I am a leader

BUSINESS, MANAGEMENT, MARKETING, DIGITAL MARKETING, TOURISM

A leader
APU achieves Global Quality Accreditation from QAA UK

Asia Pacific University of Technology & Innovation (APU), a leading Malaysian University has achieved a significant milestone by securing accreditation from the Quality Assurance Agency for Higher Education (QAA) in the United Kingdom. This accreditation underscores APU’s commitment to excellence, rigorous quality assurance processes, and student-centered education.

The Quality Assurance Agency (QAA) carries out Quality Assurance for UK higher education institutions.

- APU underwent a thorough review process conducted by independent reviewers appointed by QAA. This involved almost a year of intense preparation and preparation of documentation.
- A comprehensive physical Audit was held at APU in March 2024. Based on the Audit, APU has been deemed to have achieved Accreditation by the QAA - the FIRST ever Malaysian University to have achieved this.
- The Audit Panel confirmed that APU meets all ten UK and European Quality Assurance standards covering areas such as teaching & learning, student support, research, facilities, resources and governance.
- APU Degrees will now be recognised an equal basis with Degrees from UK universities due to QAA Accreditation of APU as an QAA Accredited Institution.
- APU graduates will benefit from this prestigious recognition of their qualifications in Malaysia, the UK and beyond.

APU’s commitment to continuous improvement and adherence to international best practices played a pivotal role in achieving this accreditation. QAA accreditation enhances APU’s global reputation and validates its commitment to quality education. APU will continue to uphold the QAA standards and strive for further excellence with pride.
Malaysian University
1 of 23 in the world
1st

ONLY Malaysian University to achieve both QS 5-Stars Plus+ Rating & being Ranked in QS World Rankings 2024

Facts regarding APU’s achievements in the latest QS World University rankings:

• Ranked TOP 2.2% in the World
• Ranked #621-630 in the World
• Ranked No.179 in Asia
• Ranked No.1 for International Students in Malaysia
• Ranked No.16 in the World for International Students
• Ranked Top 200 for International Faculty in the World
• Ranked among Top 13 Universities in Malaysia
• Ranked among Top 6 Private Universities in Malaysia

APU EMERGES AS THE FIRST QS 5-STARS PLUS UNIVERSITY IN MALAYSIA
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 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 23 universities worldwide to achieve this honour.

RANKED NO.1 FOR INTERNATIONAL STUDENTS IN MALAYSIA AND NO.16 IN THE WORLD
APU is the ONLY Malaysian University to achieve the double distinction of achieving the QS 5-Stars Plus Rating as well as being Ranked in the QS World University Ranking 2024, where APU is ranked in the Top 2.2% in the World. APU is Ranked No.1 for International Students in Malaysia and No. 16 for International Students in the World.

APU IS AWARDED 2024 EMPLOYERS’ CHOICE OF UNIVERSITY
Renowned for its 100% employability rate among graduates, APU underlined its strengths by being selected as the 2024 Employers’ Choice of University in Talentbank’s annual survey of employers. Talentbank also announced that APU graduates were voted Champions of Employers’ Top Choice in the fields of Computing & IT, Game Design and Development, Animation, and Finance & Islamic Finance. Additionally, graduates of Actuarial Science, Mechatronic Engineering, Multimedia and Communication & Broadcasting are also employers’ preferred options with 6 Star Ratings.

APU IS AWARDED 2024 BEST TECH UNIVERSITY & BEST FUTURE READY UNIVERSITY FOR 2024 - PC.COM AWARDS
The PC.com Awards are prestigious accolades that recognise organisations that demonstrate excellence and leadership in the field of technology and innovation. In the 2024 Awards, Asia Pacific University of Technology & Innovation (APU) shone brightly, winning both the Best Tech University and Best Future Ready University awards, as voted by PC.com readers. This recognition reflects APU’s unwavering commitment in offering cutting-edge digital technology programmes & preparing students for the future. APU is a repeat winner, having also won the PC.com Best Tech University Award in 2023.

APU’S LIST OF FIRSTS:

1st Malaysian University to achieve Five Stars Plus in the latest QS Stars Rating
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 20 in the world.”

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit
APIIT RATED 6-STARS (OUTSTANDING) RATING

APU – A 5-STAR (EXCELLENT) RATED INSTITUTION

APU has consistently received the highest ratings among emerging Universities through the SETARA Ratings exercise conducted by the Ministry of Higher Education, ever since the SETARA Ratings system was introduced, including having attained 5 STARS in the latest ratings announced in Dec 2020.

The SETARA ratings system employs a rigorous assessment methodology to rate an education institution’s three core functions, namely teaching, research and services.

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.

