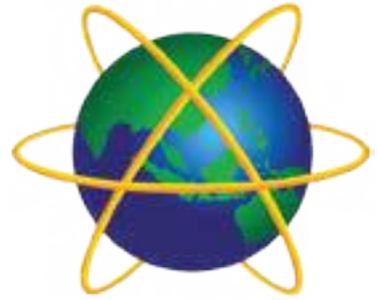


BUSINESS, MANAGEMENT, MARKETING,  
DIGITAL MARKETING & TOURISM



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

# I am a leader

BUSINESS, MANAGEMENT, MARKETING,  
DIGITAL MARKETING, TOURISM

INNOVATIVE  
**THINKING**  
CAN CHANGE  
YOUR WORLD



# First and Only Malaysian University with QAA UK Accreditation 2024



APU has achieved a significant milestone by securing accreditation from the Quality Assurance Agency for Higher Education (QAA) in the United Kingdom.

This accreditation underscores APU's commitment to excellence, rigorous quality assurance processes, and student-centered education.



# 100% Employability

-Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia

+

# Highest Paid Graduates in Malaysia

-Malaysia Digital Economy Corporation  
(MDEC) Survey 2024

# 1<sup>st</sup> Malaysian University

1 of 23 in the world



The **ONLY** Malaysian University to achieve both **QS 5-Stars Plus+ Rating & being Ranked in QS World Rankings 2025**

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



- Ranked **TOP 2.1%** in the World
- Ranked **#611-620** in the World
- Ranked **No. 186** in Asia
- Ranked **No.1** for International Students in Malaysia
- Ranked **No.16** in the World for International Students
- Ranked **Top 200** for International Faculty in the World
- Ranked **among Top 13** Universities in Malaysia
- Ranked **among Top 6** Private Universities in Malaysia

(QS World University Ranking 2025)



### APU Rises in the QS World University Rankings : Asia 2025

APU is proud to be ranked among the Top 50 Universities in the latest QS World University Rankings : Asia 2025, among South-Eastern Asia Universities. APU is Ranked #190 and is among the Top 200 Universities in the QS Rankings announced on 6th Nov 2024.



### RANKED NO.2 IN MALAYSIA & NO.4 IN ASEAN

APU has achieved outstanding recognition in the AppliedHE ASEAN Private University Rankings 2025. This remarkable achievement reflects our unwavering commitment to academic excellence, innovation, and global impact. The AppliedHE Private University Ranking: ASEAN was created with the goal of measuring the things about private universities that students deciding on their higher education journey find most important. The ranking measures what is important to students: the quality of teaching and learning, Employability, Research, Internationalisation, Community Engagement and Institution Reputation.



### RANKED NO.1 FOR INTERNATIONAL STUDENTS IN MALAYSIA AND NO.16 IN THE WORLD

APU is the **ONLY** Malaysian University to achieve the double distinction of achieving the QS 5-Stars Plus Rating as well as being Ranked in the QS World University Ranking 2025, where APU is ranked in the Top 2.1% in the World. APU is Ranked No.1 for International Students in Malaysia and No. 16 for International Students in the World.



### APU IS AWARDED 2024 EMPLOYERS' CHOICE OF UNIVERSITY

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



### APU IS AWARDED BEST TECH UNIVERSITY & BEST FUTURE READY UNIVERSITY FOR 2024 - PC.COM AWARDS

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

### APU'S LIST OF FIRSTS:

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



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

*"The QS Stars university rating system audits and rates over 600 universities globally in a broader range of criteria than any world ranking exercise. Comprehensive audits are also independently carried out as part of the rating exercise. QS Stars™ shines a light on both the excellence and the diversity of the rated institution. Congratulations to Asia Pacific University (APU) for being the first-ever QS 5-Stars Plus rated institution in Malaysia and being 1 amongst 20 in the world."*

*Leigh Kamolins - Head of Evaluation, QS Intelligence Unit*

OUTSTANDING



# Rated for Excellence

## Asia Pacific University of Technology & Innovation

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



Teaching



Employability



Online Learning



Internationalisation



Academic Development



Facilities



Accounting & Finance



Social Responsibility



Inclusiveness



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

Leigh Kamolins, Head of Evaluation

# Inspiring

you towards  
vision and transformation



It starts now..... It starts here

## BUSINESS, MANAGEMENT, MARKETING, DIGITAL MARKETING, HOSPITALITY & TOURISM

### DEGREE PROGRAMMES

- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in E-Business\*
- Bachelor of Arts (Honours) in Business Management with a specialism in Digital Leadership
- Bachelor of Arts (Honours) in Business Management with a specialism in Business Analytics
- Bachelor of Arts (Honours) in Human Resource Management
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in Marketing Management\*
- Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing\*
- Bachelor of Arts (Honours) in Tourism Management
- Bachelor of Arts (Honours) in Tourism Management with a specialism in Hospitality
- Bachelor of Science (Honours) in Hospitality and Tourism# with a specialism in:
  - Hospitality Innovation
  - Events Management
  - Aviation Management



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



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

### APU - A 5-STAR (EXCELLENT) RATED INSTITUTION



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

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

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



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

### APU IS AWARDED BEST TECH UNIVERSITY & BEST FUTURE READY UNIVERSITY FOR 2024 - PC.COM AWARDS



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### APU - FIRST EVER MALAYSIAN UNIVERSITY WITH QAA UK ACCREDITATION



# Experience

APU's iconic campus

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



## Malaysia's Award Winning University

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

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

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

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



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.

<p><b>Ranked No.1</b> for International Students in Malaysia</p> <p>QS World University Rankings 2025</p>	<p><b>MALAYSIA'S AWARD WINNING UNIVERSITY</b></p>	<p>Engineering Degrees Accredited under <b>WASHINGTON ACCORD</b> <small>(Accepted Worldwide)</small></p>	<p><b>100%</b> Employability*</p>	<p><b>Ranked No.2</b> in Malaysia</p> <p>AppliedHE ASEAN Private University Rankings 2025</p>	<p><b>FIRST</b> IN MALAYSIA TO ACHIEVE <b>5-STARS PLUS</b> IN QS RATINGS</p>
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\* Latest Graduate Tracer Study by Ministry of Higher Education, Malaysia



**100%**  
 Employability\*  
 +  
 Highest Paid  
 Graduates in Malaysia#

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

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



**Industry Ready Graduates**

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

**Work-ready, World-ready**

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

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

# MDEC Survey 2024

**Outstanding Support**

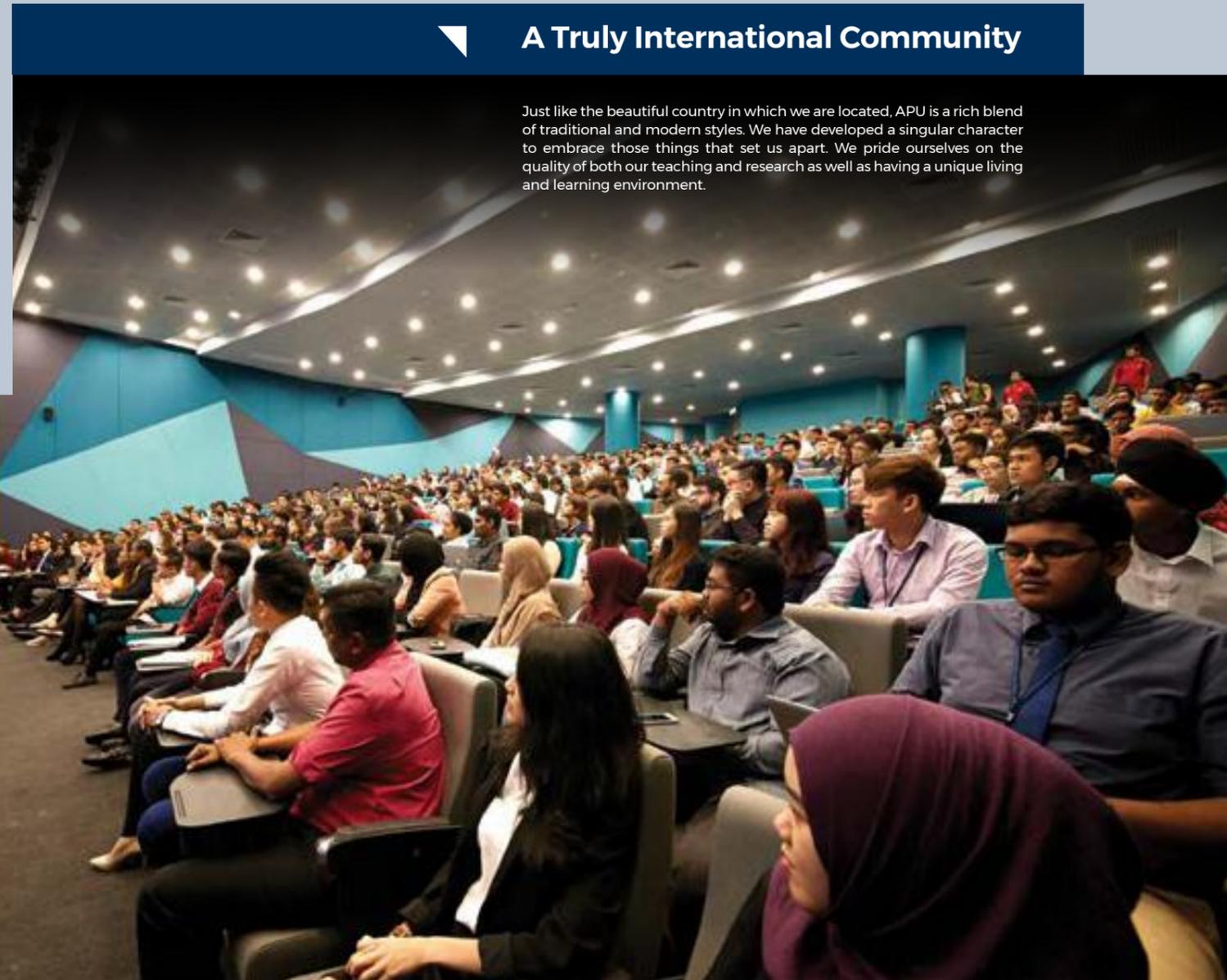
Regardless of the programme you choose, you will be supported by highly qualified and enthusiastic professionals. Many enjoy an international reputation for their research and actively engage with leading names in the industry.



