

A . P . U

ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

BUSINESS, MANAGEMENT,
MARKETING, TOURISM & MEDIA

i will

be more than what you see
@APU

BUSINESS, MANAGEMENT,
MARKETING, TOURISM & MEDIA

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD





INSPIRING YOU TOWARDS VISIONS & TRANSFORMATIONS

IT STARTS NOW..... IT STARTS HERE



BUSINESS, MANAGEMENT, MARKETING, TOURISM & MEDIA PROGRAMMES



DEGREE PROGRAMMES

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

APU among the Highest Rated Universities in Malaysia

Being rated at TIER 5 (EXCELLENT) under the SETARA 2011 Ratings by the Ministry of Higher Education (MOHE) and Malaysian Qualifications Agency (MQA), and has maintained this Excellent rating in the latest SETARA 2013 Ratings announced on 17th November 2014.



: Why Us

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. 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.



APIIT amongst the Highest Rated Colleges



APU amongst the Highest Rated Universities

NURTURING PROFESSIONALS FOR GLOBAL CAREERS

We nurture our students as professionals to ensure that we prepare you for the global challenges ahead. Your success is our best testimony; **over 95% of our graduates are employed by graduation.**



Established in 1993 / Part of APIIT Education Group

Purpose-built APIIT campus in Technology Park Malaysia

20⁺ years of partnership with Staffordshire University (UK)

Our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.



OUTSTANDING SUPPORT

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

RATED NO. 1 IN ASIA AND MALAYSIA FOR MULTICULTURAL LEARNING EXPERIENCE*

With more than 11,000 students from over 110 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment.



Superb employability track record

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.

* Student Barometer Wave 2015, 'Studying with people from other cultures'

AN ICONIC CAMPUS

EXPERIENCE APU'S NEW CAMPUS



APU amongst the Highest Rated Universities

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



- 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 CAMPUS OF THE FUTURE

An ultra-modern campus built today for the needs of tomorrow

Asia Pacific University of Technology & Innovation (APU). This new 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's new 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.

(All illustrations are artist impressions)

Rated No:1
in Asia and Malaysia

for multicultural
learning experience*

MALAYSIA'S
**AWARD
WINNING
UNIVERSITY**

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

95%+
Employed
by Graduation

11,000
STUDENTS
on campus from
110 COUNTRIES

MORE THAN
30,000
GRADUATES
& ALUMNI

* Student Barometer Wave 2015, 'Studying with people from other cultures'

Our Partner in Quality



STAFFORDSHIRE UNIVERSITY (UK)

Staffordshire University is a modern University with 100 years' experience of pioneering higher education within the creative, technological and scientific industries. The University delivers relevant, inspiring and vocationally led courses and thus develop students who are independent thinkers.



Based in the Midlands in the heart of the UK, the University is home to approximately 16,500 students that make up a dynamic and vibrant community. This learning community is global and on-campus students represent 90 worldwide nations. In addition, the University has an international network of over 20,700 students studying on Staffordshire University courses at over 40 partner organisations around the world (July 2014).

No.1
BUSINESS
SCHOOL IN
THE WORLD,
RANKED BY
EDURANK FOR
THE USE OF
SOCIAL MEDIA.

Passionate about transforming the lives and aspirations of the individuals and communities it serves, the University is agile and flexible; quick to adapt as student requirements change and is renowned for providing ground-breaking new courses and outstanding learning opportunities.



Staffordshire University has the 4th best Teaching Quality for Accounting courses, ranked by The Sunday Times Good University Guide 2017. Staffordshire University's Accounting and Finance degrees is ranked 7th in the UK for overall satisfaction.



Staffordshire University is one of the largest providers of transnational education provision with partners in Europe, Africa and Asia. APU Malaysia is listed as one of the Staffordshire University's key partners in the Staffordshire University Financial Statements and Governor's Report 2015/2016.

DUAL DEGREE PROGRAMMES

The 3-Year Dual Degree Programmes (DDP)

SCHOOL OF COMPUTING & TECHNOLOGY
SCHOOL OF MANAGEMENT
SCHOOL OF ACCOUNTING, FINANCE & QUANTITATIVE STUDIES
SCHOOL OF MARKETING & MEDIA

The 3-years dual degree Programmes are offered through a unique collaborative partnership between APU and Staffordshire University, United Kingdom, through which Staffordshire accredits 3-year undergraduate programmes that are designed and delivered by APU. On completion of the programme, students will be awarded two undergraduate Degree Certificates and Transcripts: one from APU and one from Staffordshire University.

The programme provides students with enhanced opportunities for further study and career development, especially since both degrees are earned from reputed and quality institutions from two different countries. The most obvious benefit of the partnership is the opportunity for students to gain degrees from Malaysian and UK higher education institutions that are recognised locally and internationally.

The APU-Staffordshire Dual Degree Programmes are offered under an approved collaboration in accordance with the code of Practice for the Assurance of Academic Quality and standards in Higher education as published by the United Kingdom Quality Assurance Agency's (QAA). APU's academic programmes are approved by the Ministry of Education of Malaysia and the qualifications are accredited, or provisionally accredited by the Malaysian Qualifications Agency (MQA).



BUSINESS, MANAGEMENT, MARKETING, TOURISM & MEDIA @ APU

HIGH QUALITY
INTERNATIONAL
CURRICULUM

ACCESSIBLE
TO REAL-
WORLD
BUSINESS
CASES

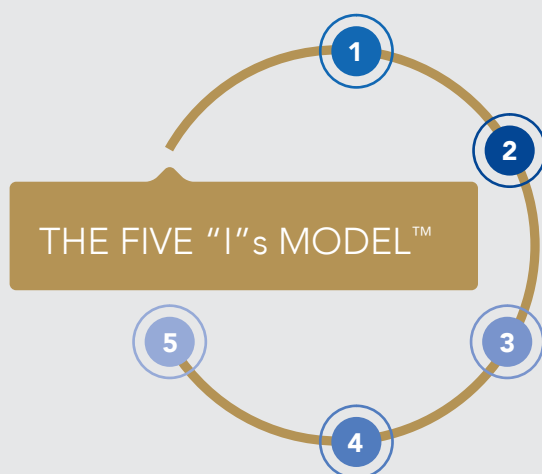
INDUSTRY-
READY
GLOBAL
GRADUATES

PROFESSIONAL
TEACHING &
LEARNING
ENVIRONMENT

HIGHLY-
QUALIFIED
MEMBERS
OF THE
FACULTY

THE AIMS OF THE APU BUSINESS, MANAGEMENT, MARKETING, TOURISM & MEDIA 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, Marketing and Media
- Maintaining effective communication skill
- 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

