

# SHAPING YOUR OWN SUCCESS



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

## SCHOOL OF ACCOUNTING, FINANCE & QUANTITATIVE STUDIES

[www.apu.edu.my](http://www.apu.edu.my)

### ■ PRE-UNIVERSITY PROGRAMME

Degree Foundation Programme

### ■ DIPLOMA PROGRAMMES

Diploma in Accounting

### ■ DEGREE PROGRAMMES

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

*Degrees awarded in association with Staffordshire University*

All Accounting & Finance Programmes are accredited by:



  
**STAFFORDSHIRE  
UNIVERSITY**  
Our Partner in Quality

# AN AWARD-WINNING UNIVERSITY



## APU amongst the Highest Rated Universities

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

The 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 graduates for significant roles in business and society globally. APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of prestigious awards at national and international levels.

Originally established as the Asia Pacific Institute of Information Technology (APIIT) in 1993 and Asia Pacific University College of Technology & Innovation (UCTI) in 2004, APU's sound approach to nurturing school leavers into qualified professionals has resulted in our graduates being highly sought after by employers. With an international student community from more than 100 countries studying in its Malaysian campus, APU offers a truly cosmopolitan learning environment which prepares students well for the global challenges which lie ahead. APU offers a wide range of degrees with Technology as a common core.



> APU's future purpose-built state-of-the-art campus in TPM.

It is APU's aim to nurture and encourage innovation through our programmes of study, with the intention of producing individuals who will learn, adapt and think differently in new and better ways.

The Asia Pacific University has and always will, continue to develop and deliver its academic programmes through unique and well-established international partnerships, particularly with Staffordshire University UK but also with other partners throughout the world. This formidable combination of Malaysian homegrown programmes fortified with international benchmarking, provides our students with the assurance that the qualifications gained from APU truly meet international quality standards.

APU was announced as among the Highest Rated Universities in Malaysia, being rated at TIER 5 (EXCELLENT) under the SETARA 2011 Ratings by the Ministry of Higher Education (MOHE) and Malaysian Qualifications Agency (MQA) which was announced by the Y.Bhg. Minister of Higher Education on 1st November 2012.

APU's achievements bear testimony to our commitment to excellence in higher education and training, as well as innovative research and development and commercialisation. APU (via APIIT) is Malaysia's first Institution to achieve Multimedia Super Corridor (MSC) Company Status. Through our network of APIIT Education Group branch campuses established in Sri Lanka and India, APU also reaches out to young aspiring professionals in these countries, providing them with a unique opportunity of experiencing international best practices in higher education using curricula, processes, resources and systems which have been developed in Malaysia. APU's academic programmes are approved by the Ministry of Higher Education of Malaysia and the qualifications are accredited by the Malaysian Qualifications Agency (MQA).



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

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

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

# OUR PARTNER IN QUALITY



Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Staffordshire University has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world. Staffordshire University has a reputation for producing graduates with the knowledge, skills and ability to make their mark in the world.



**STAFFORDSHIRE  
UNIVERSITY**

Some facts about Staffordshire University are:

- Staffordshire University's strong focus on employability was underlined in the UK Sunday Times newspaper's 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
- The University's Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.
- Staffordshire's Accounting and Finance, Business Studies, Economics, Management and Marketing degrees have all been designed to provide a truly international perspective. This is a real benefit for students wishing to pursue a career in Business or Commerce.
- The University's learning community is truly global. At any one time, in excess of 17,000 students from over 75 countries are studying in Great Britain, by distance learning, or on Staffordshire University quality-accredited courses internationally.

APU's programmes are subjected to extensively External Quality Assurance processes by Staffordshire University, who also award the Undergraduate Degrees. This ensures that our programmes are benchmarked against international standards.

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

All these things combine to create a university with considerable global expertise - a university that APU is proud to partner with.

## The aims of the APU Accounting, Banking, Finance & Quantitative Studies Programmes are to:

- Provide you with a rewarding yet challenging learning experience to enable you to be a high quality graduates with the knowledge, skills and understanding for an effective and valued career.
- Enable you to undertake employment in industry, commerce or public service as professionals by developing your capabilities in relation to innovation, integration of ideas and concepts, interactive development, information provision and imaginative approaches to processes and problem solving.
- Provide you with a Personal Development Planning opportunity in relation to enhancing your employability through increasing your independence, inventiveness, ingenuity and developing your all round intelligence in relation to solving problems, decision making, working with other people and communication skills.
- Facilitate your progression, both academic and practical, by means of developing knowledge, key skills and a capacity for independent and lifelong learning
- Enable you to specialise in depth in areas corresponding to your ability and choice.

## Learning for Employability

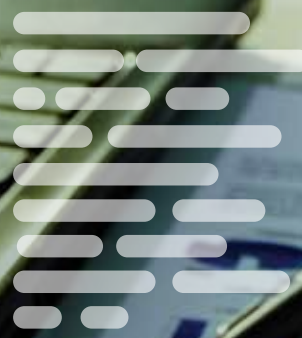
Employers look for qualified people who have the technical know-how and the ability to communicate, work in teams and other personal skills.

At APU, our programmes are developed to provide you not only with interesting and stimulating modules to develop your mind, but also to enhance your knowledge and skills and increase your ability to compete for that dream job. You also need to possess the ability to learn, develop and adapt. Much of what is current knowledge will soon be out-of-date and the reality is that to succeed you need to be adaptable and innovative. We achieve this through the Five "I"s Model™:

### The Five "I"s Model™

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

# DUAL DEGREE PROGRAMMES



## The Dual Degree Programmes (DDP)

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

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

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



# Careers in Accounting, Finance & Quantitative Studies

## **BA (Hons) in Accounting and Finance**

Any functional areas in general administration or more likely in cost, management or financial accounting. This maybe a springboard to work in accounting practice following further study for professional recognition.

## **BA (Hons) in Accounting and Finance with a specialism in Forensic Accounting**

This combination of accounting, auditing and investigating skills, will create accounting professionals with the skills and knowledge to carry out investigations and participate as expert witnesses in trials. Graduates could work in areas from bankruptcy and divorce cases to major fraud and capital crime cases where investigating accounting is needed.

## **BA (Hons) in Accounting and Finance with a specialism in Taxation**

Professionals who can deliver good performance in the field of taxation are always in demand. The aspirants can join any related organisations as Tax Accountants, Employment Tax Specialists, State Local Tax Attorney Specialists, Tax Policy Analysts, Tax Recruiters, Tax Advisors, Tax Managers, Tax Examiners, Collectors, Revenue Agents, etc.

## **BA (Hons) in Accounting and Finance with a specialism in Forex and Investment**

There is a huge demand across modern financial markets for financial analysts and investors. All too often assessments of risk are crudely made and the consequences of getting things wrong can be serious, including lost opportunities, loss of business and even loss of life. Graduates in this field are in great demand in forex and money markets, investment firms, merchant banks, consulting specialists, corporations, stockbroker firms and government offices.

## **Bachelor in Banking and Finance (Hons)**

Graduates in Banking and Finance are able to develop into careers in Consultancy, Commercial Banking, Investment, Sales, Trading, and Risk Management. Potential job roles include Stock Broker, Banker, Merchant Banker, Trader, Finance Director, Finance Officer, Underwriter, Personal Finance Advisor, Loan and Credit Officer.

## **Bachelor in Banking and Finance (Hons) with a specialism in Financial Planning**

With strong underpinning knowledge in Banking and Finance, graduates who specialise in Financial Planning are able to develop their careers as Financial Analysts, Financial Advisors and Financial Planners, with a focus on managing personal investment portfolios and maximizing returns on investment.

## **Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management**

Graduates specialising in Investment and Risk Management will be able to develop their careers in Planning and Budgeting, Portfolio Management, Investments, Securities' Trading, and Foreign Currency Trading. Investment and Wealth Management, Trade Finance, Treasury, Risk Management, Settlements and Operations.

## **Bachelor in Islamic Banking and Finance (Hons)**

With the tremendous growth in adoption of Islamic Finance globally, graduates in Islamic Banking and Finance will be prepared for careers such as in Consultancy, Islamic Banking, Investment, Sales, Trading and Risk Management. Islamic Market Stock Broker, Banker, Islamic Merchant Banker, Islamic Finance Director and Islamic Finance Officer.

## **BSc (Hons) in Actuarial Studies**

With highly specialized skills primarily for the Insurance industry, but also extending to other sectors, graduates may work as Actuarial Executives, Risk Analysts, Consultants, Statisticians, Mathematicians, Insurance Industry Specialists in Life and Health Insurance or Property and Casualty Insurance, Credit Manager, Policy Makers, Bank Executives, Financial Analysts, Financial Planning Advisors or even as Administrator and Entrepreneurs.

## **BSc (Hons) Insurance**

Insurance is a stable yet dynamic industry that provides a wealth of advancement and career opportunities. Career ranging from administrative support to management programs, from sales to information technology, from accounting to customer. Graduates could work in a variety of areas in insurance including as an underwriter, a sales representative, an asset manager, a customer service representative.

