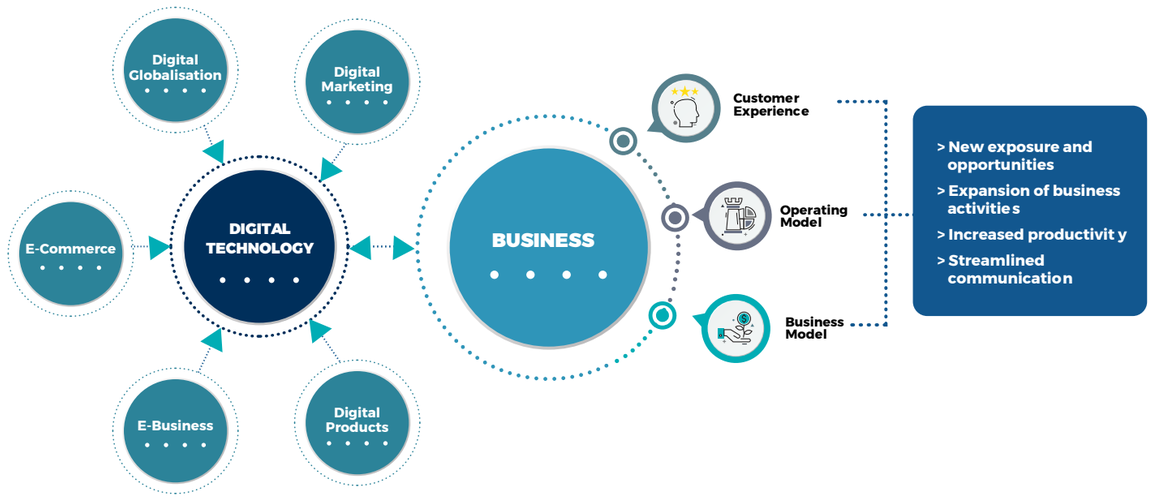
"The digital economy is expected to continue its significant contribution to the country this year, based on an estimated 19.1 per cent contribution to the GDP in 2019 by the Department of Statistics Malaysia, following a forecast of 6.7 per cent economic growth for 2021 by the World Bank. With the launch of MyDIGITAL, the expected contributions from the digital economy towards the GDP is an estimated 22.6 per cent by 2025."

- Malaysia Digital Economy Corporation (MDEC) - 2021

APU - LEADING DIGITAL TRANSFORMATION IN BUSINESS, MANAGEMENT & MARKETING



For businesses to remain resilient and competitive, they need to innovate, adopt Digital Products, Digital Solutions, have a Digital Growth Strategy, use technology for expansion and growth, as well as equip their workforce with the necessary skill sets to embrace widespread transformation and digital revolution in this Digital Age. The role of "Technology in Business" is vital and technology has challenged and changed every aspect of the way businesses operate at a fast pace. Rapid globalisation has been possible because of technology. Anyone can now do business anywhere in the world with use of high-speed internet, connectivity and presence of well-connected social media. Technology has boosted the development of E-Business, E-Commerce & Digital Marketing and it has brought new dynamics to the globalisation of businesses.



E-Commerce E-Business

Rise of E-Commerce – Buying & Selling without Borders

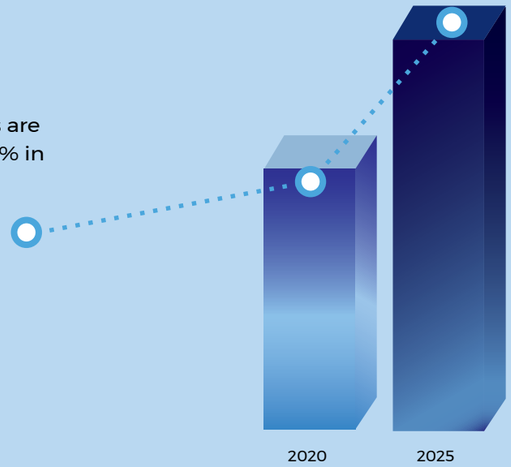
As the global pandemic disrupted the world, internet shopping platforms became the dominant channel for consumers to shop for essential goods and services. It is forecasted that e-business and e-commerce will sustain this upward trend and continue to grow. As future e-business professionals, you will be trained to manage business beyond traditional borders, shaping you into professionals who are able to meet future business challenges.

E-Commerce peneration rates are forecasted to increase from 15% in 2020 to

25%

IN 2025.

