

BUSINESS, MANAGEMENT, MARKETING,
DIGITAL MARKETING & TOURISM



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

I am a leader

BUSINESS, MANAGEMENT, MARKETING,
DIGITAL MARKETING, TOURISM



APIIT EDUCATION GROUP

Asia Pacific University of Technology & Innovation (APU) Company no. 672203-A
Asia Pacific Institute of Information Technology (APIIT) Company no. 260744-W
(A Member of the APIIT Education Group)

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INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD



Inspiring

you towards
vision and transformation

It starts now..... It starts here

BUSINESS, MANAGEMENT, MARKETING, MEDIA, TOURISM & INTERNATIONAL RELATIONS

DEGREE PROGRAMMES

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

APU - RANKED UNDER 2021 QS WORLD UNIVERSITY RANKINGS - ASIA



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

APIIT RATED 6-STAR (OUTSTANDING) RATING



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

APU AWARDED 5-STAR (EXCELLENT) RATING



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

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



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

Experience

APU's iconic campus

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



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

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

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



Malaysia's Award Winning University

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



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

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

**MALAYSIA'S
AWARD
WINNING
UNIVERSITY**

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

100%
Employability**

12,000
STUDENTS
on campus from
130 COUNTRIES

**MORE THAN
40,000**
GRADUATES
& ALUMNI

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

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



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



Industry Ready Graduates

The APU Career Centre connects and engages with over 10,000 Employers to ensure that our graduates are highly employed in both local and international corporations, as it closely supports APU students in both internship and career placement activities.

Work-ready, World-ready

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

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

Outstanding Support

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



*Graduate Tracer Study 2018 by Ministry of Higher Education, Malaysia.

Rated No.1

in Asia and Malaysia for Multicultural Learning Experience*



A Truly International Community

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

A Hub of Cultural Diversity

With more than 12,000 students from over 130 countries, we ensure that you will gain memorable experiences alongside the diversified and colourful cultural environment. We have students from Asia, Central Asia, Middle East, Africa, Europe, Latin America and Oceania. Our International Students Support Centre helps you with the procedure to apply for your Student Pass before coming here. Upon arrival in Kuala Lumpur, you will be greeted with warmth by our friendly staff, who will pick you up and bring you to our campus.

Student Welcome Team

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



Student Life @ APU

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

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

World-class

Facilities @ APU

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

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

An Integrated Community

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



Cutting-Edge Technologies

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

Social Interaction Platforms

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

Our Partner in Quality

De Montfort University (DMU), UK



▾ Celebrating 150 Years



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

* Office for Students (2017)

About DMU

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



DMU Global Recognitions

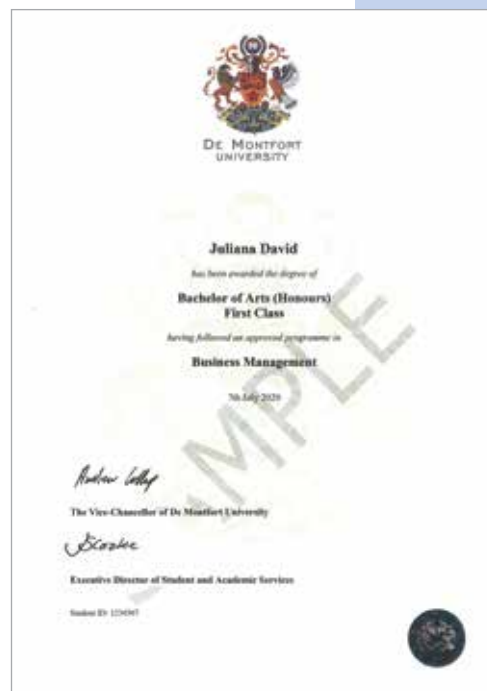
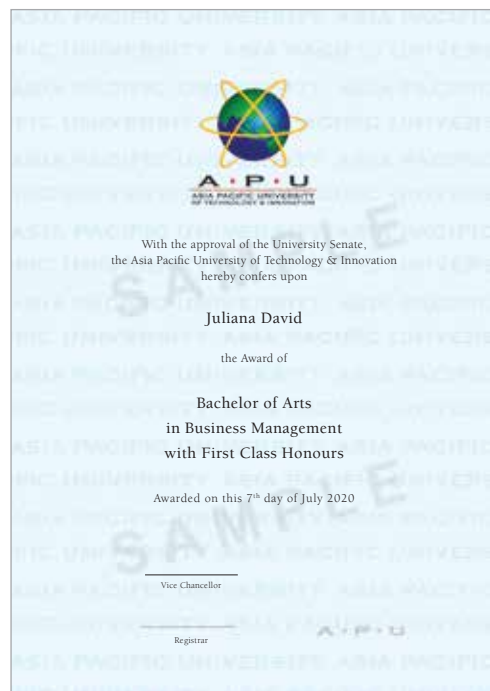
- DMU has 150 years of history in providing higher education to students from around the globe.
- DMU was placed in the top 20 universities for Graduate Prospects in The Sunday Times Good University Guide 2020, a measure of how employable DMU students are on leaving university.
- DMU was named the first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