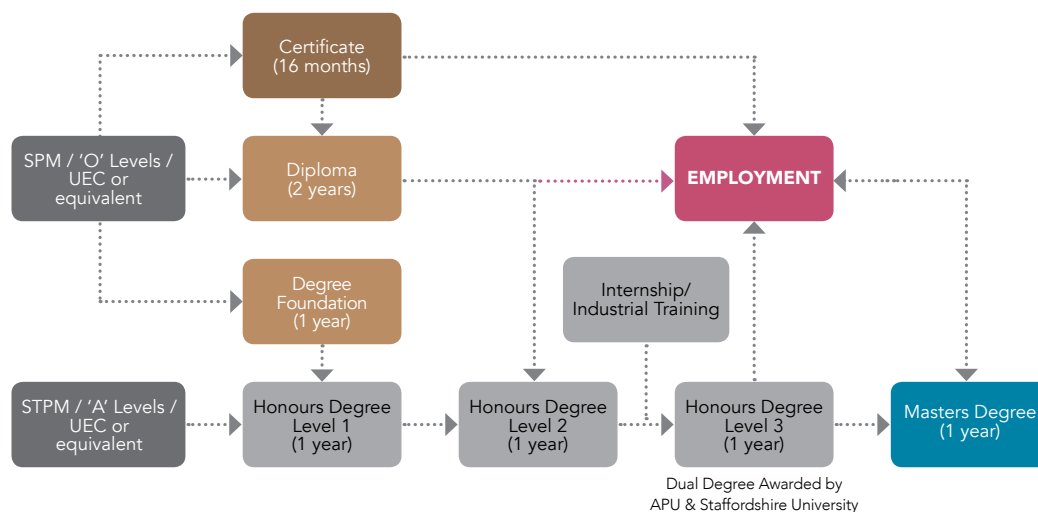
through the use of group work to develop your teamwork skills and through the use of technology to achieve interactivity of devices and people

5: IMAGINATION

in relation to new products, ideas, applications and solutions

PATHWAYS & ADMISSION REQUIREMENTS

Your Study Progression



Admission Requirements

BACHELOR (HONS) DEGREE PROGRAMMES

Programmes	General Requirements
DIRECT ENTRY TO LEVEL 1 OF THE DEGREE:	
STPM	<ul style="list-style-type: none"> - 2 Principal passes at STPM - Grade C in 2 subjects at STPM (Only for Tourism Management Programme)
A-LEVEL	<ul style="list-style-type: none"> - 2 passes at 'A' Levels - Grade C in 2 subjects at 'A' Levels (Only for Tourism Management Programme)
UEC	Credit passes in 5 subjects (Grade B)
MATRICULATION/ FOUNDATION	Successful Completion of the APU Foundation / Matriculation with CGPA 2.0 and above.
DIRECT ENTRY TO LEVEL 2 OF THE DEGREE:	
DIPLOMA	<ul style="list-style-type: none"> - Successful completion of the APU 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 Academic Board)

Any qualification that APU accepts as equivalent to the above.

ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes	Requirements
Foundation and Diploma Programmes	<ul style="list-style-type: none"> • IELTS – 5.5 • TOEFL – 65 (Internet Based Test) 513 (Paper-Based Test) 183 (Computer-Based Test) • Any qualification that APU accepts as equivalent to the above.
Bachelor (Hons) Degree Programmes	<ul style="list-style-type: none"> • IELTS – 6.0 • TOEFL – 79-80 (Internet Based Test) 550 (Paper-Based Test) 213 (Computer-Based Test) • Any qualification that APU accepts as equivalent to the above.

Applicants who do not possess the above will be required to sit for the APU English Placement Test, and based on the outcome of the test may be required to attend APU Intensive English Programme (IEP) prior to commencement of the Degree Programme.

** Candidates not having achieved for the required IELTS/TOEFL/MUET competency may still be accepted into the programme with the condition that the candidates MUST appear for the relevant examination prior to the completion of their studies/graduation.*

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

APU FOUNDATION PROGRAMME

FLEXIBILITY OF CHOICE

MODULES YOU STUDY

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



PATHWAYS TO STAFFORDSHIRE UNIVERSITY (UK) BACHELOR DEGREES

APU Foundation Students will also have the opportunity to pursue Bachelor Degrees at Staffordshire University in the areas of Computing & Technology, Engineering, Design, Animation & VFX, Brand Management, Creative Media, Mass Communication, Accounting, Banking, Finance & Quantitative Studies, Business & Management and International Relations. This is providing, applicants meet the stated admission criteria and English Language Requirements, as determined by Staffordshire University, UK.

SEMESTER 1	COMMON SEMESTER 1	
	<ul style="list-style-type: none"> English for Academic Purpose 	<ul style="list-style-type: none"> Communication Skills
ROUTES	BUSINESS & FINANCE	COMPUTING & TECHNOLOGY
SEMESTER 2	<ul style="list-style-type: none"> Introduction to Business Individual, State & Society Global Business Trends Public Speaking in English 	<ul style="list-style-type: none"> Introduction to Business Individual, State & Society Introduction to Visual & Interactive Programming Public Speaking in English
SEMESTER 3	<ul style="list-style-type: none"> Academic Research Skills Principles of Accounts Economics for Business Perspectives in Technology / Further Mathematics**** Co-Curricular 	<ul style="list-style-type: none"> Academic Research Skills Further Mathematics Introduction to Multimedia Applications Perspectives in Technology Co-Curricular
You may then proceed to Level 1 of a Degree of your choice in the following pathways		
PRIMARY PATHWAYS	<ul style="list-style-type: none"> - Business & Management - Accounting, Finance, Banking & Quantitative Studies - Media & Mass Communications 	<ul style="list-style-type: none"> - Computing & Technology
SECONDARY PATHWAYS	<p>Students may also choose the following:</p> <ul style="list-style-type: none"> - Computing & Technology - Industrial Design & Brand Management - Animation & Visual Effects - Creative Media Technology - International Studies 	<ul style="list-style-type: none"> - Business & Management - Accounting, Finance, Banking & Quantitative Studies - Media & Mass Communications - Industrial Design & Brand Management - Animation & Visual Effects - Creative Media Technology - International Studies

YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE

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

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

Mathematics

Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics at SPM / O-Level is required for the following programmes:

Computing & Technology

- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in
 - Information Systems Security
 - Database Administration
 - Cloud Computing
 - Network Computing
 - Mobile Technology
 - Business Information Systems
 - Internet of Things (IoT)
- BSc (Hons) in Software Engineering***
- BSc (Hons) in Computer Science***
- BSc (Hons) in Computer Science with a specialism in Data Analytics
- BSc (Hons) in Intelligent Systems
- BSc (Hons) in Internet Technology
- BSc (Hons) in Multimedia Technology
- BSc (Hons) in Computer Games Development
- BSc (Hons) in Computer Games Development with a specialism in Games Concept Art
- BSc (Hons) Cyber Security*
- BSc (Hons) Forensic Computing*
- BSc (Hons) in Business Information Technology*

Accounting, Banking, Finance & Quantitative Studies

- BA (Hons) in Accounting and Finance
- BA (Hons) in Accounting and Finance with a specialism in Forensic Accounting
- BA (Hons) in Accounting and Finance with a specialism in Taxation
- BA (Hons) in Accounting and Finance with a specialism in Forex and Investments
- BA (Hons) in Accounting and Finance with a specialism in Internal Audit
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Planning
- Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management
- Bachelor in Islamic Banking and Finance (Hons)
- BSc (Hons) in Actuarial Studies

* UK 3+0 Degrees offered through APIIT.