- MarketWatch, 2020

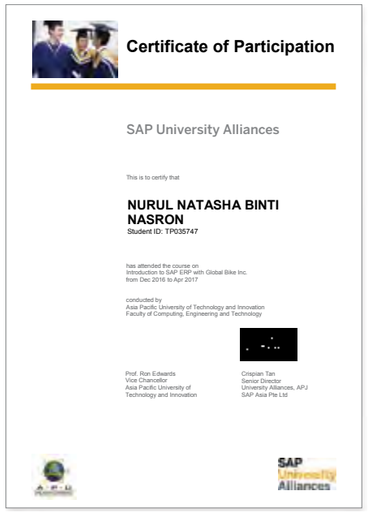


RISE OF E-COMMERCE – BUYING & SELLING WITHOUT BORDERS

MORE THAN JUST A BUSINESS DEGREE – SAP ERP MODULES & CERTIFICATION

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

Upon completion of one of the above degree(s), you will gain added advantage with a Certificate of Participation in the SAP University Alliances. Within the programme, students will learn about this award-winning enterprise software via the Enterprise Resource Planning with SAP Platform module. This certificate acknowledges student proficiency in applying SAP & ERP to real-life business cases – this will increase the employability of our Business graduates; you'll graduate with more than just a Business degree!



Certificate of Participation

SAP University Alliances

This is to certify that

NURUL NATASHA BINTI NASRON
Student ID: TP035747

has attended the course on
Introduction to SAP ERP with Global Bike Inc.
from Dec 2016 to Apr 2017

conducted by
Asia Pacific University of Technology and Innovation
Faculty of Computing, Engineering and Technology

Prof. Ron Edwards
Vice Chancellor
Asia Pacific University of Technology and Innovation

Crispian Tan
Senior Director
University Alliances, APJ
SAP Asia Pte Ltd

BA (Hons) in **BUSINESS MANAGEMENT**

(R2/345/6/0753)(08/25)(A6223)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic business contexts.
- Exposure to the areas of modern Business Management and how these work in concert to produce competitive organisations.
- A wide-range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into business management issues.

Career options

- Business Development Manager
- Logistic and Supply Chain Manager
- Operations Manager
- Procurement Manager
- Project Manager
- Sales and Marketing Manager
- Market Researcher
- Business Consultant
- Business Research Analyst
- Entrepreneur
- General Administrator

CMI Chartered Management Institute ACCREDITED

At a glance

LEVEL 1

Students will gain basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship and Marketing. We will also expose them towards business & communication skills, computing & IT skills, quantitative skills, and independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioral science, business ethics & governance, critical thinking in management, and international culture & communications. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further research.

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of business management. Leadership and strategic management skills will be taught, with aims to groom them as a business leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

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

Module outline

LEVEL 1

Common Modules
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Digital Thinking and Innovation
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules
- Behavioural Science in Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Enterprise Resource Planning with SAP Platform

Specialised Modules
- E-Business Management
- Critical Thinking in Management
- Employee Development
- International Culture and Communications
- Operations Management

Elective Modules (Choose 2)
- Managing Finance **OR** Financial Management
- Commercial Law **OR** Company Law

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Leadership Theory and Practice

Specialised Modules
- Asian Economics
- Business Management Project
- Contemporary Management
- Entrepreneurship
- Investigation in Business Management
- Managing Change
- Managing People and Performance

Elective Modules (Choose 2)
- Corporate Finance **OR** Building Customer Relationship
- Strategic Marketing Planning **OR** Innovation Management and New Product Development

BA (Hons) in **BUSINESS MANAGEMENT WITH A SPECIALISM IN E-BUSINESS**

(R2/345/6/0753)(08/25)(A6223)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of e-business activities as undertaken by managers in a range of organisations.
- A comprehensive understanding and application of creating, funding and managing Internet businesses in a dynamic business world.
- Exposure to theoretical and practical issues of conducting business over the internet and the Web.
- A wide-range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into e-business issues.

Career options

- New Business Development Manager
- E-Business Consultant
- Technopreneuer
- Online Marketing Specialist
- Digital Advertising Specialist
- Digital Marketing Manager
- Sales and Marketing Manager
- E-Commerce Specialist
- Digital Marketing Analyst
- Web Analytics Manager
- Social Media Specialist
- Marketing Manager

Digital Marketing Institute Accredited

CMI Chartered Management Institute ACCREDITED

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

At a glance

LEVEL 1

Students will gain basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship and Marketing. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and creativity and innovation. Besides, they will also specialise in the areas of e-business management, e-commerce and e-marketing. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-l eading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend your familiarity in tackling more practical and modern issues of e-Business ecosystem, such as search engine optimisation and techniques, understanding of e-business system operations and more. Leadership and strategic management skills will be taught, with aims to groom them as a business leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
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Module outline

LEVEL 1

Common Modules
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Digital Thinking and Innovation
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules
- Behavioural Science in Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Enterprise Resource Planning with SAP Platform

Specialised Modules
- E-Business Management
- E-Commerce
- Digital Marketing
- Operations Management
- Creativity and Innovation

Elective Modules (Choose 2)
- Managing Finance **OR** Financial Management
- Critical Thinking in Management **OR** Multimedia Application

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Enabling Technologies for Digital Marketing

Specialised Modules
- E-Business Project
- E-Business Procurement
- Contemporary Management
- Global Marketing
- Investigation in E-Business
- Managing Change
- Digital Strategy and Analytics

