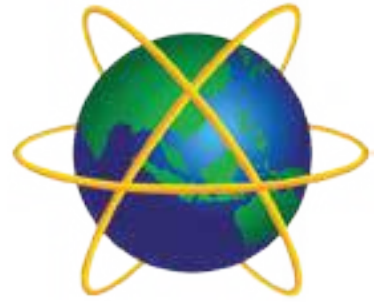BUSINESS, MANAGEMENT, MARKETING,
DIGITAL MARKETING & TOURISM

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

I am
a leader

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

BUSINESS, MANAGEMENT, MARKETING, DIGITAL MARKETING, TOURISM

CMI
Chartered Management Institute
HE PARTNER

AACSB **Business Education Alliance** Member

Digital Marketing Institute™
Approved Partner

IMI
INTERNATIONAL MANAGEMENT INSTITUTE
SWITZERLAND

QAA
GLOBAL
Institution accredited
Asia Pacific University of Technology and Innovation
Valid 04/2024 – 04/2029

5 STAR
EXCELLENT RATING
SETARA

MD™
Premier Digital Tech Institution

QS **WORLD UNIVERSITY RANKINGS**
2024

QS 1st **Malaysian University** 5-Stars Plus

First and Only Malaysian University with QAA UK Accreditation 2024

QAA GLOBAL

Institution accredited
Asia Pacific University of
Technology and Innovation

Valid 04/2024 – 04/2029

CERTIFICATE OF ACCREDITATION

This is to certify that

Asia Pacific University of Technology and Innovation

is accredited by the Quality Assurance Agency for Higher Education (QAA)
for the successful completion of the International Quality Review and meeting the
Standards and Guidelines for Quality Assurance in the European Higher Education Area.

Accreditation valid: 30/04/2024 – 29/04/2029

Vicki Sto , Chief Executive, QAA

APU achieves Global Quality Accreditation from QAA UK

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

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

- APU underwent a thorough review process conducted by independent reviewers appointed by QAA. This involved almost a year of intense preparation and preparation of documentation.

- A comprehensive physical Audit was held at APU in March 2024. Based on the Audit, APU has been deemed to have achieved Accreditation by the QAA – the FIRST ever Malaysian University to have achieved this.

- The Audit Panel confirmed that APU meets all ten UK and European Quality Assurance standards covering areas such as teaching & learning, student support, research, facilities, resources and governance.

- APU Degrees will now be recognised an equal basis with Degrees from UK universities due to QAA Accreditation of APU as an QAA Accredited Institution.

- APU graduates will benefit from this prestigious recognition of their qualifications in Malaysia, the UK and beyond.

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

1st

5-Stars Plus

★★★★★+

Malaysian University

1 of 23 in the world

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

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

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

(QS World University Ranking 2024)

APU EMERGES AS THE FIRST QS 5-STARS PLUS UNIVERSITY IN MALAYSIA

APU is the First Malaysian University to achieve an overall rating of Five Stars Plus in the latest QS Stars Rating awards that were presented at the QS Apple Conference on 1st Nov 2021. Five Stars Plus institution must achieve five stars across all categories in addition to achieving minimum highest benchmark score by QS STARS. APU is amongst 23 universities worldwide to achieve this honour.

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

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

APU IS AWARDED 2024 EMPLOYERS' CHOICE OF UNIVERSITY

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

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

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

APU'S LIST OF FIRSTS:

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

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

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

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit

OUTSTANDING

★★★★★ +

QS

Rated for Excellence

Asia Pacific University of Technology & Innovation

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

★★★★★	★★★★★	★★★★★	★★★★★
Teaching	Internationalisation	Facilities	Social Responsibility
★★★★★	★★★★★	★★★★★	★★★★★
Employability	Academic Development	Accounting & Finance	Inclusiveness
★★★★★			
Online Learning			

QS STARS

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

Leigh Kamolins, Head of Evaluation

18 Oct 2021

Inspiring
you towards vision and transformation

It starts now……….. It starts here

DEGREE PROGRAMMES

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

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

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

APU – A 5-STAR (EXCELLENT) RATED INSTITUTION

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

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

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

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

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

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

APU - FIRST EVER MALAYSIAN UNIVERSITY WITH QAA UK ACCREDITATION

Experience

APU's iconic campus

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

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

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

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

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

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

Ranked No.1 for International Students in Malaysia — QS World University Rankings 2024

MALAYSIA'S AWARD WINNING UNIVERSITY

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

100% Employability*

MORE THAN 80,000 GRADUATES & ALUMNI

FIRST IN MALAYSIA TO ACHIEVE 5-STARS PLUS IN QS RATINGS

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

100%
Employability*

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

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

Industry Ready Graduates

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

Work-ready, World-ready

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

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

Outstanding Support

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

RANKED

#1

for International Students in Malaysia

#16 in the World

QS World University Rankings 2024

A Truly International Community

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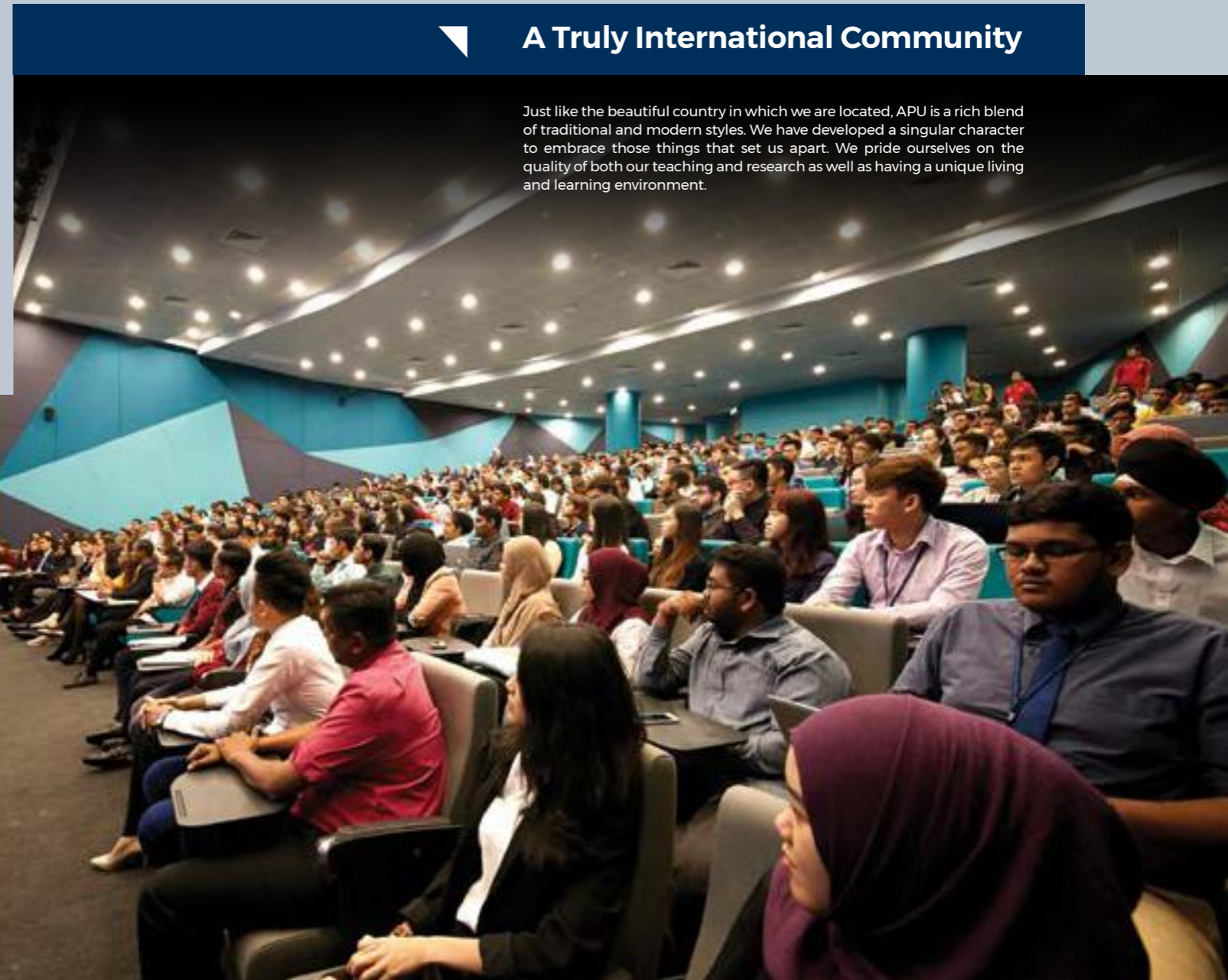
A Hub of Cultural Diversity