** Commencement from 2018 onwards. For further details, kindly refer to our Course Counselors at Student Services Office.

<ul style="list-style-type: none"> Personal Development & Study Methods Essentials of Web Applications Mathematics 			
ENGINEERING	DESIGN	CREATIVE MEDIA [Commencement from 2018 onwards]	INTERNATIONAL STUDIES
<ul style="list-style-type: none"> Introduction to Business Introduction to Visual & Interactive Programming Engineering Mathematics Public Speaking in English 	<ul style="list-style-type: none"> Imaging/Production Skills for Design Major Project 1 Design Theory and Practice 1 Public Speaking in English 	<ul style="list-style-type: none"> Writing Skills for Journalists Introduction to Journalism History & Practice Global Business Trends Public Speaking in English 	<ul style="list-style-type: none"> Introduction to International Relations Individual, State & Society Global Business Trends Public Speaking in English
<ul style="list-style-type: none"> Academic Research Skills Mechanical Science Engineering Science Electrical and Electronic Principles Co-Curricular 	<ul style="list-style-type: none"> Academic Research Skills History of Design and Media Major Project 2 Design Theory and Practice 2 Co-Curricular 	<ul style="list-style-type: none"> Academic Research Skills Critical International Film Studies Journalism and Society English for Journalist Co-Curricular 	<ul style="list-style-type: none"> Academic Research Skills Issues in Development Studies Economics for Business Critical International Film Studies Co-Curricular
- Engineering	- Industrial Design & Brand Management - Animation & Visual Effects	- Creative Media Technology	- International Studies
<ul style="list-style-type: none"> Computing & Technology Accounting, Finance, Banking & Quantitative Studies Business & Management Media & Mass Communications Industrial Design & Brand Management Animation & Visual Effects Creative Media Technology International Studies 	<ul style="list-style-type: none"> Computing & Technology Accounting, Finance, Banking & Quantitative Studies Business & Management Media & Mass Communications Creative Media Technology International Studies 	<ul style="list-style-type: none"> Computing & Technology Accounting, Finance, Banking & Quantitative Studies Business & Management Media & Mass Communications Industrial Design & Brand Management Animation & Visual Effects International Studies 	<ul style="list-style-type: none"> Computing & Technology Accounting, Finance, Banking & Quantitative Studies Business & Management Media & Mass Communications Industrial Design & Brand Management Animation & Visual Effects Creative Media Technology

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

Mathematics

Physics OR Chemistry OR Technical Science

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

Engineering

- B.Eng (Hons) in Electrical & Electronic Engineering
- B.Eng (Hons) in Telecommunication Engineering
- B.Eng (Hons) in Mechatronic Engineering
- B.Eng (Hons) in Petroleum Engineering

Leading from APU Foundation to your Choice of Degree Studies:

Business & Management

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

International Studies*

- BA (Hons) International Relations

Industrial Design and Brand Management*

- BA (Hons) Product Design
- BA (Hons) Transport Design
- BA (Hons) Advertising and Brand Management

Animation & Visual Effects*

- BA (Hons) Animation
- BA (Hons) VFX : Visual Effects and Concept Design
- BSc (Hons) Digital Film and 3D Animation Technology
- BSc (Hons) CGI and Digital Effects

Creative Media Technology*

- BA (Hons) Advertising and Commercial Film Production**
- BA (Hons) Media (Film) Production**
- BSc (Hons) Film Production Technology**



*** Student who choose to progress to BSc (Hons) in Software Engineering or BSc (Hons) in Computer Science will require Foundation from Computing & Technology route or Engineering route.

**** Compulsory for Student who choose to progress to BSc (Hons) in Actuarial Studies.



APU / APIIT DIPLOMA PROGRAMMES

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

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

* Pathways after Diploma Programme vary accordingly.

OUR DIPLOMA PROGRAMMES:

- APIIT Diploma in International Studies
- APIIT Diploma in Design & Media
- APU Diploma in Accounting
- APU Diploma in Finance
- APU Diploma in Business Administration
- APU Diploma in Business with Information Technology

PATHWAYS AFTER DIPLOMA TO BUSINESS, MANAGEMENT, MARKETING & MEDIA 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
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- BA (Hons) in Media 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
- BA (Hons) in Accounting and Finance with a specialism in Taxation
- BA (Hons) in Accounting and Finance with a specialism in Forex and Investments
- BA (Hons) in Accounting and Finance with a specialism in Internal Audit
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Planning
- Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management
- Bachelor in Islamic Banking and Finance (Hons)

APU Diploma in Finance

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
- BA (Hons) in Accounting and Finance with a specialism in Taxation
- BA (Hons) in Accounting and Finance with a specialism in Forex and Investments
- BA (Hons) in Accounting and Finance with a specialism in Internal Audit
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Planning
- Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management
- Bachelor in Islamic Banking and Finance (Hons)

APU Diploma in Business with Information Technology

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

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

APIIT Diploma in International Studies

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

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

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

- BSc (Hons) Environment & Sustainability

APIIT Diploma in Design and Media

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

- BA (Hons) in Advertising & Commercial Film Production
- BA (Hons) in Media (Film) Production
- BA (Hons) in Media Marketing

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

- BA (Hons) in Animation
- BA (Hons) in Media Marketing

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

- BA (Hons) Advertising and Brand Management
- BA (Hons) in Media Marketing

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

- BA (Hons) VFX: Visual Effects and Concept Design
- BA (Hons) Digital Film and 3D Animation Technology
- BA (Hons) Animation
- BA (Hons) in Media Marketing

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

- BA (Hons) Product Design
- BA (Hons) Transport Design
- BA (Hons) in Media Marketing

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



DEGREE PROGRAMMES

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

BUSINESS, MANAGEMENT, MARKETING, TOURISM & MEDIA STUDY PATHWAYS

COMMON LEVEL 1	PROGRAMMES
COMMON LEVEL 1*	<ul style="list-style-type: none">• BA (Hons) in Business Management• BA (Hons) in Business Management with a specialism in E-Business• BA (Hons) in International Business Management• BA (Hons) in Marketing Management• BA (Hons) in Human Resource Management
COMMON LEVEL 1*	<ul style="list-style-type: none">• BA (Hons) in Tourism Management
COMMON LEVEL 1*	<ul style="list-style-type: none">• BA (Hons) in Media Marketing

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.

PROFESSIONAL RECOGNITION



APU Programme

MAICSA Exemption

BA (Hons) in Business Management	10/16 subjects
BA (Hons) in International Business Management	10/16 subjects
BA (Hons) in Human Resource Management	9/16 subjects

Our 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).