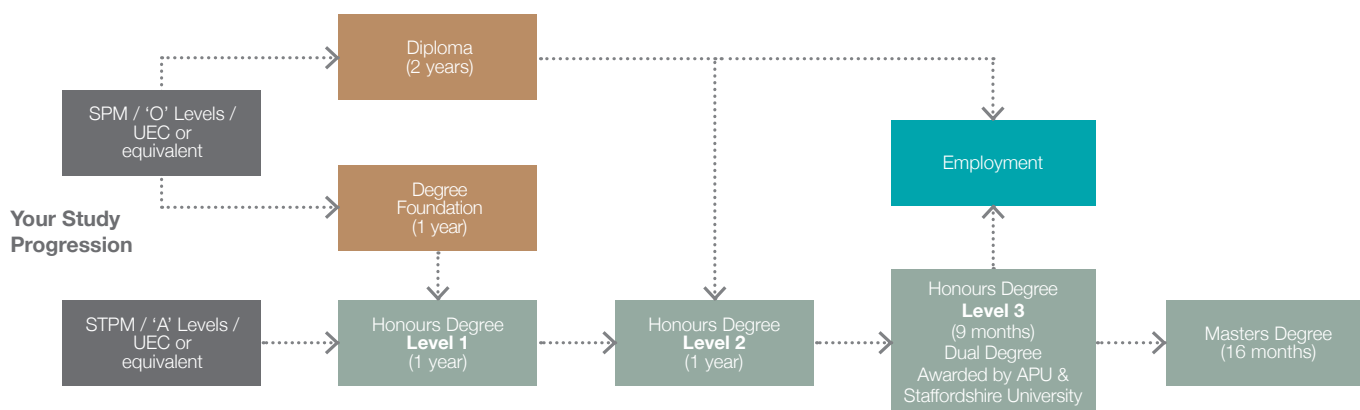
## **BSc (Hons) in Management Science**

Operating in a wider range of industries, Management Science graduates will possess the skills and knowledge to perform as Management Analysts, Market And Survey Researchers, Mathematicians, Statistician Operations Research Analysts and Operation Managers.

# PATHWAY @ APU

Whether you join APU immediately after your secondary education or transfer to us from another institution of higher learning, we offer programmes at several levels and entry points, depending on your prior qualifications and experience. There will be a clear progression of your learning to ensure that you will be empowered with the necessary skills and knowledge to enter the corporate world.

If you enter our Foundation programme first, you will take a range of modules that prepare you for the degree and help you to select which degree to pursue. At all times, our staff will be able to advise you on the choices available at each stage of your study.



## Overall Programme Structure

<b>Foundation</b> 3 semesters / 1 year full-time	<b>Diploma</b> 5 semesters / 2 years full-time	<b>Honours Degree</b> 6 semesters / 3 years full-time
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## FOUNDATION PROGRAMME

The Foundation Programmes give you an opportunity to sample your future study areas and this helps you choose which Degree Level 1 Programme you will eventually pursue.

- An overall credit pass in at least 5 subjects at SPM level and a minimum of a pass in Bahasa Malaysia and Sejarah (History); or
- 5 grade C passes at 'O' Level / GCSE; or
- A qualification that APU accepts as equivalent to the above.

## DIPLOMA PROGRAMMES

- An overall credit pass in 3 subjects including a pass in Mathematics, Bahasa Malaysia and Sejarah (History) at SPM level;
- 3 Grade C passes and a pass in Mathematics at 'O' Levels / GCSE;
- A qualification that APU accepts as equivalent to the above.

## BACHELORS (HONS) DEGREE PROGRAMMES

### Direct Entry to Level 1 of the Degree

Candidates must demonstrate that they have at least one of the following:

- 2 principal passes at STPM level and 4 credit passes at SPM including Mathematics; or
- 2 passes at 'A' Levels and 4 Grade C passes at 'O' Levels / GCSE including Mathematics; or
- The APIIT/APU Foundation or equivalent; or
- A qualification that APU accepts as equivalent to the above.

### Direct Entry to Level 2 of the Degree:

- Successful completion of the APU Diploma;
- Successful completion of studies in another recognized institute with academic credit equivalent to Level 1 of an Honours degree (subject to the approval of the APU Academic Board).

## ENGLISH REQUIREMENTS

*(only applicable for International Students)*

### Foundaton and Diploma Programmes

- IELTS : 5.5
- TOEFL : 65 (Internet Based Test), 513 (Paper Based Test), 183 (Computer Based Test)
- Other Certification or Evidence of English Proficiency that APU accepts as equivalent to the above

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

### Bachelors (Hons) Degree Programmes

- IELTS : 6.0
- TOEFL : 79-80 (Internet Based Test), 550 (Paper Based Test), 213 (Computer Based Test)
- Other Certification or Evidence of English Proficiency that APU accepts as equivalent to the above

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

*(Note that for the programmes listed here, a pass in Bahasa Malaysia and Sejarah (History) at SPM level is required for all Malaysian students).*

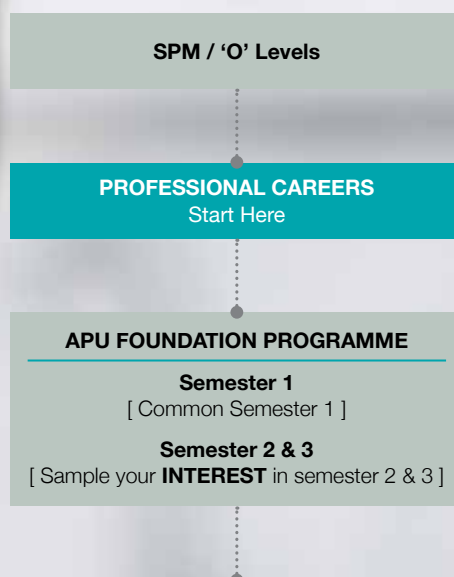
# FOUNDATION PROGRAMME

## Flexibility of Choice

Our 12-month Foundation Programme is designed to prepare those with SPM, 'O' Levels or similar qualifications with the knowledge and skills to progress into the first year of a degree of their choice.

On completion of the Foundation Programme, you will be able to make an informed decision about your interest and pursue your degree of choice.

During the Foundation Programme, you are able to choose different routes depending on your area of interest. This will allow you to progress onto a specific degree programme at APU, related to this area or other relevant areas based on your foundation experience.



DEGREE PROGRAMMES		
ROUTE A	ROUTE B	ROUTE C
Business & Finance	Technology and Business & Finance	Engineering & Technology
<ul style="list-style-type: none"> <li>• Business</li> <li>• Media</li> <li>• Services &amp; Tourism</li> <li>• Accounting &amp; Finance</li> <li>• Banking &amp; Finance</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Computing / IT</li> <li>• Games Development</li> <li>• Business</li> <li>• Media</li> <li>• Services &amp; Tourism</li> <li>• Accounting &amp; Finance</li> <li>• Banking &amp; Finance</li> <li>• Actuarial Studies</li> <li>• Management Science</li> <li>• Social Media</li> <li>• Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Engineering</li> <li>• Computing / IT</li> <li>• Games Development</li> <li>• Actuarial Studies</li> <li>• Management Science</li> <li>• Insurance</li> </ul>

This programme is designed to help those with SPM, 'O' Levels or similar qualifications to develop the skills and knowledge to progress into the first year of a degree of their choice.

### LEARNING OUTCOMES

You will be able to:

- Enter Level 1 of degree study
- Make an informed choice about what degree you want to study
- Demonstrate an awareness of the concepts which underpin the study of Business, Technology, Media, Accounting, Banking and Finance, Quantitative Studies, IT or Engineering
- Communicate effectively verbally and in writing to a given audience
- Work effectively in a team
- Demonstrate English and other study skills appropriate to undergraduate learning
- Apply skills in numeracy, technology and communication
- Explain the essential elements of technology
- Use appropriate application software and the Internet

# The Foundation Programme

## 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 Business, Accounting & Finance, Banking & Finance, Actuarial Studies, Media, Information Technology or Engineering. The modules are:

<b>SEMESTER 1</b>	<ul style="list-style-type: none"> <li>English for Academic Purposes (4 credits)</li> <li>Mathematics (3 credits)</li> </ul>	<ul style="list-style-type: none"> <li>Personal Development &amp; Study Methods (4 credits)</li> <li>Introduction to Business (4 credits)</li> </ul>	<ul style="list-style-type: none"> <li>Individual, State and Society (3 credits)</li> </ul>
<b>SEMESTER 2</b>	<p>• Communication Skills (4 credits)</p> <p><b>ROUTE A</b> Business &amp; Finance</p> <ul style="list-style-type: none"> <li>Global Business Trends (3 credits)</li> <li>Optional Modules [Choose ONE (1)]               <ul style="list-style-type: none"> <li>Cultural &amp; Visual Interpretation (4 credits)</li> <li>Public Speaking in English (4 credits)</li> <li>International Relations (4 credits)</li> </ul> </li> </ul>	<p>• IT Applications (4 credits)</p> <p><b>ROUTE B*</b> Technology and Business &amp; Finance</p> <ul style="list-style-type: none"> <li>Further Mathematics (3 credits)</li> <li>Optional Modules [Choose ONE (1)]               <ul style="list-style-type: none"> <li>Cultural &amp; Visual Interpretation (4 credits)</li> <li>Public Speaking in English (4 credits)</li> <li>International Relations (4 credits)</li> </ul> </li> </ul> <p>*A credit pass in Mathematics at SPM level is required</p>	<p>• and choose Route A, B or C</p> <p><b>ROUTE C*</b> Engineering &amp; Technology</p> <ul style="list-style-type: none"> <li>Further Mathematics (3 credits)</li> <li>Engineering Mathematics (4 credits)</li> </ul> <p>*A credit pass in Mathematics and Physics OR Chemistry at SPM level is required</p>
<b>SEMESTER 3</b>	<p><b>ROUTE A</b> Business &amp; Finance</p> <ul style="list-style-type: none"> <li>Economics for Business (3 credits)</li> <li>Principles of Accounts (4 credits)</li> <li>Perspectives in Technology (4 credits)</li> <li>Academic Research Skills (4 credits)</li> <li>Co-curricular (2 credits)</li> </ul>	<p><b>ROUTE B</b> Technology and Business &amp; Finance</p> <ul style="list-style-type: none"> <li>Introduction to Multimedia Applications (3 credits)</li> <li>Computing &amp; IT (4 credits)</li> <li>Perspectives in Technology (4 credits)</li> <li>Academic Research Skills (4 credits)</li> <li>Co-curricular (2 credits)</li> </ul>	<p><b>ROUTE C</b> Engineering &amp; Technology</p> <ul style="list-style-type: none"> <li>Mechanical Science (3 credits)</li> <li>Engineering Science (4 credits)</li> <li>Electrical and Electronic Principles (4 credits)</li> <li>Academic Research Skills (4 credits)</li> <li>Co-curricular (2 credits)</li> </ul>

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

<b>PROGRAMME PATHWAYS</b>	<p><b>ROUTE A</b> Business &amp; Finance</p> <ul style="list-style-type: none"> <li>Business           <ul style="list-style-type: none"> <li>Business Management</li> <li>E-Business</li> <li>E-Procurement</li> <li>International Business Management</li> <li>Marketing</li> <li>Human Resource Management</li> </ul> </li> <li>Tourism Management</li> <li>Services Management</li> <li>Media Marketing           <ul style="list-style-type: none"> <li>Social Media</li> </ul> </li> <li>Technopreneurship</li> <li>Media Informatics</li> <li>Accounting &amp; Finance           <ul style="list-style-type: none"> <li>Forensic Accounting</li> <li>Taxation</li> <li>Forex and Investments</li> </ul> </li> <li>Banking &amp; Finance           <ul style="list-style-type: none"> <li>Financial Planning</li> <li>Investment and Risk Management</li> </ul> </li> <li>Islamic Banking &amp; Finance</li> </ul>	<p><b>ROUTE B</b> Technology and Business &amp; Finance</p> <ul style="list-style-type: none"> <li>Information Technology           <ul style="list-style-type: none"> <li>Database Administration</li> <li>Information System Security</li> <li>Intelligent Systems</li> <li>Network Computing</li> <li>Forensic Computing</li> <li>Mobile Technology</li> <li>Business Information Systems</li> </ul> </li> <li>Software Engineering</li> <li>Internet Technology</li> <li>Enterprise Computing</li> <li>Technopreneurship</li> <li>Computer Games Development</li> <li>Multimedia Technology</li> <li>Web Media Technology           <ul style="list-style-type: none"> <li>Educational Technology</li> </ul> </li> <li>Media Informatics</li> <li>Business           <ul style="list-style-type: none"> <li>Business Management</li> <li>E-Business</li> <li>E-Procurement</li> <li>International Business Management</li> <li>Marketing</li> <li>Human Resource Management</li> </ul> </li> <li>Tourism Management</li> <li>Services Management</li> <li>Media Marketing           <ul style="list-style-type: none"> <li>Social Media</li> </ul> </li> <li>Accounting &amp; Finance           <ul style="list-style-type: none"> <li>Forensic Accounting</li> <li>Taxation</li> <li>Forex and Investments</li> </ul> </li> <li>Banking &amp; Finance           <ul style="list-style-type: none"> <li>Financial Planning</li> <li>Investment and Risk Management</li> </ul> </li> <li>Islamic Banking &amp; Finance</li> <li>Actuarial Studies</li> <li>Insurance</li> <li>Management Science</li> </ul>	<p><b>ROUTE C</b> Engineering &amp; Technology</p> <ul style="list-style-type: none"> <li>Engineering           <ul style="list-style-type: none"> <li>Electrical &amp; Electronic Engineering</li> <li>Telecommunication Engineering</li> <li>Mechatronic Engineering</li> </ul> </li> <li>Information Technology           <ul style="list-style-type: none"> <li>Database Administration</li> <li>Information Systems Security</li> <li>Intelligent Systems</li> <li>Network Computing</li> <li>Forensic Computing</li> <li>Mobile Technology</li> <li>Business Information Systems</li> </ul> </li> <li>Software Engineering</li> <li>Internet Technology</li> <li>Enterprise Computing</li> <li>Computer Games Development</li> <li>Multimedia Technology</li> <li>Web Media Technology           <ul style="list-style-type: none"> <li>Educational Technology</li> </ul> </li> </ul> <p>Students may also choose the following:</p> <ul style="list-style-type: none"> <li>Actuarial Studies</li> <li>Management Science</li> <li>Insurance</li> </ul>
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# SCHOOL OF ACCOUNTING, FINANCE AND QUANTITATIVE STUDIES

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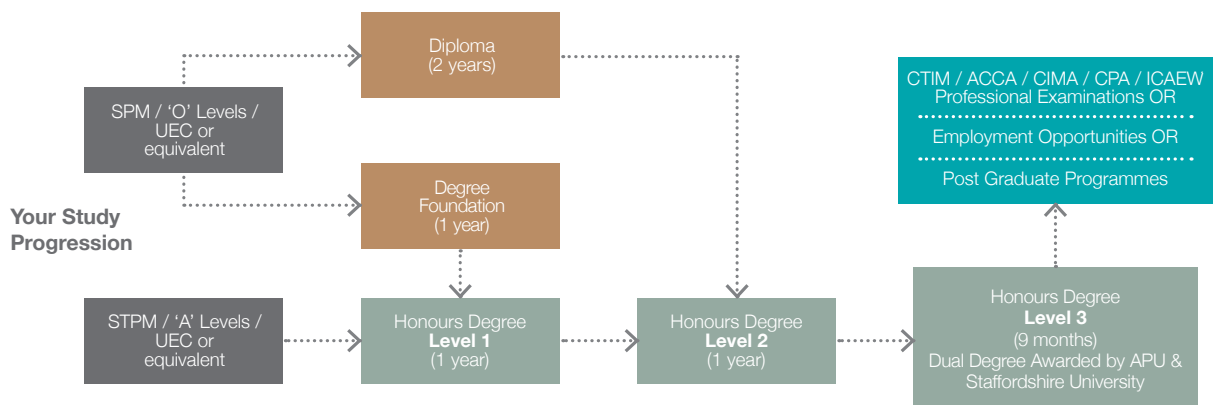


## Accounting & Finance Programmes

The BA (Hons) Accounting and Finance is an excellent springboard from which to launch a professional career in accountancy or to pursue further study. It is well established, and is designed to provide a thorough understanding of the principles and practice of accounting and related subjects. Students on the course have the flexibility of developing and building their specialist knowledge within an Accounting and Finance context whether in industry or public service. The award covers an in-depth knowledge of the core areas for those intending to move into the Accounting profession as well as those specialised areas such as tax, forensic and investment. The programme also includes a short period of an industrial internship programme which will equip them with practical employment skills.

Upon completion, students are eligible for exemptions for a maximum of 9 papers from the Association of Chartered Certified Accountants (ACCA), 6 papers exemptions (All the certificate-level papers and 1 operational-level paper) from the Chartered Institute of Management Accountants (CIMA), 8 papers from CPA Australia, 6 papers from Institute of Chartered Accountants in England and Wales (ICAEW), and 7 or 8 papers from Chartered Tax Institute of Malaysia (CTIM) based on the areas of specialisation. Diploma in Accounting are eligible for 3 fundamental modules exemption from ACCA.