Double your Advantage

APU-DMU Dual Degree Programme



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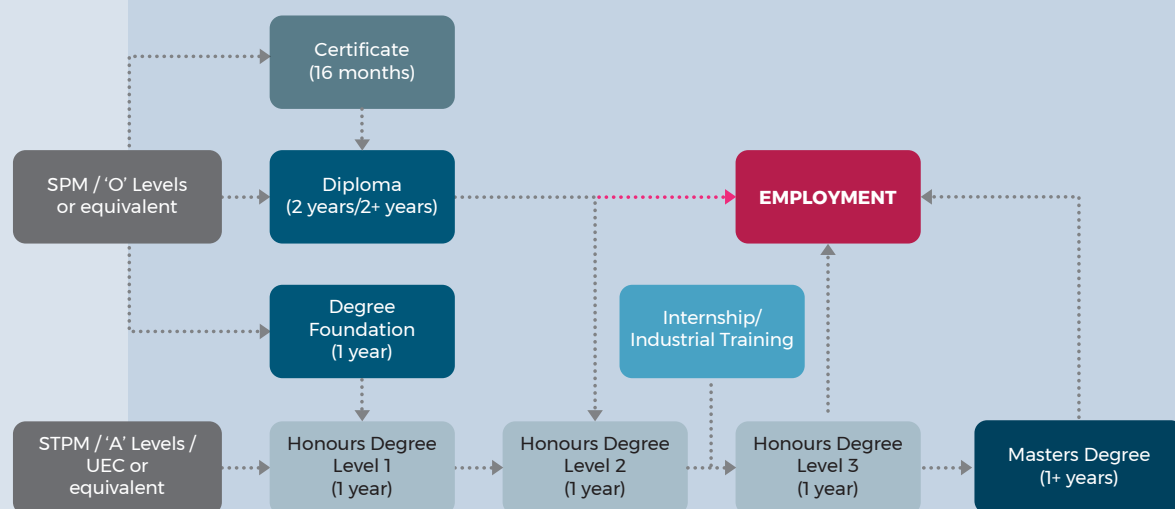


- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU,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



Pathways & Admission Requirements

YOUR STUDY PROGRESSION



ADMISSION REQUIREMENTS

BACHELORS (HONS) DEGREE PROGRAMMES

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

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

ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes	Requirements
Foundation	• IELTS : 4.0 • TOEFL IBT : 30-31 • Pearson (PTE) : 30 • MUET : Band 2
Diploma in Business Administration Diploma in Business Information Technology Diploma in International Studies BA (Hons) in Tourism Management	• IELTS : 5.0 • TOEFL IBT : 35-45 • Pearson (PTE) : 36 • MUET : Band 3
BA (Hons) in Business Management BA (Hons) Human Resource Management BA (Hons) in International Business Management BA (Hons) in Marketing Management	• IELTS : 5.5 • TOEFL IBT : 46-59 • Pearson (PTE) : 42 • MUET : Band 4

Please note that under Ministry of Higher Education regulations, only students who have achieved the minimum requirement in the English Language proficiency assessment as indicated above will be allowed to continue their studies in the main study programme. Students who do not have the required English Language achievement may apply for a student visa on conditional basis and are allowed to enrol in an English Language Certification programme at APU upon arrival in Malaysia and, subsequently, appear for the IELTS/TOEFL/PTE/MUET assessment. Students who are unable to obtain the required level of English Competency during the maximum 12 months' period, will not be allowed to pursue their studies in the main programme and will have to return to their home country. Students from English speaking countries and those with qualifications taught in English (IGCSE, A-Levels, IB, American High School Diploma etc) are exempted from English requirements. Applications for exemption must be accompanied by supporting documents.

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

Foundation Programme – Flexibility of Choice

Duration: 1 Year (3 Semesters)

MODULES YOU STUDY

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

ENRICHING EXPERIENCES - MORE THAN JUST A FOUNDATION

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


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

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

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

YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE

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

<p>CREDIT / GRADE C in SPM / O-Level is required in:</p> <p> Mathematics</p> <p>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:</p> <div><p>Computing, Technology & Games Development</p><ul style="list-style-type: none">• BSc (Hons) in Information Technology• BSc (Hons) in Information Technology with a specialism in<ul style="list-style-type: none">- Information Systems Security- Cloud Computing- Network Computing- Mobile Technology- Internet of Things (IoT)- Digital Transformation• Financial Technology (FinTech)• Business Information Systems• BSc (Hons) in Computer Science*• BSc (Hons) in Computer Science with a specialism in<ul style="list-style-type: none">- Data Analytics*- Digital Forensics*• BSc (Hons) in Computer Science (Cyber Security)*• BSc (Hons) in Software Engineering*• Bachelor of Computer Science (Hons) (Intelligent Systems)*• BSc (Hons) in Multimedia Technology• BSc (Hons) in Multimedia Technology with a specialism in VR/AR• BSc (Hons) in Computer Games Development</div> <div><p>Accounting, Banking, Finance & Actuarial</p><ul style="list-style-type: none">• 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 Investment and Risk Management• Bachelor in Banking and Finance (Hons) with a specialism in Financial Technology• Bachelor of Science (Honours) in Actuarial Studies</div>

* Student who choose to progress to BSc (Hons) in Software Engineering, BSc (Hons) in Computer Science, Bachelor of Computer Science (Hons) (Intelligent Systems) or BSc (Hons) in Computer Science (Cyber Security) will require Foundation from Computing & Technology route or Engineering route if the student does not have a credit in Additional Mathematics at SPM / IGCSE / O-Level OR does not have a credit in Mathematics and Science subject at SPM / IGCSE / O-Level.