Elective Modules (Choose 2)
- Corporate Finance **OR** Building Customer Relationships
- Integrated Marketing Communications **OR** Retail Marketing Management

BA (Hons) **BUSINESS MANAGEMENT WITH A SPECIALISM IN DIGITAL LEADERSHIP**

(R2/345/6/0753)(08/25)(A6223)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the strategic use of digital resources to realise business objectives. The programme provides context and understanding of digital transformations' significance and the role of managerial leadership in a digitally disruptive marketplace.
- Opportunities to engage in applying knowledge to solve business problems through a businesses transformational journey and which includes digital marketing, digital leadership, digital strategy and digital execution.
- The chance to develop a range of employability skills around underlying themes in the modules, specifically communication, problem solving and creativity which prepares students for an agile business environment and enables them to be operationally effective managers and business leaders.

Career options

- Digital Lead
- Business IT Analyst
- Digital Transformation Manager
- Digital Strategist
- Digital Technology Consultant
- Digital Designer
- E-Entrepreneur
- Digital Solutions Leader
- Digital Media Specialist
- Digital Strategy Manager
- Chief Digital Officer

CMI Chartered Management Institute ACCREDITED

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

At a glance

LEVEL 1

Students will gain basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, and Marketing. We will also expose them towards business & communication skills, computing & IT skills, quantitative skills, and independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

Students will be exposed to more advanced level of curriculum, in which students will gain deep insight and skills on how digital technologies and business models are radically changing competitive dynamics across industries.

In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry leading software supported by SAP. We will further nurture their independent learning to prepare them for the future digital workplace.

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity in tackling practical and current issues of digitalisation in business world. Students will gain solid understanding on the contemporary phenomena of digitalisation, mechanisms for analysing the implications of digitalisation, and the solutions to deal with change in complex environment. A final year project requires them to explore a topic individually in which they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

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

Module outline

LEVEL 1

Common Modules
- Introduction to Management
- Digital Thinking and Innovation
- Quantitative Skills
- Business and Communications Skills
- Fundamentals of Entrepreneurship
- People Management
- Accounting Skills
- Marketing
- Business Law
- Business Economics

LEVEL 2

Common Modules
- Behavioural Science in Organisation
- Business Ethics and Governance
- Operations Management
- Business Research Methods
- Enterprise Resource Planning with SAP Platform

Specialised Modules
- E-Business Management
- Leading Digital Business Transformation
- Digital Marketing
- Critical Thinking in Management
- E-Commerce

Elective Modules (Choose 2)
- Managing Finance **OR** Financial Management
- Commercial Law **OR** Company Law

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Asian Economics

Specialised Modules
- Entrepreneurship
- Contemporary Management
- Digital Finance
- Digital Strategy and Analytics
- Investigation in Digital Leadership
- Digital Execution
- Digital Leadership Project

Elective Modules (Choose 2)
- Corporate Finance **OR** Building Customer Relationship
- Strategic Marketing Planning **OR** Innovation Management and New Product Development

BA (Hons) **HUMAN RESOURCE MANAGEMENT**

(R2/345/6/0754)(08/25)(A6226)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of management activities undertaken by managers of Human Resource Management (HRM) in a range of organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- Vocationally relevant exposure enabling you to become operationally effective in human resource management.
- A wide range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT and business applications, and the ability to conduct research into human resource management issues.

Career options

- Compensation & Benefit Manager
- Employee Relations Manager
- HR Manager
- Performance Management Manager
- Public Relations Manager
- Recruitment Manager
- Training & Development Manager
- HR Analyst
- HR Consultant
- HR Director
- Employment Manager
- Talent Champion
- HR Data Analyst
- Compensation Analyst

CMI Chartered Management Institute ACCREDITED

At a glance

LEVEL 1

Students will gain basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, and Marketing. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and international culture & communications. In-depth understanding on the discipline and core practices of human resource management will be developed as well. They will gain further understanding of core business processes through the industry-leading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of human resource management, through modules that facilitate application of job related skills and knowledge in the field of human resource management. Leadership and strategic management skills will be taught, with aims to groom them as a global business leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

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

Module outline

LEVEL 1

Common Modules
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Digital Thinking and Innovation
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules
- Behavioural Science in Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Social Psychology

Specialised Modules
- Employee Development
- Employee Relations
- Employment Law
- International Culture and Communications
- Occupational Safety and Health

Elective Modules (Choose 2)
- Managing Finance **OR** Financial Management
- Critical Thinking in Management **OR** Introduction to Taxation

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management

Specialised Modules
- Human Resource Management Project
- International Human Resource Management
- Investigations in Human Resource Management
- Leadership Theory and Practice
- Managing People and Performance
- HR Analytics
- Contemporary Issues in HRM
- Strategic Human Resource Management

Elective Modules (Choose 2)
- Managing Change **OR** Building Customer Relationship
- Human Factors Psychology **OR** Corporate Restructuring

BA (Hons) in **INTERNATIONAL BUSINESS MANAGEMENT**

(R2/340/6/0544)(08/25)(A6224)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations with particular focus on the development in global business arena.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic global contexts.
- Vocationally relevant exposure enabling students to become operationally effective in management either domestically or internationally.
- A wide-range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into international business management issues.