BUSINESS, MANAGEMENT, MARKETING, TOURISM & MEDIA

In an era of global transformation, the demands placed upon business leaders to provide leadership and insights have become imperative. The School of Management and School of Marketing & Media at APU prepare students for a role that gives them an industry-relevant edge. At APU, we continuously demonstrate high quality international curriculum through our portfolio of Business, Management, Marketing, Media and Tourism degrees at both undergraduate and postgraduate levels. With a mission to develop global-ready graduates, our teaching faculty engages in industry-relevant research that embodies academic rigour and forward-thinking to prepare our graduates towards a rewarding career.

OUR PROGRAMMES

SCHOOL OF MANAGEMENT

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

SCHOOL OF MARKETING & MEDIA

- BA (Hons) in Marketing Management
- BA (Hons) in Tourism Management
- BA (Hons) in Media Marketing

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.



BA (Hons) in **BUSINESS MANAGEMENT**

KPT/JPS(R/345/6/0753)(A6223)08/20

At a glance

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

- General Administrator
- Banking Manager
- Business Development Manager
- Finance Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Operation Manager
- Procurement Manager
- Project Manager
- Sales and Marketing Manager
- Market Researcher
- Business Consultant
- Business Research Analyst
- Entrepreneur

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 12 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.

Module outline

LEVEL 1

Common Modules

- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Computing and IT in the Workplace
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules

- Behavioural Science in the Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Integrated Business Process with SAP ERP System
- Managing Finance

Specialised Modules

- E-Business Management
- Commercial Law
- Critical Thinking in Management
- Employee Development
- International Culture and Communications
- Operations Management

INTERNSHIP (12 weeks)

LEVEL 3

Common Modules

- Corporate Finance
- Strategic Management

Specialised and Option Modules

- Asian Economics
- Business Management Project
- Contemporary Management
- Enterprising Management
- Investigation in Business Management
- Leadership Theory and Practice
- Managing Change
- Managing People and Performance
- Strategic Marketing Planning

MOHE Compulsory Subjects *

- Malaysian Studies
- Bahasa Malaysia
- Moral Studies
- Co-curriculum
- Tamadun Islam dan Tamadun Asia (TITAS)
- Ethic Relations

(*All students are required to successfully complete the General Studies modules as stipulated by the Malaysian Qualification Agency upon graduation)



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

KPT/JPS(R/345/6/0753)(A6223)08/20

At a glance

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
- Marketing 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 Evangelist

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

Module outline

LEVEL 1

Common Modules

- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Computing and IT in the Workplace
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules

- Behavioural Science in the Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Integrated Business Process with SAP ERP System
- Managing Finance

Specialised Modules

- E-Business Management
- E-Commerce
- E-Marketing
- Critical Thinking in Management
- Operations Management
- Creativity and Innovation

INTERNSHIP (12 weeks)

LEVEL 3

Common Modules

- Corporate Finance
- Strategic Management

Specialised and Option Modules

- E- Business Project
- E-Business Procurement
- E-Business Strategy
- Contemporary Management
- Global Marketing
- Investigation in E-Business
- Managing Change
- Integrated Marketing Communications
- Internet Payment Systems

MOHE Compulsory Subjects *

- Malaysian Studies
- Bahasa Malaysia
- Moral Studies
- Co-curriculum
- Tamadun Islam dan Tamadun Asia (TITAS)
- Ethic Relations

*(*All students are required to successfully complete the General Studies modules as stipulated by the Malaysian Qualification Agency upon graduation)*



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

KPT/JPS(R340/6/0544)(A6224)08/20

At a glance

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

- Administration Manager
- General Administrator
- Corporate Strategy Manager
- Global Purchasing Manager
- Global Retail Manager
- International Marketing Manager
- International Operations Manager
- Business Development Manager
- Human Resource Manager
- Logistic and Supply Chain Manager
- Operation Manager
- Sales and Marketing Manager
- Market Research Manager
- Business Consultant
- Business Research Analyst
- Entrepreneur

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 12 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.

Module outline

LEVEL 1

Common Modules

- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Computing and IT in the Workplace
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules

- Behavioural Science in the Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Integrated Business Process with SAP ERP System
- Managing Finance

Specialised Modules

- Commercial Law
- Critical Thinking in Management
- E-Business Management
- International Business
- International Culture & Communications
- Operations Management

INTERNSHIP (12 weeks)

LEVEL 3

Common Modules

- Corporate Finance
- Strategic Management

Specialised and Option Modules

- Asian Economics
- Global Marketing
- International Business Management Project
- International Human Resource Management
- International Strategic Management
- Investigation in International Business Management
- Leadership Theory and Practice
- Managing International Supply Chains
- Managing People and Performance

MOHE Compulsory Subjects *

- Malaysian Studies
- Bahasa Malaysia
- Moral Studies
- Co-curriculum
- Tamadun Islam dan Tamadun Asia (TITAS)
- Ethic Relations

(*All students are required to successfully complete the General Studies modules as stipulated by the Malaysian Qualification Agency upon graduation)



BA (Hons) in **MARKETING MANAGEMENT**

KPT/JPS(R342/6/0126)(A6225)03/20

At a glance

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
- Brand Manager
- Customer Service Manager
- Marketing Manager
- Retail Manager
- Sales Manager
- Marketing Specialist
- Product Manager
- Director Marketing
- Content Marketing Specialist

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 12 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
- Computing and IT in the Workplace
- Fundamentals of Entrepreneurship
- Business Law
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules

- Behavioural Science in the Organisation
- Business Ethics and Governance
- Creativity and Innovation
- Critical Thinking in Management
- International Cultures and Communications
- Business Research Methods

Specialised Modules

- Marketing Intelligence and Research
- Integrated Marketing Communications 1
- B2B Marketing
- E-Marketing
- Delivering Customer Value
- Consumer Behaviour

INTERNSHIP (12 weeks)

LEVEL 3

Specialised and Option 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

MOHE Compulsory Subjects *

- Malaysian Studies
- Bahasa Malaysia
- Moral Studies
- Co-curriculum
- Tamadun Islam dan Tamadun Asia (TITAS)
- Ethic Relations

(*All students are required to successfully complete the General Studies modules as stipulated by the Malaysian Qualification Agency upon graduation)



BA (Hons) in **HUMAN RESOURCE MANAGEMENT**

KPT/JPS(R/345/6/0754)(A6226)08/20

At a glance

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

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 12 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.