** Compulsory for students who choose to progress to Bachelor of Science (Honours) in Actuarial Studies.



Diploma Programmes

Our Diploma Programmes are designed to prepare those with SPM, 'O' Levels or similar qualifications with academic aspects 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:

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

PATHWAYS AFTER DIPLOMA TO BUSINESS, MANAGEMENT & MARKETING 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 Business Management with a specialism in Digital Leadership
- BA (Hons) Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- Bachelor of Arts (Honours) in Media and Communication Studies



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 Business Management with a specialism in Digital Leadership
- BA (Hons) Human Resource Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management
- Bachelor in Banking and Finance (Hons) with a specialism in Financial Technology



APU Diploma in Business Information Technology

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

- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Business Management with a specialism in Digital Leadership
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Marketing Management with a specialism in Digital Marketing
- BSc (Hons) in Information Technology with a specialism in Business Information Systems**



APIIT Diploma in International Studies

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

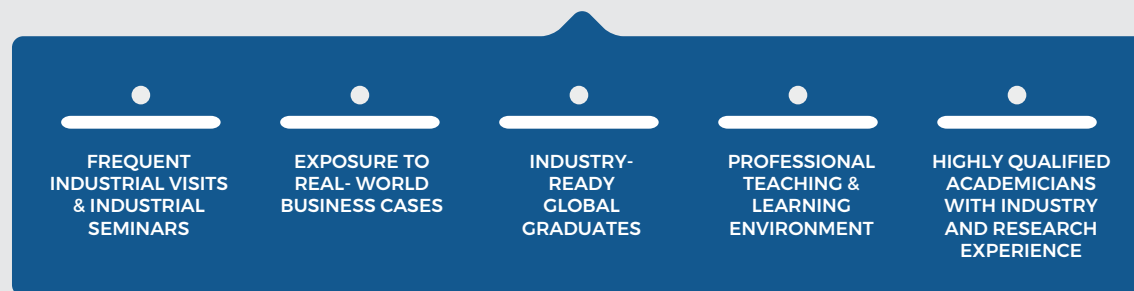
- BA (Hons) in International Relations
- BA (Hons) in Business Management*
- BA (Hons) in Business Management with a specialism in E-Business*
- BA (Hons) in Business Management with a specialism in Digital Leadership*
- BA (Hons) in International Business Management*
- BA (Hons) Human Resource Management*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

* Bridging module/s needed before progress into Year 2

** Please take note that a Credit Pass in Mathematics at SPM/ O-Level/ IGCSE is required for the above programmes

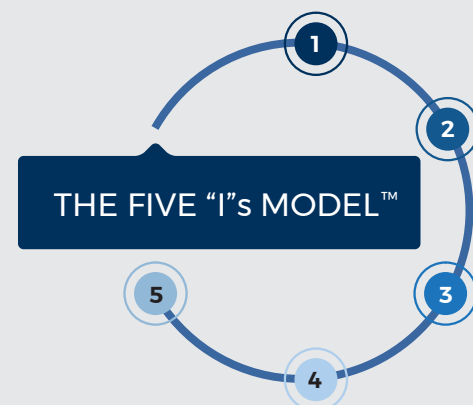
* For the full listing of our Diploma Programmes, please refer to the Pre-University programme brochure.

Business, Management, Marketing, Digital Marketing & Tourism



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
- 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

Degree Programmes

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

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

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

INTERNSHIP / INDUSTRIAL TRAINING

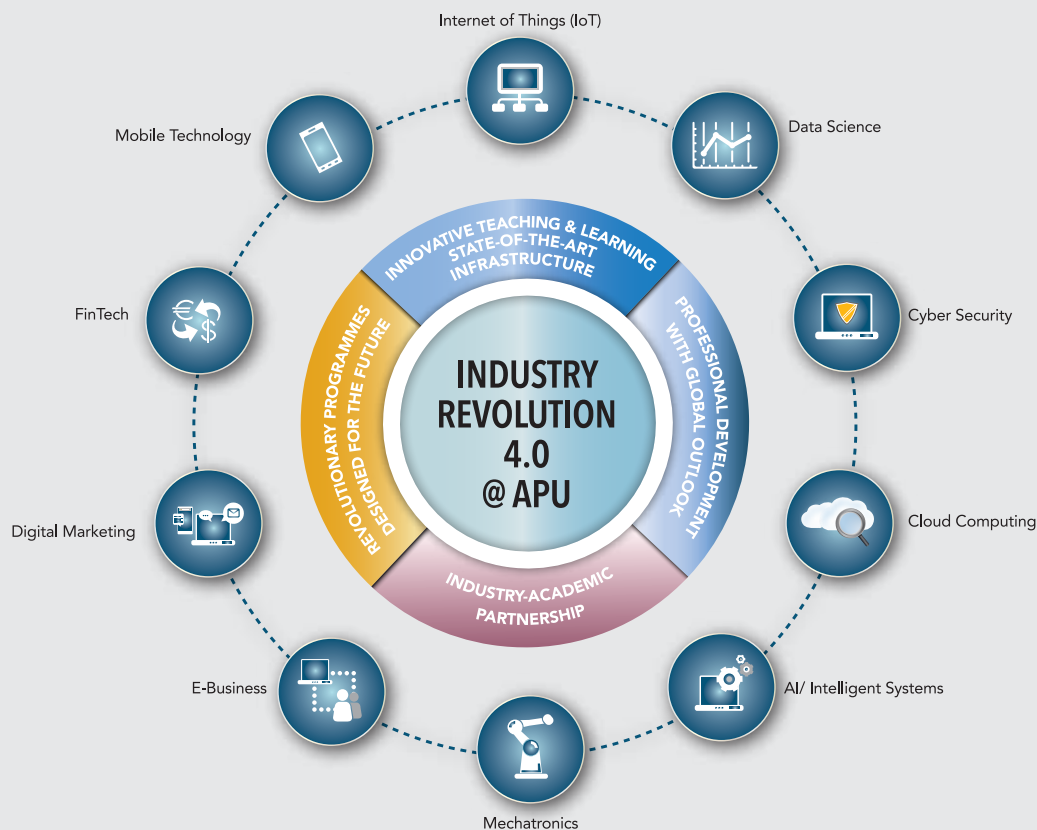
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will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