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

Student Welcome Team

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

Student Life @ APU

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

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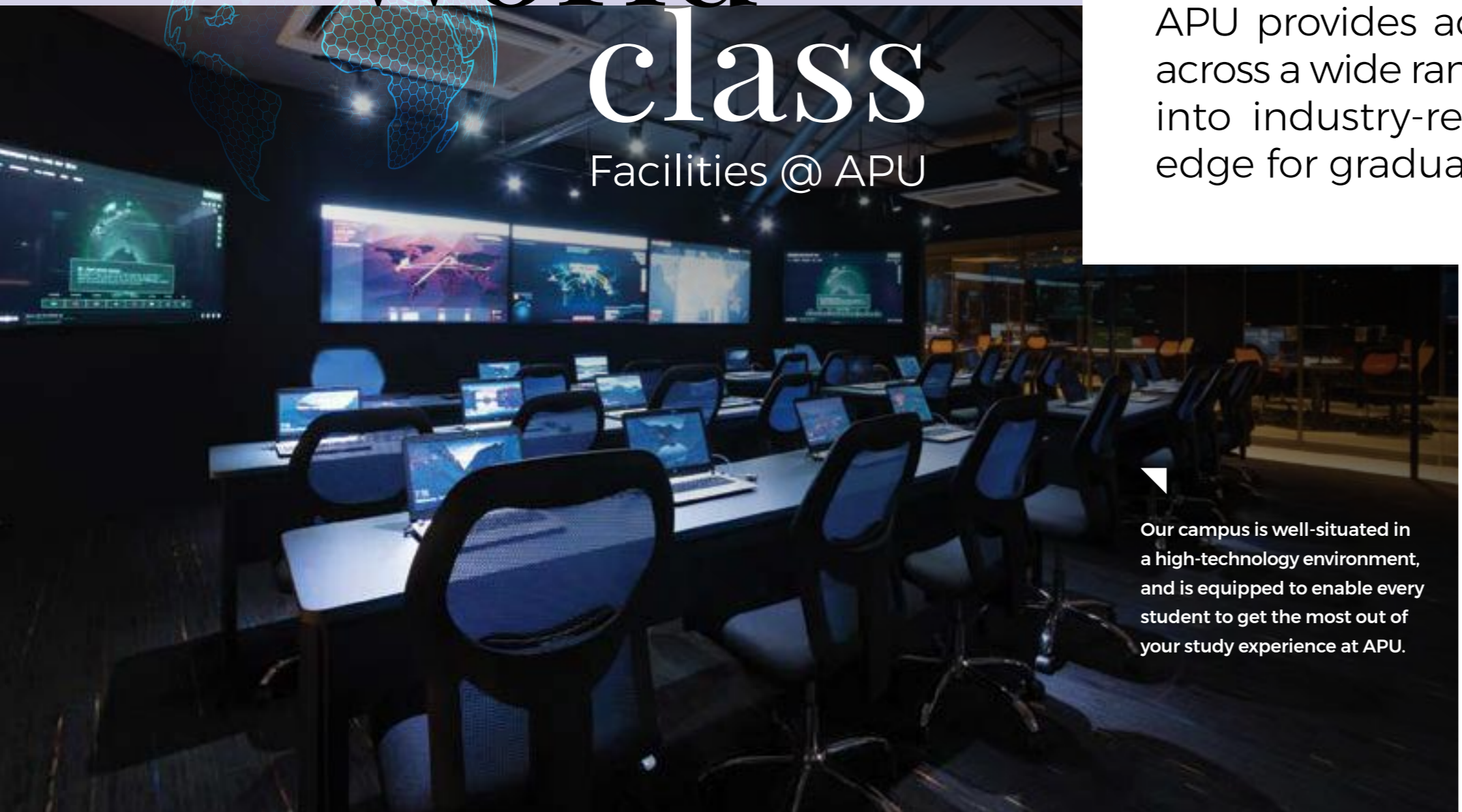
APU provides access to world-class resources across a wide range of disciplines. This translates into industry-ready skills and a competitive edge for graduates.

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

Cutting-Edge Technologies

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

Social Interaction Platforms

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

An Integrated Community

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

Our Partner in Quality

De Montfort University (DMU), UK

DE MONTFORT UNIVERSITY LEICESTER

De Montfort University Leicester (DMU) is a dynamic, 21st-century UK university with a global outlook based in the city of Leicester which is a great place to be a student.

Find your new home at DMU

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

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

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

MAKE THE MOST OF YOU — DMUWORKS

About DMU

- DMU has over 150 years of history in providing higher education to students from around the globe.

- Leicester offer everything students could need and it has been named the fourth most vibrant city in the UK (Top Cities Vibrancy Report, 2022), as well as the best city in the East Midlands region to live and work (Good Growth for Cities Index, 2022).

- De Montfort University is the only higher education institution in Britain to be a global hub for one of the Sustainable Development Goals – SDG 16 to promote peace, justice and strong institutions.

- Each year, international students from more than 130 countries choose to study at DMU.

- DMU is rated a 5-star 'excellent' institution by QS, a world leader in evaluation higher education performance.

- DMU facilities have been shortlisted among the UK's best in the 2023 Whatuni Student Choice Awards, as voted for by students.

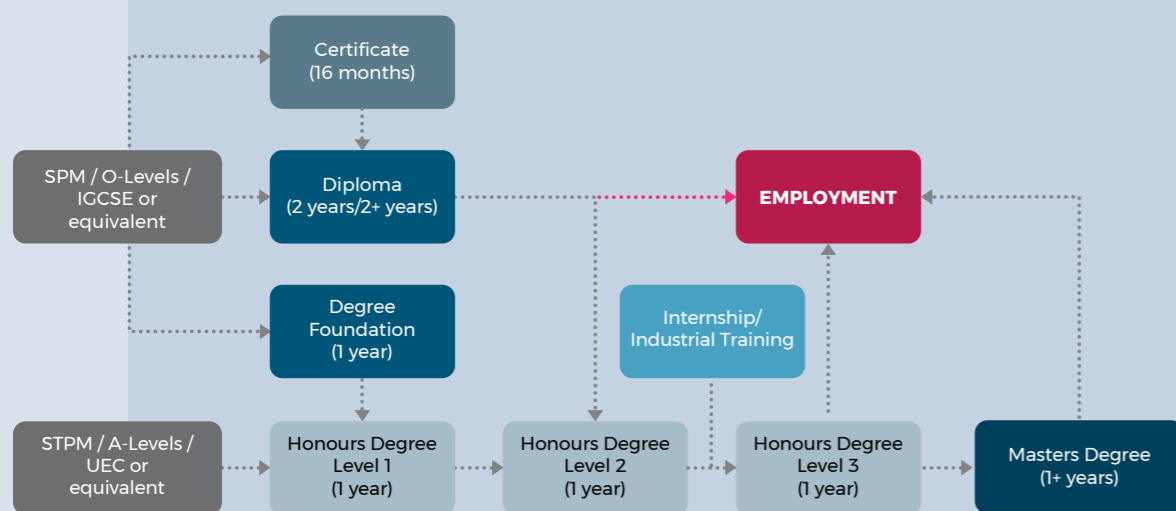# Double your Advantage

APU-DMU **Dual Degree Programme**
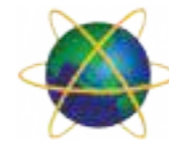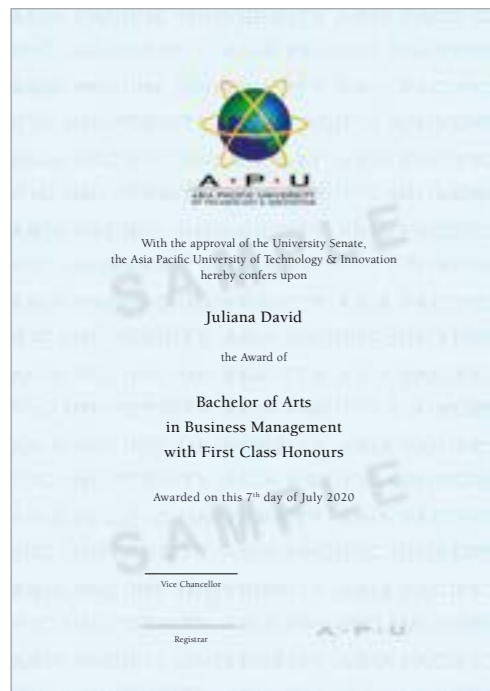
- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution – and enhances not just teaching and learning experiences, but also career prospects.

- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.

- Both degrees are recognised locally & internationally.

- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).