DEGREE PROGRAMMES

- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialization in E-Business *
- Bachelor of Arts (Honours) in Business Management with a specialization in Digital Leadership
- BA (Hons) Human Resource Management
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in Marketing Management *
- Bachelor of Arts (Honours) in Marketing Management with a specialization in Digital Marketing *
- Bachelor of Arts (Honours) in Tourism Management *
- Bachelor of Arts (Honours) in Tourism Management with a specialization in Hospitality *

APU is awarded Best Tech University & Best Future Ready University for 2024 - PC.COM Awards

The PC.com Awards are prestigious accolades that recognise organisations that demonstrate excellence and leadership in the field of technology and innovation. In the 2024 Awards, Asia Pacific University of Technology & Innovation (APU) shone brightly, winning both the Best Tech University and Best Future Ready University awards, as voted by PC.com readers. This recognition reflects APU’s unwavering commitment in offering cutting-edge digital technology programmes and preparing students for the future. APU is a repeat winner, having also won the PC.com Best Tech University Award in 2023.

APU - FIRST EVER MALAYSIAN UNIVERSITY WITH QAA UK ACCREDITATION

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 MarketingCourses, 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.

This recognition is a testament to the high-quality education that APU provides, which is Accredited by AACSB International, 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 organisations, from more than 90 countries globally.
Experience

APU’s iconic campus

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

Malaysia’s Award Winning University

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

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

Asia Pacific University of Technology & Innovation (APU)’s Ultra-Modern University Campus in MIRANTI - Technology Park Malaysia 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.

AXP

Ranked No.1 for International Students in Malaysia

Malaysia’s Award Winning University

Engineering Degree Accredited by WASHINGTON ACCORD

100% Employability*

More than 80,000 Graduates & Alumni

First in Malaysia to Achieve 5-Stars Plus in QS Ratings

* Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia
Regardless of the programme you choose, you will be supported by highly qualified and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.

**Outstanding Support**

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

**100% Employability***

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.

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A Truly International Community

With students from over 130 countries, we ensure that you will gain memorable experiences alongside the diverse and colorful 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 Hub of Cultural Diversity

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.

RANKED #1 for International Students in Malaysia

#16 in the World

QS World University Rankings 2024
World-class Facilities @ APU

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

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

An Integrated Community
The campus aims to establish a community aspect for the university - where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning concepts in line with the Industry 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 which is a great place to be a student.

Find your new home at DMU

At DMU, our supportive and nurturing community will empower you to realise your dreams. Our courses are carefully designed and taught by expert academics to help you gain the skills needed to enter today’s competitive jobs market and succeed in your career.

The university is organised into four faculties: Arts, Design and Humanities, Business and Law, Health and Life Sciences and Computing, Engineering and Media.

Our award-winning careers and employability service, DMU Works provides guaranteed work experience opportunities, including placements, internships and career mentoring.

About DMU

- DMU has over 150 years of history in providing higher education to students from around the globe.
- Leicester offers everything students could need and it has been named the fourth most vibrant city in the UK (Top Cities Vibrancy Report, 2022), as well as the best city in the East Midlands region to live and work (Good Growth for Cities Index, 2022).
- De Montfort University is the only higher education institution in Britain to be a global hub for one of the Sustainable Development Goals – SDG 16 to promote peace, justice and strong institutions.
- Each year, international students from more than 130 countries choose to study at DMU.
- DMU is rated a 5-star ‘excellent’ institution by QS, a world leader in evaluation higher education performance.
- DMU facilities have been shortlisted among the UK’s best in the 2023 Whatuni Student Choice Awards, as voted for by students.
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**

- **Certificate** (16 months)
- **Diploma** (2 years/2+ years)
- **Degree Foundation** (1 year)
- **STPM / O-Levels / IGCSE or equivalent**
- **Honours Degree Level 1** (3 years)
- **Honours Degree Level 2** (1 year)
- **Honours Degree Level 3** (1 year)
- **Masters Degree** (1 year)
- **Bachelor of Arts (Hons) in Business Management**
- **Bachelor of Arts (Hons) in Business Management with a specialism in E-Business**
- **Bachelor of Arts (Hons) in Business Management with a specialism in Digital Leadership**
- **BA (Hons) Human Resource Management**
- **Bachelor of Arts (Hons) in International Business Management**
- **Bachelor of Arts (Hons) in Marketing Management**
- **Diploma in Business Administration**
- **Diploma in Business Information Technology**
- **Diploma in International Studies**
- **Diploma in Tourism Management**
- **Bachelor of Science in Business Management**
- **Bachelor of Science in Digital Leadership**
- **Bachelor of Science in Digital Marketing**
- **Bachelor of Science in Hospitality**

### Programs

<table>
<thead>
<tr>
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</thead>
<tbody>
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</tr>
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### ENGLISH REQUIREMENTS

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### Admission Requirements

**General Requirements**

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<tr>
<td>STPM</td>
<td>- 2 Passes in STPM with a minimum Grade C (CP 2.0) and a Pass in English and Mathematics at STPM Level or its equivalent</td>
</tr>
<tr>
<td>A-LEVEL</td>
<td>- 2 Passes (Grade A-D) in A-Level with a Pass in English and Mathematics at STPM/O-Level/IGCSE or its equivalent</td>
</tr>
<tr>
<td>UEC</td>
<td>- 5 Grade B’s in UEC with a Pass in Mathematics and English</td>
</tr>
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**Matriculation/Foundation**

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<td>Passed Foundation programme (minimum CGPA of 2.0)</td>
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</table>