Embracing the wave of Industry Revolution 4.0

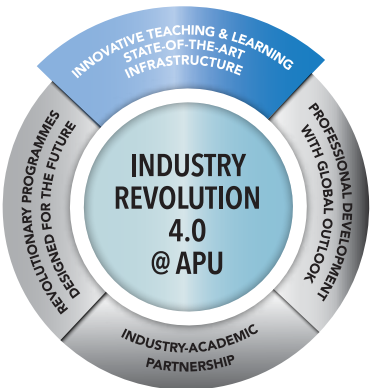
FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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

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

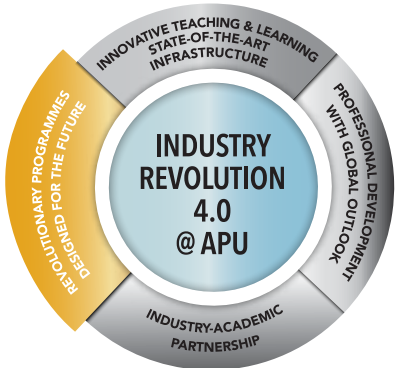


INDUSTRY REVOLUTION 4.0 @ APU



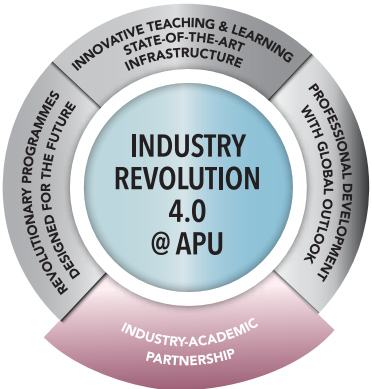
INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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



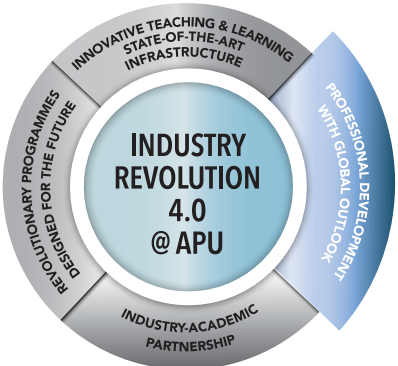
REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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



INDUSTRY-ACADEMIC PARTNERSHIP

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



PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

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

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).

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

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



Chartered Institute of Management Accountants

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

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

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

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



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
- 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

BA (Hons) in BUSINESS MANAGEMENT

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

At a glance	Module outline
<p>LEVEL 1</p> <p>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.</p> <p>LEVEL 2</p> <p>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.</p> <p>INTERNSHIP</p> <p>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.</p> <p>LEVEL 3</p> <p>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.</p> <p>MQA Compulsory Subjects*</p> <ul style="list-style-type: none">• Ethnic Relations (M'sian Students)• Islamic & Asian Civilisation (M'sian Students)• Malaysian Studies (Int'l Students)• Malay Communication Language (Int'l Students)• Workplace Professional Communication Skills• Employee & Employment Trends• Co-Curriculum	<p>LEVEL 1</p> <p>Common Modules</p> <ul style="list-style-type: none">• 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 <p>LEVEL 2</p> <p>Common Modules</p> <ul style="list-style-type: none">• Behavioural Science in Organisation• Business Ethics and Governance• Business Research Methods• Delivering Customer Value• Integrated Business Process with SAP ERP System <p>Specialised Modules</p> <ul style="list-style-type: none">• E-Business Management• Critical Thinking in Management• Employee Development• International Culture and Communications• Operations Management <p>Elective Modules (Choose 2)</p> <ul style="list-style-type: none">• Managing Finance OR Financial Management• Commercial Law OR Company Law <p>INTERNSHIP (16 weeks)</p> <p>LEVEL 3</p> <p>Common Modules</p> <ul style="list-style-type: none">• Strategic Management• Leadership Theory and Practice <p>Specialised Modules</p> <ul style="list-style-type: none">• Asian Economics• Business Management Project• Contemporary Management• Entrepreneurship• Investigation in Business Management• Managing Change• Managing People and Performance <p>Elective Modules (Choose 2)</p> <ul style="list-style-type: none">• Corporate Finance OR Building Customer Relationship• Strategic Marketing Planning OR Innovation Management and New Product Development <p>(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency)</p>





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



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

At a glance

Module outline

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
- Technoprenuer
- 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.