Module outline

LEVEL 1

Common Modules

- Introduction to Management
- Accounting Skills
- Business and Communications Skills
- Business Economics
- Business Law
- Computing and IT in the Workplace
- Fundamentals of Entrepreneurship
- Marketing
- People Management
- Quantitative Skills

LEVEL 2

Common Modules

- Behavioural Science in the Organisation
- Business Ethics and Governance
- Business Research Methods
- Delivering Customer Value
- Integrated Business Process with SAP ERP System
- Managing Finance

Specialised Modules

- Critical Thinking in Management
- Employee Development
- Employee Relations
- Employment Law
- International Culture and Communications
- Learning Knowledge and Effective Performance

INTERNSHIP (12 weeks)

LEVEL 3

Common Modules

- Corporate Finance
- Strategic Management

Specialised and Option Modules

- Contemporary Management
- Human Resource Management Project
- International Human Resource Management
- Investigation in Human Resource Management
- Leadership Theory and Practice
- Managing People and Performance
- Managing Change
- People Management Debates
- Strategic Human Resource Management

MOHE Compulsory Subjects *

- Malaysian Studies
- Bahasa Malaysia
- Moral Studies
- Co-curriculum
- Tamadun Islam dan Tamadun Asia (TITAS)
- Ethic Relations

(*All students are required to successfully complete the General Studies modules as stipulated by the Malaysian Qualification Agency upon graduation)



BA (Hons) in **TOURISM MANAGEMENT**

KPT/JPS(R2/812/6/0022)(A6228)12/21

At a glance

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
- Tour Operator
- Corporate Travel Manager
- Group Sales Manager
- Hotel Manager
- Hospitality Manager
- Resort Manager
- Travel Agent
- Front-line Customer Services
- Passenger Handling

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, Accounting, 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, operations management, employee development etc. 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 12 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.

Module outline

LEVEL 1

Common Modules

- Accounting Skills
- Business and Communications Skills
- Computing and IT in the Workplace
- Introduction to Management
- Introduction to Services Management
- Marketing
- People Management
- Quantitative Skills

Specialised Modules

- Introduction to Travel and Tourism Environment
- Legal Aspects in the Hospitality and Tourism Industry

LEVEL 2

Common Modules

- Creativity and Innovation
- Critical Thinking In Management
- Management Information Systems in Organisation
- Business Research Methods

Specialised Modules

- E-Tourism
- Geography of Travel and Tourism
- Managing Visitor Attraction
- Recreational Tourism
- Retail Travel Operations
- Sports Tourism
- Ticketing and Computer Reservation System
- Urban, Rural and Coastal Tourism

INTERNSHIP (12 weeks)

LEVEL 3

Common Modules

- Strategic Human Resource Management

Specialised and Option Modules

- International Tourism Marketing
- Investigations in Tourism Management
- Meetings, Incentives, Conventions and Exhibitions
- Monitoring and Evaluation of Service Management
- Performance Management for the Tourism Industry
- Sports Centre Management
- Tourism Logistics
- Tourism Management Project
- Tourism Policy, Planning and Development
- Tourism Sustainability

MOHE Compulsory Subjects *

- Malaysian Studies
- Moral Studies
- Tamadun Islam dan Tamadun Asia (TITAS)
- Bahasa Malaysia
- Co-curriculum
- Ethic Relations

(*All students are required to successfully complete the General Studies modules as stipulated by the Malaysian Qualification Agency upon graduation)



BA (Hons) in **MEDIA MARKETING**

KPT/JPS(R/342/6/0142)(A6219)08/20

At a glance

Duration:

3 years full-time

This programme is specifically designed to provide students with:

- A thorough understanding of the issues relating to effective human computer interaction.
- A clear appreciation of the user interface and the skills to develop interactive multimedia applications.
- An opportunity to undertake a major project where the acquired knowledge and research skills will be used to explore an aspect of media marketing.

Career options

- PR Executive
- Communications Executive
- Campaign Manager
- Account Manager
- Brand Manager
- Sales Manager
- Campaign Development Manager
- A & P Executive
- Media Sales Executive
- Social Media Strategist
- Social Media Manager
- Digital Media Producer
- Brand Communication Specialist
- Marketing Coordinator
- Digital Marketing Specialist
- Content Developer
- Content Writer
- Digital Content Writer

Module outline

LEVEL 1

Common Modules

- Audio Visual Technology
- Business and Communications Skills
- Computing & IT in the Workplace
- Digital Image Production
- Fundamentals of Web Design and Development
- Introduction to Management
- Introduction to Theories of Media and Culture
- Marketing
- Mass Media to Multimedia
- Understanding the Press

LEVEL 2

Common Modules

- Advertising
- Creativity and Innovation
- Media Culture and Society
- Multimedia for Presenting and Promoting
- New Creative Media Industries
- Public Relations
- Business Research Methods
- Script Writing for Radio & TV

Specialised Modules

- Communications Audit
- Customer Lifestyles and Behaviour
- E-Marketing
- Interactive Marketing

INTERNSHIP (12 weeks)

LEVEL 3

Common Modules

- Audiences, Consumption and Technology
- Copywriting
- Integrated Marketing Communications
- Media, Ethics and Politics
- Strategic Marketing Planning
- Video Recording & Production