**RANKED #1** for International Students in Malaysia  
**#16 in the World**  
 QS World University Rankings 2025

**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 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.

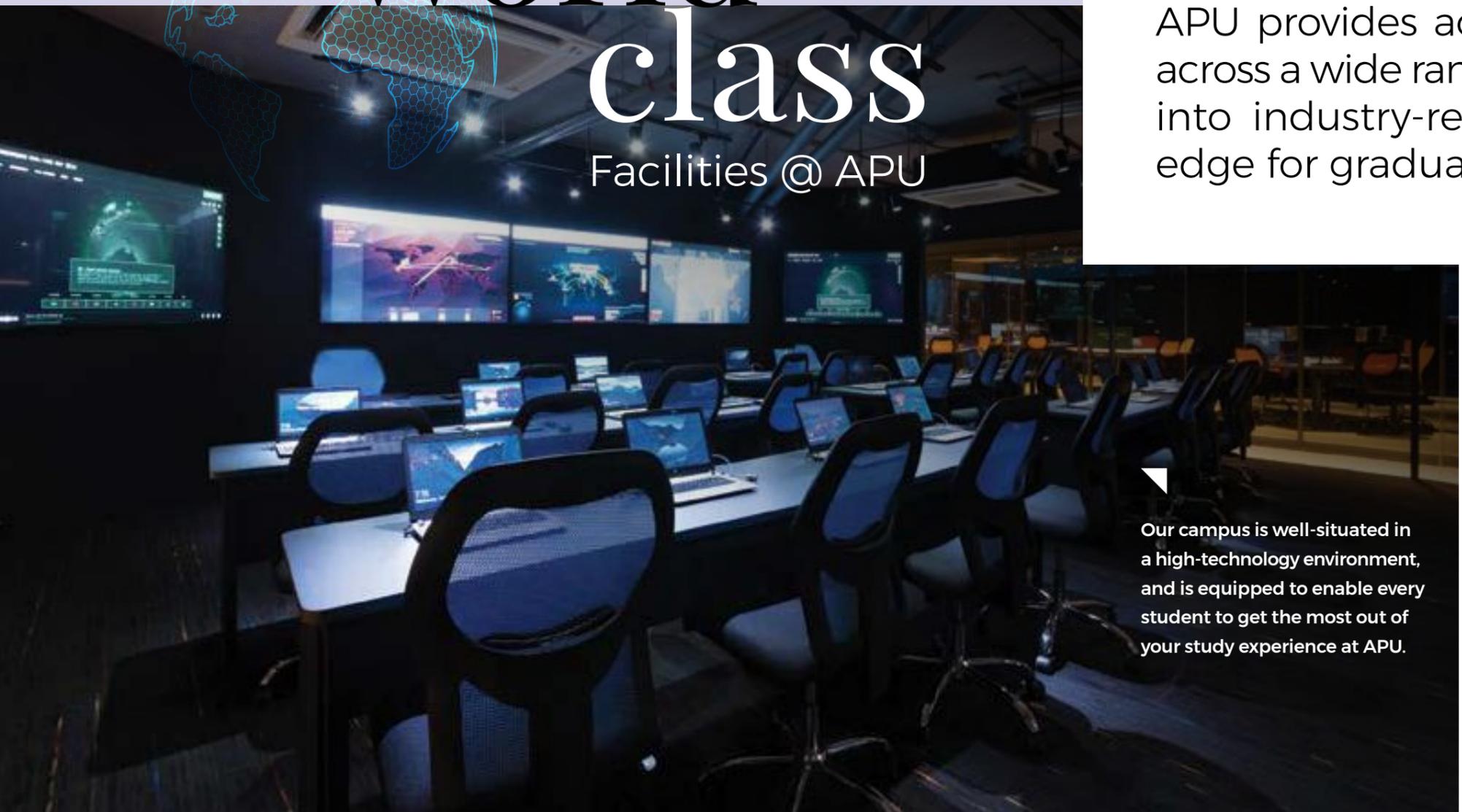


**Student Life @ APU**

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.



# World-class Facilities @ APU



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

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



## An Integrated Community

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



## Cutting-Edge Technologies

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

## Social Interaction Platforms

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

# Our Partner in Quality

De Montfort University (DMU), UK



## 150 years of academic excellence

De Montfort University (DMU) Leicester is a dynamic, 21st century UK university. With an original campus in Leicester, a new one in London and growing campuses around the world in Dubai, Kazakhstan and Cambodia, DMU has a truly global outlook and international reach.

At DMU, our supportive and nurturing community will empower you to realise your dreams. Our courses are carefully designed and taught by expert academics to help you gain the skills needed to enter today's competitive job market and succeed in your career. The university is organised into four faculties; Arts, Design and Humanities, Business and Law, Health and Life Sciences and Computing, Engineering and Media. Our award-winning Careers Team provides guaranteed work experience opportunities including placements, internships and career mentoring to open doors that will help you achieve your ambitions.



### About DMU

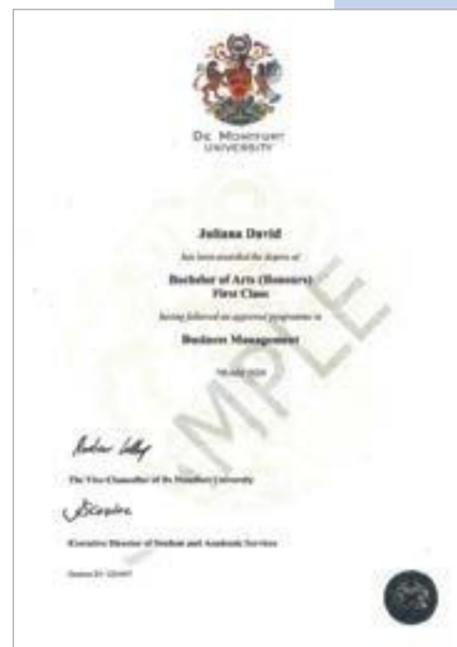
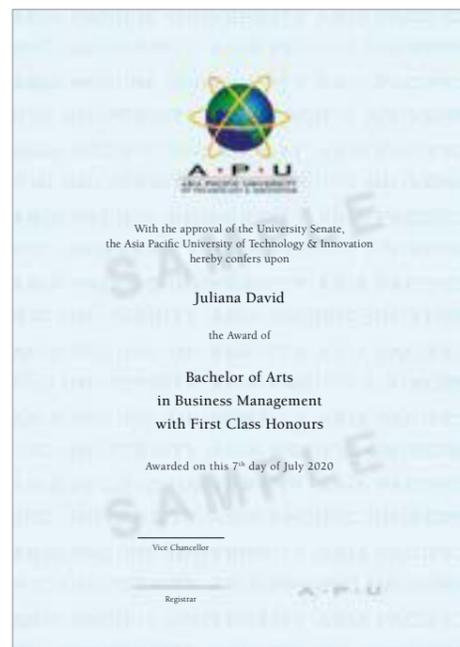
- Since its beginnings in Leicester 150 years ago, DMU has transformed into a global university. We deliver outstanding education around the world, both at our own campuses and with our partner universities.
- Each year, international students from more than 140 countries choose to study at DMU.
- DMU is rated a 5-star 'excellent' institution by QS Top Universities for our teaching, facilities, employability, global outlook and more.
- DMU's Careers Team won Employability Team of the Year at the TargetJobs National Graduate Recruitment Awards for helping students reach their ambitions.
- DMU is the only UK university to be appointed as Chair of the hub for the United Nations' sustainable development goal 11 - sustainable cities and communities.
- Leicester is known for being welcoming and student-friendly, with a rich history and a diverse culture. It's been named the best city in the East Midlands to live and work (Good Growth for Cities Index, 2024).

# Double your Advantage

## APU-DMU Dual Degree Programme



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

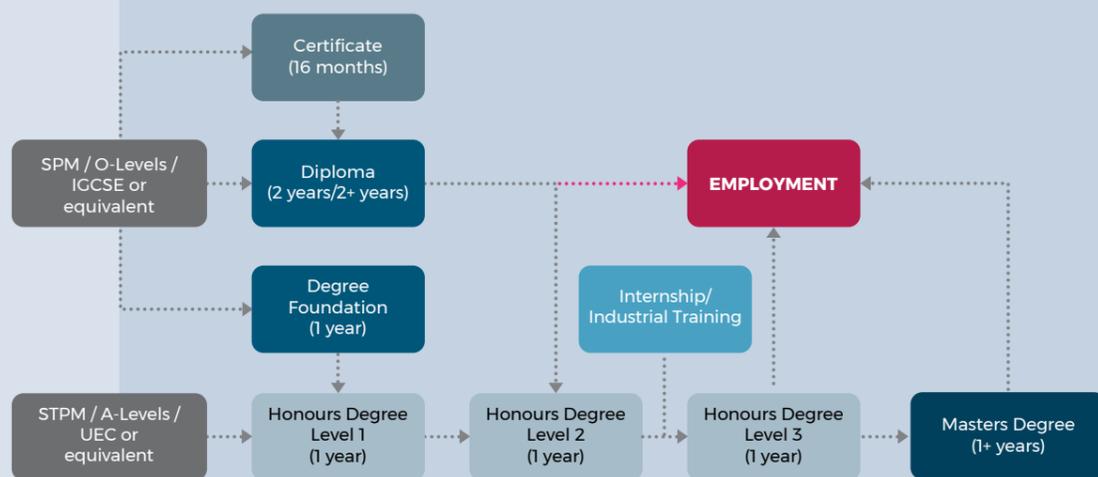


- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, 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		
<b>DIRECT ENTRY TO LEVEL 1 OF THE DEGREE:</b>		
	Bachelor of Arts (Honours) in Business Management* Bachelor of Arts (Honours) in Business Management with a specialism in E-Business* Bachelor of Arts (Honours) in Business Management with a specialism in Digital Leadership* Bachelor of Arts (Honours) in Business Management with a specialism in Business Analytics* Bachelor of Arts (Honours) in Human Resource Management* Bachelor of Arts (Honours) in International Business Management* Bachelor of Arts (Honours) in Marketing Management* Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing*	Bachelor of Arts (Honours) in Tourism Management Bachelor of Arts (Honours) in Tourism Management with a specialism in Hospitality Bachelor of Science (Honours) in Hospitality and Tourism with a specialism in: - Hospitality Innovation - Events Management - Aviation Management
<b>STPM</b>	- 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).
<b>A-LEVEL</b>	- 2 Passes (Grade A-D) in A-Level with a Pass in English and Mathematics at SPM/ O-Level/ IGCSE or its equivalent.	- 2 Passes (Grade A-D) in A-Level.
<b>UEC</b>	- 5 Grade B's in UEC with a Pass in Mathematics and English.	- 5 Grade B's in UEC.
<b>MATRICULATION/ FOUNDATION</b>	- Passed Foundation programme (minimum CGPA of 2.0).	- Passed Foundation programme (minimum CGPA of 2.0).
<b>ENTRY TO LEVEL 2 OF THE DEGREE:</b>		
<b>DIPLOMA</b>	- Successful completion of the APU Diploma or - Successful completion of studies in another recognised institute with academic credits equivalent to Level 1 of an Honours Degree <i>(Subject to the approval of the APU 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 for International Students)

Programmes	Requirements
Foundation Programme Diploma in Hotel Management Diploma in Events Management	• IELTS : 4.0 • TOEFL IBT : 30-31 • Pearson (PTE) : 36 • MUET : Band 3
Diploma in Business Administration Diploma in Business Information Technology Diploma in International Studies Bachelor of Arts (Honours) in Tourism Management Bachelor of Arts (Honours) in Tourism Management with a specialism in Hospitality Bachelor of Science (Honours) in Hospitality and Tourism with a specialism in: - Hospitality Innovation - Events Management - Aviation Management	• IELTS : 5.0 • TOEFL IBT : 40 • Pearson (PTE) : 47 • MUET : Band 3.5
Bachelor of Arts (Honours) in Business Management Bachelor of Arts (Honours) in Human Resource Management Bachelor of Arts (Honours) in International Business Management Bachelor of Arts (Honours) in Marketing Management	• IELTS : 5.5 • TOEFL IBT : 46 • Pearson (PTE) : 51 • 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)

(R3/0011/3/0089)(11/29)(A10955)

## MODULES YOU STUDY

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

## ENRICHING EXPERIENCES - MORE THAN JUST A FOUNDATION

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

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

The unique support system at APU Foundation Programme consists 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.