LEVEL 1

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

LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and creativity and innovation. Besides, they will also specialise in the areas of e-business management, e-commerce and e-marketing. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-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 your familiarity in tackling more practical and modern issues of e-Business ecosystem, such as search engine optimisation and techniques, understanding of e-business system operations and more. Leadership and strategic management skills will be taught, with aims to groom them as a business leader. A final year project requires them to explore a topic individually - they will demonstrate their academic and practical aspects of their ability in the chosen area of study.

MQA Compulsory Subjects*

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

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

LEVEL 1

Common Modules

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

LEVEL 2

Common Modules

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

Specialised Modules

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

Elective Modules (Choose 2)

- Managing Finance **OR** Financial Management
- Critical Thinking in Management **OR** Multimedia Application

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules

- Strategic Management
- Enabling Technologies for Digital Marketing

Specialised Modules

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

Elective Modules (Choose 2)

- Corporate Finance **OR** Building Customer Relationships
- Integrated Marketing Communications **OR** Retail Marketing Management



Duration:

3 years full-time

This programme is specifically designed to provide students with:

- A broad range of digital technologies, knowledge and skills for digital business transformation and nurture digital leaders or e-entrepreneurs for the future economic.
- Necessary knowledge and contents on the most in-demand skills in digital leadership, namely digital transformation, digital marketing, digital execution, digital finance.

Career options

- Digital Lead
- Business IT Analyst
- Digital Transformation Manager
- Digital Strategist
- Digital Technology Consultant
- Digital Designer
- E-Entrepreneurs

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

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



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

At a glance

Module outline

LEVEL 1

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

LEVEL 2

Students will be exposed to more advanced level of curriculum, in which students will gain deep insight and skills on how digital technologies and business models are radically changing competitive dynamics across industries. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry leading software supported by SAP. We will further nurture their independent learning to prepare them for the future digital workplace.

INTERNSHIP

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

LEVEL 3

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

MQA Compulsory Subjects*

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

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

LEVEL 1

Common Modules

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

LEVEL 2

Common Modules

- Behavioural Science in Organisation
- Business Ethics and Governance
- Operations Management
- Business Research Methods
- Integrated Business Process with SAP ERP System

Specialised Modules

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

Elective Modules (Choose 2)

- Managing Finance **OR** Financial Management
- Commercial Law **OR** Company Law

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules

- Strategic Management
- Asian Economics

Specialised Modules

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

Elective Modules (Choose 2)

- Corporate Finance **OR** Building Customer Relationship
- Strategic Marketing Planning **OR** Innovation Management and New Product Development



BA (Hons) HUMAN RESOURCE MANAGEMENT

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



At a glance

Module outline

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 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

LEVEL 3

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

MQA Compulsory Subjects*

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

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

LEVEL 1

Common Modules

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

LEVEL 2

Common Modules

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

Specialised Modules

- Employee Development
- Employee Relations
- Employment Law
- International Culture and Communications
- Learning, Knowledge and Effective Performance

Elective Modules (Choose 2)

- Managing Finance **OR** Financial Management
- Critical Thinking in Management **OR** Introduction to Taxation

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules

- Strategic Management

Specialised Modules

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

Elective Modules (Choose 2)

- Corporate Finance **OR** Building Customer Relationship
- Contemporary Management **OR** Corporate Restructuring



BA (Hons) in INTERNATIONAL BUSINESS MANAGEMENT

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



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 and quantitative skills, independent learning. All Business Management programmes have a common first year so that they will get a solid grounding in business management theories and practices.

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

MQA Compulsory Subjects*

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

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

LEVEL 1

Common Modules

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

LEVEL 2

Common Modules

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

Specialised Modules

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

Elective Modules (Choose 2)

- E-Business Management **OR** Interactive Marketing
- Critical Thinking in Management **OR** Regulatory Policy for Investment Markets

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules

- Strategic Management

Specialised Modules

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

Elective Modules (Choose 2)

- Corporate Finance **OR** Global Finance
- Managing People and Performance **OR** International Banking & Investment Management



BA (Hons) in MARKETING MANAGEMENT

(R/342/6/0126)(O3/25)(A6225)



At a glance	Module outline
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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 16 weeks to prepare them for a smooth transition from the classroom to the working environment.

LEVEL 3

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

MQA Compulsory Subjects*

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

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

LEVEL 1

Common Modules

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

LEVEL 2

Common Modules

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

Specialised Modules

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

INTERNSHIP (16 weeks)

LEVEL 3

Specialised Modules

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



Duration:
3 years full-time

This programme is specifically designed to provide students with:

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

Career options

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

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

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

(R/342/6/0126)(O3/25)(A6225)



At a glance	Module outline
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LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

MQA Compulsory Subjects*

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

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

LEVEL 1

Common Modules

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

LEVEL 2

Common Modules

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

Specialised Modules

- Integrated Marketing Communications 1
- B2B Marketing
- Delivering Customer Value
- Consumer Behaviour
- Marketing Intelligence and Research
- Digital Marketing
- Probability & Statistical Modelling
- Human-Computer Interaction

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules

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



BA (Hons) in TOURISM MANAGEMENT



(R2/B12/6/0022)(12/21)(A6228)

At a glance	Module outline
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- 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