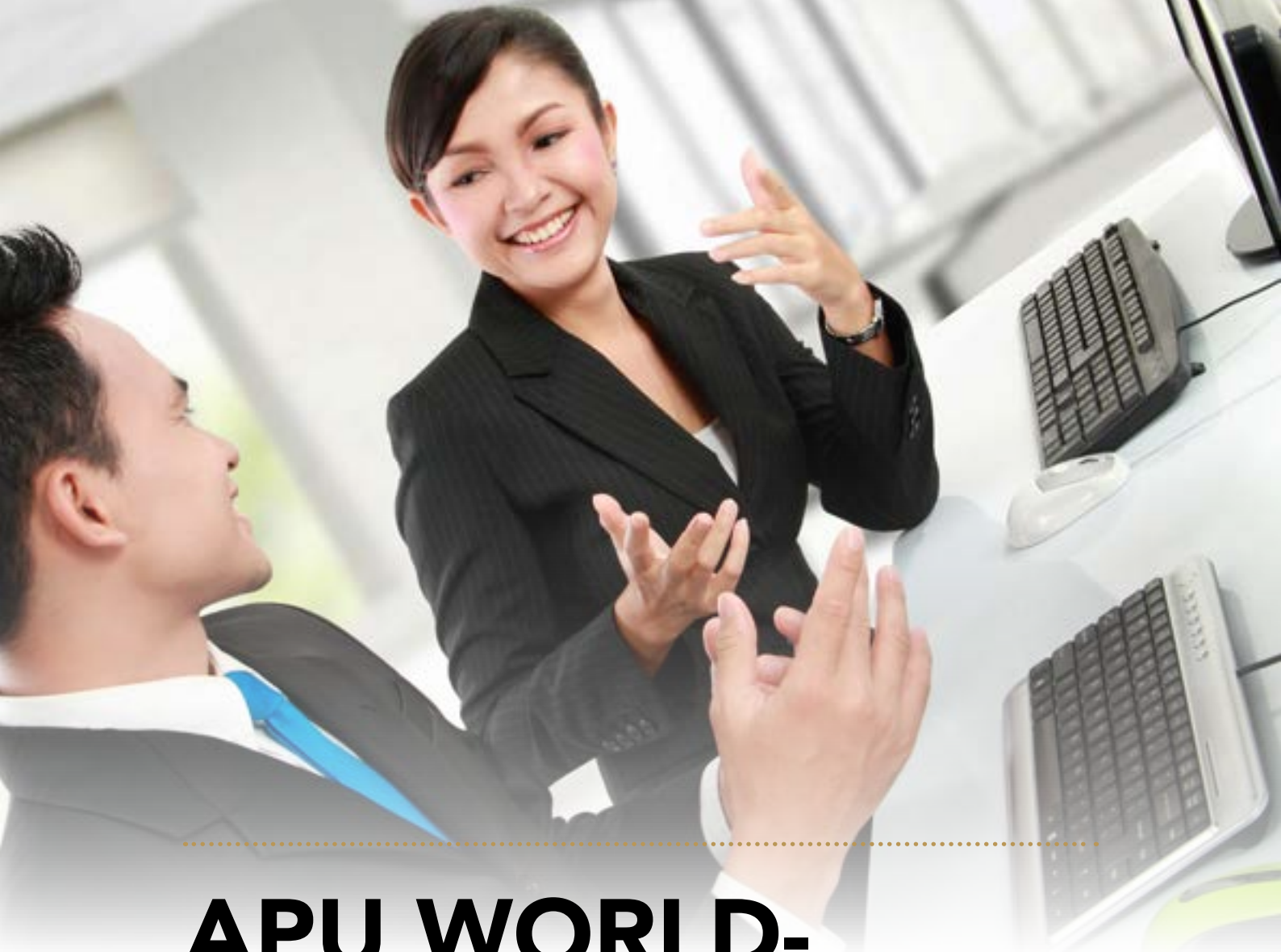
Specialised and Option Modules

- Global Marketing
- Investigations in Media Marketing
- Marketing Decision Making
- Media Marketing Project
- Strategic Entrepreneurship and the Entertainment Industry

MOHE Compulsory Subjects *

- Malaysian Studies
- Bahasa Malaysia
- Moral Studies
- Co-curriculum
- Tamadun Islam dan Tamadun Asia (TITAS)
- Ethic Relations

(*All students are required to successfully complete the General Studies modules as stipulated by the Malaysian Qualification Agency upon graduation)

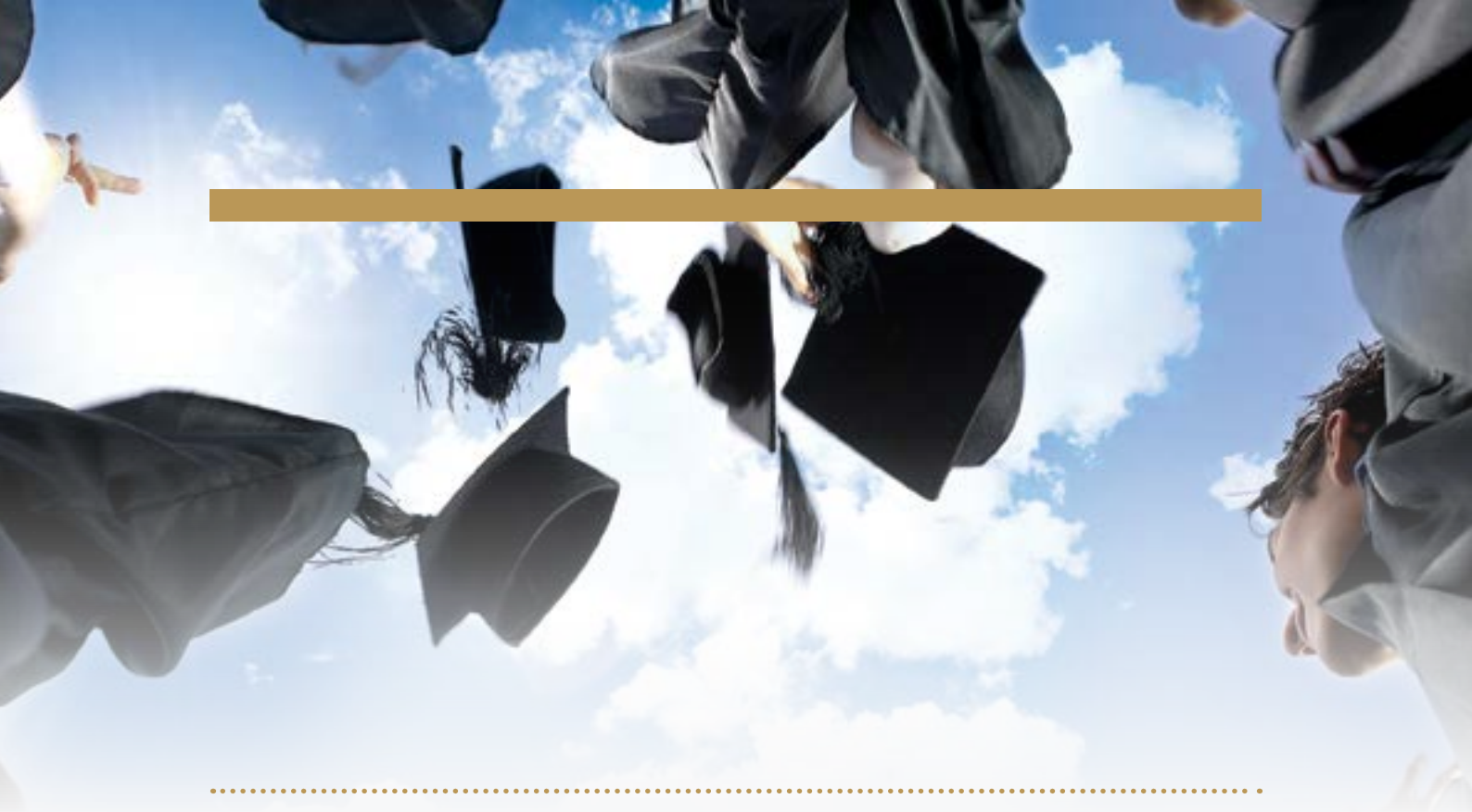


APU WORLD-CLASS R&D AND INNOVATION

Academic Research

Learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our staff and students publish papers and present them at conferences worldwide. Some of the key 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



95%+ OF OUR GRADUATES ARE EMPLOYED BY GRADUATION

DARSHINI NADARAJAN (Malaysia)

BA (Hons) in International Business Management, Class of 2011

Partnerships & Promotions Assistant Manager - Movie Animation Park Studios (MAPS)

"University is all about learning, gaining new skills and new experiences. APIIT is a place that encourages students to develop holistically. Join different clubs/societies, or start your own and see yourself grow. Remember, hiring managers are looking for skills and experiences, not just your academic results."

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."

WHAT OUR ALUMNI SAY...

WOON YAW KWAN (Malaysia)

BA (Hons) in International Business Management, Class of 2011
Assistant Brand Manager - Malboro, Philip Morris International (PMI)

"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 the working environment."

FELIX TANZIL ROBERTSIO (Indonesia)

BA (Hons) Business Management with Specialism in E-Business, Class of 2013
Executive - Teledirect Telecommerce Sdn. Bhd (Google Vendor Malaysia)

"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!"