Pathways & Admission Requirements

YOUR STUDY PROGRESSION

Certificate (16 months)

SPM / O-Levels / IGCSE or equivalent

Diploma (2 years/2+ years)

EMPLOYMENT

Degree Foundation (1 year)

Internship/ Industrial Training

STPM / A-Levels / UEC or equivalent

Honours Degree Level 1 (1 year)

Honours Degree Level 2 (1 year)

Honours Degree Level 3 (1 year)

Masters Degree (1+ years)

ADMISSION REQUIREMENTS

BACHELORS (HONS) DEGREE PROGRAMMES

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

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

ENGLISH REQUIREMENTS (only applicable for International Students)

Programmes	Requirements			
Foundation Programme	· IELTS : 4.0	· TOEFL IBT : 30-31	· Pearson (PTE) : 36	· MUET : Band 3
Diploma in Business Administration Diploma in Business Information Technology Diploma in International Studies Bachelor of Arts (Honours) in Tourism Management	· IELTS : 5.0	· TOEFL IBT : 40	· Pearson (PTE) : 47	· MUET : Band 3.5
Bachelor of Arts (Honours) in Business Management BA (Hons) Human Resource Management Bachelor of Arts (Honours) in International Business Management Bachelor of Arts (Honours) in Marketing Management	· IELTS : 5.5	· TOEFL IBT : 46	· Pearson (PTE) : 51	· MUET : Band 4

Please note that under Ministry of Higher Education regulations, only students who have achieved the minimum requirement in the English Language proficiency assessment as indicated above will be allowed to continue their studies in the main study programme. Students who do not have the required English Language achievement may apply for a student visa on conditional basis and are allowed to enrol in an English Language Certification programme at APU upon arrival in Malaysia and, subsequently, appear for the IELTS/TOEFL/PTE/MUET assessment.

Students who are unable to obtain the required level of English Competency during the maximum 12 months' period, will not be allowed to pursue their studies in the main programme and will have to return to their home country.
Students from English speaking countries and those with qualifications taught in English (IGCSE, A-Levels, IB, American High School Diploma etc) are exempted from English requirements. Applications for exemption must be accompanied by supporting documents.

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

Foundation Programme – Flexibility of Choice

Duration: 1 Year (3 Semesters)
(R2/0011/3/0089)(11/24)(A10955)

MODULES YOU STUDY

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

ENRICHING EXPERIENCES - MORE THAN JUST A FOUNDATION

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

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

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

ADMISSION REQUIREMENTS

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

SEMESTER 1	COMMON SEMESTER 1 · English for Academic Purposes · Communication Skills · Personal Development & Study Methods · Essentials of Web Applications · Mathematics			
ROUTES ▶	**BUSINESS, FINANCE & PSYCHOLOGY**	**COMPUTING & TECHNOLOGY**	**ENGINEERING**	**ARCHITECTURE & DESIGN**
SEMESTER 2	· Introduction to Business · Fundamentals of Finance · Global Business Trends · Public Speaking in English	· Introduction to Business · Introduction to Computer Architecture & Networking · Introduction to Visual & Interactive Programming · Public Speaking in English	· Mechanics for Engineers · Engineering Mathematics · Introduction to Visual & Interactive Programming · Public Speaking in English	· Fundamentals of Drawing · Life Drawing · Design Studies · Public Speaking in English · Major Project 1
SEMESTER 3	· Academic Research Skills · Economics for Business · Perspectives in Technology / Further Mathematics** · Co-Curricular *Choose **one** of the following modules:* · Principles of Accounts · Discovering Media in the Digital Age · Psychology & Behavioral Science	· Academic Research Skills · Further Mathematics · Introduction to Multimedia Applications · Co-Curricular *Choose **one** of the following modules:* · Perspectives in Technology · Discovering Media in the Digital Age · Psychology & Behavioral Science	· Academic Research Skills · Science for Engineers · Perspectives in Technology · Design Thinking – Fraunhofer – IEM · Co-Curricular	· Academic Research Skills · Introduction to Digital Photography · Major Project 2 · Co-Curricular *Choose **one** of the following modules:* · History of Design and Media · Introduction to Architecture and Built Environment
You may then proceed to Level 1 of a Degree of your choice in the following pathways				
PRIMARY PATHWAYS ▶	- Business, Management & Tourism - Accounting, Finance, Banking & Actuarial Studies - Media, Communication & Psychology	- Computing & Technology - Multimedia & Games Development	- Engineering	- Industrial Design, Visual Effects, Animation & Digital Advertising - Architecture
ALTERNATIVE PATHWAYS ▶ Students may alternatively choose the following:	- Computing & Technology - Multimedia & Games Development - Industrial Design, Visual Effects, Animation & Digital Advertising - International Relations - Architecture	- Business, Management & Tourism - Accounting, Finance, Banking & Actuarial Studies - Industrial Design, Visual Effects, Animation & Digital Advertising - International Relations - Media, Communication & Psychology - Architecture	- Computing & Technology - Multimedia & Games Development - Accounting, Finance, Banking & Actuarial Studies - Business, Management & Tourism - Industrial Design, Visual Effects, Animation & Digital Advertising - International Relations - Media, Communication & Psychology - Architecture	- Computing & Technology - Multimedia & Games Development - Accounting, Finance, Banking & Actuarial Studies - Business, Management & Tourism - International Relations - Media, Communication & Psychology

YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE
(Please refer to individual course brochure for details and admission requirements.)

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

✏️ **Mathematics**

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

Computing & Technology
- Bachelor of Science (Honours) in Information Technology
- Bachelor of Science (Honours) in Information Technology with a specialism in
  - Information System Security
  - Cloud Engineering
  - Internet of Things (IoT)
  - Digital Transformation
  - Financial Technology (FinTech)
  - Business Information Systems
  - Sustainable Computing
- Bachelor of Science (Honours) in Computer Science*
- Bachelor of Science (Honours) in Computer Science with a specialism in
  - Data Analytics*
  - Digital Forensics*
- Bachelor of Science (Honours) in Computer Science (Cyber Security)*
- Bachelor of Science (Hons) in Software Engineering*
- Bachelor of Computer Science (Hons) (Artificial Intelligence)*

Multimedia & Games Development
- Bachelor of Science (Hons) in Multimedia Technology
- Bachelor of Science (Hons) in Multimedia Technology with a specialism in VR/AR
- Bachelor of Science (Honours) in Computer Games Development

Accounting, Banking, Finance & Actuarial
- Bachelor of Accounting and Finance (Honours)
- Bachelor of Accounting and Finance (Honours) with a specialism in
  - Forensic Accounting
  - Forex and Investments
  - Accounting Technology
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in
  - Investment Analytics
  - Financial Technology
- Bachelor of Science (Honours) in Actuarial Studies
- Bachelor of Science (Honours) in Actuarial Studies with a specialism in
  - Data Analytics
  - Financial Technology

} A Pass in Mathematics at SPM / O-Level / IGCSE is required for these programmes.
(Strong Mathematics would be an added advantage)

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

✏️ **Mathematics**

✏️ **Physics OR Chemistry OR Technical Science**

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

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

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

✏️ **Mathematics**

✏️ **Science OR Physics OR Chemistry OR Biology**

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

Psychology
- Bachelor of Science (Honours) in Psychology

Leading from APU Foundation to your Choice of Degree Studies:

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

Media and International Relations
- Bachelor of Arts (Honours) in Media and Communication Studies
- Bachelor of Arts (Honours) in International Relations

Industrial Design, Animation & Visual Effects
- Bachelor of Arts (Honours) in Industrial Design
- Bachelor of Arts (Honours) in Visual Effects
- Bachelor of Arts (Honours) in Animation
- Bachelor of Arts (Honours) in Digital Advertising

} **PORTFOLIO REQUIRED**

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* Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics and Artificial Intelligence programmes will be required to undertake Foundation Pathways from the **Computing & Technology** route or **Engineering** route if the student does not have a credit in Additional Mathematics at SPM / O-Level / IGCSE or equivalent.

Students who have completed Foundation from other routes apart from the above are required to do a Pre-Requisite module in Further Mathematics or equivalent in the first semester of the Degree Programme, provided they also still have Credit in Maths and Science or ICT subject at SPM / O-Level / IGCSE or equivalent.

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

Diploma Programmes

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

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

Pathways after Diploma Programme vary accordingly.

OUR DIPLOMA PROGRAMME:

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

PATHWAYS AFTER DIPLOMA TO BUSINESS, MANAGEMENT, MARKETING & DIGITAL MARKETING DEGREES

Upon successful completion of the Diploma Programmes, you will be eligible to progress into Year 2 of any of the following degree programmes offered at APU.