<p>LEVEL 1</p> <p>Students will learn fundamental skills required by every tourism management professional, and the basic understanding of the context within which business operate - Management, Law, Economics, Entrepreneurship, Marketing, People Management and Accounting, with specific focus on issues involved in managing services. We will also expose them towards business & communication skills, computing & IT skills and quantitative skills, independent learning.</p>	<p>LEVEL 1</p> <p>Common Modules</p> <ul style="list-style-type: none">• Accounting Skills• Business and Communications Skills• Digital Thinking and Innovation• Introduction to Management• Marketing• People Management• Quantitative Skills <p>Specialised Modules</p> <ul style="list-style-type: none">• Introduction to Travel and Tourism Environment• Introduction to Services Management• Legal Aspects in the Hospitality and Tourism Industry
<p>LEVEL 2</p> <p>A broader range of skills will be learnt, in which students will gain better understanding in business management, such as International Culture & Communications, Retail Travel Operation, Consumer Behaviour. In addition, they will explore topics and techniques in various sectoral applications within tourism management. We will further nurture their independent learning to prepare them for the workplace and for further researches.</p>	<p>LEVEL 2</p> <p>Common Modules</p> <ul style="list-style-type: none">• Creativity and Innovation• Critical Thinking In Management• Consumer Behaviour• Business Research Methods <p>Specialised Modules</p> <ul style="list-style-type: none">• E-Tourism• Geography of Travel and Tourism• International Culture and Communication• Recreational Tourism• Retail Travel Operations• Sports Tourism• Ticketing and Computer Reservation System• Urban, Rural and Coastal Tourism
<p>INTERNSHIP</p> <p>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.</p>	<p>INTERNSHIP (16 weeks)</p>
<p>LEVEL 3</p> <p>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.</p>	<p>LEVEL 3</p> <p>Common Modules</p> <ul style="list-style-type: none">• Crisis Management and Communication <p>Specialised Modules</p> <ul style="list-style-type: none">• International Tourism Marketing• Investigations in Tourism Management• Meetings, Incentives, Conventions and Exhibitions• Monitoring and Evaluation of Service Management• Tourism in Action• Managing People and Performance• Tourism Logistics• Tourism Management Project• Tourism Policy, Planning and Development• Tourism Sustainability

MQA Compulsory Subjects*

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

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



DARSHINI NADARAJAN (Malaysia)
BA (Hons) in International Business Management, Class of 2011
Life Planning Advisor & Family Takaful Advisor - Great Eastern

"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 DO OUR ALUMNI SAY...

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

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

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

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

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

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

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

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

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

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

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

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



World-class R&D and Innovation

ACADEMIC RESEARCH

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

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Wireless Networks and Internet of Things (IoT)
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Visual Analytics
- Healthcare Informatics
- Gamification
- Sociotechnology
- Ram-Less Computers
- Deep Learning



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



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. 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.

MALAYSIAN ACTUARIAL STUDENTS ASSOCIATION (MASA) HACKATHON

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

INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS

2020 - Best Innovation Award

2019 - Best Innovation Prize

AWS BUILD ON, MALAYSIA

2020 - Champion and Best Innovation Award

ATOS GLOBAL IT CHALLENGE

2020 - Champion

2016 - 1st Runner Up

F-SECURE INTERVARSITY CYBERSECURITY CHALLENGE

2020 - Champion

2018 - Champion and 2nd Place

2017 - Champion

2016 - Champion

HILTI GLOBAL IT COMPETITION

2020 - Champion and 1st Runner Up

CYBERSECURITY EXCELLENCE AWARDS

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

2019 - Gold Winner (Best CyberSecurity Education Provider)

ACCA POWER OF ETHICS COMPETITION

2020 - Champion of 'Most Creative Promotional Video'

2020 - 1st Runner Up of 'Best In-Campus Promotional Campaign'

JAMES DYSON AWARD MALAYSIA

2020 - Champion

ALIBABA GET GLOBAL CHALLENGE (MALAYSIA)

2020 - People's Choice Award

MALAYSIA RESEARCH ASSESSMENT (MYRA®) RATINGS 2020

2020 - Special Award (Best Achievement)

MALAYSIA TECHNOLOGY EXPO (MTE)

2020 - 2 Special Awards, 5 Silver, 2 Bronze and 1 Merit Award

2018 - Silver

REGIONAL CYBER CHALLENGE (RCC)

2019 - Champion

2019 - 1st Runner Up

INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL)

2019 - 2 Gold and 1 Silver

2018 - 2 Gold and 1 Silver

INTERNATIONAL ENERGY INNOVATION COMPETITION (EIC) SINGAPORE

2019 - 3 Merit Prize

2016 - 4th Place

2015 - 1st Runner-up and 4th Place

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

2019 - Winner of 'Best of Tertiary Student Project'

2016 - Top Award for 'Best of Tertiary Student Project'

2013 - Top Award for 'Best of Tertiary Student Project'

2012 - Top Award for 'Best of Tertiary Student Project'

2011 - Winner of 'Special Jury Award' by the Prime Minister

2011 - Top Award for 'Best of Tertiary Student Project'

2011 - Merit Award for 'Best of Tertiary Student Project'

2011 - Merit Award for 'Best of Tertiary Student Project'

2010 - Top Award for 'Best of Tertiary Student Project'

2008 - Top Award for 'Best of e-Inclusion & e-Community'

2005 - Top Award for 'Best of Applications & Infrastructure Tools'

2004 - Top Award for 'Best of Education & Training'