### English Requirements

**English Requirements** (only applicable for international students)

**Bachelor of Arts (Hons) in Business Management**

- IELTS: 4.0
- TOEFL IBT: 30-31
- Pearson (PTE): 50
- MUET: Band 5

**Bachelor of Arts (Hons) in International Business Management**

- IELTS: 5.0
- TOEFL IBT: 40
- Pearson (PTE): 47
- MUET: Band 5.5

**Bachelor of Arts (Hons) in Marketing Management**

- IELTS: 5.5
- TOEFL IBT: 46
- Pearson (PTE): 51
- MUET: Band 6

**Bachelor of Science in Business Management**

- IELTS: 5.5
- TOEFL IBT: 46
- Pearson (PTE): 51
- MUET: Band 6

**Bachelor of Science in Digital Leadership**

- IELTS: 5.5
- TOEFL IBT: 46
- Pearson (PTE): 51
- MUET: Band 6

**Bachelor of Science in Digital Marketing**

- IELTS: 5.5
- TOEFL IBT: 46
- Pearson (PTE): 51
- MUET: Band 6

**Bachelor of Science in Hospitality**

- IELTS: 5.5
- TOEFL IBT: 46
- Pearson (PTE): 51
- MUET: Band 6

### Notes

- 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: Students who are unable to obtain the required level of English Competency during the maximum 12-month 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).
Foundations Programme – Flexibility of Choice

MODULES YOU STUDY
The modules studied help develop your study skills, introduce you to what you can expect on your degree, and also allow you to discover what you can study studying, 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 real transformation point for students’ soft skills, general knowledge and preparatory subject fundamentals acquired at the Foundation lead to excellent business and technical 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 consists of helpful academic mentors who are committed in ensuring academic achievements, providing pastoral care and guiding students on developing students potential and performance to ensure that they undergo a smooth transition from secondary education to tertiary learning.

ADMISION REQUIREMENTS
- 5 Credits in at least 5 subjects at SPM level with a minimum of a pass in Bahasa Melayu and Sejarah (History).
- 5 Credits (Grade B & above) in at least 5 subjects at SPM/O-Level/IGCSE levels.
- A qualification that APU accepts as equivalent to the above.
- Some Degree Programmes may require a Credit in Mathematics or SPM/O-Level level or equivalent.
- Engineering Degree Programmes require a Credit in Mathematics and Physics or Chemistry of SPM/O-Level level or equivalent.
- Foundation in Computing (C01): 100% O-Level requires a Credit Pass in Mathematics

COMMON SEMESTER 1
- Communication Skills
- Personal Development & Study Methods
- Essentials of Web Applications
- Mathematics

You may then proceed to Level 1 of a Degree of your choice in the following pathways

PRIMEARY PATHWAYS
- Business, Management & Tourism
- Accounting, Finance, Banking & Actuarial Studies
- Media, Communication & Psychology

ALTERNATIVE PATHWAYS
- Computing & Technology
- Multimedia & Games Development
- Industrial Design, Visual Effects, Animation & Digital Advertising
- International Relations
- Architecture

YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE
(See individual brochure for details and admission requirements)

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

- Mathematics
- Physics
- Chemistry
- English
- Modern Language

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:
  - Bachelor of Science (Honours) in Information Technology
  - Bachelor of Science (Honours) in Information Technology with a specialism in Information System Security
  - Bachelor of Science (Honours) in Information Technology with a specialism in Cloud Computing
  - Bachelor of Science (Honours) in Computer Science
  - Bachelor of Science (Honours) in Computer Science with a specialism in Data Analytics
  - Bachelor of Science (Honours) in Digital Forensics
  - Bachelor of Science (Honours) in Software Engineering
  - Bachelor of Computer Science (Honors) in Artificial Intelligence

- Accounting, Banking, Finance & Actuarial
  - Bachelor of Accounting and Finance (Honours)
  - Bachelor of Accounting and Finance (Honours) with a specialism in Accounting & Finance
  - Bachelor of Accounting and Finance (Honours) with a specialism in Actuarial Science
  - Bachelor of Accounting and Finance (Honours) with a specialism in Data Analytics
  - Bachelor of Accounting and Finance (Honours) with a specialism in Financial Technology

- Engineering
  - Bachelor of Electrical and Electronic Engineering
  - Bachelor of Mechanical Engineering
  - Bachelor of Mechanical Engineering with Honours
  - Bachelor of Petroleum Engineering

- Science or Physics OR Chemistry OR Biology
  - Bachelor of Science (Honours) in Physics
  - Bachelor of Science (Honours) in Chemistry
  - Bachelor of Science (Honours) in Biology

- All Credit Passes in Mathematics at SPM/O-Level / IGCSE is required in the following programmes:

- Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics and Artificial Intelligence programmes will be required to undertake Foundation Programmes in Computing & Technology and Artificial Intelligence which are part of the Foundation Programmes. Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics and Artificial Intelligence programmes will be required to undertake Foundation Programmes in Computing & Technology and Artificial Intelligence which are part of the Foundation Programmes.