Accredited by:



# ACCOUNTING, FINANCE AND QUANTITATIVE STUDIES STUDY PATHWAYS



## FURTHER STUDIES

- Bachelor in Banking & Finance programmes are designed for those seeking to embark on a career in the banking or financial services sector. Either conventional Western banking practice or Islamic based on principles of Syariah. These programmes provide students with a sound theoretical and practical knowledge and skills base which are pre-requisites to successfully embark on a career in the banking sector or within the larger finance environment. Therefore, a primary objective of the programme is to develop knowledgeable and capable students to enable them to secure key positions in the financial services sector.
- Bachelor in Quantitative Studies programmes are designed to give students a solid foundation in fundamental mathematics concepts with an aim towards developing logical thinking and analytical skills to build their understanding of mathematical applications in industrial and commercial areas to meet the demand in both existing and emerging industrial sectors. Because of the evolving nature of these industries, students must be ready to learn new ideas and methods across a broad range of disciplines including mathematics, statistics, computational science, finance and management science. These programmes aim to provide the multidisciplinary foundations preparing quantitative analysts for this life-long development of skills and understanding and produce graduates who may seek employment in a wide range of financial areas, insurance, actuarial, operations, or financial risk management.
- All these programmes also provide a stepping stone to students who are interested in pursuing their study. The programme also includes a short period of an industrial internship programme which will equip them with practical employment skills.

## Accounting, Finance & Quantitative Studies Study Pathways

### DEGREE PROGRAMMES

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

COMMON LEVEL 1	PROGRAMMES
<b>Common Level 1*</b>	<ul style="list-style-type: none"> <li>• BA (Hons) in Accounting and Finance</li> <li>• BA (Hons) in Accounting and Finance with a specialism in Forensic Accounting</li> <li>• BA (Hons) in Accounting and Finance with a specialism in Taxation</li> <li>• BA (Hons) in Accounting and Finance with a specialism in Forex &amp; Investments</li> </ul>
<b>Common Level 1*</b>	<ul style="list-style-type: none"> <li>• Bachelor in Banking &amp; Finance (Hons)</li> <li>• Bachelor in Banking &amp; Finance (Hons) with a specialism in Financial Planning</li> <li>• Bachelor in Banking &amp; Finance (Hons) with a specialism in Investment and Risk Management</li> <li>• Bachelor in Islamic Banking &amp; Finance (Hons)</li> </ul>
<b>Specialised Level 1</b>	<ul style="list-style-type: none"> <li>• BSc (Hons) in Actuarial Studies</li> </ul>
<b>Specialised Level 1</b>	<ul style="list-style-type: none"> <li>• BSc (Hons) Insurance</li> </ul>
<b>Specialised Level 1</b>	<ul style="list-style-type: none"> <li>• BSc (Hons) in Management Science</li> </ul>

*Note: \* Although 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.*



**School of Accounting, Finance and Quantitative Studies**





# Diploma in Accounting

**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- Students for careers in the business, accounting and finance environment with emphasis on accounting practices, computerised accounting systems, financial management and economic outlook.
- Students with academic and professional skills to develop solutions requiring the application of marketing in a business and organisational context.
- Students with critical, independent and cooperative learning skills so as to facilitate response to continuous future changes in industry practices.
- Students with intellectual skills, communications ability and teamworking capability.
- Students with opportunities for progression into Degrees of study of International standard in relevant areas.
- To facilitate students' pursue of professional qualifications from the professional accounting and financial bodies.

## SEMESTER 1

In this semester students will be equipped with basic mathematical, language and communication as well as information technology skills. Throughout the duration of the study, students will be exposed to various terminologies and basic concepts related to business managerial skills. These skills are imperative for a smooth transition to the following semester.

### Modules

- English for Academic Purposes
- Managing Business
- Numerical Skills
- Practical IT Skills

## SEMESTER 2

The modules Professional Communications, Quantitative Methods and Academic Research Skills that are offered in this semester help to further develop students' knowledge and skills significantly with emphasis on aspects that are core to the study of accounting. Financial Accounting 1 which touches on the basic concepts and procedures of accounting will be introduced.

### Modules

- Academic Research Skills
- Financial Accounting 1
- Professional Communications
- Quantitative Methods

## SEMESTER 3

This semester moves students from the basic accounting concepts and procedures to more advanced topics in financial accounting. There are also modules in related subjects such as economics, marketing and Business statistics which will expand their knowledge and efficiency in solving problems and make decisions in different areas of business.

### Modules

- Business Economics
- Business Statistics
- Financial Accounting 2
- Marketing

## SEMESTER 4

The modules in this semester are aimed at equipping students with the knowledge and skills in the legal and quantitative analysis aspects of business.

In addition, students are exposed to the latest accounting concepts, techniques, trends and issues in the areas of financial accounting and reporting, finance, and accounting information system. These modules are targeted to enhance the application skills of students in a higher level of accounting related areas.

### Modules

- Accounting Information System
- Business Law
- Financial Accounting 3
- Principles of Finance
- Quantitative Analysis

## SEMESTER 5

The final semester allows students to progress into more advanced areas of accounting, taxation, auditing, modelling techniques using computers and develop data spreadsheets, as well as costing and management accounting.

Graduates experience a balance of accounting theory and practical applications with integrated computer technologies and are expected to be able to demonstrate cognitive and intellectual skills with techniques in business, management, information technology and accounting.

### Modules

- Audit & Control Systems
- Basic Taxation
- Cost Accounting
- Financial Accounting 4
- Spreadsheet Modelling Techniques

*\*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## FURTHER STUDIES

Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU:

- BA (Hons) in Accounting & Finance
- BA (Hons) in Accounting and Finance with a specialism in Forensic Accounting
- BA (Hons) in Accounting and Finance with a specialism in Taxation
- BA (Hons) in Accounting and Finance with a specialism in Forex and Investments
- BA (Hons) in Business Management with a specialism in E-Procurement
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in Business Management
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- Bachelor in Banking and Finance (Hons)
- Bachelor in Islamic Banking and Finance (Hons)

# BA (Hons) in Accounting and Finance

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Exposure to both financial and managerial aspects of accounting and finance. Theoretical and applied areas of both disciplines will be covered here.
- In-depth knowledge of the core areas for those intending to move into the Accounting profession.
- An opportunity for the study of the management of funds, the sources available to businesses, investment appraisals and various aspects of corporate treasury management.
- Exposure to knowledge from many of the concepts and modes of analysis used in economics and accounting.

## LEVEL 1

This level provides a detailed underpinning to the study of accounting in the modern IT world. Students will be equipped with mathematical, and communication skills. It also provides students with an understanding of the legal, business and social environment in which accounting operates and be conversant in the technical languages and practices of the accounting sector in market economy.

### Common Modules

- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Management
- Introduction to Service Management
- Quantitative Skills
- Quantitative Analysis
- Marketing

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

The traditional areas of Accounting and Finance such as Cost and Managerial Accounting, Financial Reporting, Taxation and corporate organisation are supplemented by modules to support the understanding of these activities. These include modules dealing with the Financial Sector, Corporate Governance and the Management of such Services, alongside are also considered the importance of Audit in any business organisation.

Students are equipped with detail knowledge of application of accounts in different types of organisation, the statutory requirement of auditing and the legal environment surrounding the corporate entities, such as the responsibilities of shareholders and directors and the Auditors.

Students are also introduced to the Business Research Methods module which exposes students on how to conduct research and write research proposals.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of their personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop their employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will prepare them for a smooth transition from the classroom to the world of Accounting and Finance.

### Common Modules

- Audit and Assurance
- Business Analysis
- Company Accounts
- Cost and Managerial Accounting
- Financial Management
- Financial Reporting
- Introduction to Taxation
- Business Research Methods
- Ethics and Corporate Governance

### Specialised Modules

- Management Information System
- Managing Finance
- Professional Service Management

## LEVEL 3

Here, the approach to accounting and finance is more strategic and corporate with an international perspective. This is because much of business today is global and money flows around the world very easily with today's technology. Students will also explore Auditing and Corporate Finance to further equip themselves for the modern accounting and finance world. Tools which can be used in developing accounting and finance strategies are explored through the Financial Modelling module.

The Accounting and Finance Project further develops the academic and practical aspects of students chosen area of study and reinforces their independent learning skills.

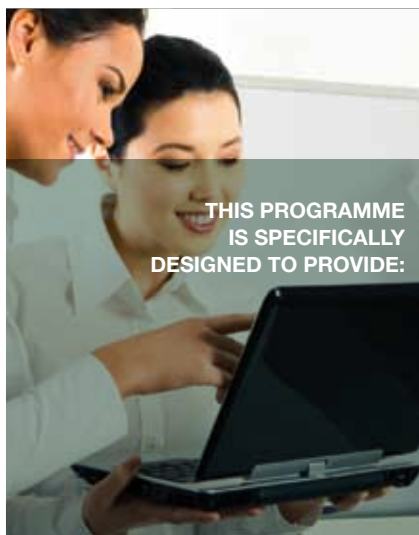
### Common Modules

- Advanced Taxation
- Company Law
- Corporate Finance
- Investigation in Accounting & Finance
- Management Accounting Techniques
- Managing People and Performance
- Strategic Financial Decision Making

### Specialised Modules

- Accounting & Finance Project
- Financial Modelling
- Forensic Accounting
- International Corporate Finance

# BA (Hons) in Accounting and Finance with a specialism in Forensic Accounting



**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- Knowledge & skills in identifying, investigating and examining evidence skills, including the processes in how to identify financial statement misrepresentation, transaction reconstruction, tax evasion and other improper accounting activities.
- Accounting skills for use in litigation - civil, criminal and corporate world.
- Effective oral and written communication skills related to forensic accounting.
- Abilities in building and presenting a fraud case and understanding the impact it can have on an organisation.