2004 - Top Award for 'Best of Applications & Infrastructure Tools'

2004 - Merit Award for 'Best of Research & Development'

2003 - Merit Award for 'Best of Research & Development'

2002 - Merit Award for 'Best of Smart Learning Applications'

2001 - Merit Award for 'Best of Smart Learning Applications'

2000 - Merit Award for 'Best of Smart Learning Applications'

2000 - Top Award for 'Best of Student Projects'

1999 - Merit Award for 'Best of Student Projects'

INTERNATIONAL INNOVATION, CREATIVITY AND TECHNOLOGY EXHIBITION (i2CreaTE)

2019 - Gold Medal

2019 - Silver Medal

INTERNATIONAL INVENTION, INNOVATION & TECHNOLOGY EXHIBITION (ITEX)

2019 - 1 Gold Award for the Invention, Innovation and Technology category

2018 - 1 Bronze Award for the Invention, Innovation and Technology category

2018 - 1 Silver Award for the Invention, Innovation and Technology category

2018 - 1 Silver Award for the Invention, Innovation and Technology category

2017 - 1 Silver Award for the Invention, Innovation and Technology category

2016 - 1 Gold Award for the Invention, Innovation and Technology category

2016 - 1 Silver Award for the Invention, Innovation and Technology category

2016 - Best Green Invention Award

2015 - 1 Gold Award for the Invention, Innovation and Technology category

2015 - 1 Bronze Award for the Invention, Innovation and Technology category

2014 - 1 Gold Award for the Invention, Innovation and Technology category

2014 - 1 Bronze Award for the Invention, Innovation and Technology category

2013 - 2 Silver Medals for the Invention, Innovation and Technology category

2013 - 2 Gold medals for the innovator category

3 DAYS OF CODE CHALLENGE

2019 - Champion and 1st Runner Up

2018 - 2nd Runner Up and Special Prize

CYBER HEROES COMPETITION

2019 - Champion and Most Valuable Player (MVP)

2017 - 3rd & 4th Place

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

2019 - Champion

WORLDSKILLS MALAYSIA (CLOUD COMPUTING) LEAGUE

2019 - Champion

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD

2019 - Gold Award

2018 - Gold Award

2017 - Gold Award

2016 - Gold Award

2015 - Gold Award

2014 - Gold Award

GEMILANG BUS DESIGN COMPETITION

2019 - 1st Place and 3rd Place

NATIONAL MATHEMATICS COMPETITION

2019 - Champion and Consolation Prize

2018 - Champion

2017 - 2nd Runner Up

KPMG CYBER SECURITY CHALLENGE

2019 - 1st Runner Up

2018 - Top University Award

2018 - Champion ("APT, Malware & Cyber powered by FireEye" track)

2018 - Champion ("Engineering & Cyber - powered by IET" track)

2018 - 2nd Runner Up (Cyber Security Challenge 2018 -National Finals)

FUSIONEX DATA CHALLENGE

2019 - 1st Runner Up

TERADATA UNIVERSE DATA ANALYTICS CHALLENGE

2019 - Winner of 'Best People's Choice Award'

OPEN GOV ASIA RECOGNITION FOR EXCELLENCE

2019 - Recognition for Excellence

INTERNATIONAL ICT INNOVATIVE SERVICES AWARDS

2019 - Best Innovation Prize'

BURSA MALAYSIA NATIONAL INVESTMENT DEBATE CHALLENGE

2019 - 2nd Runner Up

ASEAN VIRTUAL BUSINESS PLAN COMPETITION

2018 - 1st Place

CIMB 3D CONQUEST

2018 - Champion (Data Science)

2018 - 2nd Runner Up (Coding)

2018 - 4th Runner Up (Coding)

PROTON DRB-HICOM CREATIVE CAR CHALLENGE

2018 - Champion

2018 - Third Prize (Design Battle)

SINCHEW BUSINESS EXCELLENCE AWARD

2018 - Product Excellence Award (Data Science)

SINCHEW EDUCATION AWARD

2018 - Outstanding Educational Institution: Private University

2018 - Product Award

PRIDE INNOVATION AND TRANSFORMATION CHALLENGE

2018 - Champion

NASA SPACE APPS CHALLENGE (KUALA LUMPUR)

2018 - Champion and 1st Runner Up

INTERNATIONAL INVENTION & INNOVATIVE COMPETITION (INIIC)

2018 - Gold Medal (Science, Engineering & Technology)

2018 - Silver Medal (Science, Engineering & Technology)

2018 - Bronze Medal (Science, Engineering & Technology)

CREST-INTEL INDUSTRY-UNIVERSITY CHALLENGE

2018 - Champion

2017 - 1st Runner Up and Consolation Prize

NXDEFENDER CYBER SECURITY COMPETITION

2018 - Champion

UNIMAKER CENTRAL REGION COMPETITION

2018 - Champion

SAS NATIONAL FINTECH CHALLENGE

2018 - 1st Place

DISRUPT-IT CHALLENGE (DIC)

2018 - 1st Place

HACKING, DEFENCE AND FORENSICS COMPETITION

2018 - Champion

APPRENTICE INNOVATION & RESEARCH EXHIBITION (AIREX)

2018 - Champion

HACK@10 CYBERSECURITY COMPETITION

2018 - Champion, 2nd Runner Up and 10th Place

INTERNATIONAL FESTIVAL OF INNOVATION ON GREEN TECHNOLOGY (I-FINOG)