Diploma in Business Administration

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

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

Diploma in International Studies

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

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

Diploma in Accounting

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

- Bachelor of Accounting and Finance (Honours)
- Bachelor of Accounting and Finance (Honours) with a specialism in:
  - Forensic Accounting   - Forex and Investments
  - Accounting Technology
- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - E-Business
  - Digital Leadership
- BA (Hons) Human Resource Management
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in Marketing Management
- Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in:
  - Investment and Analytics
  - Financial Technology

Diploma in Business Information Technology

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

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

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

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

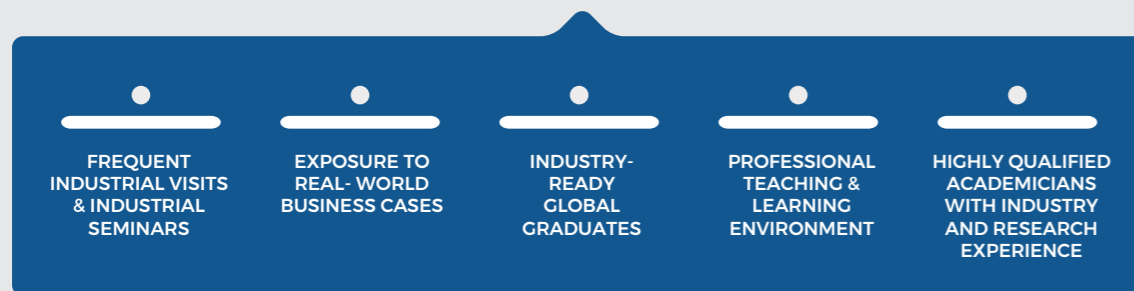*Please take note that students who wish to progress to Bachelor of Science (Honours) in Information Technology or its specialism, require a Credit Pass in Mathematics at SPM, or a Credit Pass in Mathematics at Diploma in Business Information Technology.*

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

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

Business, Management, Marketing,

Digital Marketing & Tourism

| FREQUENT INDUSTRIAL VISITS & INDUSTRIAL SEMINARS | EXPOSURE TO REAL-WORLD BUSINESS CASES | INDUSTRY-READY GLOBAL GRADUATES | PROFESSIONAL TEACHING & LEARNING ENVIRONMENT | HIGHLY QUALIFIED ACADEMICIANS WITH INDUSTRY AND RESEARCH EXPERIENCE |

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

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

THE FIVE "I"s MODEL™
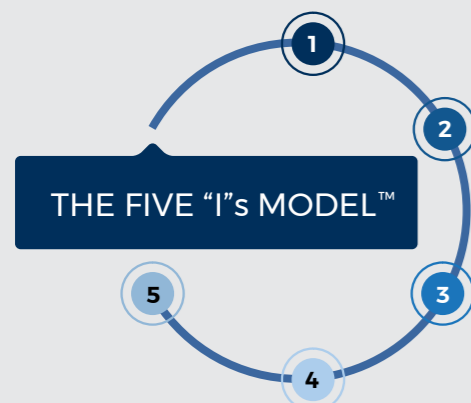
1: INNOVATION
through the design of curriculum, the module content and the learning approaches

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

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

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

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

Degree Programmes

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

LEVEL	PROGRAMMES

COMMON LEVEL 1*	• Bachelor of Arts (Honours) in Business Management
	• Bachelor of Arts (Honours) in Business Management with a specialism in:
	  - E-Business
	  - Digital Leadership
	• Bachelor of Arts (Honours) in International Business Management
	• Bachelor of Arts (Honours) in Marketing Management
	• Bachelor of Arts (Honours) in Marketing Management with a specialism in Digital Marketing
	• BA (Hons) Human Resource Management

SPECIALISED LEVEL 1*	• Bachelor of Arts (Honours) in Tourism Management • Bachelor of Arts (Honours) in Tourism Management with a specialism in Hospitality

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

INTERNSHIP / INDUSTRIAL TRAINING

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

Embracing the wave of

Industry Revolution 4.0

FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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

At APU, we developed our own IR 4.0 strategy to prepare our students to join the workforce of the future. We nurture the world's future innovators and uphold our Vision as a University of Technology and Innovation.
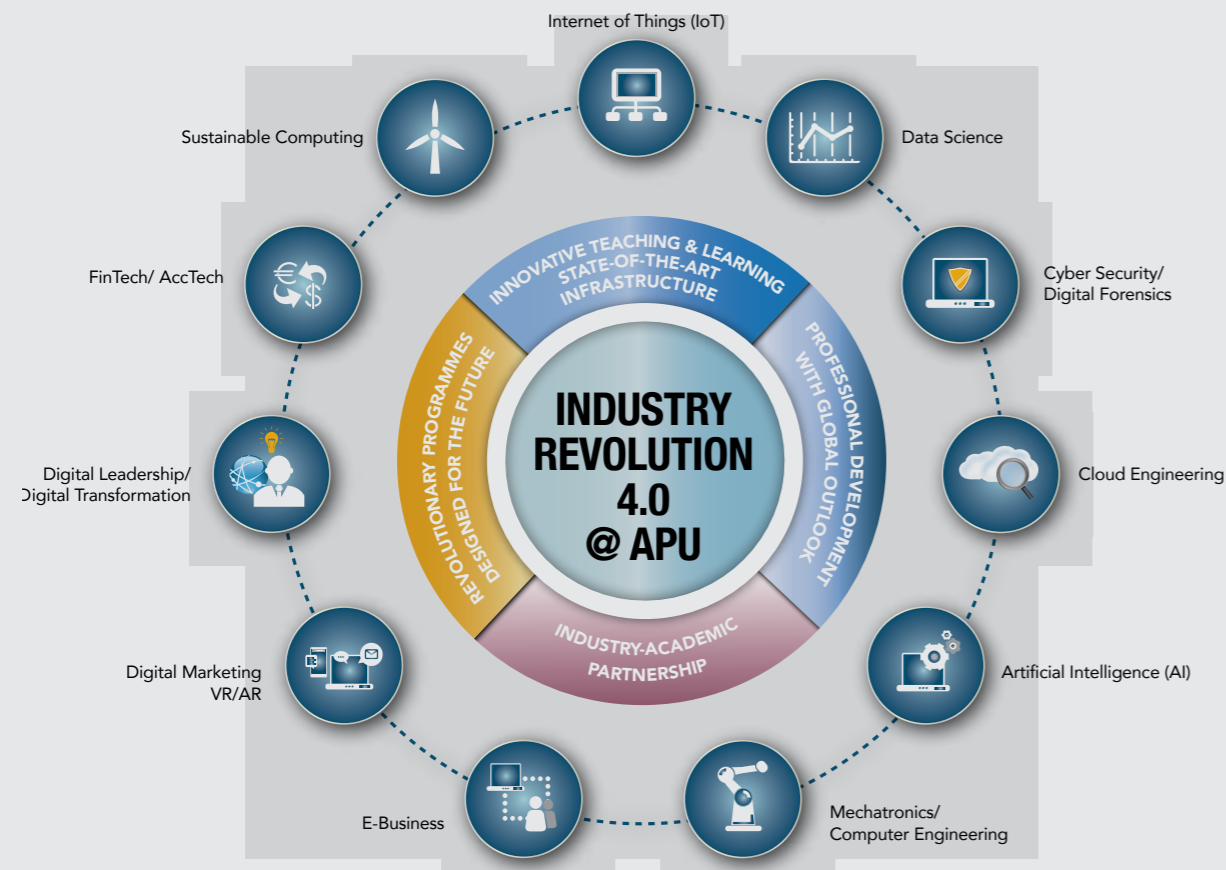
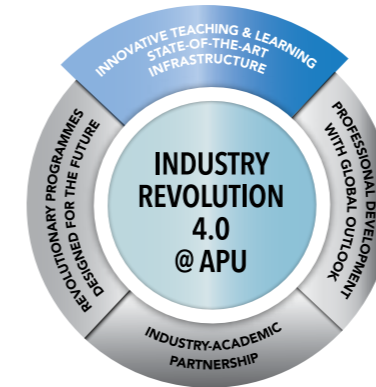### INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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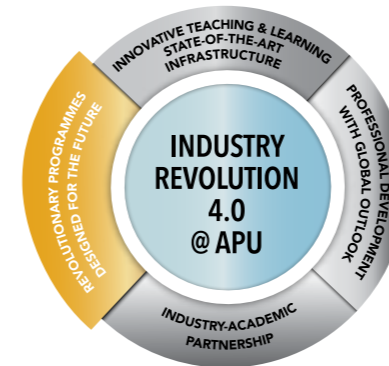
REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

New technologies mean new expertise, while this translates into a new need of talents in new areas. We address the needs of the industry, to help to build talents who can manage, operate and innovate under the new IR4.0 environment, by carefully designing new programmes of the future. Our programmes are first-of-its-kind, such as in Cyber Security, Data Science, Internet of Things (IoT), Artificial Intelligence (AI), Digital Leadership, Digital Transformation, Sustainable Computing, VR/AR, Financial Technology (FinTech), Accounting Technology (AccTech), Digital Marketing, E-Business, Mechatronics, Computer Engineering, Cloud Engineering and more.
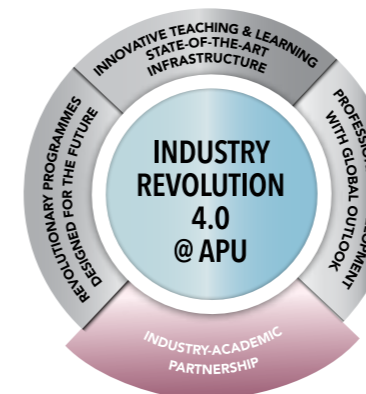
INDUSTRY-ACADEMIC PARTNERSHIP

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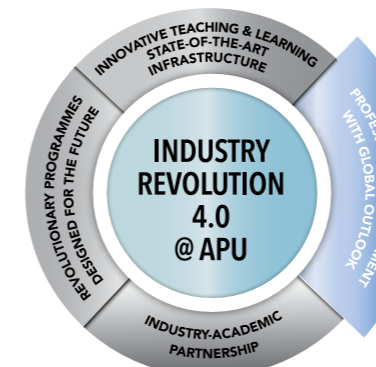
PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

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

Future Proof Your Career

And land that dream job

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

CMI DUAL ACCREDITATION

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

- **Dual qualifications –** When you complete your studies you will have both your University qualification AND a CMI qualification.