## LEVEL 1

This level provides a detailed underpinning to the study of accounting in the modern IT world. Students will be equipped with mathematical, and communication skills. It also provides students with an understanding of the legal, business and social environment in which accounting operates and be conversant in the technical languages and practices of the accounting sector in market economy.

### Common Modules

- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Management
- Introduction to Service Management
- Marketing
- Quantitative Analysis
- Quantitative Skills

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

This level provides the introduction to practices of forensic accounting and the relationship to auditing in setting characteristics by reliance on information technology. This area of understanding will be supported by the modules Introduction to Forensic Accounting, Audit and Assurance, Audit and Investigation and Management Information Systems.

Students are also introduced to the Business Research Methods module which exposes students on how to conduct research and write research proposals.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of your personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop their employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will prepare them for a smooth transition from the classroom to the world of Accounting and Finance.

### Common Modules

- Audit and Assurance
- Business Analysis
- Company Accounts
- Cost and Managerial Accounting
- Ethics and Corporate Governance
- Financial Management
- Financial Reporting
- Introduction to Taxation
- Business Research Methods

### Specialised Modules

- Audit and Investigation
- Introduction to Forensic Accounting
- Management Information Systems

## LEVEL 3

In level 3 you are provided with a detailed study of audit, examination and investigation issues from a financial perspective. Often, this will involve the preparation for a court case where forensic accountants are presented by expert witnesses. In some cases, forensic accountants are used as a proactive measure to find areas for potential concern. This area of understanding will be supported by Fraud Investigation, Investigation in Forensic Accounting, Forensic Accounting & Legal Environment and Forensic Auditing & Information Technology.

The Forensic Accounting project will further develop the academic and practical aspects of students chosen area of study and reinforces their independent learning skills.

### Common Modules

- Advanced Taxation
- Company Law
- Corporate Finance
- Investigation in Forensic Accounting
- Management Accounting Techniques
- Managing People and Performance
- Strategic Financial Decision Making

### Specialised Modules

- Forensic Accounting & Legal Environment
- Forensic Accounting Project
- Forensic Auditing & Information Technology
- Fraud Investigation

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

# BA (Hons) in Accounting and Finance with a specialism in Taxation

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- Specialised knowledge and understanding of relevant theories concepts and principles relevant to the field of taxation.
- Abilities to interpret, communicate and develop tax laws & devise plans for organizations or individuals.
- A critical understanding of the economic, legal and institutional bases of systems of taxation and their applications with emphasis on business taxation.

## LEVEL 1

This level provides a detailed underpinning to the study of accounting in the modern IT world. Students will be equipped with mathematical, and communication skills. It also provides students with an understanding of the legal, business and social environment in which accounting operates and be conversant in the technical languages and practices of the accounting sector in market economy.

### Common Modules

- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Management
- Introduction to Service Management
- Marketing
- Quantitative Analysis
- Quantitative Skills

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

This level provides knowledge and skills of taxation principles and the requirement and compliance of tax law in preparing accounting records. This area of understanding will be supported by Tax Framework and Advanced Accounting.

Students are also introduced to the Business Research Methods module which exposes students on how to conduct research and write research proposals.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of your personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop their employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will prepare them for a smooth transition from the classroom to the world of Accounting and Finance.

### Common Modules

- Audit and Assurance
- Business Analysis
- Company Accounts
- Cost and Managerial Accounting
- Ethics and Corporate Governance
- Financial Management
- Financial Reporting
- Introduction to Taxation
- Business Research Methods

### Specialised Modules

- Advanced Accounting
- Managing Finance
- Tax Framework

## LEVEL 3

In level 3 students are provided with a comprehensive study of Taxation practices and issues related to tax activities. This will involve investigations on taxations & planning and the application of advanced tax principles in business practices. This area of understanding will be supported by Advanced Taxation, Investigation in Taxation, Tax & Accounting and Tax Planning.

The Taxation project will further develop the academic and practical aspects of students chosen area of study and reinforces their independent learning skills.

### Common Modules

- Advanced Taxation
- Company Law
- Corporate Finance
- Investigation in Taxation
- Management Accounting Techniques
- Managing People and Performance
- Strategic Financial Decision Making

### Specialised Modules

- Business Taxation
- Tax & Accounting
- Tax Planning
- Taxation Project

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

# BA (Hons) in Accounting and Finance with a specialism in Forex and Investments

**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- Specialised knowledge and understanding of money market and the identification of investment alternatives that are available.
- Development of intellectual capability, research skills and creative thinking to examine and analyse the impact of the constantly changing environment on the organization & to respond appropriately.
- Understanding of the conceptual framework underlying disciplines relevant to investment and treasury management, in order to enable students to prepare for a career within that function.

## LEVEL 1

This level provides a detailed underpinning to the study of accounting in the modern IT world. Students will be equipped with mathematical, and communication skills. It also provides students with an understanding of the legal, business and social environment in which accounting operates and be conversant in the technical languages and practices of the accounting sector in market economy.

### Common Modules

- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Management
- Introduction to Service Management
- Marketing
- Quantitative Analysis
- Quantitative Skills

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

This level provides knowledge, skills and analysis of financial statements, a practical knowledge to manage funds and creating wealth on a personal basis, by incorporating financial mathematical calculations. This area of understanding will be supported by Financial Analysis, Financial Mathematics and Personal Finance.

Students are also introduced to the Business Research Methods module which exposes students on how to conduct research and write research proposals.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of your personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop their employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will prepare them for a smooth transition from the classroom to the world of Accounting and Finance.

### Common Modules

- Audit and Assurance
- Business Analysis
- Company Accounts
- Cost and Managerial Accounting
- Ethics and Corporate Governance
- Financial Management
- Financial Reporting
- Introduction to Taxation
- Business Research Methods

### Specialised Modules

- Financial Analysis
- Financial Mathematics
- Personal Finance

## LEVEL 3

In level 3 students are provided with a comprehensive study of investment and money market practices and issues related to investments activities. This area of understanding will be supported by Financial Derivatives, Investigation in Forex and Investments and Portfolio Management. The Forex and Investment project will further develop the academic and practical aspects of students chosen area of study and reinforces their independent learning skills.

### Common Modules

- Advanced Taxation
- Company Law
- Corporate Finance
- Investigation in Forex & Investment
- Management Accounting Techniques
- Managing People and Performance
- Strategic Financial Decision Making

### Specialised Modules

- Financial Derivatives
- Forex & Investment Project
- Portfolio Management
- Trading: Capital & Money Markets

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

# Bachelor in Banking and Finance (Hons)

**THIS PROGRAMME  
IS SPECIFICALLY  
DESIGNED TO PROVIDE:**

- Knowledge and skills in handling financial products, product development and working within the Global Banking and Finance Industry.
- Opportunities to develop into highly competent managers, who are well qualified not only in Banking and Finance but also other professional areas required for successful business administration and management.
- Opportunities to develop skills in innovation, ingenuity and integration as well as problem solving and decision making.
- Exposure to the Banking & Finance-related industries using assignments to mimic the actual decision making process and broad-based information pertaining to the industries.

## LEVEL 1

The first year provides the basis and a foundation in banking management and finance related disciplines necessary for the understanding of the more focused business modules studied in the second and final year of the programme. Students from a wide variety of educational backgrounds are all brought up to a common set of learning outcomes during the first year. This enables us to accept students without specific pre-requisites. The students will study two semesters of modules encompassing a range of subjects fundamental to the understanding of business management and finance. However students will also undertake the Introduction to Banking and Finance module to allow early exposure to this areas of study.

### Common Modules

- Accounting For Bankers
- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Banking & Finance
- Introduction to Management
- Marketing
- Quantitative Skills

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

The second year will focus on the core banking and finance modules focusing on Banking Instruments and procedures and credit management as well as the overall financial system environment. Students will also be exposed to knowledge of Financial Management, Financial Reporting, Fundamentals of Investment and Law of Banking and Finance to produce graduates with holistic capabilities and knowledge. Students are also introduced to the Business Research Methods module which exposes students on how to conduct research and write research proposals.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of your personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop their employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will prepare them for a smooth transition from the classroom to the world of Banking and Finance.