Career options

- Corporate Strategist
- Global Purchasing Manager
- Global Retail Manager
- International Marketing Manager
- International Operations Manager
- Global Marketing Specialist
- Global Growth Manager
- Business Development Manager
- Logistic and Supply Chain Manager
- International Relations Manager
- Sales and Marketing Manager
- International Business Consultant
- Business Research Analyst
- Entrepreneur

CMI Chartered Management Institute ACCREDITED

At a glance

LEVEL 1

Students will learn fundamental skills required by every business management professional, and the basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, Marketing, People Management and Accounting. We will also expose you towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of business management and managing for enterprise performance and problem solving that are focused on the international context, with aims to groom them as an international business leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

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

Module outline

LEVEL 1

Common Modules
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Digital Thinking and Innovation
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules
- Behavioural Science in Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Enterprise Resource Planning with SAP Platform
- Managing Finance

Specialised Modules
- Commercial Law
- International Business
- International Culture & Communications
- Operations Management

Elective Modules (Choose 2)
- E-Business Management **OR** Interactive Marketing
- Critical Thinking in Management **OR** Regulatory Policy for Investment Markets

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management

Specialised Modules
- Asian Economics
- Global Marketing
- International Business Management Project
- International Human Resource Management
- International Strategic Management
- Investigations in International Business Management
- Leadership Theory and Practice
- Managing International Supply Chain

Elective Modules (Choose 2)
- Corporate Finance **OR** Global Finance
- Managing People and Performance **OR** International Banking & Investment

BA (Hons) in **MARKETING MANAGEMENT**

(R/342/6/0126)(03/25)(A6225)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

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

Career options

- Advertising & Promotions Manager
- Marketing Communications Manager
- Brand Manager
- Customer Service Manager
- Marketing Manager
- Retail Manager
- Sales Manager
- Product Manager
- Marketing Director
- Content Marketing Specialist

Digital Marketing Institute Accredited

CMI Chartered Management Institute ACCREDITED

At a glance

LEVEL 1

Students will learn fundamental skills required by every business management professional, and the basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, Marketing, People Management and Accounting. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding of functional management and business management, with specialised focus on Information (Research & Advertising), Electronic Marketing, Customer Relations and Creativity & Innovation. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity in marketing strategies, discovering new opportunities, exploiting competitive advantage and decision making processes, with aims to groom them as marketing specialist. A final year project requires them to explore a topic individually – they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

Module outline

LEVEL 1

Common Modules
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Digital Thinking and Innovation
- Fundamentals of Entrepreneurship
- Business Law
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules
- Behavioural Science in Organisation
- Business Ethics and Governance
- Creativity and Innovation
- Critical Thinking in Management
- International Culture and Communications
- Business Research Methods

Specialised Modules
- Marketing Intelligence and Research
- E-Commerce
- B2B Marketing
- Digital Marketing
- Delivering Customer Value
- Consumer Behaviour

INTERNSHIP (16 weeks)

LEVEL 3

Specialised Modules
- Brand Management
- Building Customer Relationship
- Global Marketing
- Innovation Management and New Product Development
- Integrated Marketing Communications
- Investigations in Marketing Management
- Marketing Decision Making
- Marketing Management Project
- Leadership Theory and Practice
- Retail Marketing Management
- Strategic Marketing Planning

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

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

Digital Marketing

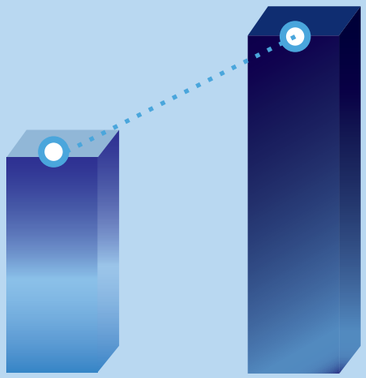
The increasing reliance on technology has changed the world all around us. Today, most organisations in every sector are migrating online, thereby, giving rise to Digital Marketing. Small-scale businesses to giants in the business world have realised that Digital Marketing is the most effective approach to bring their businesses to the right audience while accelerating business growth. With the COVID-19 pandemic disrupting most business operations, employers are also now actively seeking skilled employees with the right digital expertise to help drive business objectives such as revenue and brand awareness for their organisations.

Digital Marketing Ad spending allocated by organisations worldwide is projected to increase from

50% in 2019 to.

63% by 2024..