## ADMISSION REQUIREMENTS

- 5 Credits in at least 5 subjects at SPM level with a minimum of a pass in Bahasa Malaysia and Sejarah (History);
- 5 Credits (Grade C & above) in at least 5 subjects at IGCSE/O-Levels;
- 3 Credits (Grade B & above) in at least 3 subjects in UEC.
- A qualification that APU accepts as equivalent to the above.
- \* Some Degree Programmes may require a Credit in Mathematics at SPM/IGCSE/O-Level or equivalent.
- \* Engineering Degree Programmes require a Credit in Mathematics and Physics or Chemistry at SPM/IGCSE/O-Level or equivalent.
- \* Foundation in Computing (ODL) - 100% Online requires a Credit Pass in Mathematics

SEMESTER 1	COMMON SEMESTER 1				
	• English for Academic Purposes	• Communication Skills	• Personal Development & Study Methods	• Essentials of Web Applications	• Mathematics
ROUTES	BUSINESS, FINANCE & SOCIAL SCIENCES	COMPUTING & TECHNOLOGY	ENGINEERING	ARCHITECTURE & DESIGN	
SEMESTER 2	<ul style="list-style-type: none"> <li>• Introduction to Business</li> <li>• Fundamentals of Finance</li> <li>• Global Business Trends</li> <li>• Public Speaking in English</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Business</li> <li>• Introduction to Computer Architecture &amp; Networking</li> <li>• Introduction to Visual &amp; Interactive Programming</li> <li>• Public Speaking in English</li> </ul>	<ul style="list-style-type: none"> <li>• Mechanics for Engineers</li> <li>• Engineering Mathematics</li> <li>• Introduction to Visual &amp; Interactive Programming</li> <li>• Public Speaking in English</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamentals of Drawing</li> <li>• Life Drawing</li> <li>• Design Studies</li> <li>• Public Speaking in English</li> <li>• Major Project 1</li> </ul>	
SEMESTER 3	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Economics for Business</li> <li>• Perspectives in Technology / Further Mathematics**</li> <li>• Co-Curricular</li> </ul> <p>Choose <b>one</b> of the following modules:</p> <ul style="list-style-type: none"> <li>• Principles of Accounts</li> <li>• Discovering Media in the Digital Age</li> <li>• Psychology &amp; Behavioral Science</li> <li>• Fundamentals of Hospitality and Tourism Industry</li> </ul>	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Further Mathematics</li> <li>• Introduction to Multimedia Applications</li> <li>• Co-Curricular</li> </ul> <p>Choose <b>one</b> of the following modules:</p> <ul style="list-style-type: none"> <li>• Perspectives in Technology</li> <li>• Discovering Media in the Digital Age</li> <li>• Psychology &amp; Behavioral Science</li> <li>• Fundamentals of Hospitality and Tourism Industry</li> </ul>	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Science for Engineers</li> <li>• Perspectives in Technology</li> <li>• Design Thinking – Fraunhofer – IEM</li> <li>• Co-Curricular</li> </ul>	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Introduction to Digital Photography</li> <li>• Major Project 2</li> <li>• Co-Curricular</li> </ul> <p>Choose <b>one</b> of the following modules:</p> <ul style="list-style-type: none"> <li>• History of Design and Media</li> <li>• Introduction to Architecture and Built Environment</li> </ul>	
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"> <li>- Business, Management, Hospitality &amp; Tourism</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Media, Communication &amp; Psychology</li> </ul>	<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Immersive Technology &amp; Game Development</li> </ul>	<ul style="list-style-type: none"> <li>- Engineering</li> </ul>	<ul style="list-style-type: none"> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- Architecture</li> </ul>	
ALTERNATIVE PATHWAYS	<p>Students may alternatively choose the following:</p> <ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Immersive Technology &amp; Game Development</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Architecture</li> </ul>	<ul style="list-style-type: none"> <li>- Business, Management, Hospitality &amp; Tourism</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Media, Communication &amp; Psychology</li> <li>- Architecture</li> </ul>	<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Immersive Technology &amp; Game Development</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Business, Management, Hospitality &amp; Tourism</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Media, Communication &amp; Psychology</li> <li>- Architecture</li> </ul>	<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Immersive Technology &amp; Game Development</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Business, Management, Hospitality &amp; Tourism</li> <li>- International Relations</li> <li>- Media, Communication &amp; Psychology</li> </ul>	

## YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE

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

<p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics at SPM / O-Level / IGCSE is required for the following programmes:</p> <p><b>Computing &amp; Technology</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Science (Honours) in Information Technology</li> <li>• Bachelor of Science (Honours) in Information Technology with a specialism in                             <ul style="list-style-type: none"> <li>- Information System Security</li> <li>- Cloud Engineering</li> <li>- Internet of Things (IoT)</li> <li>- Digital Transformation</li> <li>- Financial Technology (FinTech)</li> <li>- Business Information Systems</li> <li>- Sustainable Computing</li> </ul> </li> <li>• Bachelor of Science (Honours) in Computer Science*</li> <li>• Bachelor of Science (Honours) in Computer Science with a specialism in                             <ul style="list-style-type: none"> <li>- Data Analytics*</li> <li>- Digital Forensics*</li> </ul> </li> <li>• Bachelor of Science (Honours) in Computer Science (Cyber Security)*</li> <li>• Bachelor of Science (Hons) in Software Engineering*</li> <li>• Bachelor of Computer Science (Hons) (Artificial Intelligence)*</li> </ul> <p><b>Accounting, Banking, Finance &amp; Actuarial</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Accounting and Finance (Honours)</li> <li>• Bachelor of Accounting and Finance (Honours) with a specialism in                             <ul style="list-style-type: none"> <li>- Forensic Accounting - Forex and Investments</li> <li>- Accounting Technology</li> </ul> </li> <li>• Bachelor in Banking and Finance (Hons)</li> <li>• Bachelor in Banking and Finance (Hons) with a specialism in                             <ul style="list-style-type: none"> <li>- Investment Analytics - Financial Technology</li> <li>- Bachelor of Financial Technology (Honours)</li> </ul> </li> <li>• Bachelor of Science (Honours) in Actuarial Studies</li> <li>• Bachelor of Science (Honours) in Actuarial Studies with a specialism in                             <ul style="list-style-type: none"> <li>- Data Analytics - Financial Technology</li> </ul> </li> </ul> <p><b>Architecture</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Science (Honours) in Architecture </li> </ul> <p><b>Immersive Technology &amp; Game Development</b></p> <ul style="list-style-type: none"> <li>• Bachelor in Interactive Media and Immersive Technology (Honours)</li> <li>• Bachelor in Interactive Media and Immersive Technology (Honours) with a specialism in VR/AR</li> <li>• Bachelor of Science (Honours) in Computer Games Development</li> </ul> <p><small>A Pass in Mathematics at SPM / O-Level / IGCSE is required for these programmes. (Strong Mathematics would be an added advantage)</small></p>	<p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p> <b>Physics OR Chemistry OR Technical Science</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics and Physics OR Chemistry at SPM / O-Level / IGCSE is required for the following programmes:</p> <p><b>Engineering</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Electrical and Electronic Engineering with Honours</li> <li>• Bachelor of Mechatronic Engineering with Honours</li> <li>• Bachelor of Mechanical Engineering with Honours</li> <li>• Bachelor of Computer Engineering with Honours</li> <li>• Bachelor of Petroleum Engineering with Honours</li> </ul> <p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p> <b>Science OR Physics OR Chemistry OR Biology</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics and Science OR Physics OR Chemistry OR Biology and a Pass in English at SPM / O-Level / IGCSE is required for the following programme:</p> <p><b>Psychology</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Science (Honours) in Psychology</li> </ul>	<p>Leading from APU Foundation to your Choice of Degree Studies:</p> <p><b>Business, Management, Marketing &amp; Digital Marketing</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Business Management</li> <li>• Bachelor of Arts (Honours) in Business Management with a specialism in                             <ul style="list-style-type: none"> <li>- E-Business - Digital Leadership - Business Analytics</li> </ul> </li> <li>• Bachelor of Arts (Honours) in Human Resource Management</li> <li>• Bachelor of Arts (Honours) in International Business Management</li> <li>• Bachelor of Arts (Honours) in Marketing Management</li> <li>• Bachelor of Arts (Honours) in Marketing Management with a specialism in                             <ul style="list-style-type: none"> <li>- Digital Marketing</li> </ul> </li> </ul> <p><b>Hospitality &amp; Tourism</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Tourism Management</li> <li>• Bachelor of Arts (Honours) in Tourism Management with a specialism in                             <ul style="list-style-type: none"> <li>- Hospitality</li> </ul> </li> <li>• Bachelor of Science (Honours) in Hospitality and Tourism with a specialism in                             <ul style="list-style-type: none"> <li>- Hospitality Innovation</li> <li>- Events Management</li> <li>- Aviation Management</li> </ul> </li> </ul> <p><b>Media and International Relations</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Media and Communication Studies</li> <li>• Bachelor of Arts (Honours) in International Relations</li> </ul> <p><b>Industrial Design, Animation &amp; Visual Effects</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Industrial Design</li> <li>• Bachelor of Arts (Honours) in Visual Effects</li> <li>• Bachelor of Arts (Honours) in Animation</li> <li>• Bachelor of Arts (Honours) in Digital Advertising </li> </ul> <p><b>PORTFOLIO REQUIRED</b></p>
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- \* Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics and Artificial Intelligence programmes will be required to undertake Foundation Pathways from the **Computing & Technology** route or **Engineering** route if the student does not have a credit in Additional Mathematics at SPM / O-Level / IGCSE or equivalent.
- \* Students who have completed Foundation from other routes apart from the above are required to do a Pre-Requisite module in Further Mathematics or equivalent in the first semester of the Degree Programme, provided they also still have Credit in Maths and Science or ICT subject at SPM / O-Level / IGCSE or equivalent.
- \*\* Further Mathematics module is Compulsory for students who choose to progress to Bachelor of Science (Honours) in Actuarial Studies.



# Diploma Programmes

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

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

\* Pathways after Diploma Programme vary accordingly.

## OUR DIPLOMA PROGRAMME:

- Diploma in Business Administration
- Diploma in Accounting
- Diploma in Business Information Technology
- Diploma in International Studies
- Diploma in Hotel Management
- Diploma in Events Management

## PATHWAYS AFTER DIPLOMA TO BUSINESS, MANAGEMENT, MARKETING, DIGITAL MARKETING, HOSPITALITY AND TOURISM 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.