- Further Mathematics module 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:

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

Diploma in Business Administration
Students who undertake this programme will be eligible to progress into Year 2 of:
- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - E-Business
  - Digital Leadership
  - BA (Hons) Human Resource Management
  - Bachelor of Arts (Honours) in International Business Management
  - Bachelor of Arts (Honours) in Marketing Management
  - Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing
  - Bachelor of Arts (Honours) in Media and Communication Studies*

Diploma in International Studies
Students who undertake this programme will be eligible to progress into Year 2 of:
- Bachelor of Arts (Honours) in International Relations
- Bachelor of Arts (Honours) in Business Management*
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - E-Business*
  - Digital Leadership*
  - BA (Hons) Human Resource Management*
  - Bachelor of Arts (Honours) in Marketing Management*
  - Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing*
  - Bachelor of Arts (Honours) in Tourism Management*

* Bridging module/s needed before progress into Year 2

Diploma in Accounting
Students who undertake this programme will be eligible to progress into Year 2 of:
- Bachelor of Accounting and Finance (Honours)
- Bachelor of Accounting and Finance (Honours) with a specialism in:
  - Forensic Accounting
  - Accounting Technology
  - Bachelor of Arts (Honours) in Business Management
  - Bachelor of Arts (Honours) in Marketing Management with a specialism in:
  - E-Business
  - Digital Leadership
  - BA (Hons) Human Resource Management
  - Bachelor of Arts (Honours) in International Business Management
  - Bachelor of Arts (Honours) in Marketing Management
  - Bachelor of Arts (Honours) in Marketing Management with a specialism in:
  - Investment and Analytics
  - Financial Technology

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.

Diploma in Business Information Technology
Students who undertake this programme will be eligible to progress into Year 2 of:
- Bachelor of Science (Honours) in Information Technology
- Bachelor of Science (Honours) in Information Technology with a specialism in:
  - Cloud Engineering
  - Financial Technology (FinTech)
  - Digital Transformation
  - Business Information Systems

Please note that students who wish to progress to Bachelor of Science (Honours) in Information Technology or its specialism, require a Credit Pass in Mathematics at SPM or a Credit Pass in Mathematics at Diploma in Business Information Technology.

Upon successful completion of this programme with CGPA of 2.5 & above and fulfillment of requirements for credit transfer, you will be eligible to progress into Level 1, Semester 2 of the following degree programmes offered at APU.

- Bachelor of Science (Honours) in Information Technology
- Bachelor of Science (Honours) in Information Technology with a specialism in:
  - Cloud Engineering
  - Financial Technology (FinTech)
  - Digital Transformation
  - Business Information Systems

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

THE FIVE “I”s MODEL™

1: INNOVATION through the design of curriculum, the module content and the learning approaches

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

3: INFORMATION through developing your knowledge and also your abilities to communicate effectively and persuasively

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

5: IMAGINATION in relation to new products, ideas, applications and solutions

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

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

Level
Programmes

Common Level 1*
- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in: E-Business, Digital Leadership
- Bachelor of Arts (Honours) in Marketing Management
- Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing
- BA (Hons) Human Resource Management

Specialised Level 1*
- Bachelor of Arts (Honours) in Tourism Management
- Bachelor of Arts (Honours) in Tourism Management with a specialism in Hospitality

*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.

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.

INTERNERSHIP / 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

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 Engineering, 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.

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 IR4.0 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), Artificial Intelligence (AI), Digital Leadership, Digital Transformation, Sustainable Computing, VR/AR, Financial Technology (FinTech), Accounting Technology (AccTech), Digital Marketing, E-Business, Mechatronics, Computer Engineering, Cloud Engineering 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.
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**

**Future Proof Your Career**

And land that dream job

**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 (ManagementDirect): More than 23,000 journal articles, e-books, and practical digital resources.
  - Full access to Career Development Centre which enables students to obtain free online CV reviews, online interview training, online skills development as well as access to thousands of jobs and internship opportunities.
  - Mentoring Opportunities to support studies & career aspirations, and connect with over 150,000 CMI members through events, webinars and social channels.
  - Fast-Track to Chartered Manager Status (only applicable to CMI qualification of Level 5 Diploma and above; with 5 years of relevant management experience) and future CMI Fellowship (minimum 10 years).
  - To receive a “Dual” CMI certificate for approved courses.

- **Benefits to the Student of a Dual Accredited Degree**
  - **CMO ACCREDITED GRADUATE**
  - **NON-CMI ACCREDITED GRADUATE**
  - **COMPETITIVE EDGE** of students agree their accredited degree gave them a competitive edge in the job application process.
  - **CANDIDATES OF CHOICE** of students economically active within 6 months of graduation.

- **Get One Step Ahead in Your Career with CMI Foundation Chartered Manager**
  - Student will graduate with Foundation Chartered Manager status.
  - Gain a Post-nominals fcMgr.
  - Enjoy 3 months free membership after graduation.
  - Pathway to gain the experience and development to get to full chartered status.