- eMarketer, 2020



DIGITAL MARKETING

Digital Marketing specialism will provide students with knowledge about a broad range of digital marketing technologies and how they are applied in practically infused digitized settings. As the future Digital Marketing experts, they will also be exposed to appropriate digital marketing tools and techniques that professionals need to stay updated with the evolving digital marketing trends.

WHY ARE BRANDS SHIFTING TO DIGITAL MARKETING?

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

(R/342/6/0126)(03/25)(A6225)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to commence a dynamic career in digital marketing.
- A comprehensive understanding of frameworks and strategic planning techniques for the management of business information analytics in the marketing arena.
- Familiarity with a broad range of digital marketing technologies and how they are applied in practically infused digitized settings.
- The ability to critically evaluate and recommend appropriate digital tools and techniques in utilising the plethora of social media paltforms in optimizing market potential.

Career options

- Digital Marketing Executive
- Social Media Strategist
- Digital Marketing Content Writer
- Digital Sales and Marketing Manager
- Online Business Manager
- Mobile Marketing Specialist
- Search Engine Optimization (SEO) Specialist
- Account Management
- Web Analytics Consultant
- Web Content Management Analyst
- Digital Creative Diagnostics Manager
- Digital Marketing Communications Specialist

Digital Marketing Institute Accredited

CMI Chartered Management Institute ACCREDITED

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

At a glance

LEVEL 1

Students will learn fundamental essential skills required by every business management professional, and the basic understanding of the context within which business operate - Management, Law, Accounting, Economics, Entrepreneurship, Marketing, People Management and Accounting. We will also expose them towards business & communication skills, computing & IT skills, quantitative skills and independent learning. All Business Management programmes have a common first year so that they are exposed to solid grounding in business management theories and practices.

LEVEL 2

A broader range of skills will be learnt, in which students will gain a better understanding of the broad range of digital tools, and the specialized skills to apply frameworks and planning techniques for the interactive digital marketing. They will gain solid understanding of the support of digital marketing in modern organizational operations. We will further nurture their creativity and innovation as well as independent learning to prepare them for the digitally spherical marketing environments.

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity of digital marketing strategies, discovering new opportunities, exploiting competitive advantage and decision making processes, with aims to groom them as digitally savvy marketing specialist. A final year project requires them to take a hands on digital marketing project so as to apply all the expertise and skills acquired from both the classroom and internship settings. The successful completion of the final year project is a testament of the student's ability to face the major digital marketing scenarios with confidence and dexterity.

Module outline

LEVEL 1

Common Modules
- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Digital Thinking and Innovation
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules
- Business Ethics and Governance
- Creativity and Innovation
- International Culture and Communications
- Business Research Methods

Specialised Modules
- E-Commerce
- B2B Marketing
- Delivering Customer Value
- Consumer Behaviour
- Marketing Intelligence and Research
- Digital Marketing
- Social Media and Communication
- Creative Copywriting

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Brand Management
- Building Customer Relationship
- Global Marketing
- Innovation Management and New Product Development
- Integrated Marketing Communications
- Investigations in Marketing Management
- Marketing Decision Making
- Marketing Management Project
- Strategic Marketing Planning
- Behavioural Science & Marketing Analytics
- Enabling Technologies for Digital Marketing

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

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

BA (Hons) in **TOURISM MANAGEMENT**

(R3/812/6/0022)(12/26)(A6228)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

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

Career options

- Tourism Consultant
- Tourism Business Development Manager
- Event Manager
- Tourism Project Coordinator
- Tourism Retail Manager
- Corporate Travel Manager
- Group Sales Manager
- Hotel Manager
- Hospitality Manager
- Resort Manager
- Front-line Customer Services
- Passenger Handling
- MICE Specialist

CMI Chartered Management Institute ACCREDITED

At a glance

LEVEL 1

Students will learn fundamental skills required by every tourism management professional, and the basic understanding of the context within which business operate - Management, Law, Economics, Entrepreneurship, Marketing, People Management and Accounting, with specific focus on issues involved in managing services. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning.

LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding in business management, such as International Culture & Communications, Retail Travel Operation, Consumer Behaviour. In addition, they will explore topics and techniques in various sectoral applications within tourism management. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity in tackling more practical and modern issues of tourism management, in the areas of strategic and marketing aspects together with environmental issues, with aims to groom them as a tourism industry leader. A final year project requires them to explore a topic individually – they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Communication Skills
- Employee & Employment Trends
- Co-Curriculum

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

Module outline

LEVEL 1

Common Modules
- Accounting Skills
- Business and Communications Skills
- Digital Thinking and Innovation
- Introduction to Management
- Marketing
- People Management

Specialised Modules
- Introduction to Travel and Tourism Environment
- Introduction to Services Management
- Legal Aspects in the Hospitality and Tourism Industry
- Introduction to VRAR

LEVEL 2

Common Modules
- Creativity and Innovation
- Critical Thinking In Management
- Consumer Behaviour
- Business Research Methods

Specialised Modules
- E-Tourism
- Geography of Travel and Tourism
- International Culture and Communication
- Sports and Recreational Tourism
- Retail Travel Operations
- Sports and Recreational Facilities Management
- Ticketing and Computer Reservation System
- Urban, Rural and Coastal Tourism

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Crisis Management and Communication

Specialised Modules
- International Tourism Marketing
- Investigations in Tourism Management
- Meetings, Incentives, Conventions and Exhibitions
- Monitoring and Evaluation of Service Management
- Tourism in Action
- Managing People and Performance
- Tourism Logistics
- Tourism Management Project
- Tourism Policy, Planning and Development
- Tourism Sustainability

I am APU

WHAT DO OUR ALUMNI SAY...