### Diploma in Business Administration

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

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



### Diploma in International Studies

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

- Bachelor of Arts (Honours) in International Relations
- Bachelor of Arts (Honours) in Business Management\*
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - E-Business\*
  - Digital Leadership\*
  - Business Analytics\*
- Bachelor of Arts (Honours) in International Business Management\*
- Bachelor of Arts (Honours) in Human Resource Management\*
- Bachelor of Arts (Honours) in Marketing Management\*
- Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing\*



### Diploma in Accounting

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

- Bachelor of Accounting and Finance (Honours)
- Bachelor of Accounting and Finance (Honours) with a specialism in:
  - Forensic Accounting
  - Forex and Investments
  - Accounting Technology
- Bachelor of Financial Technology (Honours)
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in:
  - Investment and Analytics
  - Financial Technology
- Bachelor of Arts (Honours) in Marketing Management
- Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing



### Diploma in Business Information Technology

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

- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - E-Business
  - Digital Leadership
  - Business Analytics
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in Marketing Management
- Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing
- Bachelor of Arts (Honours) in Human Resource Management

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

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

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



### Diploma in Hotel Management Diploma in Events Management

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

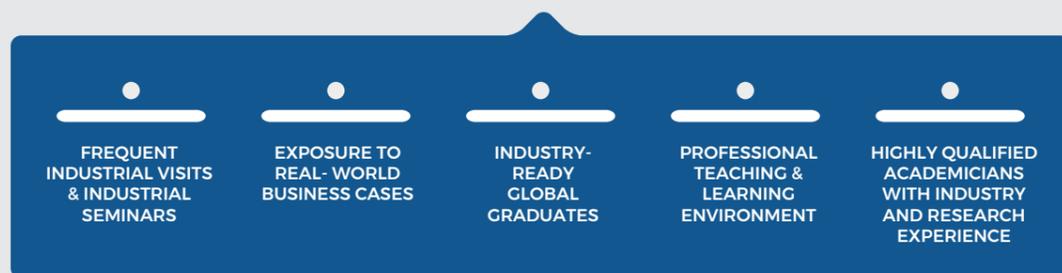
- Bachelor of Science (Honours) in Hospitality and Tourism

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

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

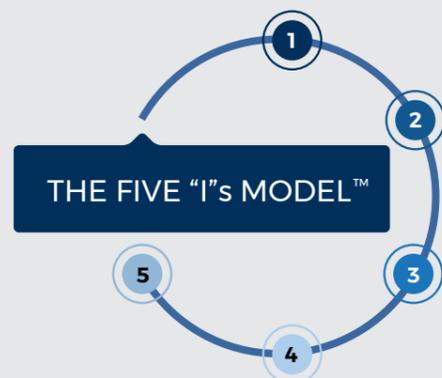
# Business, Management, Marketing,

## Digital Marketing & Tourism



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

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



- 1: INNOVATION**  
through the design of curriculum, the module content and the learning approaches
- 2: INTEGRATION**  
through developing your capabilities to interrelate knowledge and to work in multidisciplinary teams
- 3: INFORMATION**  
through developing your knowledge and also your abilities to communicate effectively and persuasively
- 4: INTERACTIVITY**  
through the use of group work to develop your teamwork skills and through the use of technology to achieve interactivity of devices and people
- 5: IMAGINATION**  
in relation to new products, ideas, applications and solutions



# Degree Programmes

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

LEVEL	PROGRAMMES
<b>COMMON LEVEL 1*</b>	<ul style="list-style-type: none"> <li>Bachelor of Arts (Honours) in Business Management</li> <li>Bachelor of Arts (Honours) in Business Management with a specialism in:                             <ul style="list-style-type: none"> <li>- E-Business</li> <li>- Digital Leadership</li> <li>- Business Analytics</li> </ul> </li> <li>Bachelor of Arts (Honours) in International Business Management</li> <li>Bachelor of Arts (Honours) in Marketing Management</li> <li>Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing</li> <li>Bachelor of Arts (Honours) in Human Resource Management</li> </ul>
<b>SPECIALISED LEVEL 1*</b>	<ul style="list-style-type: none"> <li>Bachelor of Arts (Honours) in Tourism Management</li> <li>Bachelor of Arts (Honours) in Tourism Management with a specialism in Hospitality</li> <li>Bachelor of Science (Honours) in Hospitality and Tourism with a specialism in:                             <ul style="list-style-type: none"> <li>- Hospitality Innovation</li> <li>- Events Management</li> <li>- Aviation Management</li> </ul> </li> </ul>

*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

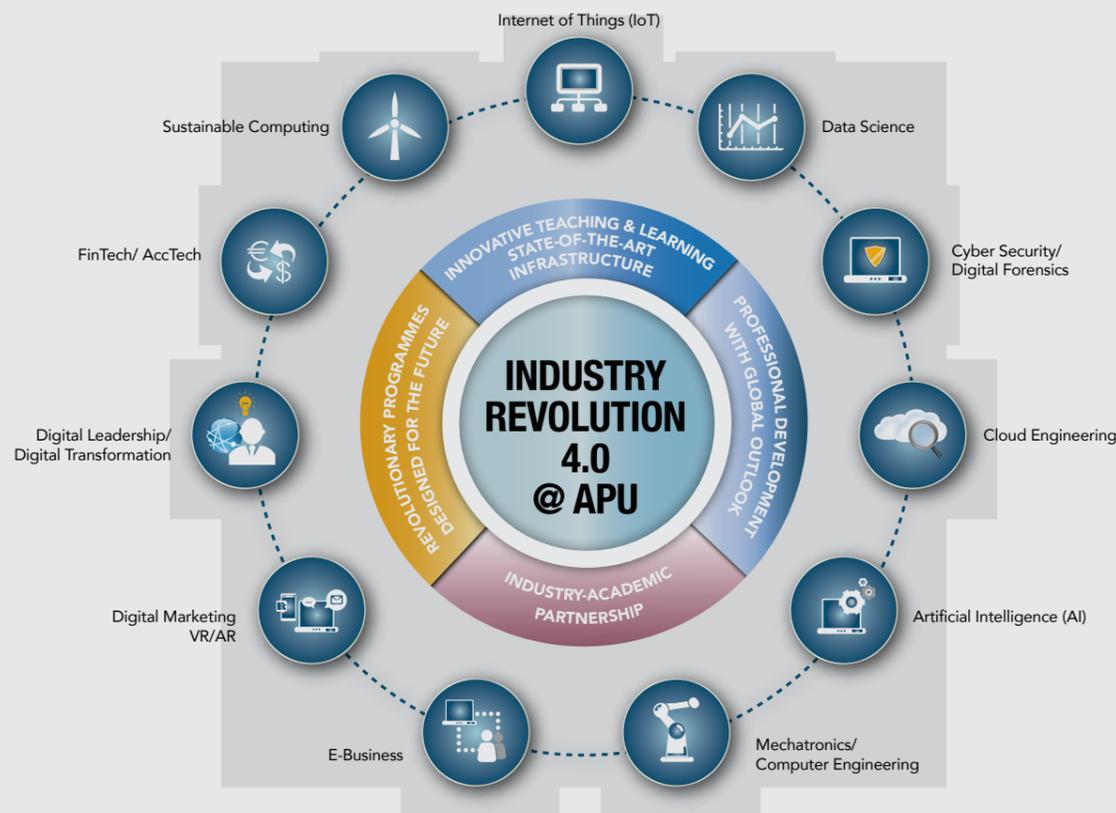
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will 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

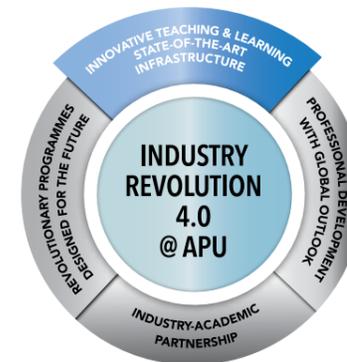
## FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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 Engineering, Internet of Things (IoT), Data Science are going to transform the way businesses operate - routine, mundane jobs will be replaced and there is a growing need to develop "smarter" talents that can ride along the wave of digital transformation.

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

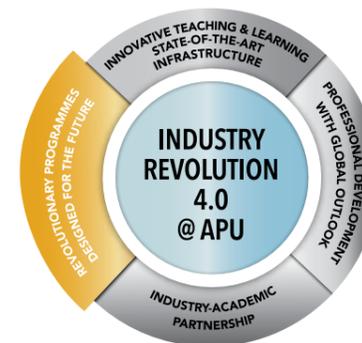


## INDUSTRY REVOLUTION 4.0 @ APU



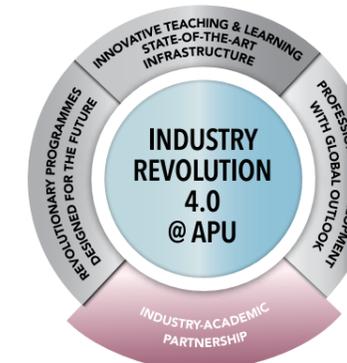
### INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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.



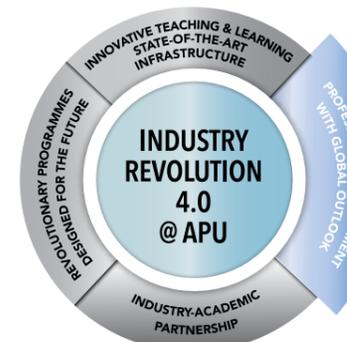
### REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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 IR4.0 environment, by carefully designing new programmes of the future. Our programmes are first-of-its-kind, such as in Cyber Security, Data Science, Internet of Things (IoT), Artificial Intelligence (AI), Digital Leadership, Digital Transformation, Sustainable Computing, VR/AR, Financial Technology (FinTech), Accounting Technology (AccTech), Digital Marketing, E-Business, Mechatronic, Computer Engineering, Cloud Engineering and more.



### INDUSTRY-ACADEMIC PARTNERSHIP

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



### PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

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



# Future Proof Your Career

And land that dream job



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

## CMI DUAL ACCREDITATION

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

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



## Benefits for CMI Accreditation & Dual Certificate:

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

## Benefits to the Student of a Dual Accredited Degree

**CMI ACCREDITED GRADUATE**

**NON-CMI ACCREDITED GRADUATE**

**EARN MORE**

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

**72%**

**COMPETITIVE EDGE**

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

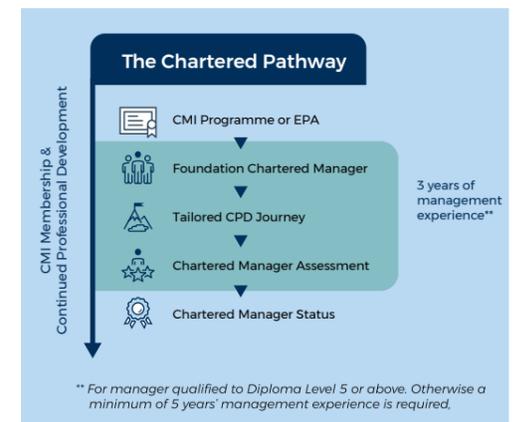
**87%**

**CANDIDATES OF CHOICE**

of students economically active within 6 months of graduation.