### Common Modules

- Company Account
- Financial Management
- Financial Mathematics
- Financial Reporting
- Fundamentals of Investment
- Law of Banking and Finance
- Management Information System
- Business Research Methods
- The Financial System

### Specialised Modules

- Banking Instruments and Procedures
- Credit Management
- Management of Financial Services

## LEVEL 3

In the final year, students will learn more about the practical aspect of banking practices and theory especially on Risk Management in Banking. Students will also learn about the globalisation of banking and finance which includes the development of international banking and investment theory in global banking practices. The Project in Banking and Finance further develops the academic and practical aspects of students chosen area of study and reinforces their independent learning skills. Courses such as Control Audit System and Corporate Restructuring provide the necessary closure to the programme.

### Common Modules

- Building Customers Relation
- Corporate Finance
- Financial Derivatives
- Financial Modelling
- International Banking & Investment
- Portfolio Management
- Risk Management in Banking

### Specialised Modules

- Control and Audit System
- Corporate Restructuring
- Investigation in Banking and Finance
- Project in Banking & Finance

# Bachelor in Banking and Finance (Hons) with a specialism in Financial Planning



**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- Knowledge and skills relevant to the present banking and wealth management services.
- The necessary basic technical competency and professionalism to become employable in the banking and wealth management industry.
- Exposure to a more in-depth understanding of financial planning and ability to undertake a project which explores this area in a more analytical manner.

## LEVEL 1

The first year provides the basis and a foundation in banking management and finance related disciplines necessary for the understanding of the more focused business modules studied in the second and final year of the programme. Students from a wide variety of educational backgrounds are all brought up to a common set of learning outcomes during the first year. This enables us to accept students without specific pre-requisites. The students will study two semesters of modules encompassing a range of subjects fundamental to the understanding of business management and finance. However students will also be undertake the Introduction to Banking and Finance module to allow early exposure to this areas of study. Students can then continue to the more specialised areas of study in Financial Planning.

### Common Modules

- Accounting For Bankers
- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Banking & Finance
- Introduction to Management
- Marketing
- Quantitative Skills

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

The second year will focus on various aspects of personal financial planning including Personal Financial Planning Techniques, Financial Statement Analysis as well as Financial Planning and Control. Students will also be exposed to knowledge of Financial System, Law of Banking & Finance, Financial Reporting and Fundamentals of Investment to produce wholesome graduates. Business Research Methods which exposes students on how to conduct research and write research proposals will also be taught at this level.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of your personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop their employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will prepare them for a smooth transition from the classroom to the world of Banking and Finance with a specialism in Financial Planning.

### Common Modules

- Company Account
- Financial Management
- Financial Mathematics
- Financial Reporting
- Fundamentals of Investment
- Law of Banking and Finance
- Management Information System
- Business Research Methods
- The Financial System

### Specialised Modules

- Financial Planning and Control
- Financial Statement Analysis
- Personal Financial Planning Techniques

## LEVEL 3

In the final year, students will learn more about the practical aspects of financial planning especially the role of financial planners in providing advisory and consultancy services to customers and managing personal financial risk. Students will also learn about Financial Derivatives and making financial decisions. The Project in Financial Planning further develops the academic and practical aspects of their chosen area of study and reinforces their independent learning skills.

Courses such as Financial Plan Construction and Professional Responsibility as well as Portfolio Management provide the necessary closure to the programme.

### Common Modules

- Building Customers Relation
- Corporate Finance
- Financial Derivatives
- Financial Modelling
- International Banking & Investment
- Portfolio Management
- Risk Management in Banking

### Specialised Modules

- Financial Plan Construction and Professional Responsibilities
- Investigation in Financial Planning
- Managing Personal Financial Risk
- Project in Financial Planning

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

# Bachelor in Banking and Finance (Hons) with a specialism in Investment and Risk Management

**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- Knowledge and understanding of both theoretical and practical aspects of investment and risk management.
- Knowledge and skills necessary to analyse complex situations that occur in financial decision-making.
- Exposure to a more in-depth understanding of financial risk management and undertake project which explores this area in a more analytical way.

## LEVEL 1

The first year provides the basis and a foundation in banking management and finance related disciplines necessary for the understanding of the more focused business modules studied in the second and final year of the programme. Students from a wide variety of educational backgrounds are all brought up to a common set of learning outcomes during the first year. This enables us to accept students without specific pre-requisites. The students will study two semesters of modules encompassing a range of subjects fundamental to the understanding of business management and finance. However students will also be undertake the Introduction to Banking and Finance module to allow early exposure to this areas of study. Students can then continue to the more specialised areas of study in Investment and Risk Management.

### Common Modules

- Accounting For Bankers
- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Banking & Finance
- Introduction to Management
- Marketing
- Quantitative Skills

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

The second year will focus on the management and measurement of financial risk as well as theories of securities & options. Students will also be exposed to other areas of knowledge of banking, finance, economics, investment analysis and accounting which as supplementary modules to produce wholesome graduates equipped with knowledge in investment and risk management as well as credit risk in banking and finance. Students are also introduced to the Business Research Methods module which exposes students on how to conduct research and write research proposals.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of your personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop their employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will prepare them for a smooth transition from the classroom to the world of Banking and Finance with a specialism in investment and Risk Management.

### Common Modules

- Company Account
- Financial Management
- Financial Mathematics
- Financial Reporting
- Fundamentals of Investment
- Law of Banking and Finance
- Management Information System
- Business Research Methods
- The Financial System

### Specialised Modules

- Financial Economics
- Securities and Options
- Time Series and Forecasting

## LEVEL 3

In the final year, students will learn more about the practical aspects of risk management practices and theory especially in banks and corporate firms. Students will also learn about the globalisation of banking and finance in International Banking and Investment including strategies of risk management adopted by firms in practice. The Project in Investment and Risk Management further develops the academic and practical aspects of your chosen area of study and reinforces your independent learning skills.

Courses such as Capital Investment Analysis and Portfolio Management provide the necessary closure to the programme.

### Common Modules

- Building Customers Relation
- Corporate Finance
- Financial Derivatives
- Financial Modelling
- International Banking & Investment
- Portfolio Management
- Risk Management in Banking

### Specialised Modules

- Capital Investment Analysis
- Corporate Risk Management
- Investigation in Investment & Risk Management
- Project in Investment & Risk Management

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



## Islamic Banking and Finance

**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

# Bachelor in Islamic Banking and Finance (Hons)

- Both theories and practical applications with concentration on Islamic fundamental and Shari'ah principles in order to assist expansion in the banking & finance industry.
- Skills in analysing the processes leading to the design, use and management of Islamic financial management information systems; to serve as professional specialists, in a range of managerial and managerial support functions.
- Ability to identify with and operate within the assumptions, standards and social values of the Islamic financial services industry.
- Opportunities for graduates who wish to further their study in a subject of particularly relevance to the modern industrial context.

## LEVEL 1

The first year provides the basis and a foundation in banking management and finance related disciplines necessary for the understanding of the more focused business modules studied in the second and final year of the programme. Students from a wide variety of educational backgrounds are all brought up to a common set of learning outcomes during the first year. This enables us to accept students without specific pre-requisites. The students will study two semesters of modules encompassing a range of subjects fundamental to the understanding of business management and finance. However, students will also be introduced to the basic banking and finance subject to allow early exposure in Banking and Finance area of study before specialising in Islamic Banking.

### Modules

- Accounting For Bankers
- Business and Communication Skills
- Business Economics
- Business Law
- Financial Accounting 1
- Financial Accounting 2
- Introduction to Banking & Finance
- Introduction to Management
- Marketing
- Quantitative Skills

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

The second year will focus on major Islamic banking modules. It will cover the basics of Shariah and Islamic Jurisprudence which consists more of the rules and regulations of Al-Quran and Al-Sunnah. Besides that, students will be exposed to the Islamic view on banking products and services. The details on Islamic Entrepreneurship and Transaction will be taught as well as the history of Islamic Banking in the global context. Exposure to other areas of knowledge of financial system, and Capital Markets is also provided via supplementary modules to produce wholesome graduates equipped with both Conventional and Islamic banking knowledge.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of their personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop your employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will enable them to experience the culture and ethos of a working environment and formal employment. Students will benefit from seeing how the skills and knowledge acquired are applied in a practical setting and enhance their employment prospects upon graduation.

### Modules

- Company Account
- Financial Management
- Arabic Language for Muamalat
- Islamic Banking Operations
- Islamic Banking Product and Services
- Islamic Capital Market
- Islamic Economics
- Islamic Financial Systems
- Islamic Law of Contracts
- Business Research Methods
- Shariah and Islamic Jurisprudence
- Structuring Financial Requirements for Islamic Financial Institutions

## LEVEL 3

In the final year, students will learn more about Islamic legal maxims which will be a continuation of Islamic jurisprudence. An exposure to the practical aspects of Islamic banking practices and theory will also be given. The Project in Islamic Banking and Finance further develops the academic and practical aspects of students' chosen area of study and reinforces your independent learning skills. The managerial perspective dominates curriculum design for the final year. Courses such as Islamic Ethics & Corporate Governance and Islamic Accounting provide the necessary closure to the programme.