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

"The student life here is beyond what I have imagined. The beyond boundaries experience being with them really opens up your mind and imagination. Apart of suiting up in working attire, we were bombarded with tonnes of presentations. My presentation skills and self-confidence gained from studying at APU set me apart from many peers when I enter"

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

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

WHAT DO OUR ALUMNI SAY...

YAP SONG MING (Malaysia)
BA (Hons) in Marketing Management, Class of 2018
Area Manager - Maxis

"During my time at APU, I learnt to be a responsible young adult. APU nurtured us on how to improve time management, self-care, and other soft skills. I have improved my critical thinking skills, which had helped me extensively in my current job role. I've learnt to develop myself professionally, in terms of communication with clients and my colleagues."

FELIX TANZIL ROBERTSIO (Indonesia)
BA (Hons) Business Management with specialism in e-Business, Class of 2013
Paid Media Specialist - Excess

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

HAFIZA BINTI SAMDUDDIN (Malaysia)
BA (Hons) in International Business Management, Class of 2015
Administrative Assistant - Advance Language Management (ALMA)

"The learning environment in APU was very unique. Students of the University came from over 100 countries and everyone was able to work together amicably. Most of the students in APU are international students and therefore, English is the main communication medium in the campus. This has enable me improve my English proficiency level. APU is also one platform which can accommodate students with various learning experience such as through internship program, industrial visits and external talk series from industry, which will entails for better career prospect knowledge and employment option for students."

NIGINA KADIROVA (Uzbekistan)
BA (Hons) in Marketing Management, Class of 2014
Online Recruitment Agent - BCN LIP Language School, Barcelona, Spain

"I am very grateful to APU for training me during the whole studying period in terms of finishing course works on time and preparing for exams. It has developed a very valuable skill in me which is time management and self-discipline as well as ability to close tasks/projects on time which is super important for all of the companies out there."

KHAWAJA SYED SALMAN MAHMOOD (Pakistan)
BA (Hons) in International Business Management, Class of 2011
Supply and Distribution (Wholesale) Manager - Westside Petroleum Group, Australia

"My time at APU (then UCTI) truly enhanced my skills and personality both professionally and personally. The culture at UCTI fostered the sharing of ideas, critical discussions, and collaboration among students and faculty across a wide range of interests. I think it's rare to find the cultural and academic diversity in any institution which students from different parts of world bring under one roof at UCTI. From Sports to Music, at UCTI there was an array of activities to indulge. Appreciation in form of U-Edge / Prism Award are massive factors in motivating students to involve and compete in co-curricular activities."

UNGKU NAZREN AL HAQ BIN HARUN AL-RASHID (Malaysia)
BA (Hons) in Marketing Management, Class of 2010
Assistant Vice President, Technology & Innovation - Iskandar Regional Development Authority (IRDA)

"When asked how APIIT/APU helped me to be what I am today, the simple answer is exposure to various international students in Kuala Lumpur. From the mega Singapore based M+S Singapore based projects in 2012, the mega 4,500 acre township in southern Johor to looking after / attracting investor confidence in my current job, I've always felt the exposure to other culture made me have an openness to respect, accept and value other people's perspective on many things. As a Marketing Management graduate, my education never stopped after APIIT/APU and the certification I obtained enabled me to be exposed to experience where I am currently pursuing my CFA and CB with the AICB. I firmly believe it is your attitude, not aptitude that determines your altitude in life. And my attitude was partly shaped by APIIT/APU."

World-class R&D and Innovation

ACADEMIC RESEARCH

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

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

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

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

CYBERSECURITY EXCELLENCE AWARDS
2022 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2021 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2020 - Gold Winner (Best CyberSecurity Education Provider in Asia)
2019 - Gold Winner (Best CyberSecurity Education Provider)

HILTI GLOBAL IT CHALLENGE
2021 - Champion
2020 - Champion
2020 - 1st Runner Up

ASIA INTERNATIONAL INNOVATION EXHIBITION (AIINEX)
2021 - 2 Gold Awards + 2 Special Awards

FUSION UX-HACKATHON
2021 - 1st Place & Gold Award
2021 - Silver Award
2021 - Bronze Award