## Get One Step Ahead in Your Career with CMI Foundation Chartered Manager

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



## Stand Out from the Crowd and Get That Job !

**89%**

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

**88%**

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

"Being Chartered has enabled me to not only benefit from accessing world-class resources but more crucially, connect and engage with an incredibly diverse community."  
**- Manisha Mistry CMgr MCMI, Head of Digital Culture - Rolls Royce PLC**

"The skills obtained through CMI are exceptional, so it would absolutely make someone stand out from the rest, primarily due to the phenomenal range of accessible resources available from ManagementDirect."  
**- Fadi Alzayer, Transplant Laboratory Supervisor - King Faisal Specialist Hospital and Research Centre**



# APU partners with World Leader in Digital Marketing

## DMI (Digital Marketing Institute)



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

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



**200k+**  
members worldwide



**30k+**  
certified members

### Programme Specific Accreditation by DMI

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



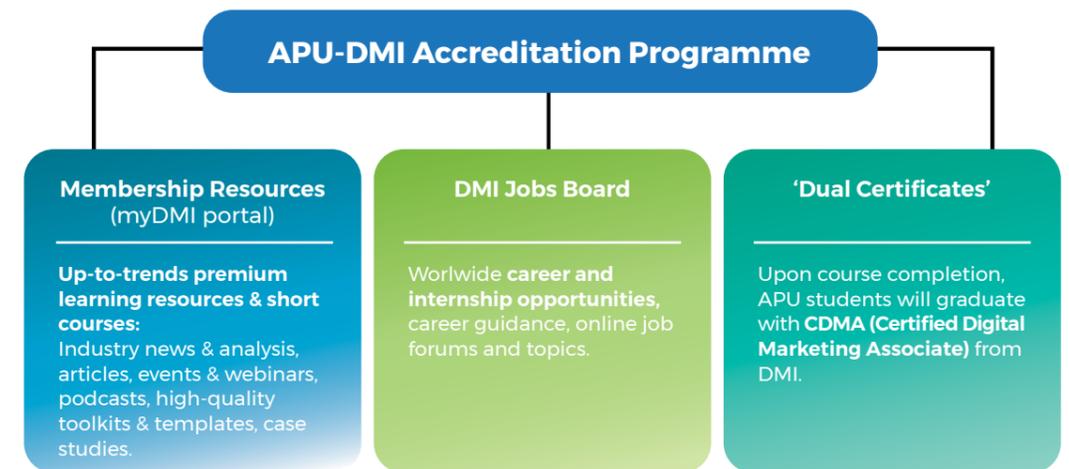
## APU PARTNERS WITH WORLD LEADER IN DIGITAL MARKETING

### Why DMI?

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

### APU-DMI ACCREDITATION BENEFITS

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



### KEY AREAS IN THE DIGITAL MARKETING MIX



# Professional Recognition

## of APU Degree Programmes



**The Malaysian Institute of Chartered Secretaries and Administrators**

APU Programme	MAICSA Exemption
Bachelor of Arts (Honours) in Business Management	10/16 subjects
Bachelor of Arts (Honours) in International Business Management	10/16 subjects
Bachelor of Arts (Honours) in Human Resource Management	9/16 subjects

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

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

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



**Malaysian Association of Company Secretaries**

APU Programme	MACS Exemption
Bachelor of Arts (Honours) in Business Management	10/16 subjects
Bachelor of Arts (Honours) in International Business Management	10/16 subjects
Bachelor of Arts (Honours) in Human Resource Management	10/16 subjects

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

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



**Chartered Institute of Management Accountants**

APU Programme	CIMA Exemption
Bachelor of Arts (Honours) in Business Management	All certificate level (4 papers)
Bachelor of Arts (Honours) in International Business Management	All certificate level (4 papers)

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

# Collaborative Industrial Partners

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



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



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

# “Every Business is Becoming a Technology Business”

- Manju Bansal - Digitalist Magazine - 2018



# APU Leading Digital Transformation in Business, Management & Marketing

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

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

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

- APAC Digital Skills Index - 2020

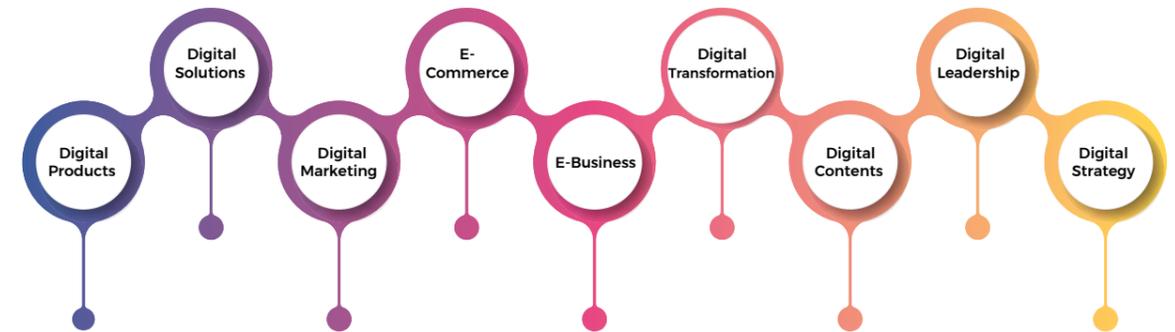
“As digital technologies become more prevalent, the digital economy will become the foundation of the modern economy. Accelerating the digital economy is no longer an option but crucial for Malaysia.”

- Malaysia Digital Economy Blueprint - 2021

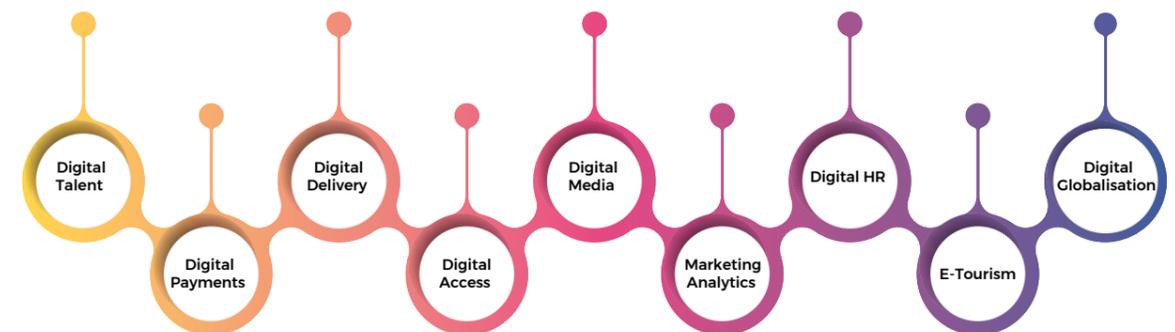
“The digital economy is expected to continue its significant contribution to the country this year, based on an estimated 19.1 per cent contribution to the GDP in 2019 by the Department of Statistics Malaysia, following a forecast of 6.7 per cent economic growth for 2021 by the World Bank. With the launch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

- Malaysia Digital Economy Corporation (MDEC) - 2021

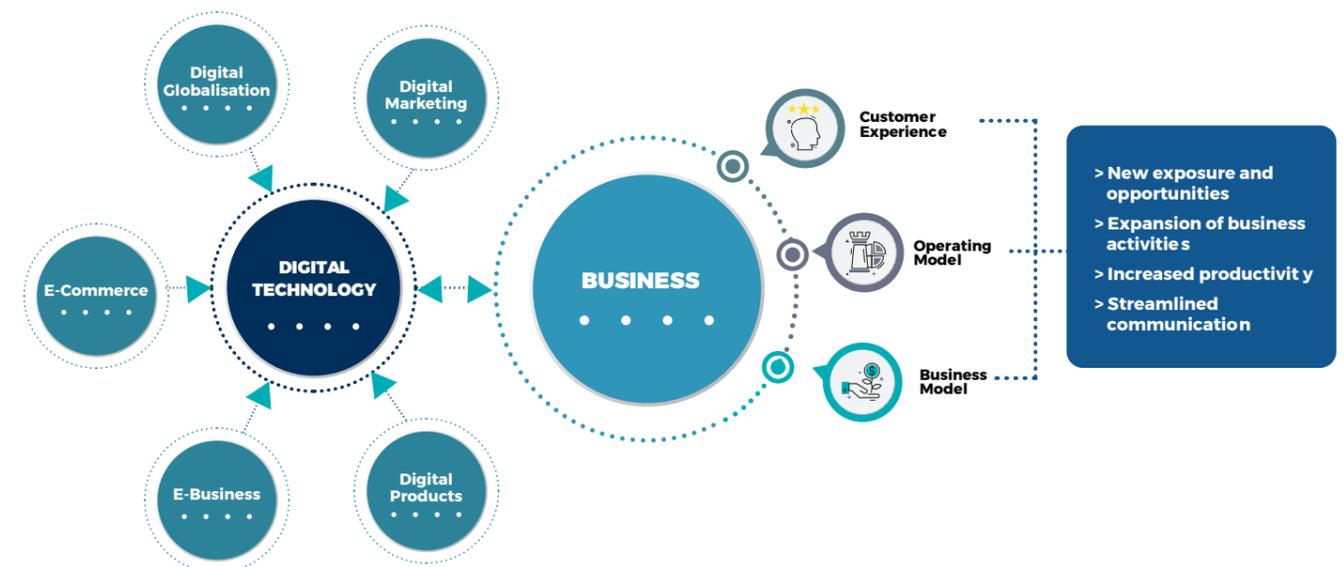
## APU - LEADING DIGITAL TRANSFORMATION IN BUSINESS, MANAGEMENT & MARKETING



Every Business is dependent on Technology and needs to embrace the Challenges of Digitalisation



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





# E-Commerce E-Business

## Rise of E-Commerce - Buying & Selling without Borders

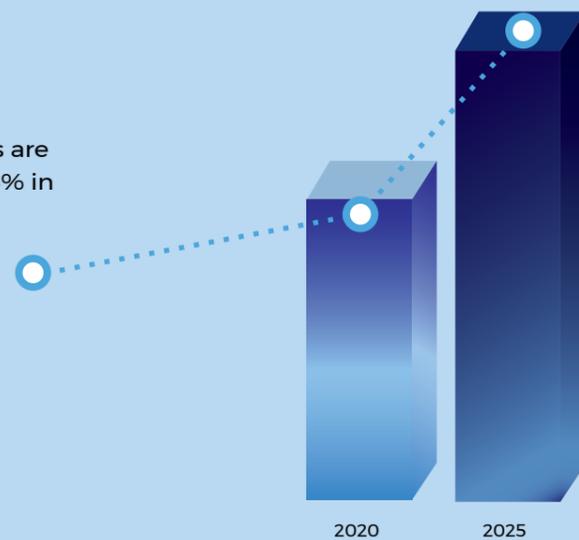
As the global pandemic disrupted the world, internet shopping platforms became the dominant channel for consumers to shop for essential goods and services. It is forecasted that e-business and e-commerce will sustain this upward trend and continue to grow. As future e-business professionals, you will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

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

# 25%

IN 2025.

- MarketWatch, 2020



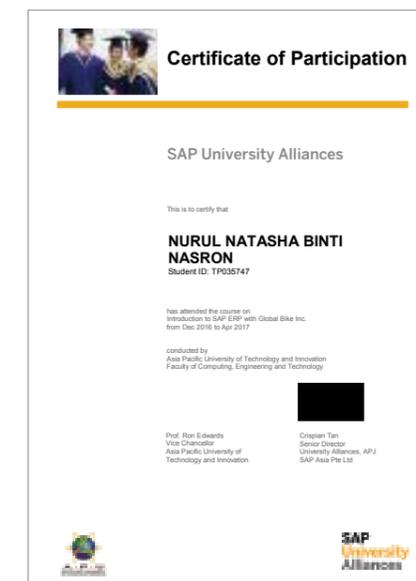
## RISE OF E-COMMERCE - BUYING & SELLING WITHOUT BORDERS



## MORE THAN JUST A BUSINESS DEGREE - SAP ERP MODULES & CERTIFICATION

- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in E-Business
- Bachelor of Arts (Honours) in Business Management with a specialism in Digital Leadership
- Bachelor of Arts (Honours) in Business Management with a specialism in Business Analytics
- Bachelor of Arts (Honours) in International Business Management

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





## Bachelor of Arts (Honours) in BUSINESS MANAGEMENT

(R3/0414/6/0087)(08/30)(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 management activities as undertaken by managers in a range of organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic business contexts.
- Exposure to the areas of modern Business Management and how these work in concert to produce competitive organisations.
- A wide-range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into business management issues.