- **Theory into practice –** CMI qualifications are highly regarded by employers as a testament that you can demonstrate the practical skills needed to perform in the workplace.

- **International stamp of approval –** CMI qualifications are linked to the QCF and European Qualification Framework, so you can be assured that the qualification you are taking is of the highest standard.

GIVE YOUR CAREER A HEAD START WITH

Benefits for CMI Accreditation & Dual Certificate:

APU Students will become **CMI Affiliate Members** for the duration of their course, and will be benefited with:

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

Benefits to the Student of a Dual Accredited Degree

CMI ACCREDITED GRADUATE   **NON-CMI ACCREDITED GRADUATE**

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

72%
COMPETITIVE EDGE
of students agree their accredited degree gave them a competitive edge in the job application process.

87%
CANDIDATES OF CHOICE
of students economically active within 6 months of graduation.

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

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

The Chartered Pathway

CMI Membership & Continued Professional Development

- CMI Programme or EPA
- Foundation Chartered Manager
- Tailored CPD Journey
- Chartered Manager Assessment
- Chartered Manager Status

3 years of management experience**

*** For manager qualified to Diploma Level 5 or above. Otherwise a minimum of 5 years' management experience is required.*
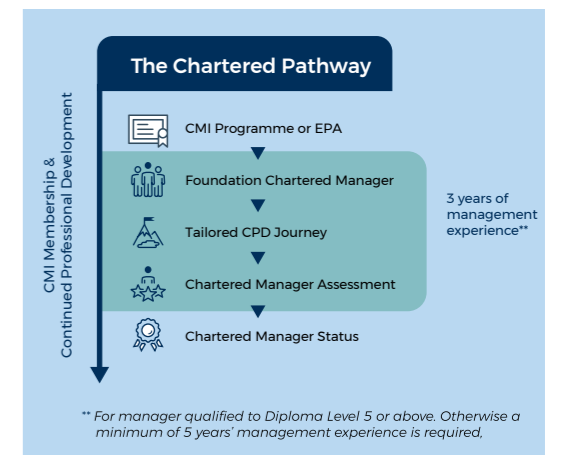
Stand Out from the Crowd and Get That Job !

89%
of CMI graduates agree they are using the skills learnt on their accredited degree in their current role.

88%
of CMI graduates agree the accredited degree gave them good career prospects.

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

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

APU partners with World Leader in Digital Marketing

DMI (Digital Marketing Institute)

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

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

200k+
members worldwide

30k+
certified members

Programme Specific Accreditation by DMI

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

APU PARTNERS WITH WORLD LEADER IN DIGITAL MARKETING

Why DMI?

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

APU-DMI ACCREDITATION BENEFITS

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

APU-DMI Accreditation Programme

Membership Resources (myDMI portal)

Up-to-trends premium learning resources & short courses: Industry news & analysis, articles, events & webinars, podcasts, high-quality toolkits & templates, case studies.

DMI Jobs Board

Worlwide **career and internship opportunities,** career guidance, online job forums and topics.

'Dual Certificates'

Upon course completion, APU students will graduate with **CDMA (Certified Digital Marketing Associate)** from DMI.

KEY AREAS IN THE DIGITAL MARKETING MIX

Customer Experience (CX), E-commerce & Conversion Rate Optimization (CRO)

Social Media Marketing

Digital Strategy and Planning

Digital Leadership and Management

Search Marketing and Digital Channels

Digital Selling

Professional Recognition

of APU Degree Programmes

Maicsa

The Malaysian Institute of Chartered Secretaries and Administrators

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

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

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

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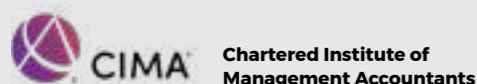
Malaysian Association of Company Secretaries

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

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

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

CIMA

Chartered Institute of Management Accountants

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

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

Collaborative Industrial Partners

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

HOME DEAL

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

SAP

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

"Every Business is Becoming a Technology Business"

- Manju Bansal - Digitalist Magazine - 2018

APU Leading
Digital Transformation
in Business, Management & Marketing

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

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

"By 2025, the total number of digital skills required by workers to perform their jobs is projected to increase over 6 times – from one billion skills today to 6.8 billion skills."
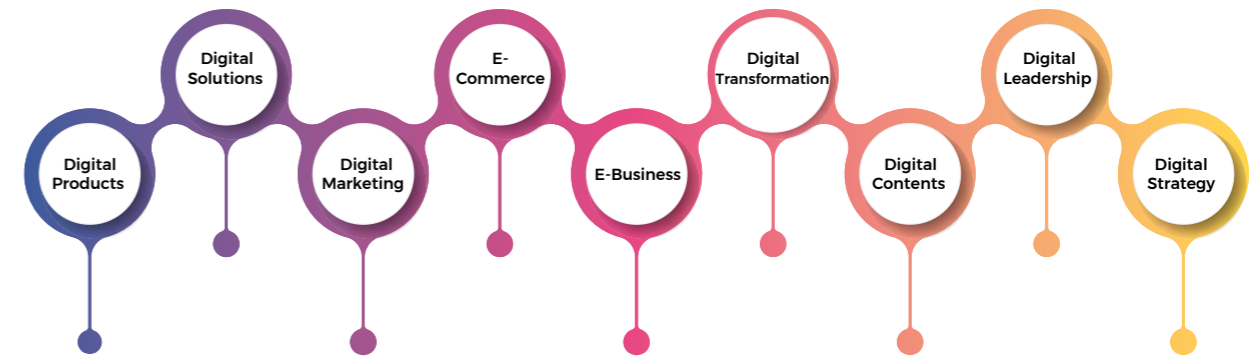
- APAC Digital Skills Index - 2020