- **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

**The Chartered Pathway**

- CMI Programmes at APU
- Foundation Chartered Manager
- Tailored CPD Journey
- Chartered Manager Assessment
- Chartered Manager Status

*For manager qualified Diploma Level 5 or above. Otherwise a minimum of 3 years management experience is required.
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**

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

**Why DMI?**

- Globally recognised, industry accredited and validated digital marketing program.
- Over 75,000 graduates and 200,000 members.
- Delivered in 100 countries and over 130 partners delivering courses.
- Globally transferable qualification: recognised from industry to industry, as well as from country to country gives graduates great career mobility.

**APU-DMI ACCREDITATION BENEFITS**

- All students in these courses with DMI content are eligible to register with DMI and have access to myDMI portal for duration of course.
- APU syllabus mapped to DMI learning outcomes. No exams or additional assessment.
- Certification is awarded to students after completing the respective Bachelor’s degree programme.

**Up-to-trends premium learning resources & short courses:**

- Industry news & analysis, articles, events & webinars, podcasts, high-quality toolkits & templates, case studies.

**Membership Resources (myDMI portal)**

- Worldwide career and internship opportunities, career guidance, online job forums and topics.

**‘Dual Certificates’**

- Upon course completion, APU students will graduate with CDMA (Certified Digital Marketing Associate) from DMI.
- ‘Dual Certificates’ APU-DMI Accreditation Programme

**KEY AREAS IN THE DIGITAL MARKETING MIX**

- Customer Experience (CX), E-commerce & Conversion Rate Optimization (CRO)
- Digital Strategy and Planning
- Digital Leadership and Management
- Social Media Marketing
- Search Marketing and Digital Channels
- Digital Selling
- Digital Selling
Professional Recognition
of APU Degree Programmes

The Malaysian Institute
of Chartered Secretaries
and Administrators

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).

MAICSA Exemption

<table>
<thead>
<tr>
<th>APU Programme</th>
<th>MAICSA Exemption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Arts (Honours) in Business Management</td>
<td>10/16 subjects</td>
</tr>
<tr>
<td>Bachelor of Arts (Honours) in International Business Management</td>
<td>10/16 subjects</td>
</tr>
<tr>
<td>BA (Hons) Human Resource Management</td>
<td>9/16 subjects</td>
</tr>
</tbody>
</table>

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

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

MACS Exemption

<table>
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</tr>
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<td>BA (Hons) Human Resource Management</td>
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</table>

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

Upon successful completion of Bachelor Degrees in Business Management and 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.

CIMA Exemption

<table>
<thead>
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<th>CIMA Exemption</th>
</tr>
</thead>
<tbody>
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<td>All certificate/level (in papers)</td>
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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.

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.
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.

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 9.1 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 12.6 per cent by 2025."

- Malaysia Digital Economy Corporation (MDEC) - 2021

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.

APU - LEADING DIGITAL TRANSFORMATION IN BUSINESS, MANAGEMENT & MARKETING

Digital Transformation in Business, Management & Marketing

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

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- Malaysia Digital Economy Corporation (MDEC) - 2021
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.

Rise of E-Commerce – Buying & Selling without Borders

E-Commerce penetration rates are forecasted to increase from 15% in 2020 to 25% in 2025.

- MarketWatch, 2020

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

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!
At a glance

Career options

- Market Researcher
- Project Manager
- Procurement Manager
- Operations Manager

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 organisational settings.
- 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 needs exist in the pursuit of 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.

Bachelor of Arts (Honours) in BUSINESS MANAGEMENT

LEVEL 1

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

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 organisational settings.
- 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.

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 2

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

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

Elective Modules (Choose 1)
- Managing Finance OR Financial Management
- Interests (15 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Leadership Theory and Practice
- Entrepreneurship Building

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

Elective Modules (Choose 2)
- Corporate Finance OR Building Customer Relationship
- Strategic Marketing Planning OR International Strategic Management

Career options

- New Business Development Manager
- E-Business Consultant
- Technopreneur
- 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

Bachelor of Arts (Honours) in BUSINESS MANAGEMENT WITH A SPECIALISM IN E-BUSINESS

LEVEL 1

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

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 organisational settings.
- A comprehensive understanding and application of creating, funding and managing Internet businesses in a dynamic business world.
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Specialised Modules
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- Asian Economics
- Investigation in Business Management
- Contemporary Management
- Global Marketing
- Business Management Project

Elective Modules (Choose 2)
- Corporate Finance OR Building Customer Relationship
- Strategic Marketing Planning OR International Strategic Management

Career options

- New Business Development Manager
- E-Business Consultant
- Technopreneur
- 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
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.
- Vocationalally 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.

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.
- Vocationalally 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.