2018 - Gold and Bronze

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

2018 - 3 Gold, 7 Silver and 1 Bronze

2016 - 1 Silver and 3 Bronze

PRIDE INNOVATION & TRANSFORMATION CHALLENGE

2018 - Champion and 1st Runner Up

INTERNATIONAL RESEARCH AND INNOVATION SYMPOSIUM AND EXPOSITION

2018 - 1 Gold, 1 Silver and 1 Bronze

FAMELAB MALAYSIA

2018 - Audience Choice Award

UNIKL BUSINESS SCHOOL MANAGEMENT & ENTREPRENEURSHIP CONFERENCE

2018 - Best Research Paper Award (Postgraduate)

RED RIBBON MEDIA AWARDS

2018 - Best Poster Design

2018 - Best Poster Copywriting

WORLD ASIAN BUSINESS CASE COMPETITION

2018 - Top 10

2017 - Top 10

NNOVATE MALAYSIA FINALS

2018 - Winner

MALAYSIAN FINANCIAL PLANNER AWARD

2018 - 1st Runner Up

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

2018 - 1st Runner-up

2016 - 1st Runner-up and 2nd Runner-up

2015 - 1st Runner-up

2014 - 1st Runner-up

ASEAN DATA SCIENCE EXPLORERS

2018 - 2nd Runner Up

"HACK FOR GOOD" CHALLENGE

2018 - 3rd Place

FISHERTHON

2018 - 2nd Place and 3rd Place

H-INOVASI

2017 - Best of the Best' Award and 3 Gold Awards

ABB INTERVASITY INNOVATION CHALLENGE

2017 - Champion

2016 - Grand Prize

INTERNATIONAL INTELLECTUAL EXPOSITION (IIEX)

2017 - 1 Gold Medal and 2 Bronze Medal

2017 - Best Poster Prize

YOUNG INTERNATIONAL INNOVATION EXHIBITION (YIIX)

2017 - 2 Silver Medals and 1 Bronze Medal

SEDEX (SCIENCE AND ENGINEERING DESIGN EXHIBITION CUM COMPETITION)

2017 - 2 Silver Medals and 1 Bronze Medal

2016 - 2 Gold Medals and 1 Bronze Medal

HEP-IPTS DEBATE COMPETITION

2017 - 1st Runner Up

2012 - Champion of HEP- IPTS Debate Competition

2012 - Best Speaker Award

2011 - Champion of HEP- IPTS Debate Competition

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

CREST INDUSTRY DATA ANALYTICAL CHALLENGE

2017 - Silver Award

ASIAN YOUTH INNOVATION AWARDS & EXPO

2017 - Silver Medal and Bronze Medal

DUTCH WORLD'S UNIVERSITY DEBATING CHAMPIONSHIP

2017 - 2nd Place in the World

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

2016 - Best Student IT Project award

BIG APP CHALLENGE

2016 - Champion, 1st Runner Up and 2nd Runner Up

2015 - Top 5 Finalist

2014 - 1st Runner-up

DIGITAL GAMES COMPETITION

2016 - Champion and 1st Runner Up

JOM HACK: SMART CITIES WITH LORA

2016 - 1st Place

GAMIFICATION HACKATHON

2016 - Champion

2016 - Gold Medal

ANGELHACK GLOBAL HACKATHON (MALAYSIA)

2016 - Grand Prize

I-HACK

2016 - Champion (Forensic Challenge)

2016 - Champion (Hack & Defence)

MATERIALS LECTURE COMPETITION (MLC)

2016 - First Prize

2014 - Second Prize

**INDONESIA CAPITAL MARKET STUDENT STUDIES (ICMSS)
INTERNATIONAL CONFERENCE**

2016 - Best Presenter Award

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

2016 - Bronze Award

HILTI INTERNATIONAL INDUSTRIAL MOBILE APPLICATION COMPETITION

2016 - Top 10 Finalist

**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'

E-GENTING BUG HUNT

2014 - First Prize

2014 - Second Prize

2014 - Third Prize

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

2015 - Gold Award Bronze Award

UTP-HAX NATIONAL HACKING COMPETITION

2015 - 1st Runner-up

2014 - 2 1st Runner-up and 4th Place

CIMA GLOBAL BUSINESS CHALLENGE MALAYSIA

2015 - Finalist

2014 - 1st Runner-up

PATHFINDER ROBOT COMPETITION

2015 - 1st Runner-up and Creativity Award

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

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'

**MALAYSIAN 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

1MALAYSIA INNOVATION TOURNAMENT (IMIT) 2010

2010 - Winner for 'Best Animated Award'

2010 - Winner for 'Most Scariest Video Award'

HACK IN THE BOX (HITB) INTERNATIONAL COMPETITION 2010

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

**MALAYSIA FROST & SULLIVAN TECHNOLOGY INNOVATION AWARD
2010 (WON BY APU GRADUATES)**

2010 - Award for 'Emerging Human Computer Interface Technologies'

**STANFORD UNIVERSITY'S GLOBAL INNOVATION TOURNAMENT
2009 (WON BY APU STUDENT)**

2009 - Winner for Global Innovation Tournament Global Challenge

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

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

PRIME MINISTER'S GOLDEN HANDS AWARD

(Ministry of Works Malaysia)

2004 - Top Award in Network and PC Maintenance category

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