### Modules

- Accounting for Islamic Financial Institutions
- Corporate Finance
- Financial Derivatives
- Investigation in Islamic Banking and Finance
- Islamic Ethics and Corporate Governance
- Islamic Legal Framework of Islamic Banking and Finance
- Managing Islamic Financial Institutions
- Portfolio Management
- Project in Islamic Banking and Finance
- Risk Management of Islamic Financial Institutions
- Takaful

# BSc (Hons) in Actuarial Studies

THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:

- The necessary knowledge and skills to provide advice to institutions like insurance or re-insurance companies, pensions funds and financial and investment institutions. The skills acquired by actuaries are not confined to the financial sector but are also transferable to any organisation that has to deal with risk and make financial sense of the future.
- Opportunities to adapt to Insurance-related industries by providing them with assignments to mimic the actual decision making process and broad-based information pertaining to the industries.
- Opportunities to develop their skills to solve a problem and model a solution using specialised statistical and actuarial methods.

## LEVEL 1

The first year programme comprises modules from the areas of finance, economics and mathematics. The objective of the first year is to equip students with the basic tools of mathematical, financial, accounting and economic analysis which will be required for the modules to follow at Level 2

Statistical Investigation module forms the basis for later statistics options. Linear Algebra, Calculus, Discrete Mathematics, Probability Models and Statistical Inference are introductory level courses designed to prepare students for using mathematics & statistics in other contexts.

Economics will provide students with a better understanding of the Business Environment. Financial Accounting skills and the core principles underlying financial theory will be introduced in this level which will be enhanced in the higher level. Business & Communication Skills will further equip students with the communication skills required to cope with academic demands of degree level study in all disciplines.

### Modules

- Business and Communication Skills
- Business Economics
- Calculus
- Discrete Mathematics
- Financial Accounting
- Introduction to Visual Programming
- Linear Algebra
- Probability Models
- Statistical Inference
- Statistical Investigation

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

This level looks at applications of mathematics and statistics in the Financial & insurance sectors. The modules offered will cover techniques for the analysis of results from experiments and surveys where students will be doing modules like Regression Analysis, Time Series & Forecasting, Life Contingencies as well as Linear Programming.

Modules such as Financial Mathematics, Financial Planning & Control, Financial Statement Analysis and Financial management will allow students to explore finance in greater depths, both at the planning and management aspect. The Financial Economics module will introduce students to the necessary skills to construct asset liability models and to value financial derivatives whereas Life Contingencies module will provide students with a grounding in the mathematical techniques which can be used to model and value cashflows dependent on death, survival, or other uncertain risks.

Ethics & Corporate Governance will also be taught in this level to provide students with relevant knowledge, skills and professional judgment in which companies are directed and controlled.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of their personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop your employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will enable them to experience the culture and ethos of a working environment and formal employment. Students will benefit from seeing how the skills and knowledge acquired are applied in a practical setting and enhance their employment prospects upon graduation.

### Modules

- Calculus II
- Ethics and Corporate Governance
- Financial Economics
- Financial Management
- Financial Mathematics
- Financial Planning and Control
- Financial Statement Analysis
- Life Contingencies
- Linear Programming
- Regression Analysis
- Business Research Methods
- Time Series and Forecasting

## LEVEL 3

Corporate Finance, Risk Theory, Financial Derivatives, Macroeconomics Policy & Financial Markets, and Portfolio Management modules will further enhance the knowledge of an individual to plan, manage, and analyze the financial and monetary aspects and performance of business enterprises, banking institutions or other organisations.

Insurance Practice and Survival Analysis modules introduce students to a wide range of concepts and terminologies in insurance providing students with basic skills of calculating various insurance related items. Introduction to Stochastic Process will introduce students to a range of stochastic process which are used as modeling tools in diverse fields of applications.

Students will also carry out an individually researched project and their own investigations into areas related to investment, finance, commerce or insurance.

### Modules

- Corporate Finance
- Financial Derivatives
- Insurance Practice
- Introduction to Stochastic Process
- Investigation in Actuarial Studies
- Macroeconomics Policy and Financial Markets
- Pension Planning
- Portfolio Management
- Project in Actuarial Studies
- Risk Theory
- Survival Analysis



**THIS PROGRAMME  
IS SPECIFICALLY  
DESIGNED TO PROVIDE:**

## BSc (Hons) Insurance

- Knowledge and understanding of the relevant theories and techniques to the analysis and solution of problems in insurance and risk-aversion services.
- Knowledge and skills to solve problems in insurance and risk management from the broader perspective of a general education, and apply skills acquired from their professional studies to other fields of social endeavor.
- Abilities to identify with and operate within the assumptions, standards and social values of the insurance & risk aversion services industry.

### LEVEL 1

The first year programme will comprise modules from the areas of finance, economics, marketing and mathematics. The objective of the first year will be to equip students with the basic tools of mathematical, marketing, accounting and economic analysis which will be required for the modules to follow at Level 2

Investigation in Statistics forms the basis for later statistics options. Linear Algebra, Calculus, Discrete Mathematics, Probability Models and Statistical Inference are introductory level courses designed to prepare you for using mathematics & Statistics in other context.

Economics will give you a better understanding of the Business Environment.

Financial Accounting skills and the core principles underlying financial theory will be introduced in this level which will be enhanced in the higher level.

Business & Communication Skills will further equip you with the communication skills required to cope with academic demands of degree level study in all disciplines.

#### Modules

- Statistical Investigation
- Linear Algebra
- Business and Communication Skills
- Calculus
- Probability Models
- Business Economics
- Financial Accounting
- Statistical Inference
- Marketing
- Introduction to Visual Programming

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

### LEVEL 2

The second year will focus on major insurance modules focusing on Life assurance, Health and medical insurance, risk and insurance, legal aspect of insurance and the principles of insurance. Both the conventional and Islamic aspects will be discussed.

Modules such as Financial Planning & Control, Financial Analysis and Financial management will allow you to explore finance in greater depths, both at the planning and management aspect.

Students are also introduced to Business Research Method module which exposes students on how to conduct research and write research proposal.

Economics for Business module will enhance you with an understanding of the economic and business environment and its application to insurance business.

You will also use your co curricular activities (social, sport, cultural etc.) as evidence of the development of your personal skills, which are highly regarded by employers. You will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop your employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 you will undertake a short Internship. This will enable you to experience the culture and ethos of a working environment and formal employment. You will benefit from seeing how the skills and knowledge you have acquired are applied in a practical setting and enhance your employment prospects upon graduation.

#### Modules

- Management Science
- Financial Statement Analysis
- Economics For Business
- Risk and Insurance
- Management Information System
- Principles of Insurance & Takaful
- Legal Aspects of Insurance
- Health and Medical Insurance
- Business Research Methods
- Life Insurance
- Financial Management
- Financial Planning and Control

### LEVEL 3

In the final year, students will concentrate more on the management and administration aspects of insurance. Modules like Management people & Performance, Building Customers Relations, Insurance Administration, Employee Benefits and Insurance Markets and Marketing.

Students will also carry out an individually researched project and their own investigations into areas related to risk management or insurance (both Conventional & Takaful).

#### Modules

- Building Customers Relations
- Investigation in Insurance
- Property Insurance
- Liability Insurance
- Insurance Markets and Marketing
- Managing People and Performance
- Insurance Administration
- Reinsurance/Retakaful
- Employee Benefits
- Ethics in Insurance
- Project in Insurance

# BSc (Hons) in Management Science

**THIS PROGRAMME IS SPECIFICALLY DESIGNED TO PROVIDE:**

- Knowledge and skills in the use of statistics and operations research in solving real problems in industry, research and the business environment to meet the demand for mathematical professionals in both existing and emerging industrial sectors.
- Opportunities for graduates to become effective managers in today's competitive environments who are able to use advanced analytical techniques to make better decisions and to solve problems.
- A good understanding of mathematical theory and the interaction between theory and applications.
- Opportunities to students who wish to further their study in a subject of particularly relevance to the modern industrial context.

## LEVEL 1

Statistical Investigation module forms the basis for later statistics options. Probability Models, Calculus and Statistical Inference are introductory level courses designed to prepare students to use Mathematics & Statistics in other contexts.

Financial Accounting skills and the core principles underlying financial theory will be introduced in this level which will be enhanced in the higher level.

Business Law, Marketing and Economics will give students a better understanding of the Business Environment.

Business & Communication Skills will further equip students with the communication skills required to cope with academic demands of degree level study in all disciplines.

### Modules

- Business and Communication Skills
- Business Economics
- Business Law
- Calculus
- Financial Accounting
- Linear Algebra
- Marketing
- Probability Models
- Statistical Inference
- Statistical Investigation

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

## LEVEL 2

This level looks at application of statistics, covering techniques for the analysis of results from experiments and surveys where students will be doing modules like Time Series & Forecasting, Regression Analysis, Multivariate Analysis and Business Research Methods as well as some of the most standard basic operation research techniques such as Linear Programming, Queuing System & Simulation.

Modules such as Financial Mathematics, Investment Management & Capital Markets, will be taught to give a closer look at the financial aspect of operational issues.