#### Career options

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

#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

#### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- 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 Communications Skills
- Business Economics
- People Management
- Accounting Skills
- Marketing
- Business Law
- Fundamentals of Entrepreneurship

#### LEVEL 2

##### Common Modules

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

##### Specialised Modules

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

##### Elective Modules (Choose 1)

- Managing Finance **OR** Financial Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Leadership Theory and Practice
- Venture Building

##### Specialised Modules

- Managing People and Performance
- Managing Change
- Asian Economics
- Investigation in Business Management
- Contemporary Management
- Global Marketing
- Business Management Project

##### Elective Modules (Choose 2)

- Corporate Finance **OR** Building Customer Relationship
- Strategic Marketing Planning **OR** International Strategic Management



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

(R3/0414/6/0087)(08/30)(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
- E-Business Consultant
- Technopreneur
- Online Marketing Specialist
- Digital Advertising Specialist
- Digital Marketing Manager
- Sales and Marketing Manager
- E-Commerce Specialist
- Digital Marketing Analyst
- Web Analytics Manager
- Social Media Specialist
- Marketing Manager



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\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- 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 Communications Skills
- Business Economics
- People Management
- Accounting Skills
- Marketing
- Business Law
- Fundamentals of Entrepreneurship

#### LEVEL 2

##### Common Modules

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

##### Specialised Modules

- E-Business Management
- Social Media & Communication
- E-Commerce
- Digital Marketing

##### Elective Modules (Choose 1)

- Managing Finance **OR** Financial Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Venture Building

##### Specialised Modules

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

##### Elective Modules (Choose 2)

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



## Bachelor of Arts (Honours) in **BUSINESS MANAGEMENT** WITH A SPECIALISM IN DIGITAL LEADERSHIP

(R3/0414/6/0087)(08/30)(A6223)



### At a glance

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

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

#### Career options

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



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

#### LEVEL 2

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

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

#### INTERNSHIP

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

#### LEVEL 3

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

#### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

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

### Module outline

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

##### Specialised Modules

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

##### Elective Modules (Choose 1)

- Managing Finance **OR** Financial Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Asian Economics
- Venture Building

##### Specialised Modules

- Digital Finance
- Digital Strategy and Analytics
- Contemporary Management
- Investigation in Business Management
- Global Marketing
- Digital Execution
- Business Management Project

##### Elective Modules (Choose 2)

- Corporate Finance **OR** Building Customer Relationship
- Strategic Marketing Planning **OR** International Strategic Management



## Bachelor of Arts (Honours) in **BUSINESS MANAGEMENT** WITH A SPECIALISM IN BUSINESS ANALYTICS

(R3/0414/6/0087)(08/30)(A6223)



### At a glance

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

- An understanding of the context, nature and implications of analytics and its application to business decisions from stakeholder perspectives.
- A comprehensive understanding and application of business analytics across functional areas including finance, accounting, marketing and human resource management.
- Exposure to the theoretical and practical issues of conducting business in a contemporary and future setting with data at the centre of managerial decision making.
- Developing employment skills such as business analysis, problem solving, evidenced based written and oral communication, using data in decision making, and the ability to conduct research into contemporary business analytical issues.

#### Career options

- Business Development Manager
- Business Consultant
- Business Process Consultant
- Business Systems Analyst
- Business Research Analyst
- Business Data Analyst Entrepreneur

#### LEVEL 1

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

#### LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioral science, business ethics & governance, critical thinking in management, and Data Management. 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 and data management. We will further nurture their independent learning to prepare them for the workplace and for further research.

#### INTERNSHIP

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

#### LEVEL 3

Students will make use of their previous studies and industrial experience to learn about the business management specialize in business analytics, with aims to groom them as a leader in business analytics.

#### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

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

### Module outline

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

##### Specialised Modules

- Operations Management
- E-Business Management
- Critical Thinking in Management
- Data Analytics in Accounting & Finance
- Data Management

##### Elective Modules (Choose 1)

- Managing Finance **OR** Financial Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Leadership Theory and Practice
- Venture Building

##### Specialised Modules

- Data Strategy and Analytics
- Managing Change
- Asian Economics
- Investigation in Business Management
- Contemporary Management
- Global Marketing
- Business Management
- Project

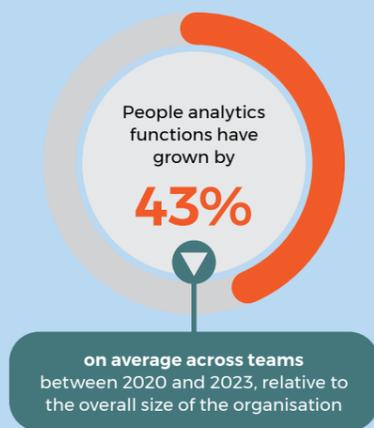
##### Elective Modules (Choose 2)

- Behavioural Science & Marketing Analytics **OR** HR Analytics
- Strategic Marketing Planning **OR** International Strategic Management

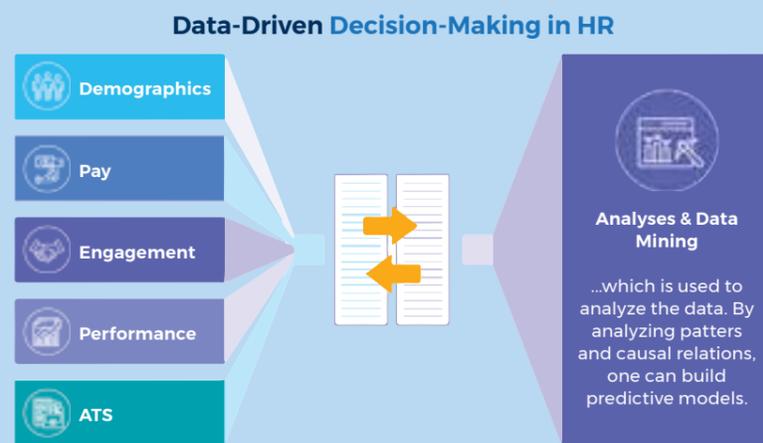


# Human Resource Analytics & Innovation

The COVID-19 pandemic and the rapid globalization of the 21st century have driven a paradigm shift in human resource management. To effectively navigate these complex and evolving circumstances, organizations must adopt a holistic approach that integrates HR analytics with insights derived from psychological principles. By leveraging data-driven insights and a refined understanding of employee behavior, companies can foster a more engaged, productive, and ultimately successful workforce.



Source: <https://www.myhrfuture.com/blog/investing-to-deliver-value-a-new-model-for-people-analytics>



Source: <https://venngage.com/blog/hr-data-visualization-turning-data-into-powerful-stories/>

APU's **BA (Hons) in Human Resource Management** is designed to prepare graduates to be future-ready HR practitioners. This programme includes three key modules: **HR Analytics, Social Psychology, and Human Factors Psychology**, equipping students with the skills to incorporate technology and psychological insights into their decision-making. Students will learn to analyze HR data to support decisions, understand theories in Social Psychology to manage interpersonal conflicts, and apply Human Factors Psychology principles to design productive and safe workplace environments.



## Bachelor of Arts (Honours) in HUMAN RESOURCE MANAGEMENT

(R3/0414/6/0111)(08/30)(A6226)



### At a glance

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

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

#### Career options

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



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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

#### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

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

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

##### Specialised Modules

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

##### Elective Modules (Choose 1)

- Critical Thinking in Management **OR** Enterprise Resource Planning with SAP Platform

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Venture Building

##### Specialised Modules

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

##### Elective Modules (Choose 2)

- Managing Change **OR** Building Customer Relationship
- Human Factors Psychology **OR** Digital Execution



## Bachelor of Arts (Honours) in INTERNATIONAL BUSINESS MANAGEMENT

(R3/0414/6/0088)(08/30)(A6224)



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

#### Career options

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



#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

#### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- 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 Communications Skills
- People Management
- Business Economics
- Accounting Skills
- Marketing
- Business Law
- Fundamentals of Entrepreneurship

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisation
- Managing Finance
- Innovation Process
- Delivering Customer Value
- Business Research Methods
- Enterprise Resource Planning with SAP Platform

##### Specialised Modules

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

##### Elective Modules (Choose 2)

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

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Venture Building

##### Specialised Modules

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

##### Elective Modules (Choose 2)

- Global Banking and Finance **OR** Corporate Finance
- Managing People and Performance **OR** Digital Finance



## Bachelor of Arts (Honours) in MARKETING MANAGEMENT

(R3/0415/6/0021)(03/30)(A6225)



### At a glance

### Module outline

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

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

#### Career options

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



#### 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.

#### 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
- Innovation Process
- International Culture and Communications
- Business Research Methods

##### Specialised Modules

- E-Commerce
- B2B Marketing
- Delivering Customer Value
- Consumer Behaviour
- Marketing Intelligence and Research
- Digital Marketing
- Behavioural Science in Organisation
- Critical Thinking in Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Specialised Modules

- Brand Management
- Building Customer Relationship
- Global Marketing
- Integrated Marketing Communications
- Venture Building
- Digital Strategy and Analytics
- Investigation in Marketing Management
- Marketing Decision Making
- Marketing Management Project
- Strategic Marketing Planning
- Retail Marketing Management
- Leadership Theory and Practice

##### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

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



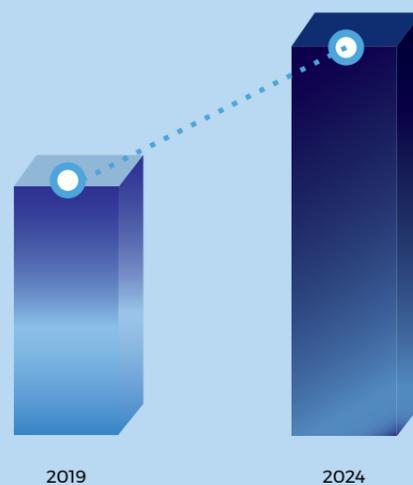
# Digital Marketing

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

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

**50%** in 2019 to.  
**63%** by 2024..

- eMarketer, 2020



## DIGITAL MARKETING



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

## WHY ARE BRANDS SHIFTING TO DIGITAL MARKETING?





# Bachelor of Arts (Honours) in MARKETING MANAGEMENT WITH A SPECIALISM IN DIGITAL MARKETING

(R3/0415/6/0021)(03/30)(A6225)



## At a glance

### Duration:

3 years full-time

### This programme is specifically designed to provide students with:

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to 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
- Social Media Strategist
- Digital Marketing Content Writer
- Digital Sales and Marketing Manager
- Online Business Manager
- Mobile Marketing Specialist
- Search Engine Optimization (SEO) Specialist
- Account Management
- Web Analytics Consultant
- Web Content Management Analyst
- Digital Creative Diagnostics Manager
- Digital Marketing Communications Specialist



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

### LEVEL 1

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

### LEVEL 2

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

### INTERNSHIP

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

### LEVEL 3

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

## Module outline

### LEVEL 1

#### Common Modules

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

### LEVEL 2

#### Common Modules

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

#### Specialised Modules

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

### INTERNSHIP (16 weeks)

### LEVEL 3

#### Specialised Modules

- Brand Management
- Building Customer Relationship
- Global Marketing
- Integrated Marketing Communications
- Venture Building
- Digital Strategy and Analytics
- Investigation in Marketing Management
- Marketing Decision Making
- Marketing Management Project
- Strategic Marketing Planning
- Behavioural Science & Marketing Analytics
- Enabling Technologies for Digital Marketing

#### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

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



# Bachelor of Arts (Honours) in TOURISM MANAGEMENT

(R3/015/6/0006)(12/26)(A6228)



## At a glance

### Duration:

3 years full-time

### This programme is specifically designed to provide students with:

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

### Career options

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

### LEVEL 1

Students will be equipped with theoretical and practical aspects of tourism as a discipline. In addition, students will also be exposed to the basic understanding of the context within which travel, tourism, hospitality and events industry operate through modules such as introduction to hospitality and tourism, management, accounting, marketing, entrepreneurship, law, people management and with specific focus on issues involved in managing services besides developing business and communication skills, digital thinking, and independent learning. Students will also be exposed to various techniques and applications involved in virtual reality and augmented reality in introduction to VRAR and Metaverse.

### LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding in supervising business and handling management operations, such as e-tourism, digital marketing, consumer behaviour, retail travel, geography, ticketing and computer reservation systems, innovation processes, international culture and communications, revenue management, sports and recreation, and facilities management. In addition, they will explore topics and techniques in various sectoral applications within tourism management. We will nurture their independent learning to prepare them for the workplace and for further project oriented and research activities.

### 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, studying crisis management and communications, sustainability, managing people and performance, investigation, venture building, tourism policy and planning, tourism in action, services management, MICE, and international tourism marketing with analyzing sustainable tourism developments, related policies, discovering new opportunities, exploring competitive advantage and decision making processes, with aims to groom them as tourism industry leaders. A final year research project in tourism management requires them to explore a topic individually - they will demonstrate their academic and practical ability in the chosen area of study.

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

## Module outline

### LEVEL 1

#### Common Modules

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

#### Specialised Modules

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

#### Elective Module

- Introduction to VRAR and Metaverse

### LEVEL 2

#### Common Modules

- Digital Marketing
- Business Research Methods

#### Specialised Modules

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

#### Elective Modules

- Consumer Behaviour
- Sports and Recreational Tourism
- Sports and Recreational Facilities Management

### INTERNSHIP (16 weeks)

### LEVEL 3

#### Specialised Modules

- Crisis Management and Communications
- Sustainability in Tourism and Hospitality Industry
- Managing People and Performance
- Meetings, Incentives, Conventions and Exhibitions
- Investigation in Tourism Management
- Venture Building
- Final Year Project
- Tourism Policy, Planning and Development
- Monitoring and Evaluation of Services Management
- International Tourism Marketing

#### Elective Module

- Tourism in Action

#### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum



## Bachelor of Arts (Honours) in **TOURISM MANAGEMENT** WITH A SPECIALISM IN HOSPITALITY

(R3/015/6/0006)(12/26)(A6228)



### At a glance

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

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

#### Career options

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

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

### LEVEL 1

Students will be equipped with theoretical and practical aspects of tourism as a discipline. In addition, students will also be exposed to the basic understanding of the context within which travel, tourism, hospitality and events industry operate through modules such as introduction to hospitality and tourism, management, accounting, marketing, entrepreneurship, law, people management and with specific focus on issues involved in managing services besides developing business and communication skills, digital thinking, and independent learning. Students will also be exposed to various techniques and applications involved in virtual reality and augmented reality in introduction to VRAR and Metaverse.

### LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding in supervising business and handling management operations, such as e-tourism, digital marketing, consumer behaviour, retail travel, geography, ticketing and computer reservation systems, innovation processes, international culture and communications, revenue management, hotel accommodation and restaurant management. In addition, they will explore topics and techniques in various sectoral applications within tourism management. We will nurture their independent learning to prepare them for the workplace and for further project oriented and research activities.

### 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, studying crisis management and communications, sustainability, managing people and performance, investigation, venture building, tourism policy and planning, hotel innovation management, services management, MICE, and international tourism marketing with analyzing sustainable tourism developments, related policies, discovering new opportunities, exploring competitive advantage and decision making processes, with aims to groom them as hospitality industry leaders. A final year research project in hospitality management requires them to explore a topic individually – they will demonstrate their academic and practical ability in the chosen area of study.

### Module outline

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

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

##### Elective Modules

- Introduction to VRAR and Metaverse

#### LEVEL 2

##### Common Modules

- Digital Marketing
- Business Research Methods

##### Specialised Modules

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

##### Elective Modules

- Consumer Behaviour
- Hotel Accommodation Management
- Restaurant Management

### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Specialised Modules

- Crisis Management and Communications
- Sustainability in Tourism and Hospitality Industry
- Managing People and Performance
- Meetings, Incentives, Conventions and Exhibitions
- Investigation in Tourism Management
- Venture Building
- Final Year Project
- Tourism Policy, Planning and Development
- Monitoring and Evaluation of Services Management
- International Tourism Marketing

##### Elective Module

- Hotel Innovation Management

##### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

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



# Global Hospitality and Tourism Studies

## HTMi Switzerland

Hotel and Tourism Management Institute Switzerland, is a prestigious private educational institution located in Sörenberg, Switzerland. Established in 1999, HTMi has grown to become a leading provider of hospitality and tourism management education, offering a range of undergraduate and postgraduate programs designed to prepare students for successful careers in the global hospitality and tourism industry.

HTMi Switzerland's Kuala Lumpur Centre, as part of the Asia Pacific University of Technology & Innovation (APU) Campus, is the first such centre established by a Swiss hospitality school in Malaysia.

**Study Tour** - Students who are enrolled in the Bachelor of Science (Honours) in Hospitality and Tourism programme of APU will have the option for a 2-weeks study trip in Year 2 to HTMi Switzerland and is applicable to students who are able to obtain visa to travel. Accommodation, meals, airport transfer and programme costs are paid for by APU. Students would only need to pay for their airfare, travel insurance & any personal expenses.

HTMi Switzerland stands out as an exceptional institution for those seeking careers in hospitality and tourism management. With its comprehensive programs, experienced faculty, and strong industry ties, it prepares students effectively for successful futures in this dynamic field.

A dual award from HTMi Switzerland signifies a hallmark of excellence on any profile and paves the way for future career success. Graduates can be found in senior management positions across the global spectrum, exemplifying the advantage of commencing from the pinnacle. For over 25 years, the institution has been imparting Swiss hospitality and tourism education, and it currently ranks among the top 19 providers of hospitality and tourism management education according to the recent QS rankings by Subject.



## Bachelor of Science (Honours) in **HOSPITALITY AND TOURISM** WITH SPECIALISM IN HOSPITALITY INNOVATION



(N/1015/6/0017)(07/29)(MQA/PA17436)

### At a glance

### Module outline

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

- Bachelor of Science (Honours) in Hospitality and Tourism programme requires students to understand the context, nature, role and significance of global hospitality and tourism activities as undertaken by managers in the industry.
- The programme offers a blend of practical skills and management theories for hospitality and tourism operations, supervision and management of global businesses. The foundation year 1 introduces students with hospitality and tourism industry and provides general and compulsory education enabling them leading self-development. The year 2 provides students with hospitality and tourism operational and supervisory skills enabling them leading others. The final year 3 provides students with research and global business management skills enabling them leading into the future.
- The graduates of the programme will contribute to the fastest growing industry in the world by applying problem solving and strategic thinking skills. This programme has been designed to produce graduates with lifelong learning skills that will help in the socio-economic development of the country.

#### Career options

- Hotel Manager
- Tourism Development Manager
- Event Manager
- Customer Experience Manager
- Sustainability and Eco-Tourism Manager
- Marketing Manager for Hospitality & Tourism
- Hospitality Consultant
- Technology Integration Specialist
- Luxury Hospitality Manager
- Tour Operator/Travel Agency Manager

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

#### LEVEL 1

Students will learn fundamental skills required by every hospitality and tourism management professional, and the basic understanding of the theories and contexts within which business operate - Introduction to Global Hospitality and Tourism Industry, Computer Applications, Business and Communications Skills, Digital Thinking and Innovation, Basic Statistics, Fundamentals of Entrepreneurship, Fundamentals of Accounting, Business Events Management for Hospitality and Tourism Industry, Cultural Heritage Management, and Human Resource Management for Hospitality and Tourism Industry.

#### LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding in supervising business and handling management operations, such as International Cuisine, Food and Beverage Service, Hygiene and Sanitation, Front Office Management, Housekeeping Management, Business Research Methods, Customer Service Management for Hospitality and Tourism Industry, Legal Aspects in Hospitality and Tourism Industry, Ticketing and Computer Reservation System and Tourism Economics. In addition, they will explore topics and techniques in various sectoral applications within global hospitality and tourism management. We will further nurture their independent learning to prepare them for the workplace and for further project oriented, co-curricular and research activities.

#### LEVEL 3

In the final year, students will make use of their previous studies to extend their familiarity in, studying Marketing for Hospitality and Tourism Industry, Managing Travel and Tour Services and Project in Global Hospitality and Tourism Management. It further provides option for students to select a Specialism in Hospitality Innovation by studying Current Issues in Tourism Industry, Hospitality Leadership and Hotel Innovation Management with analyzing sustainable developments, related policies, discovering new opportunities, exploring competitive advantage and decision-making processes, with aims to groom them as global hospitality and tourism industry leaders.

The final year project in Global Hospitality and Tourism Management requires them to explore a topic individually - they will demonstrate their academic and practical ability in the chosen area of study.

#### INTERNSHIP

In year 3, students will undertake an industrial training for a period of 24 weeks to prepare them for a smooth transition from the classroom to the global working environment.

#### LEVEL 1

##### Common Modules

- Computer Applications
- Business and Communications Skills
- Digital Thinking and Innovation
- Basic Statistics
- Fundamentals of Entrepreneurship
- Fundamentals of Accounting
- Introduction to Global Hospitality and Tourism Industry
- Business Events Management for Hospitality and Tourism Industry
- Cultural Heritage Management
- Human Resource Management for Hospitality and Tourism Industry

#### LEVEL 2

##### Common Modules

- Business Research Methods
- International Cuisine
- Food and Beverage Service
- Hygiene and Sanitation
- Front Office Management
- Housekeeping Management
- Customer Service Management for Hospitality and Tourism Industry
- Legal Aspects in Hospitality and Tourism Industry
- Ticketing and Computer Reservation System
- Tourism Economics

#### LEVEL 3

##### Common Modules

- Marketing for Hospitality and Tourism Industry
- Managing Travel and Tour Services
- Project in Global Hospitality and Tourism Management

##### Specialism in Hospitality Innovation

- Current Issues in Tourism Industry
- Hospitality Leadership
- Hotel Innovation Management

##### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

##### INTERNSHIP (24 weeks)

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



## Bachelor of Science (Honours) in **HOSPITALITY AND TOURISM** WITH SPECIALISM IN EVENTS MANAGEMENT



(N/1015/6/0017)(07/29)(MQA/PA17436)

### At a glance

### Module outline

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

- Bachelor of Science (Honours) in Hospitality and Tourism programme requires students to understand the context, nature, role and significance of global hospitality and tourism activities as undertaken by managers in the industry.
- The programme offers a blend of practical skills and management theories for hospitality and tourism operations, supervision and management of global businesses. The foundation year 1 introduces students with hospitality and tourism industry and provides general and compulsory education enabling them leading self-development. The year 2 provides students with hospitality and tourism operational and supervisory skills enabling them leading others. The final year 3 provides students with research and global business management skills enabling them leading into the future.
- The graduates of the programme will contribute to the fastest growing industry in the world by applying problem solving and strategic thinking skills. This programme has been designed to produce graduates with lifelong learning skills that will help in the socio-economic development of the country.