XYLEM REACH STUDENT HACKATHON
2021 - 1st Prize Winner

IMECHE DESIGN SKILL COMPETITION
2021 - Champion

TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UC) CAPTURE-THE-FLAG COMPETITION
2021 - Champion
2021 - 2nd Runner Up

THE AWS HACKATHON BUILD ON MALAYSIA
2021 - Champion
2021 - 1st Runner Up
2021 - 2nd Runner Up
2020 - Champion
2020 - Best Innovation Award

BATTLE OF HACKERS (BOH)
2021 - Champion
2021 - Top 6
2021 - Top 7
2021 - Top 8

THE VIRTUAL INNOVATION COMPETITION (VIC) AWARD
2021 - 2 Gold Medal in the Category: Tertiary – Science & Technology
2021 - Best Video Special Award in the Category: Tertiary – Science & Technology

UPSI'S CONNECT 2021 – DESIGN 2 CONNECT E-POSTER COMPETITION
2021 - 1st Prize
2021 - 2nd Prize
2021 - 3rd Prize

JAMES DYSON AWARD MALAYSIA
2021 - National Champion
2020 - National Champion

THE GREAT GREEN SUSTAINABILITY CHALLENGE 2021
2021 - 1st Place & 2nd Place

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) COMPETITION
2021 - 1 Gold Award & 2 Silver Awards
2019 - 2 Gold Awards & 1 Silver Award
2018 - 2 Gold Awards & 1 Silver Award

THE IMECHE PLC DESIGN COMPETITION 2021
2021 - Champion (Degree Level)
2021 - 1st Runner Up (Degree Level)
2021 - 1st Runner Up (Diploma Level)

PENANG INTERNATIONAL INVENTION, INNOVATION AND DESIGN (PIID)
2021 - Gold
2021 - Silver

FINAL YEAR PROJECT & POSTGRADUATE: RESEARCH & INNOVATION POSTER COMPETITION (RIPC)
2021 - Gold Award in the Category C1: Degree Final Year Project Science, Technology, Engineering and Mathematics

MIFF FURNITURE DESIGN COMPETITION
2021 - Winner
2021 - Best Mentor Award

WORLD ENGINEERING, SCIENCE & TECHNOLOGY CONGRESS (ESTCON2020)
2021 - Winner of 'Best Paper Award' in the International Conference on Production, Energy & Reliability (ICPER) category

SUSTAINABLE DEVELOPMENT GOALS (SDG) FILMFEST
2021 - Winner of 'Best Overall Film'
2021 - Winner of 'Dramatization or Re-Enactment Award'
2021 - Winner of 'Best Production Value Award'

DIVERSITY AND INCLUSION YOUTH CONFERENCE (DYIC) COVID-19 BUSINESS STARTUP CHALLENGE
2021 - Grand Prize

MERDEKA AWARD PRESENTATION CEREMONY
2021 - Grantee of the Merdeka Award Grant for International Attachment

THE 3RD INTERNATIONAL ACADEMIC AND RESEARCH EXCELLENCE AWARDS (IARE)
2021 - The Best Academician of the Year Award (Male) (Overseas)

PEKAN RAYA STATISTIKA DATA ANALYSIS COMPETITION
2021 - Best Algorithm Award

28TH NATIONAL MATHEMATICAL SCIENCE SYMPOSIUM
2021 - PERSAMA Award for Best PhD Thesis and Best Academic Article

THE 4TH INTERNATIONAL CONFERENCE ON MULTI-DISCIPLINARY RESEARCH STUDIES AND EDUCATION (ICMDRSE) 2021
2021 - Winner of 'Best Paper Presentation Award'

WORLDSKILLS MALAYSIA UNIVERSITY CHALLENGE (WSMUC)
2021 - Medallion Of Excellence in the Category: Mechanical Engineering CAD (Computer-aided Design)

APIIT Education Group is the proud recipient of

Prime Minister's Award

and Export Excellence Award (Services)
for Industry Excellence Awards - March 2011

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

AIM DATA SCIENCE FACULTY EXCELLENCE AWARD
2021 - Outstanding Graduate Student Teaching Award

DATA VISUALIZATION COMPETITION, DATA CHALLENGE – TELL A STORY WITH DATA
2021 - Viewer's Choice Award

WOMEN ICON, IN ASSOCIATION WITH TIMES WOMEN
2021 - Outstanding Academician Award highlighted with No.1 Women Excellence Award
2021 - Emerging Women Award highlighted with No.1 Women Excellence Award

SOCIETY OF PETROLEUM ENGINEERS (SPE) INTERNATIONAL
2021 - Student Chapter Excellence Award

UIJIR ACADEMIC RESEARCH FOUNDATION INDIA
2021 - Young Researcher Award

GLOBAL CLIMATE HACK COMPETITION
2021 - 3rd Place
2021 - People's Choice Award

INTERNATIONAL RESEARCH FELLOWSHIP AWARD BY MAE FAH LUANG UNIVERSITY (MFU), THAILAND
2021 - International Research Fellowship Award