MOHTADA HUSSEIN SALEM AL-ATTAS (Yemen)

BA (Hons) Business Management, Class of 2014
Front-Line Agent (Customer Care) - TNT Express

"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."

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."

AISHATH ARSHEE KHALEEL (Maldives)

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

"APU did not only inspired me in my career but also inspired me in my Professional Skills and Career Development as a whole. What was learned through APU with their skilled lecturers in a multicultural environment that fostered an intensive learning culture would forever be cherished. My memories at APU are going to be remembered as some of the best days of my life."

WALEED MOHAMMAD (Pakistan)

BA (Hons) Human Resource Management, Class of 2016
HR and Admin Executive - 16TWO

"The APU experience was exciting and dynamic. Being a student at the university offered me diverse and challenging opportunities that aligned perfectly with my career goals. The academic programme was richly comprehensive allowing me to gain an extensive knowledge of the human resources field. Besides, the APU social and cultural scene is rich with diversity which is celebrated throughout the campus and social life which made my time in APU even more of a truly memorable experience."



WORLD-CLASS FACILITIES ☆☆☆☆☆☆☆☆☆☆



BEING A LEADER HAS NEVER STOPPED US
FROM TRYING HARDER

AWARDS & ACCOLADES



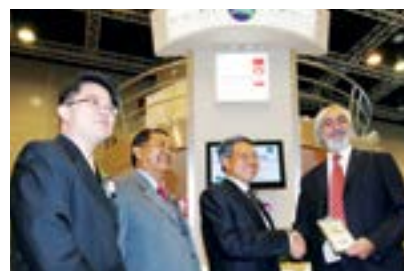
APIIT Education Group is the proud recipient of **PRIME MINISTER'S AWARD**

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

The APIIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia, Dato' Seri Mohd Najib Tun Razak. Only one organisation was selected to receive the Prime Minister's Industry Excellence Award from among nearly 30 other award recipients in 8 different categories.

The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister's Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

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.

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD

- 2017 - Gold Award
- 2016 - Gold Award
- 2015 - Gold Award
- 2014 - Gold Award

INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)

- 2017 - Silver Award for the Invention, Innovation and Technology category
- 2016 - Gold Award for the Invention, Innovation and Technology category
- 2016 - Silver Award for the Invention, Innovation and Technology category
- 2015 - Gold Award for the Invention, Innovation and Technology category
- 2015 - Bronze Award for the Invention, Innovation and Technology category
- 2014 - Gold Award for the Invention, Innovation and Technology category
- 2014 - Bronze Award for the Invention, Innovation and Technology category
- 2013 - Silver Medals for the Invention, Innovation and Technology category
- 2013 - Gold medals for the innovator category

DUTCH WORLD'S UNIVERSITY DEBATING CHAMPIONSHIP

- 2017 - 2nd Place in the World

HEP-IPTS DEBATE COMPETITION (MINISTRY OF HIGHER EDUCATION MALAYSIA)

- 2017 - 1st Runner-up of HEP- IPTS Debate Competition
- 2012 - Champion of HEP- IPTS Debate Competition
- 2012 - Best Speaker Award
- 2011 - Champion of HEP- IPTS Debate Competition

INTERNATIONAL ENERGY INNOVATION COMPETITION (EIC) SINGAPORE

- 2017 - Merit Prize
- 2015 - 1st Runner-up
- 2015 - 4th Place

ABB INTERVASITY INNOVATION CHALLENGE

- 2016 - Grand Prize

ANGELHACK GLOBAL HACKATHON (MALAYSIA)

- 2016 - Grand Prize

F-SECURE IT SECURITY CHALLENGE

- 2016 - Champion

BIG APP CHALLENGE

- 2016 - Champion
- 2016 - 1st Runner Up
- 2016 - 2nd Runner Up
- 2015 - Top 5 Finalist
- 2014 - 1st Runner-up

GAMIFICATION HACKATHON

- 2016 - Champion
- 2016 - Gold Medal

I-HACK

- 2016 - Champion (Forensic Challenge)
- 2016 - Champion (Hack & Defence)

DIGITAL GAMES COMPETITION

- 2016 - Champion
- 2016 - 1st Runner Up

SEDEX (SCIENCE AND ENGINEERING DESIGN EXHIBITION CUM COMPETITION)

- 2016 - Gold Medal
- 2016 - Gold Medal
- 2016 - Bronze Medal

JOM HACK: SMART CITIES WITH LORA

- 2016 - Champion

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

- 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 - 2 Merit Awards for 'Best of Tertiary Student Project'
- 2010 - Top Award for 'Best of Tertiary Student Project'
- 2008 - Top Award for 'Best of e-Inclusion & e-Community'
- 2005 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Top Award for 'Best of Education & Training'
- 2004 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Merit Award for 'Best of Research & Development'
- 2003 - Merit Award for 'Best of Research & Development'
- 2002 - Merit Award for 'Best of Smart Learning Applications'
- 2001 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Top Award for 'Best of Student Projects'
- 1999 - Merit Award for 'Best of Student Projects'

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MAKING HISTORY - AWARDS AND ACHIEVEMENTS



INTERNATIONAL FEDERATION FOR INFORMATION PROCESSING (IFIP) INTERNATIONAL YOUNG IT AWARDS

2016 - Best Student IT Project award

INDONESIA CAPITAL MARKET STUDENT STUDIES (ICMSS) INTERNATIONAL CONFERENCE

2016 - Best Presenter Award

INVENTION & INNOVATION COMPETITION FOR PRIVATE INSTITUTIONS OF HIGHER LEARNING (PERINTIS)

2016 - Silver Award
2016 - Bronze Award
2016 - Bronze Award
2016 - Bronze Award

GREENTECH YOUTH INNOVATION CHALLENGE

2016 - 2nd Place

ATOS GLOBAL IT CHALLENGE

2016 - 1st Runner Up

SCHNEIDER ELECTRIC'S 'GO GREEN IN THE CITY' COMPETITION - MALAYSIA

2016 - 1st Runner-up
2016 - 2nd Runner-up
2015 - 1st Runner-up
2014 - 1st Runner-up

INNOVATIVE PRACTICES IN EDUCATION & INDUSTRY EXHIBITION (I-PEINX)

2016 - Bronze Award

INTERNATIONAL ASIA PACIFIC ICT AWARDS (APICTA)

2016 - Merit Award for 'Best of Tertiary Student Project'
2012 - Merit Award for 'Best of Tertiary Student Project'
2011 - Merit Award for 'Best of Tertiary Student Project'
2010 - Merit Award for 'Best of Tertiary Student Project'
2004 - Merit Award for 'Best of Education & Training'
2004 - Merit Award for 'Best of Applications & Infrastructure Tools'