Quality Control and Management Information System will also be taught at this level.

Students will also use their co curricular activities (social, sport, cultural etc.) as evidence of the development of their personal skills, which are highly regarded by employers. They will collect this information in a portfolio and submit together with an essay showing how these experiences have helped to develop your employability skills such as social, interpersonal, planning, communications and many others.

After the completion of Level 2 students will undertake a short Internship. This will enable them to experience the culture and ethos of a working environment and formal employment. Students will benefit from seeing how the skills and knowledge acquired are applied in a practical setting and enhance their employment prospects upon graduation.

### Modules

- Financial Management
- Financial Mathematics
- Investment Management and Capital Markets
- Linear Programming
- Management Information System
- Multivariate Analysis
- Production and Inventory Control
- Quality Control
- Queuing System and Simulation
- Regression Analysis
- Business Research Methods
- Time Series and Forecasting

## LEVEL 3

Further insights into techniques of production and operation management will be taught in modules like Project Management and Games & Decision Theory.

Risk Theory together with Management Decision Models which involve financial and statistical software packages will be offered at this level as well. We place particular emphasis on interpreting results and the use of a variety of computer packages, rather than concentrating on the theoretical proofs of statistical ideas.

Introduction to Stochastic Process will introduce students to a range of stochastic processes which are used as modelling tools in diverse fields of applications.

The Management aspect of the program which gives a broad understanding of the business world will be taught in the modules like Managing People & Performance, Management Problem Solving, Strategic Management and The Changing Face of Management.

Students will also carry out an individually researched project and their own investigations into areas related to most recent development in the field of Management Science.

### Modules

- Games and Decision Theory
- Introduction to Stochastic Process
- Investigation in Management Science
- Management Decision Models
- Managing People and Performance
- Project in Management Science
- Project Management
- Risk Theory
- Strategic Management
- The Changing Face of Management
- Management Problem Solving

# ACCOLADES FOR APU

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

#### Industry Excellence 2011

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

#### Asia Pacific Ict Awards (APICTA) Malaysia (Multimedia Development Corporation)

2013 - Top Award for 'Best of Tertiary Student Project'  
2012 - Top Award for 'Best of Tertiary Student Project'  
2011 - Winner of 'Special Jury Award' by the Prime Minister  
2011 - Top Award for 'Best of Tertiary Student Project'  
2011 - 2 Merit Awards for 'Best of Tertiary Student Project'  
2010 - Top Award for 'Best of Tertiary Student Project'  
2008 - Top Award for 'Best of e-Inclusion & e-Community'  
2005 - Top Award for 'Best of Applications & Infrastructure Tools'  
2004 - Top Award for 'Best of Education & Training'  
2004 - Top Award for 'Best of Applications & Infrastructure Tools'  
2004 - Merit Award for 'Best of Research & Development'  
2003 - Merit Award for 'Best of Research & Development'  
2002 - Merit Award for 'Best of Smart Learning Applications'  
2001 - Merit Award for 'Best of Smart Learning Applications'  
2000 - Merit Award for 'Best of Smart Learning Applications'  
2000 - Top Award for 'Best of Student Projects'  
1999 - Merit Award for 'Best of Student Projects'

#### International Asia Pacific ICT Awards (APICTA)

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

#### Malaysian Greentech Awards (Ministry of Energy, Green Technology & Water)

2012 - Silver Award for 'GreenTech University'

#### NAPEI Awards (National Association of Private Education Institutions, Malaysia)

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

#### Stanford University's Global Innovation Tournament 2009

2009 - Winner for Global Innovation Tournament Global Challenge

#### Microsoft Imagine Cup (Microsoft Inc.)

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

#### HEP-IPTS Debate Competition (Ministry of Higher Education Malaysia)

2012 - Champion of HEP- IPTS Debate Competition  
2012 - Best Speaker Award  
2011 - Champion of HEP- IPTS Debate Competition

#### i-Hack Competition 2013 - by Malaysian Communications and Multimedia Commission (MCMC)

2013 - Champion for Forensic Challenge

#### Hack In The Box (HITB) International Competition 2010

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

#### Malaysia Frost & Sullivan Technology Innovation Award 2010

2010 - Award for 'Emerging Human Computer Interface Technologies'

#### World University Debates Championship 2010

2010 - Runner-up in the Grand Final

#### MSC Malaysia Creative Industry Awards 2009 (Games Category - Student)

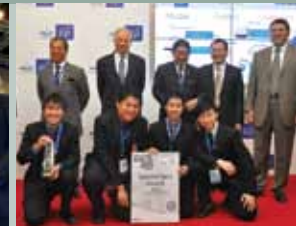
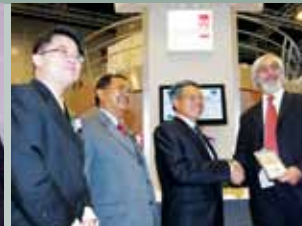
2009 - Award for 'Best Game Design'  
2009 - Award for 'Best Technical'

#### ITEX Awards (International Invention, Innovation & Technology Exhibition)

2013 - 2 Silver Medals for the Invention, Innovation and Technology category  
2013 - 2 Gold medals for the innovator category  
2009 - Gold Award for 'Best Invention - SmartSurface'  
2009 - Special Award for Corporate Invention

#### Kopitiam Ekonomi Debate Challenge

2013 - Champions



#### Malaysia Cybersecurity Awards (Cybersecurity Malaysia)

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

#### Ministry of Higher Education Malaysia Awards

2008 - Top Award for 'Best Website Design'  
2004 - Only Malaysian Finalist

#### Asian Innovation Awards (Far Eastern Economic Review, Singapore)

2004 - Only Malaysian Finalist

#### PRIME MINISTER'S GOLDEN HANDS AWARD (Ministry of Works Malaysia)

2004 - Top Award in Network and PC Maintenance category

#### Ministry of Education Excellence Awards (Ministry of Education, Malaysia)

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

#### Enterprise 50 Awards (Accenture & SMI Devt Corp)

1998, 1999, 2000 - 3rd position in 2000 among top 50 Malaysian organisations

#### Asia Student .NET Awards (Microsoft Inc.)

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

#### Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)

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

#### The Brandlaureate - Smes Best Brands Awards

2012 - Winner of Corporate Branding Award in Education

#### 1Malaysia Innovation Tournament (1MIT) 2010

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

#### Hackathon Competitions

2013 - Winner for Water Drone Challenge  
2013 - Winner for Creativity and Awesomeness Challenge

#### Makeweekend Robotics Challenge

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

#### Innoserve International ICT Innovative Services Contest

2013 - Second Prize of Innoserve International ICT Innovative Services Contest  
2013 - Best Innovation Award

#### Deloitte Inter-University Tax Competition

2013 - First Runner Up  
2012 - First Runner Up (Individual Category)  
2012 - 6th Place (Individual Category)

#### Business Excellence Award (Malaysia Canada Business Council)

2006 - Bronze award for Industry Excellence for Education

#### DKSH-CSSC Award

2006 - First Prize for DKSH-CSSC Media Challenge 2006

#### E-Genting Programming Competition (R&D Division, Egenting)

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

#### HSBC Young It Entrepreneur Awards (Hong Kong Bank)

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

#### MSC-IHL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)

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

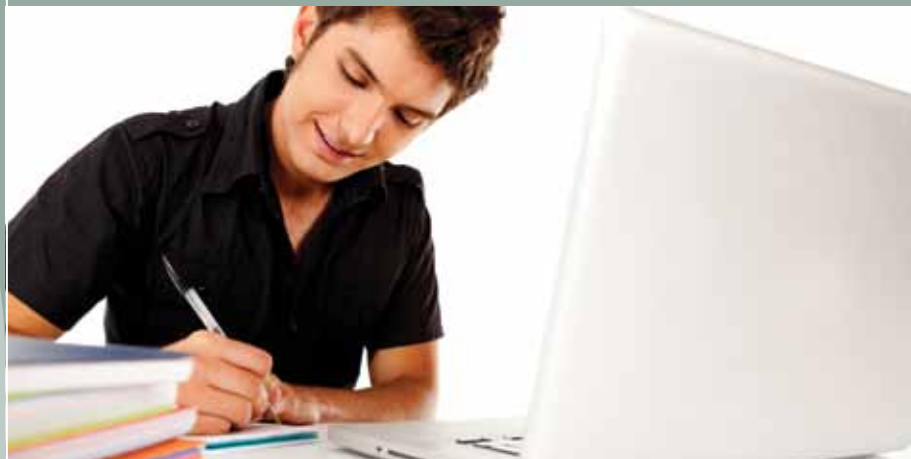
#### Dare To Be Digital Programming Competition (British Council / University of Abertay, Dundee)

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

# 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
- Detecting Pornographic Images
- 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



## World Class Facilities



## Asia Pacific University of Technology & Innovation (APU)

*Formerly known as UCTI - Asia Pacific University College of Technology & Innovation*  
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