INTERNATIONAL INVENTION, INNOVATION & DESIGN EXPO (INoDEx)
2021 - 4 Silver Awards

VIRTUAL-MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEX)
2021 - Silver Award

THE INTERNATIONAL RESEARCH AND SYMPOSIUM AND EXPOSITION (RISE)
2021 - Silver Award

INTERNATIONAL INNOVATION ARSVOT MALAYSIA (IAM)
2021 - 2 Silver Awards

WOMEN SCIENTIST OF THE YEAR BY HUMCEN AWARDS
2021 - 2nd Runner Award

F-SECURE MDEC CYBERSECURITY COMPETITION
2021 - 2nd Runner Up
2021 - Top 6

ATOS GLOBAL IT CHALLENGE
2020 - Champion
2016 - 1st Runner Up

INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS
2020 - Best Innovation Award
2019 - Best Innovation Prize

F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE
2020 - Champion
2018 - Champion and 2nd Place
2017 - Champion
2016 - Champion

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA (MULTIMEDIA DEVELOPMENT CORPORATION)
2020 - Top Award for 'Best of Tertiary Student Project'
2019 - Top Award for 'Best of Tertiary Student Project'
2016 - Top Award for 'Best of Tertiary Student Project'
2013 - Top Award for 'Best of Tertiary Student Project'
2012 - Top Award for 'Best of Tertiary Student Project'
2011 - Winner of 'Special Jury Award' by the Prime Minister
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Top Award for 'Best of Tertiary Student Project'
2010 - Top Award for 'Best of Tertiary Student Project'
2008 - Top Award for 'Best of e-Inclusion & e-Community'
2005 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Merit Award for 'Best of Research & Development'
2003 - Merit Award for 'Best of Research & Development'
2002 - Merit Award for 'Best of Smart Learning Applications'
2001 - Merit Award for 'Best of Smart Learning Applications'
2000 - Merit Award for 'Best of Smart Learning Applications'
2000 - Top Award for 'Best of Student Projects'
1999 - Merit Award for 'Best of Student Projects'

MALAYSIAN ACTUARIAL STUDENTS ASSOCIATION (MASA) HACKATHON
2020 - Champion
2020 - 1st Runner Up
2020 - 2nd Runner Up

ACCA POWER OF ETHICS COMPETITION
2020 - Champion of 'Most Creative Promotional Video'
2020 - 1st Runner Up of 'Best In-Campus Promotional Campaign'

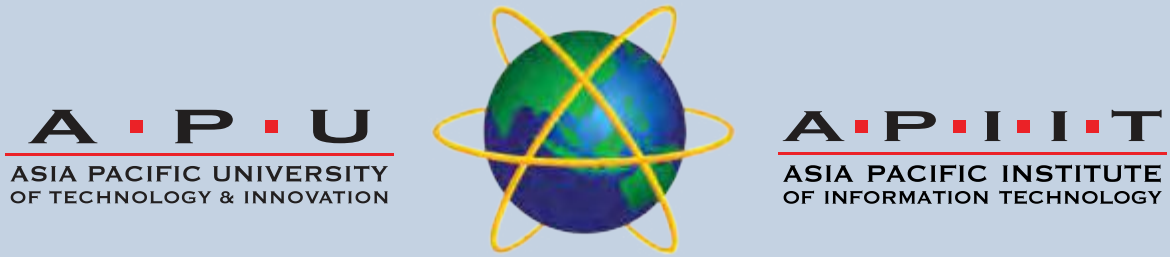
MALAYSIA RESEARCH ASSESSMENT (MYRA®) RATINGS 2020
2020 - Special Award (Best Achievement)

ASIA PACIFIC CENTRE FOR ANALYTICS (APCA) ACHIEVEMENT AWARD
2020 - Most Published Author

INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)
2019 - 1 Gold Award for the Invention, Innovation and Technology category
2018 - 1 Bronze Award for the Invention, Innovation and Technology category
2018 - 1 Silver Award for the Invention, Innovation and Technology category
2018 - 1 Silver Award for the Invention, Innovation and Technology category
2017 - 1 Silver Award for the Invention, Innovation and Technology category
2016 - 1 Gold Award for the Invention, Innovation and Technology category
2016 - 1 Silver Award for the Invention, Innovation and Technology category
2016 - Best Green Invention Award
2015 - 1 Gold Award for the Invention, Innovation and Technology category
2015 - 1 Bronze Award for the Invention, Innovation and Technology category
2014 - 1 Gold Award for the Invention, Innovation and Technology category
2014 - 1 Bronze Award for the Invention, Innovation and Technology category
2013 - 2 Silver Medals for the Invention, Innovation and Technology category
2013 - 2 Gold medals for the innovator category

ERNST & YOUNG (EY) ASIA-PACIFIC CYBER HACKATHON CHALLENGE
2019 - Champion

For more awards listing, please visit APU website.



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