#### Career options

- Event Manager
- Convention Services Manager
- Corporate Event Planner
- Wedding Planner
- Festival Manager
- Exhibition Organizer
- Event Marketing Manager
- Destination Event Planner
- Venue Manager
- Event Technology Specialist

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

#### LEVEL 1

Students will learn fundamental skills required by every hospitality and tourism management professional, and the basic understanding of the theories and contexts within which business operate - Introduction to Global Hospitality and Tourism Industry, Computer Applications, Business and Communications Skills, Digital Thinking and Innovation, Basic Statistics, Fundamentals of Entrepreneurship, Fundamentals of Accounting, Business Events Management for Hospitality and Tourism Industry, Cultural Heritage Management, and Human Resource Management for Hospitality and Tourism Industry.

#### LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding in supervising business and handling management operations, such as International Cuisine, Food and Beverage Service, Hygiene and Sanitation, Front Office Management, Housekeeping Management, Business Research Methods, Customer Service Management for Hospitality and Tourism Industry, Legal Aspects in Hospitality and Tourism Industry, Ticketing and Computer Reservation System and Tourism Economics. In addition, they will explore topics and techniques in various sectoral applications within global hospitality and tourism management. We will further nurture their independent learning to prepare them for the workplace and for further project oriented, co-curricular and research activities.

#### LEVEL 3

In the final year, students will make use of their previous studies to extend their familiarity in, studying Marketing for Hospitality and Tourism Industry, Managing Travel and Tour Services and Project in Global Hospitality and Tourism Management. It further provides option for students to select a Specialism in Hospitality Innovation by studying Current Issues in Tourism Industry, Festival and Hallmark Events and Emerging Technologies for Event Management with analyzing sustainable developments, related policies, discovering new opportunities, exploring competitive advantage and decision-making processes, with aims to groom them as global hospitality and tourism industry leaders.

The final year project in Global Hospitality and Tourism Management requires them to explore a topic individually - they will demonstrate their academic and practical ability in the chosen area of study.

#### INTERNSHIP

In year 3, students will undertake an industrial training for a period of 24 weeks to prepare them for a smooth transition from the classroom to the global working environment.

#### LEVEL 1

##### Common Modules

- Computer Applications
- Business and Communications Skills
- Digital Thinking and Innovation
- Basic Statistics
- Fundamentals of Entrepreneurship
- Fundamentals of Accounting
- Introduction to Global Hospitality and Tourism Industry
- Business Events Management for Hospitality and Tourism Industry
- Cultural Heritage Management
- Human Resource Management for Hospitality and Tourism Industry

#### LEVEL 2

##### Common Modules

- Business Research Methods
- International Cuisine
- Food and Beverage Service
- Hygiene and Sanitation
- Front Office Management
- Housekeeping Management
- Customer Service Management for Hospitality and Tourism Industry
- Legal Aspects in Hospitality and Tourism Industry
- Ticketing and Computer Reservation System
- Tourism Economics

#### LEVEL 3

##### Common Modules

- Marketing for Hospitality and Tourism Industry
- Managing Travel and Tour Services
- Project in Global Hospitality and Tourism Management

##### Specialism in Events Management

- Current Issues in Tourism Industry
- Festival and Hallmark Events
- Emerging Technologies for Event Management

##### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

##### INTERNSHIP (24 weeks)

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



## Bachelor of Science (Honours) in **HOSPITALITY AND TOURISM** WITH SPECIALISM IN AVIATION MANAGEMENT



(N/1015/6/0017)(07/29)(MQA/PA17436)

### At a glance

#### Duration:

3 years full-time

#### This programme is specifically designed to provide students with:

- Bachelor of Science (Honours) in Hospitality and Tourism programme requires students to understand the context, nature, role and significance of global hospitality and tourism activities as undertaken by managers in the industry.
- The programme offers a blend of practical skills and management theories for hospitality and tourism operations, supervision and management of global businesses. The foundation year 1 introduces students with hospitality and tourism industry and provides general and compulsory education enabling them leading self-development. The year 2 provides students with hospitality and tourism operational and supervisory skills enabling them leading others. The final year 3 provides students with research and global business management skills enabling them leading into the future.
- The graduates of the programme will contribute to the fastest growing industry in the world by applying problem solving and strategic thinking skills. This programme has been designed to produce graduates with lifelong learning skills that will help in the socio-economic development of the country.

#### Career options

- Aviation Operations Manager
- Airport Manager
- Airline Customer Service Manager
- Flight Operations Manager
- Aviation Safety and Security Officer
- Airline Revenue Manager
- Airline Marketing Manager
- Aircraft Ground Operations Manager
- Aviation Logistics Coordinator
- Aviation Training and Development Specialist

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

### Module outline

#### LEVEL 1

Students will learn fundamental skills required by every hospitality and tourism management professional, and the basic understanding of the theories and contexts within which business operate - Introduction to Global Hospitality and Tourism Industry, Computer Applications, Business and Communications Skills, Digital Thinking and Innovation, Basic Statistics, Fundamentals of Entrepreneurship, Fundamentals of Accounting, Business Events Management for Hospitality and Tourism Industry, Cultural Heritage Management, and Human Resource Management for Hospitality and Tourism Industry.

#### LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding in supervising business and handling management operations, such as International Cuisine, Food and Beverage Service, Hygiene and Sanitation, Front Office Management, Housekeeping Management, Business Research Methods, Customer Service Management for Hospitality and Tourism Industry, Legal Aspects in Hospitality and Tourism Industry, Ticketing and Computer Reservation System and Tourism Economics. In addition, they will explore topics and techniques in various sectoral applications within global hospitality and tourism management. We will further nurture their independent learning to prepare them for the workplace and for further project oriented, co-curricular and research activities.

#### LEVEL 3

In the final year, students will make use of their previous studies to extend their familiarity in, studying Marketing for Hospitality and Tourism Industry, Managing Travel and Tour Services and Project in Global Hospitality and Tourism Management. It further provides option for students to select a Specialism in Hospitality Innovation by studying Current Issues in Tourism Industry, Air Transportation Systems and Aviation Business Strategies and Management with analyzing sustainable developments, related policies, discovering new opportunities, exploring competitive advantage and decision-making processes, with aims to groom them as global hospitality and tourism industry leaders.

The final year project in Global Hospitality and Tourism Management requires them to explore a topic individually - they will demonstrate their academic and practical ability in the chosen area of study.

#### INTERNSHIP

In year 3, students will undertake an industrial training for a period of 24 weeks to prepare them for a smooth transition from the classroom to the global working environment.

#### LEVEL 1

##### Common Modules

- Computer Applications
- Business and Communications Skills
- Digital Thinking and Innovation
- Basic Statistics
- Fundamentals of Entrepreneurship
- Fundamentals of Accounting
- Introduction to Global Hospitality and Tourism Industry
- Business Events Management for Hospitality and Tourism Industry
- Cultural Heritage Management
- Human Resource Management for Hospitality and Tourism Industry

#### LEVEL 2

##### Common Modules

- Business Research Methods
- International Cuisine
- Food and Beverage Service
- Hygiene and Sanitation
- Front Office Management
- Housekeeping Management
- Customer Service Management for Hospitality and Tourism Industry
- Legal Aspects in Hospitality and Tourism Industry
- Ticketing and Computer Reservation System
- Tourism Economics

#### LEVEL 3

##### Common Modules

- Marketing for Hospitality and Tourism Industry
- Managing Travel and Tour Services
- Project in Global Hospitality and Tourism Management

##### Specialism in Aviation Management

- Current Issues in Tourism Industry
- Air Transportation Systems
- Aviation Business Strategies and Management

##### MQA Compulsory Subjects\*

- Appreciation of Ethics and Civilisation (M'sian Students)
- Malay Communication Language (Int'l Students)
- Philosophy and Current Issues
- Workplace Professional Skills
- Integrity and Anti-corruption
- Co-Curriculum

##### INTERNSHIP (24 weeks)

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



# I am APU

WHAT DO  
OUR ALUMNI SAY...

#### WOON YAW KWAN (Malaysia)

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

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

#### MOHTADA HUSSEIN SALEM AL-ATTAS (Yemen)

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

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

## WHAT DO OUR ALUMNI SAY...

### **YAP SONG MING** (Malaysia)

**BA (Hons) in Marketing Management, Class of 2018**  
Area Manager - Maxis

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

### **FELIX TANZIL ROBERTSIO** (Indonesia)

**BA (Hons) Business Management with specialism in e-Business, Class of 2013**  
Paid Media Specialist - Excess

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

### **HAFIZA BINTI SAMDUDDIN** (Malaysia)

**BA (Hons) in International Business Management, Class of 2015**  
Administrative Assistant - Advance Language Management (ALMA)

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

### **NIGINA KADIROVA** (Uzbekistan)

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

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

### **KHAWAJA SYED SALMAN MAHMOOD** (Pakistan)

**BA (Hons) in International Business Management, Class of 2011**  
Supply and Distribution (Wholesale) Manager - Westside Petroleum Group, Australia

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

### **UNGKU NAZREN AL HAQ BIN HARUN AL-RASHID** (Malaysia)

**BA (Hons) in Marketing Management, Class of 2010**  
Assistant Vice President, Technology & Innovation - Iskandar Regional Development Authority (IRDA)

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



# World-class R&D and Innovation

## ACADEMIC RESEARCH

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

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



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



# Award-Winning University

**143 Awards**  
at Local, Regional and  
International Levels in 2024

## Recent Awards

**MYStartup Hackathon X DNB**

- Winner

**GOOGLE 30-Hour No-Code Hackathon**

- Champion

**Intel & Crest Industry-University Challenge**

- Grand Prize

**APU-AWS DeepRacer Competition**

- Champion

**Microsoft's Code; Without Barriers Hackathon**

- Champion

**Shell Selamat Sampai Varsity Challenge**

- Champion

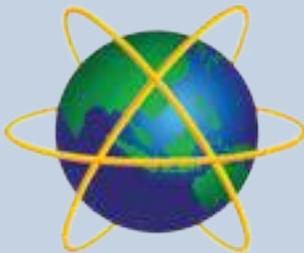
**PETRONAS Inter-University Capture The Flag Challenge**

- Champion



For more awards listing, please visit APU website.

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OF INFORMATION TECHNOLOGY

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## 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

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