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

- Malaysia Digital Economy Blueprint - 2021

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

- Malaysia Digital Economy Corporation (MDEC) - 2021

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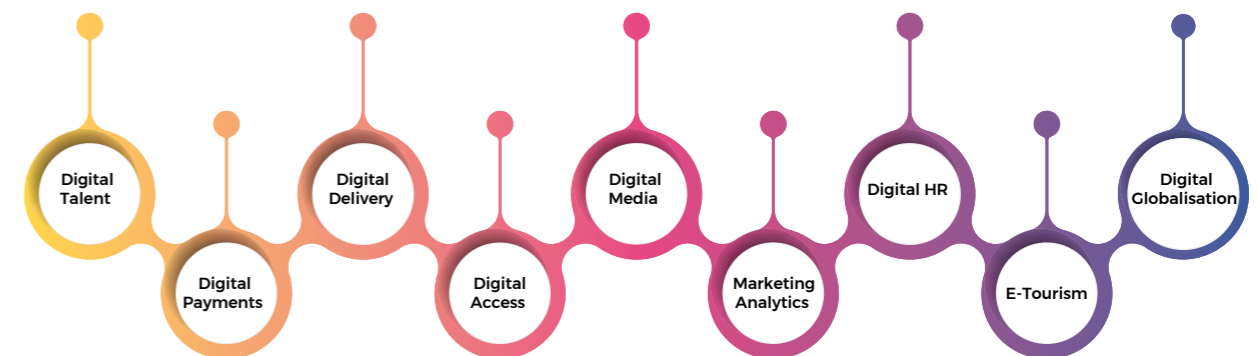
For businesses to remain resilient and competitive, they need to innovate, adopt Digital Products, Digital Solutions, have a Digital Growth Strategy, use technology for expansion and growth, as well as equip their workforce with the necessary skill sets to embrace widespread transformation and digital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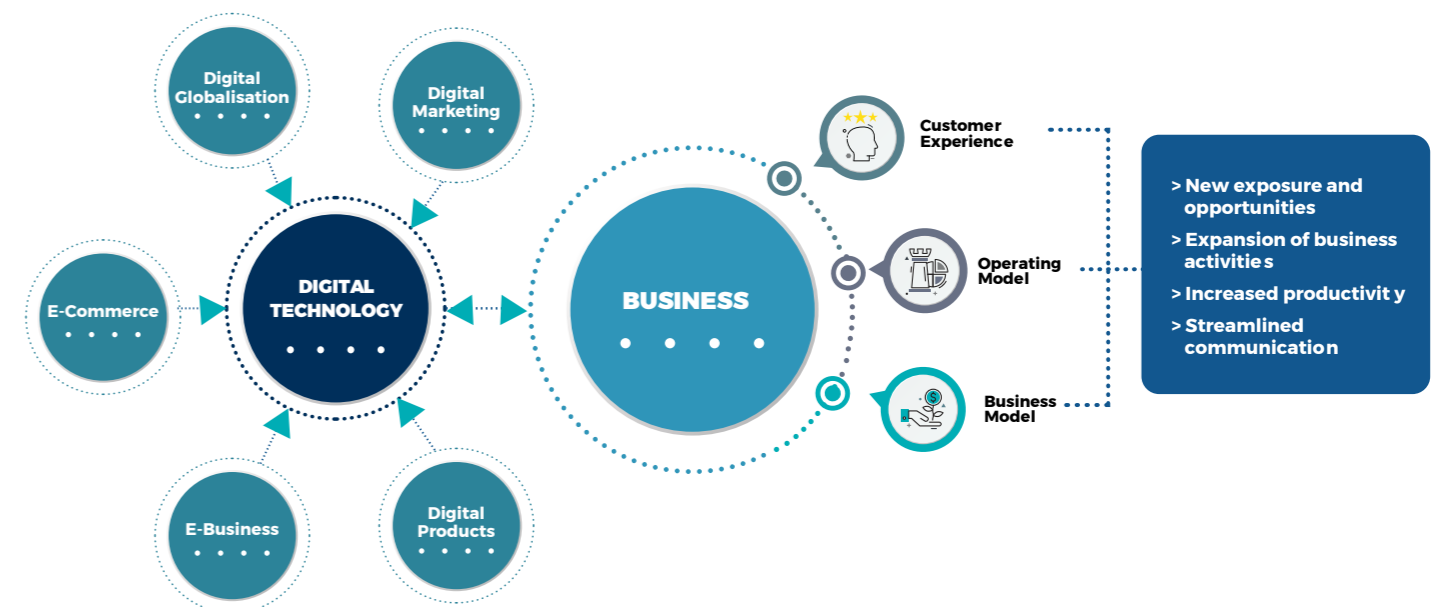
E-Commerce E-Business

Rise of E-Commerce – Buying & Selling without Borders

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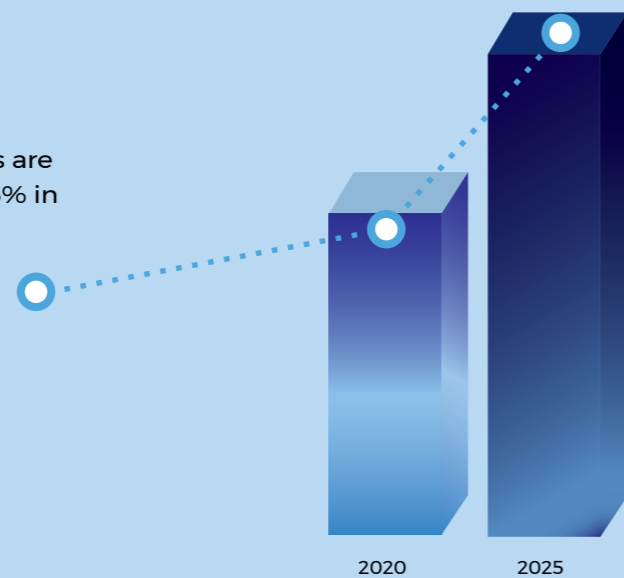rd trend and continue to grow. As future e-business professionals, you will be trained to manage business beyond traditional borders, shaping you into professionals who are able to meet future business challenges.

E-Commerce peneration rates are forecasted to increase from 15% in 2020 to
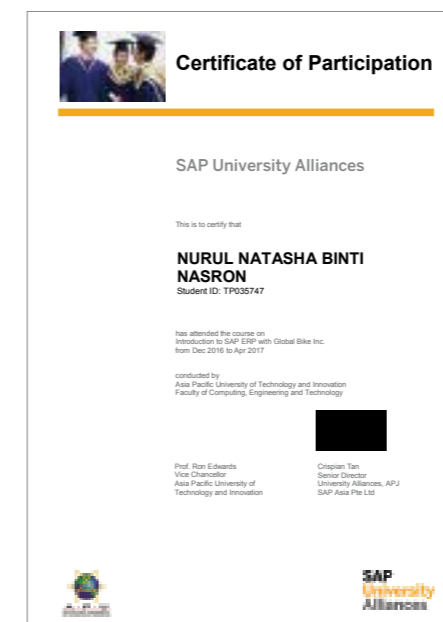
25%

IN 2025.

- MarketWatch, 2020

2020   2025

Scope of E-Business

- Customer Service
- Payment System
- Resources Management
- Training & Information Sharing
- Online Marketplace
- Online Reservation
- Online Banking
- Social Networking

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

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

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

Certificate of Participation

SAP University Alliances

This is to certify that

NURUL NATASHA BINTI NASRON
Student ID: TP035747

Has attended the course on
Introduction to SAP ERP with Global Bike Inc.
from Dec 2016 to Apr 2017

conducted by
Asia Pacific University of Technology and Innovation
Faculty of Computing, Engineering and Technology

Prof. Ron Edwards
Vice Chancellor
Asia Pacific University of
Technology and Innovation

Crispian Tan
Senior Director
University Alliances, APJ
SAP Asia Pte Ltd

SAP University Alliances

ERP MODULES
- Production
- Human Resources
- Finance & Accounting
- Planning
- Sales & Marketing
- Inventory Management

Bachelor of Arts (Honours) in
BUSINESS MANAGEMENT

(R2/0414/6/0087)(08/25)(A6223)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

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

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

At a glance

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

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

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

Module outline

LEVEL 1

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

LEVEL 2

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

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

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

INTERNSHIP (16 weeks)

LEVEL 3

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

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

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

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

(R2/0414/6/0087)(08/25)(A6223)

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of e-business activities as undertaken by managers in a range of organisations.
- A comprehensive understanding and application of creating, funding and managing Internet businesses in a dynamic business world.
- Exposure to theoretical and practical issues of conducting business over the internet and the Web.
- A wide-range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into e-business issues.

Career options
- New Business Development Manager
- E-Business Consultant
- Technopreneur
- Online Marketing Specialist
- Digital Advertising Specialist
- Digital Marketing Manager
- Sales and Marketing Manager
- E-Commerce Specialist
- Digital Marketing Analyst
- Web Analytics Manager
- Social Media Specialist
- Marketing Manager

At a glance

LEVEL 1

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

LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and creativity and innovation. Besides, they will also specialise in the areas of e-business management, e-commerce and e-marketing. In-depth understanding in functional management in various areas will be developed as well. They will gain further understanding of core business processes through the industry-l eading software supported by SAP. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP

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

LEVEL 3

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

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

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

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

Module outline

LEVEL 1

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

LEVEL 2

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

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

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

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Venture Building

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

Elective Modules (Choose 2)
- Corporate Finance **OR** Building Customer Relationships
- Integrated Marketing Communications **OR** Retail Marketing Management

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

(R2/0414/6/0087)(08/25)(A6223)

DUAL DEGREE

At a glance

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the strategic use of digital resources to realise business objectives. The programme provides context and understanding of digital transformations' significance and the role of managerial leadership in a digitally disruptive marketplace.

- Opportunities to engage in applying knowledge to solve business problems through a businesses transformational journey and which includes digital marketing, digital leadership, digital strategy and digital execution.

- The chance to develop a range of employability skills around underlying themes in the modules, specifically communication, problem solving and creativity which prepares students for an agile business environment and enables them to be operationally effective managers and business leaders.

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

CMI ACCREDITED
Chartered Management Institute

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

Module outline

LEVEL 1

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

LEVEL 2

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

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

INTERNSHIP

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

LEVEL 3

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

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

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

LEVEL 1

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

LEVEL 2

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

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

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

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Asian Economics
- Venture Building

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

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

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BA (Hons) **HUMAN RESOURCE MANAGEMENT**

(R2/0414/6/0111)(08/25)(A6226)

DUAL DEGREE

At a glance

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of management activities undertaken by managers of Human Resource Management (HRM) in a range of organisations.

- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.

- Vocationally relevant exposure enabling you to become operationally effective in human resource management.

- A wide range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT and business applications, and the ability to conduct research into human resource management issues.

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

CMI ACCREDITED
Chartered Management Institute

Module outline

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

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

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

LEVEL 1

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

LEVEL 2

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

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

Elective Modules (Choose 1)
- Critical Thinking in Management **OR** Enterprise Resource Planning with SAP Platform

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Venture Building

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

Elective Modules (Choose 2)
- Managing Change **OR** Building Customer Relationship
- Human Factors Psychology **OR** Digital Execution

Bachelor of Arts (Honours) in
INTERNATIONAL BUSINESS MANAGEMENT

(R2/0414/6/0088)(08/25)(A6224)

DUAL DEGREE

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations with particular focus on the development in global business arena.

- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic global contexts.

- Vocationally relevant exposure enabling students to become operationally effective in management either domestically or internationally.

- A wide-range of employment skills such as critical thinking, problem solving and interpretive skills, effective written and oral communication, using IT in business applications, and the ability to conduct research into international business management issues.

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

CMI Chartered Management Institute ACCREDITED

At a glance

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

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

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

Module outline

LEVEL 1

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

LEVEL 2

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

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

Elective Modules (Choose 2)
- Business Management **OR** Employee Development
- Critical Thinking in Management **OR** Regulatory Policy for Investment Markets

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Strategic Management
- Venture Building

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

Elective Modules (Choose 2)
- Global Banking and Finance **OR** Corporate Finance
- Managing People and Performance **OR** Digital Finance

Bachelor of Arts (Honours) in
MARKETING MANAGEMENT

(R2/0415/6/0021)(03/25)(A6225)

DUAL DEGREE

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to start a career in marketing.

- Exposure to key areas including customer lifestyles and behaviour, customer values, marketing communications, international marketing, marketing decision-making and marketing management.

- A combination with other marketing and general business modules allowing students to gain a clear understanding of the vital role of marketing within the business context.

- Exposure to how the marketing discipline makes its impact in a variety of contexts.

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

Digital Marketing Institute Accredited

CMI Chartered Management Institute ACCREDITED

At a glance

LEVEL 1

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

LEVEL 2

A broader range of skills will be learnt, in which students will gain better understanding of functional management and business management, with specialised focus on Information (Research & Advertising), Electronic Marketing, Customer Relations and Creativity & Innovation. We will further nurture their independent learning to prepare them for the workplace and for further researches.

INTERNSHIP

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

LEVEL 3

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

Module outline

LEVEL 1

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

LEVEL 2

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

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

INTERNSHIP (16 weeks)

LEVEL 3

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

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

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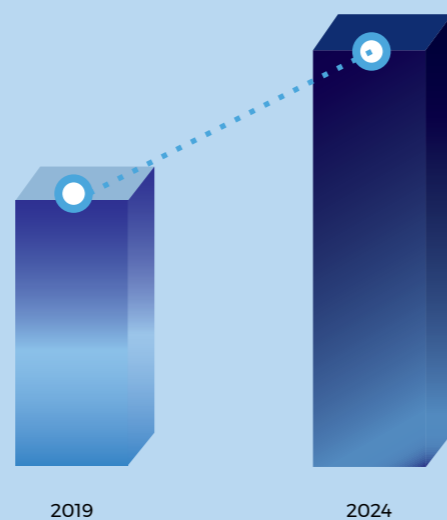
Digital Marketing

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

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

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

- eMarketer, 2020

2019   2024

DIGITAL MARKETING

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

WHY ARE BRANDS SHIFTING TO DIGITAL MARKETING?

Higher Revenue

Marketing Effectiveness and Precise Targeting

Real Time Results

Cost Effective when compared to Traditional

Customer Trust and Brand Reputation

Customer Satisfaction and Retention

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

(R2/0415/6/0021)(03/25)(A6225)

DUAL DEGREE

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to commence a dynamic career in digital marketing.

- A comprehensive understanding of frameworks and strategic planning techniques for the management of business information analytics in the marketing arena.

- Familiarity with a broad range of digital marketing technologies and how they are applied in practically infused digitized settings.

- The ability to critically evaluate and recommend appropriate digital tools and techniques in utilising the plethora of social media paltforms in optimizing market potential.

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

Digital Marketing Institute Accredited

CMI Chartered Management Institute
ACCREDITED

At a glance

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

Module outline

LEVEL 1

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

LEVEL 2

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

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

INTERNSHIP (16 weeks)

LEVEL 3

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

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

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

Travel, Tourism, and Hospitality Business for Sustainable Development

IMI-Switzerland

International Management Institute (IMI) is a leading hospitality school in the heart of Switzerland providing a spectrum of programs starting from Foundation level and extending up to Master of Science.

It is one of Switzerland's unique private hotel schools (with a maximum of 220 students per semester) and aims to provide students with a highly personalised educational experience in the fields of hotel management, business management, culinary arts, events management, and tourism management.

A certification from IMI signifies a hallmark of excellence on any profile and paves the way for future career success. Graduates can be found in senior management positions across the global spectrum, exemplifying the advantage of commencing from the pinnacle.

For over 30 years, the institution has been imparting Swiss hospitality education, and it currently ranks among the top 17 providers of hospitality and tourism management education according to the recent QS rankings by Subject.

Accredited by:

IMI INTERNATIONAL MANAGEMENT INSTITUTE SWITZERLAND

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

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

Bachelor of Arts (Honours) in
TOURISM MANAGEMENT

(R3/1015/6/0006)(12/26)(A6228)

DUAL DEGREE

At a glance	Module outline

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, function and significance of travel and tourism activities to hold executive management and leadership positions in the industry.

- A comprehensive awareness of technical and operational expertise, as well as sustainability of the tourism industry with an emphasis on economic, environmental, social-cultural, and technological factors.

- Exposure to theoretical and practical issues of tourism businesses.

- A wide range of employable skills, such as the ability to do research, develop, and market tourism products and destinations; critical thinking; problem-solving; and interpretative skills; and excellent written and oral communication.

Career options

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

This programme is also a Dual degree programme offered in partnership with De Montfort University (DMU) and is recognised by International Management Institute (IMI) from Switzerland.

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

LEVEL 1

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

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

Elective Module
- Introduction to VRAR and Metaverse

LEVEL 2

Common Modules
- Digital Marketing
- Business Research Methods

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

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

INTERNSHIP (16 weeks)

LEVEL 3

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

Elective Module
- Tourism in Action

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

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

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

(R3/1015/6/0006)(12/26)(A6228)

DUAL DEGREE

At a glance	Module outline

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- An understanding of the context, nature, function and significance of travel, tourism, hospitality and events activities to hold executive management and leadership positions in the industry.

- A comprehensive awareness of technical and operational expertise, as well as sustainability of the tourism and hospitality industry with an emphasis on economic, environmental, social-cultural, and technological factors.

- Exposure to theoretical and practical issues of tourism and hospitality businesses.

- A wide range of employable skills, such as the ability to do research, develop, and market tourism and hospitality products and destinations; critical thinking; problem-solving; and interpretative skills; and excellent written and oral communication.

Career options

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

LEVEL 1

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Elective Modules
- Introduction to VRAR and Metaverse

LEVEL 2

Common Modules
- Digital Marketing
- Business Research Methods

Specialised Modules
- International Cultural and Communications
- Innovation Processes
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- Hospitality and Tourism Revenue Management
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- Geography of Travel and Tourism

Elective Modules
- Consumer Behaviour
- Hotel Accommodation Management
- Restaurant Management

INTERNSHIP (16 weeks)

LEVEL 3

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- Sustainability in Tourism and Hospitality Industry
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- Meetings, Incentives, Conventions and Exhibitions
- Investigations in Tourism Management
- Venture Building
- Final Year Project· Tourism Policy, Planning and Development
- Monitoring and Evaluation of Services Management
- International Tourism Marketing

Elective Module
- Hotel Innovation Management

MQA Compulsory Subjects*
- Appreciation of Ethics and Civilisations (M'sian Students)
- Malay Communication Language (Int'l Students)
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I am APU

WHAT DO OUR ALUMNI SAY…

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

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

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

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

WHAT DO OUR ALUMNI SAY…

YAP SONG MING (Malaysia)
BA (Hons) in Marketing Management, Class of 2018
Area Manager - Maxis

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

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

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

HAFIZA BINTI SAMDUDDIN (Malaysia)
BA (Hons) in International Business Management, Class of 2015
Administrative Assistant - Advance Language Management (ALMA)

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

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

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

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

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

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

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

World-class R&D and Innovation

ACADEMIC RESEARCH

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

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

- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation

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

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

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

APIIT Education Group is the proud recipient of

Prime Minister's Award
and Export Excellence Award (Services)
for Industry Excellence Awards - March 2011

The APIIT Education Group received the prestigious Prime Minister's Industry Excellence Award from the Prime Minister of Malaysia. Only one organisation was selected to receive the Prime Minister's Industry Excellence Award from among nearly 30 other award recipients in 8 different categories. The Industry Excellence Awards, organised by the Ministry of International Trade & Industry (MITI), recognises and rewards organisations for organisational excellence including competitiveness, innovativeness, market presence and export performance. Winning the Prime Minister's Industry Excellence Award is a significant milestone and an honour for APU as a leader in higher education. The award truly reflects our commitment and focus on quality, innovation, graduate employability and internationalisation.