HILTI INTERNATIONAL INDUSTRIAL MOBILE APPLICATION COMPETITION

2016 - Top 10 Finalist

1WORLD CULTURE FESTIVAL

2016 - Judges Special Award of Nusantara Singing Category
2016 - 1st Runner Up of International Category
2015 - Champion of Nusantara Singing Category
2015 - 1st Runner Up of Nusantara Singing Category
2015 - Best Performance Award of Nusantara Singing Category
2015 - 2nd Runner Up of International Singing Category

E-GENTING PROGRAMMING COMPETITION (R&D DIVISION, EGENTING)

2015 - Distinction Award for 'Software Program Design and Development'
2015 - Merit Award for 'Software Program Design and Development'
2014 - Merit Award for 'Software Program Design and Development'
2014 - Merit Award for 'Software Program Design and Development'
2006 - First Prize for 'Software Program Design and Development'
2004 - First Prize for 'Software Program Design and Development'
2003 - First Prize for 'Software Program Design and Development'
2002 - Merit Award for 'Software Program Design and Development'

INTERNATIONAL CONFERENCE ON INFORMATION, SYSTEM AND CONVERGENCE APPLICATIONS (ICISCA)

2015 - 1 Gold Award
2015 - 1 Bronze Award

CIMA GLOBAL BUSINESS CHALLENGE MALAYSIA

2015 - Finalist
2014 - 1st Runner-up

PATHFINDER ROBOT COMPETITION

2015 - 1st Runner-up
2015 - Creativity Award

UTP-HAX NATIONAL HACKING COMPETITION

2015 - 1st Runner-up
2014 - 1st Runner-up
2014 - 4th Place
2014 - 1st Runner-up

E-GENTING BUG HUNT

2014 - First Prize
2014 - Second Prize
2014 - Third Prize

CME GLOBAL TRADING CHALLENGE

2014 - 4th Place

MAKEWEEKEND ROBOTICS CHALLENGE 2013

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

MALAYSIA CYBERSECURITY AWARDS (CYBERSECURITY MALAYSIA)

2013 - Award for 'Information Security Training Provider of the Year'
2012 - Award for 'Information Security Training Provider of the Year'
2009 - Award for 'Information Security Training Provider of the Year'

THE BRANDLAUREATE – SMES BEST BRANDS AWARDS

2012 - Winner of Corporate Branding Award in Education

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MAKING HISTORY - AWARDS AND ACHIEVEMENTS



MICROSOFT IMAGINE CUP (MICROSOFT INC.)

2012 - Winner of Microsoft Imagine Cup (Malaysia)
2012 - Top Award for 'MDeC Special Innovation'
2011 - Winner of Microsoft Imagine Cup (Malaysia)
2011 - 1st Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - 2nd Runner-up of Microsoft Imagine Cup (Malaysia)
2011 - Top Award for 'MDeC Special Innovation'
2011 - Top Award for 'Presentation Superstars'
2010 - Winner of Microsoft Imagine Cup (Malaysia)
2010 - Top 6 finalists at World Championship in Poland
2010 - Top Award for 'Best Presentation Team'
2010 - Top Award for 'Best Implementation of Multipoint'
2004 - 3rd Prize Award for 'System Government Elections Software'

MALYSIAN GREENTECH AWARDS 2012 (MINISTRY OF ENERGY, GREEN TECHNOLOGY & WATER)

2012 - Silver Award for 'GreenTech University'

MSC-IHL BUSINESS PLAN COMPETITION (INSTITUTIONS OF HIGHER LEARNING BUSINESS PLAN COMPETITION BY MULTIMEDIA DEVELOPMENT CORPORATION)

2012 - Merit prize for Business Idea Category
2005 - Grand prize for Business Idea Category
2005 - Merit prize for Business Plan Category

NAPEI AWARDS (NATIONAL ASSOCIATION OF PRIVATE EDUCATION INSTITUTIONS, MALAYSIA)

2011 - Award for Educational Excellence
2007 - Award for Educational Excellence
2004 - Award for Educational Excellence

WORLD UNIVERSITY DEBATES CHAMPIONSHIP 2010

2010 - Runner-up in the Grand Final

HACK IN THE BOX (HITB) INTERNATIONAL COMPETITION 2010

2010 - 2nd Prize for 'Weapon of Mass Destruction'

1MALAYSIA INNOVATION TOURNAMENT (1MIT) 2010

2010 - Winner for 'Best Animated Award'
2010 - Winner for 'Most Scariest Video Award'

ITEX 2009 AWARDS - WON BY APU GRADUATES (INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION)

2009 - Gold Award for 'Best Invention - SmartSurface'
2009 - Special Award for Corporate Invention

MSC MALAYSIA CREATIVE INDUSTRY AWARDS 2009 (GAMES CATEGORY - STUDENT)

2009 - Award for 'Best Game Design'
2009 - Award for 'Best Technical'

MINISTRY OF HIGHER EDUCATION MALAYSIA AWARDS

2008 - Top Award for 'Best Website Design'

BUSINESS EXCELLENCE AWARD 2006 (MALAYSIA CANADA BUSINESS COUNCIL)

2006 - Bronze award for Industry Excellence for Education

DKSH-CSSC AWARD

2006 - First Prize for DKSH-CSSC Media Challenge 2006

PRIME MINISTER'S GOLDEN HANDS AWARD (MINISTRY OF WORKS MALAYSIA)

2004 - Top Award in Network and PC Maintenance category

PIKOM - COMPUTIMES ICT AWARDS 2004 (ASSOCIATION OF COMPUTER INDUSTRY IN MALAYSIA)

2005 - Product of the Year Award for 'URL Checker'
2004 - Product of the Year Award for 'Screenshield Suite'

ASIAN INNOVATION AWARDS (FAR EASTERN ECONOMIC REVIEW, SINGAPORE)

2004 - Only Malaysian Finalist

HSBC YOUNG IT ENTREPRENEUR AWARDS (HONG KONG BANK)

2004 - Gold Award for 'Universal Wireless Charging' solution
2004 - Judges Award for 'Security Transmitter & Detector' device
2002 - Silver Award for 'Business Edutainment Access Medium' Business Plan

MINISTRY OF EDUCATION EXCELLENCE AWARDS (MINISTRY OF EDUCATION, MALAYSIA)

2003 - Award of Excellence in Research & Development
2003 - Award of Excellence for Development of Overseas Centres

ASIA STUDENT .NET AWARDS (Microsoft Inc.)

2003 - 3rd Prize Award for 'Automobile Manufacture Service' software application
2003 - 5th Prize Award for 'i-Mall' software application

DARE TO BE DIGITAL PROGRAMMING COMPETITION (BRITISH COUNCIL / UNIVERSITY OF ABERTAY, DUNDEE)

2003 - 1st Prize Award for a Multiplayer Online Game
2003 - 3rd Prize Award for a Role Playing Strategy Game

FORUM NOKIA MOBILE CHALLENGE JAVA COMPETITION (NOKIA INC.)

2002 - Top 3 winners worldwide for a Java-based e-mail client application for Nokia devices using J2ME (Java 2 Micro Edition)

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