Duration: 5 years full-time

LEVEL 1
Common Modules
- Introduction to Management
- Digital Thinking and Innovation
- Quantitative Skills
- Business and Communications Skills
- Business Economics
- People Management
- Accounting Skills
- Marketing
- Business Law
- Fundamentals of Entrepreneurship

LEVEL 2
Common Modules
- Behavioural Science in Organisation
- Innovation Process
- Enterprise Resource Planning with SAP Platform
- Business Ethics and Governance
- Critical Thinking in Management
- Business Research Methods

Specialised Modules
- Operations Management
- E-Business Management
- Leading Digital Business Transformation
- Digital Marketing
- E-Commerce

Elective Modules (Choose 1)
- Managing Finance OR Financial Management

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
Common Modules
- Strategic Management
- Asian Economics
- Venture Building

Specialised Modules
- Digital Finance
- Internet Strategy and Analytics
- Contemporary Management
- Investigations in Business Management
- Global Marketing
- Digital Execution
- Business Management Project

Elective Modules (Choose 2)
- Corporate Finance OR Building Customer Relationship
- Strategic Marketing Planning OR International Strategic Management

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

Duration: 5 years full-time

LEVEL 1
Common Modules
- Accounting Skills
- Business and Communications Skills
- Digital Thinking and Innovation
- Introduction to Management
- Marketing
- People Management
- Quantitative Skills
- Business Economics
- Fundamental of Entrepreneurship

LEVEL 2
Common Modules
- Behavioural Science in Organisation
- Business Ethics and 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 practical and current issues of digitalisation in business world. Students will gain solid understanding on the contemporary phenomena of digitisation 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 (Islamic Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

FULL students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency (MQA).
At a glance

**MODULE OUTLINE**

### 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.

### Vocationally relevant exposure

- An opportunity to develop well-researched, topical 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
- 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

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### LEVEL 1

**Common Modules**

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

### Specialised Modules

- Operations Management
- International Culture & Communications
- Business Ethics and Governance
- International Business

**Elective Modules (Choose 2)**

- Business Management OR Employee Development
- Critical Thinking in Management OR Regulatory Policy for Investment Markets

### 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 2

**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 Civilization (M/MUJ Students)
- Malay Communication Language (I/Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

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Full students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency (MQA).

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**Duration:** 5 years full-time
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

WHY ARE BRANDS SHIFTING TO 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.
Bachelor of Arts (Honours) in MARKETING MANAGEMENT WITH A SPECIALISM IN DIGITAL MARKETING

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

Specialised Modules
- Digital Marketing
- Integrated Marketing Communications
- Global Marketing
- Brand Management
- Delivering Customer Value
- Strategic Marketing Planning
- Behavioural Science & Marketing Analytics
- E-Commerce
- Digital Strategy and Analytics
- Enabling Technologies for Digital Marketing
- Social Media and Communication
- Creative Copywriting

LEVEL 2
Common Modules
- Business Ethics and Governance
- Innovation Process
- International Culture and Communications
- Business Research Methods

Specialised Modules
- Business Research Methods
- Enabling Technologies for Digital Marketing
-creative Copywriting
- Behavioural Science & Marketing Analytics
- Digital Thinking and Innovation
- Business Law
- Business Economics
- Business and Communication Skills
- Accounting Skills
- Marketing
- Fundamentals of Entrepreneurship
- Strategic Marketing Planning
- Digital Marketing
- Social Media and Communication

INTERNSHIP
Students will undertake an Internship/Industrial Training for a minimum period of 16 weeks to prepare them for the digitally spherical operations. We will further nurture their creativity and innovation as well as independent learning to prepare them for the digitally structured environments.

LEVEL 3
Specialised Modules
- Brand Management
- Building Customer Relationship
- Integrated Marketing Communications
- Digital Strategy and Analytics
- Investigations in Marketing Management
- Marketing Decision Making
- Marketing Management Project
- Behavioural Science & Marketing Analytics
- Enabling Technologies for Digital Marketing

MQA Compulsory Subjects:
- Appreciation of Ethics and Civilisation
- Malay Communication Language (1st Semester)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

Accredited by:

Students who are enrolled in the Bachelor of Arts (Honours) in Tourism Management programme have the opportunity to opt for the IMI Switzerland Certification and will be qualified to receive a certificate from IMI-Switzerland upon successfully completing the program.

Additionally, graduates of both the Bachelor of Arts (Honours) in Tourism Management and the Bachelor of Arts (Honours) in Tourism Management with a specialism in Hospitality from APU will have the opportunity to enroll in the MSc Degree in International Hospitality and Events Management programme at IMI-Switzerland.
Bachelor of Arts (Honours) in
TOURISM MANAGEMENT

At a glance

MODULE OUTLINE

LEVEL 1

Common Modules
- Introduction to Tourism and Hospitality
- Business and Communications Skills
- Digital Thinking and Innovation
- Accounting Skills
- Marketing

Specialised Modules
- Business Management
- Introduction to Hospitality and Tourism
- Introduction to Services Management
- Legal Aspects in the Hospitality and Tourism Industry
- Fundamentals of Entrepreneurship

Elective Module
- Introduction to VRAR and Metaverse

Duration: 3 years full-time

Career options
- Travel and Tourism Consultant
- Event Runner
- Passenger Services Manager
- Retail Business Manager
- Tourism Development Manager
- Hospitality Manager
- Customer Services Manager
- Sales and Marketing Manager
- Tourism Research Analyst
- Destination Marketing Manager
- Tourism, Culture and Conservation Official

This programme specifically designed to provide students with:

- An understanding of the context, nature, function and significance of travel and tourism activities to hold executive management and leadership positions in the industry.
- A comprehensive awareness of technical and operational expertise, as well as sustainability of the tourism industry with an emphasis on economic, environmental and social-cultural, and technological factors.
- Exposure to theoretical and practical issues of tourism businesses.
- A wide range of employable skills, such as the ability to do research, develop, and market tourism products and destinations, critical thinking, problem-solving, and interpretative skills; and excellent written and oral communication.