TALENTBANK'S EMPLOYERS' CHOICE AWARD
2024 - Employers' Choice of University

CYBERSECURITY EXCELLENCE AWARDS
- BEST CYBERSECURITY EDUCATION PROVIDER IN ASIA
2024 - Gold Winner
2023 - Gold Winner
2022 - Gold Winner
2021 - Gold Winner
2020 - Gold Winner
2019 - Gold Winner

VARSITY HACKATHON
2024 - Champions

WICKED6 GLOBAL WOMEN'S CYBER LEAGUE GAME 2024 CAPTURE THE FLAG (CTF)
2024 - 1st Place in the Hack the Box Hacking Battlegrounds (HTB) Challenge
2024 - 2nd Place in the MetaCTF
2024 - 1st Place in the Women's Society of Cyberjutsu (CTF)
2024 - 2nd Place in the HaikuCTF

ETHTAIPEI HACKATHON
2024 - 1st Place for using dual investment on Dyson Finance
2024 - 1st Place for deploying smart contracts on ThunderCore
2024 - 2nd Place in the Best Overall Project on Zircuit

MALAYSIA TECHNOLOGY EXPO'S (MTE) ASIAN YOUTH INNOVATION AWARDS (AYIA)
2024 - Gold Medal (ICT category)

DIGITAL CAMPUS 2.0 CAMPAIGN BY PAYNET
2024 - The Champion & The Best Pitch

INTERNATIONAL HUMAN-ENVIRONMENT CARE FILM FESTIVAL (HECFF)
2023 - Best Cultural Diversity Film Award

MDEC PREMIER DIGITAL TECH INSTITUTION AWARDS
2023 - Outstanding Faculty Award (University Category)
2023 - Outstanding Faculty Member Awards (3rd Place)
2022 - PDTI Outstanding Faculty
2022 - Best Faculty Member

PRIVATE EDUCATION EXCELLENCE AWARDS
2023 - Best in Student Achievements (Institution Category)
2023 - Best in Diversity & Inclusion (Institution Category)
2023 - National Outstanding Innovator Award (University category)
2023 - National Outstanding Young Educator Merit Award

HILTI IT COMPETITION
2023 - Champion
2022 - 2nd Runner Up
2021 - Champion
2020 - Champion
2020 - 1st Runner Up

HACKTITUDE MALAYSIA
2023 - Champion

ASIA PACIFIC ICT AWARDS (APICTA) MALAYSIA
2023 - National Winner of Industrial (Manufacturing) and Students (Tertiary) category (MSC Malaysia APICTA)
2022 - Winner of 'Student-Tertiary Technology'
2020 - Winner of 'Best of Tertiary Student Project'
2019 - Winner of 'Best of Tertiary Student Project'
2016 - Top Award for 'Best of Tertiary Student Project'
2013 - Top Award for 'Best of Tertiary Student Project'
2012 - Top Award for 'Best of Tertiary Student Project'
2011 - Winner of 'Special Jury Award' by the Prime Minister
2011 - Top Award for 'Best of Tertiary Student Project'
2011 - Merit Award for 'Best of Tertiary Student Project'
2011 - Merit Award for 'Best of Tertiary Student Project'
2010 - Top Award for 'Best of Tertiary Student Project'
2008 - Top Award for 'Best of e-Inclusion & e-Community'
2005 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Top Award for 'Best of Education & Training'
2004 - Top Award for 'Best of Applications & Infrastructure Tools'
2004 - Merit Award for 'Best of Research & Development'
2003 - Merit Award for 'Best of Research & Development'
2002 - Merit Award for 'Best of Smart Learning Applications'
2001 - Merit Award for 'Best of Smart Learning Applications'
2000 - Merit Award for 'Best of Smart Learning Applications'
2000 - Top Award for 'Best of Student Projects'
1999 - Merit Award for 'Best of Student Projects'

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

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

5TH CARNIVAL OF RESEARCH AND INNOVATION (CRI)
2023 - 2 Gold, 2 Silver and 2 Bronze Medals

NATIONAL SYMPOSIUM ON HUMAN COMPUTER INTERACTION - FUSION
2023 - 1 Gold award, 2nd Placing Awards, and 2 Silver Awards
2022 - 1 Gold award, 3 Silver awards, 5 Bronze awards, 3 Special Jury Awards for best poster and best video, and 2 Lucky Winners

IMPACTHACK BY STANDARD CHARTERED
2023 - Champion

UNIVERSITI MALAYA (UM) HACKATHON
2023 - 2 Champions

MYSTARTUP HACKATHON X DIGITAL NASIONAL BERHAD (DNB)
2023 - Problem Statement 3 Winner

INSTITUTE OF ENGINEERS MALAYSIA (IEM) AWARD
2023 - Gold Award
2022 - Gold Award
2020 - Gold Award
2019 - Gold Award
2018 - Gold Award
2017 - Gold Award
2016 - Gold Award
2015 - Gold Award
2014 - Gold Award

WATER VANGUARDS CHALLENGE 2023
2023 - Champion

WICKED 6 CYBER GAMES, 2023 WOMEN'S GLOBAL CYBER
2023 - 1st Place in Women's Society of CyberJutsu (WSC) CTF
2023 - 2nd Place in the Haiku CTF and Security Innovation CTF
2023 - 7th Place in the SANS Bootup CTF

30-HOUR NO-CODE HACKATHON
2023 - First Place Winner

MICROSOFT'S CODE; WITHOUT BARRIERS HACKATHON
2023 - Winners

APU-AWS DEEPRACER COMPETITION
2023 - 1st Place
2023 - 2nd Place
2023 - 3rd Place

ADOBE CERTIFIED PROFESSIONAL (ACP) CHAMPIONSHIP MALAYSIA
2023 - National Champion
2022 - Top 5

WORLD OF ROBOTICS CHAMPIONSHIP (WRC)
2023 - Champion

PETRONAS INTER-UNIVERSITY CAPTURE THE FLAG (CTF) CHALLENGE 2023
2023 - First Place & Second Runner Up

DATA MINING CUP
2023 - Best Project of the Year: Returns Reduction in E-commerce
2022 - 1st Place & 3rd Place

ASIA PACIFIC, JAPAN, AND CHINA (APJC) CISCO NETRIDERS COMPETITION
2023 - 1st Place

PERODUA SEDAN DESIGN CHALLENGE
2023 - Champion

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

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

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

INTERNATIONAL INNOVATION ARSVOT MALAYSIA (IAM)
2022 - Gold Award
2022 - Bronze Award
2021 - Silver
2021 - Silver

UTAR-FICT INAUGURAL INTERVARSITY CAPTURE THE FLAG (CTF) COMPETITION
2023 - 1st Place & 2nd Runner Up

SIBER SIAGA'S CAPTURE THE FLAGS (CTFS): CODE COMBAT
2023 - 2nd Place
2023 - 3rd Place
2023 - 6th Place
2023 - 9th Place
2022 - 2nd Place
2022 - 2nd Place
2022 - 3rd Place
2022 - 6th Place

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

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

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

INTERNATIONAL INNOVATION, TECHNOLOGY & RESEARCH EXHIBITION AND CONFERENCE (iTREXC)
2023 - 2nd Place
2023 - 3rd Place

ASEAN-REPUBLIC OF KOREA (ROK) YOUTH METAVERSE IDEA CONTEST
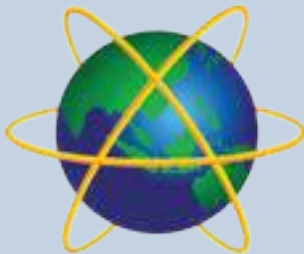2023 - 3rd Place Winner

ODYSSEY HACKFEST: ONLINE CATEGORY
2022 - Champion

INTEL & CREST INDUSTRY-UNIVERSITY CHALLENGE
2022 - Grand Prize

For more awards listing, please visit APU website.

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

A·P·I·I·T
ASIA PACIFIC INSTITUTE
OF INFORMATION TECHNOLOGY

A P I I T E D U C A T I O N G R O U P

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