Co-Curriculum
- Integrity and Anti-corruption
- Philosophy and Current Issues
- Malay Communication Language (International Students)
- Appreciation of Ethics and Civilisations
- Tourism Policy, Planning and Development
- Venture Building
- Meetings, Incentives, Conventions and Exhibitions
- Sustainability in Tourism and Hospitality Industry
- Crisis Management and Communications
- Destination Marketing Manager
- Tourism, Culture and Conservation Official

LEVEL 2

Common Modules
- Digital Marketing
- Business Research Methods

Specialised Modules
- International Cultural and Communications
- Innovation Processes
- E-Tourism
- Hospitality and Tourism Revenue Management
- Ticketing and Computer Reservation System
- Geography of Travel and Tourism

Elective Modules
- Consumer Behaviour
- Sports and Recreational Tourism
- Sports and Recreational Facilities Management
- Management of Revenue

INTERNSHIP (16 weeks)

Duration: 3 years full-time

Career options
- Travel and Tourism Consultant
- Events Manager
- Coast Relations Manager
- Food and Beverage Manager
- Restaurant and Catering Manager
- Hotel and Resorts Management
- Customer Services Manager
- Sales and Marketing Manager
- Hospitality Research Analyst
- Destination Marketing Manager
- Tourism, Culture and Conservation Official

This programme specifically designed to provide students with:

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- Exposure to theoretical and practical issues of tourism and hospitality businesses.
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Co-Curriculum
- Integrity and Anti-corruption
- Philosophy and Current Issues
- Malay Communication Language (International Students)
- Appreciation of Ethics and Civilisations
- Tourism Policy, Planning and Development
- Venture Building
- Meetings, Incentives, Conventions and Exhibitions
- Sustainability in Tourism and Hospitality Industry
- Crisis Management and Communications
- Destination Marketing Manager
- Tourism, Culture and Conservation Official

LEVEL 3

Specialised Modules
- Management of People and Performance
- Meetings, Incentives, Conventions and Exhibitions
- Investigations in Tourism Management
- Venture Building
- Tourism Policy, Planning and Development
- Monitoring and Evaluation of Services Management
- International Tourism Marketing

Elective Module
- Tourism in Action

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisations (Irish Students)
- Malaysian Communication Language (Irish Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

INTERNSHIP (16 weeks)

Duration: 3 years full-time

Career options
- Travel and Tourism Consultant
- Events Manager
- Coast Relations Manager
- Food and Beverage Manager
- Restaurant and Catering Manager
- Hotel and Resorts Management
- Customer Services Manager
- Sales and Marketing Manager
- Hospitality Research Analyst
- Destination Marketing Manager
- Tourism, Culture and Conservation Official

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Co-Curriculum
- Integrity and Anti-corruption
- Philosophy and Current Issues
- Malay Communication Language (Irish Students)
- Appreciation of Ethics and Civilisations (Irish Students)
- Malaysian Communication Language (Irish Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

INTERNSHIP (16 weeks)

Duration: 3 years full-time

Career options
- Travel and Tourism Consultant
- Events Manager
- Coast Relations Manager
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Co-Curriculum
- Integrity and Anti-corruption
- Philosophy and Current Issues
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Duration: 3 years full-time

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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 that 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 ROBERTSO (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."

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 attitude in life. And my attitude was partly shaped by APIIT/APU."

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."

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Paid Media Specialist - Excess

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WHAT DO OUR ALUMNI SAY...
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
- Game 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
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

TALENTBANK’S EMPLOYERS’ CHOICE AWARD
2024 - Employer of Choice University

CYBERSECURITY EXCELLENCE AWARDS - BEST CYBERSECURITY EDUCATION PROVIDER IN ASIA
2020 - Honorable Mention

PRIVATE EDUCATION EXCELLENCE AWARDS
2023 - National Outstanding Innovator Award
2023 - Best in Diversity & Inclusion (Institution Category)

HILTI IT COMPETITION
2023 - National Outstanding Young Educator Merit Award

TALENTBANK’S EMPLOYERS’ CHOICE AWARD
2024 - Recognises the significance of talent development and the role of educational institutions in nurturing the future workforce.

AWARDS RECEIVED BY THE UNIVERSITY AND ITS STUDENTS
- National Outstanding Innovator Award
- Best in Diversity & Inclusion (Institution Category)
- National Outstanding Young Educator Merit Award

NATIONAL SYMPOSIUM ON HUMAN COMPUTER INTERACTION - FUSION
2023 - 1st Gold Award, 2nd Placing Awards, and 2 Silver Awards
2023 - 1st Gold award, 5 Silver awards, 5 Bronze awards, 3 Special Jury Awards for best poster and best video, and 2 Lucky Winners

IMPROVEMENT BY STANDARD-CHARTERED
2023 - Champion

UNIVERSITY MALAYSIA (EM) HACKATHON
2023 - 2 Champions

MYSTARTUP HACKATHON & DIGITAL NATIONAL BERHAD (DNB)
2023 - Problem Statement 5 Winner

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD
2023 - Gold Award
2023 - Gold Award
2019 - Gold Award
2018 - Gold Award
2017 - Gold Award
2016 - Gold Award
2015 - Gold Award

WATER VANCOURGHER CHALLENGE 2023
2023 - Champion

WICKED 4 CYBER GAMES, 2023 WOMEN’S GLOBAL CYBER
2023 - 1st Place in Women’s Society of CyberSuits (WSC) CTF
2023 - 2nd Place in the Hacku CTF and Security Innovation CTF
2023 - 7th Place in the SANS Bapture CTF

30-HOUR NO-CODE HACKATHON
2023 - Prize Winner

MICROSOFT'S CODE WITHOUT BARRIERS HACKATHON
2023 - Winners

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

The APIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation is selected to receive the Prime Minister's Industry Excellence Award among nearly 50 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 APIT as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

ASIA PACIFIC, JAPAN, AND CHINA (APJC) CISCO NETRIDERS COMPETITION
2022 - 1st Place

PEREODIA SEDAN DESIGN CHALLENGE
2022 - Champion

ITANK COMPETITION
2023 - Best Solution in the Environment category case study

ETHEREUM BLOCKCHAIN HACKATHON AT ETH SEUL 2023
2023 - Best Governance App Winner

INTERVARSITY CORPORATE STRATEGY CHALLENGE (ICSC)
2023 - 1st Runner-Up

INTERNATIONAL INNOVATION, TECHNOLOGY & RESEARCH EXHIBITION (IITREX)
2023 - 1st Place & 2nd Runner Up

SIBER SIGA'S CAPTURE THE FLAGS (CTF) CODE BATTLE
2023 - 2nd Place
2023 - 3rd Place
2023 - 5th Place
2023 - 6th Place

INTERVARSITY CORPORATE STRATEGY CHALLENGE (ICSC)
2023 - 1st Runner-Up

TAIPE DESIGN AWARD
2023 - Silver Prize Winner (Industrial Design Category)

IEM STUDENT RESEARCH E-POSTER COMPETITION
2023 - 2nd Prize Winner (Individual Category)

INTERNATIONAL INNOVATION, TECHNOLOGY & RESEARCH EXHIBITION AND CONFERENCE (3TRX)
2023 - 3rd Place

ASEAN REPUBLIC OF KOREA (ROK) YOUTH METHANISE IDEA COMPETITION
2023 - 2nd Place Winner

ODYSSEY HACKFEST: ONLINE CATEGORY
2022 - Champion

INTERNET & CREST INDUSTRY-UNIVERSITY CHALLENGE
2022 - Champion

ODYSSEY HACKFEST: ONLINE CATEGORY
2022 - Champion

APU-AWS DEEPRACER COMPETITION
2023 - 3rd Place

MICROSOFT'S CODE WITHOUT BARRIERS HACKATHON
2023 - Winners

APU-AMS DEEP RACER COMPETITION
2023 - 2nd Place

ADOBE CERTIFIED PROFESSIONAL (ACP) CHAMPIONSHIP MALAYSIA
2023 - National Champion
2023 - Top 5

WICKED 6 GLOBAL WOMEN'S CYBER LEAGUE GAME 2024 CAPTURE THE FLAGS (CTF)
2023 - Champion
2023 - Champion
2022 - 2nd Runner Up

5TH CARNIVAL OF RESEARCH AND INNOVATION (CRI)
2013 - 2 Silver Medals
2014 - 1 Bronze Award
2015 - 1 Bronze Award
2016 - 1 Gold Award
2017 - 1 Silver Award
2019 - 1 Gold Award
2023 - 6 Silver Awards

EXHIBITION (ITEX)
2018 - Silver Award
2018 - 2 Gold Awards
2019 - Silver Award
2019 - 2 Gold Awards
2021 - Gold Award
2022 - 2 Silver Awards 1 Bronze Award
2023 - 3 Gold Awards

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL)
2023 - 3 Gold Awards
2022 - 2 Silver Awards 1 Bronze Award
2021 - Gold Award
2020 - 2 Silver Awards
2019 - 2 Gold Awards
2019 - Silver Award
2018 - 2 Gold Awards
2016 - Silver Award

INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)
2023 - 1 Gold Award
2023 - 6 Silver Awards
2022 - 1 Gold Award
2019 - 1 Gold Award
2018 - 1 Bronze Award
2016 - 1 Silver Award
2016 - 1 Silver Award
2017 - 1 Silver Award
2016 - 1 Gold Award
2015 - 1 Gold Award
2015 - 1 Bronze Award
2014 - 1 Gold Award
2013 - 1 Bronze Award
2013 - 1 Bronze Award
2012 - 2 Silver Medals
2016 - Best Green Innovation Award
2015 - 2 Gold Medals for the Innovation category

HACKITUDE MALAYSIA
2023 - Champion

For more awards listing, please visit APIU website.