

**A.P.I.I.T**  
ASIA PACIFIC INSTITUTE OF  
INFORMATION TECHNOLOGY



**STAFFORDSHIRE  
UNIVERSITY**

### **UK Degrees Programme**

- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with a specialism in E-Commerce
- BSc (Hons) in Business Information Technology

*Degrees awarded by Staffordshire University*

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



## BSc (Hons) in Business Computing

KPT/JPA/800-07/63/Jld.V(10) (A10571)06/14

This programme will provide you with the skills to use computer-based systems to solve business problems and support business processes. You will also gain sound knowledge of business areas such as marketing and business resource management and learn how to design and use some of the latest computer-based business systems.



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### THE PROGRAMME

Putting together your business and computing knowledge, will allow you to use computers to meet the needs of business in a variety of work situations.

The first year of Business Computing introduces you to business and computing concepts, tools and techniques, Year 2 covers the development of user-centred systems including legal issues, marketing, networking, databases and the web and human computer interaction and usability.

In the final year, you will concentrate on the strategic role of information in business including critical problems in using IT and the use of IT for innovation and entrepreneurship. You will also undertake a major project that allows you to simulate the application of IT in a business situation.

#### AWARD LENGTH

Three years full-time

#### ADMISSION REQUIREMENTS

We welcome applications from people with a wide variety of qualifications, skills and experience. Applications are individually assessed. However typically you will have :

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

### CAREER PROSPECTS

This course will equip you for a career in any of the main areas of business, where you will be able to use your computing skills. Your graduate destination is likely to be within a business area (such as finance, marketing or human resources) perhaps as a 'power user' (a computer literate business person who has the ability to get the best out of today's computer-based business systems) or within a management services department as a business analyst.

#### Modules

##### YEAR 1

- Business Information Systems & Organisations
- Business Systems Analysis Design & Construction I
- Business Systems Analysis Design & Construction II
- Fundamentals of Computer Hardware and Software
- Learning for Success
- Publishing for the WWW
- Quantitative Tools for Computing
- Software Development

*In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

##### YEAR 2

- Applied Research Methods & Professional Development
- Developing Server Applications
- Information Systems Organisations and Management
- Managing People and Performance
- Networked Computer Systems
- Object-Oriented Methods
- Questionnaire and Data Analysis
- Relational Database Systems Development

##### YEAR 3

- Applied Information Technology Project: Project Management and Communication
- Applied Information Technology Project: Research, Development and Artefact I
- Applied Information Technology Project: Research, Development and Artefact II
- Business to Business Marketing
- Design of Corporate Communication Systems
- Group/Residential Case Study
- Information Systems Strategy
- Perspectives in Systems Analysis and Design

## Bsc (Hons) in Business Computing with a specialism in E-Commerce

KPT/JPA/600-07/63/Jld.V(10) (A10571)06/14

This Programme will provide you with the skills to use computer-based systems to solve E-Commerce business problems and support E-Commerce business processes. You will also gain sound knowledge of business area in particular relating to E-Commerce such as E-Marketing and E-Commerce and business resource management and learn how to design and use some of the latest computer-based business system.



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### THE PROGRAMME

This specialism besides bringing together your business and computing knowledge, will also allow you to have an edge in the E-Commerce area. The first year of Business Computing with a specialism in E-Commerce introduces you to business and computing concepts, tools and techniques, Year 2 covers the development of user-centred systems including legal issues, marketing, networking, interactive E-Marketing and E-Commerce. In the final year, you will concentrate on the strategic role of information in business including critical problems in using IT and the use of IT for innovation and E-Commerce. You will also undertake a major project that allows you to simulate the application of IT in an E-Commerce business situation.

#### AWARD LENGTH

Three years full-time

#### ADMISSION REQUIREMENTS

We welcome applications from people with a wide variety of qualifications, skills and experience. Applications are individually assessed. However typically you will have :

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

### CAREER PROSPECTS

This Programme will equip you for a career in any of the main areas of business, where you will be able to use your computing skills particularly in the E-Commerce area. Your graduate destination is likely to be within a business area (such as finance, marketing or human resources) perhaps as a computer literate business person who has the ability to get the best out of today's E-Commerce scene or within a management services department as an E-Commerce business analyst.

#### Modules

##### YEAR 1

- Business Information Systems & Organisations
- Business Systems Analysis Design & Construction I
- Business Systems Analysis Design & Construction II
- Fundamentals of Computer Hardware and Software
- Learning for Success
- Publishing for the WWW
- Quantitative Tools for Computing
- Software Development

*In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

##### YEAR 2

- Applied Research Methods & Professional Development
- Developing Server Applications
- Information Systems Organisations and Management
- Electronic Commerce
- Networked Computer Systems
- Object-Oriented Methods
- Interactive and E-Marketing
- Relational Database Systems Development

##### YEAR 3

- Applied Information Technology Project: Project Management and Communication
- Applied Information Technology Project: Research, Development and Artefact I
- Applied Information Technology Project: Research, Development and Artefact II
- Developing E-Commerce Applications with XML
- E-Tourism
- Group/Residential Case Study
- Information Systems Strategy
- Perspectives in Systems Analysis and Design



## BSc (Hons) in Business Information Technology

KPT/JPA/600-07/83/Jld.V(10) (A10570)08/14

In today's competitive business world, information technology (IT) plays a major role in exploiting commercial potential. In many business sectors the special combination of IT and business skills is the key to being a market leader. The business information technology course focuses on using IT to solve business problems.



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### THE PROGRAMME

The first year introduces you to business systems and computing concepts, tools and techniques. Year 2 covers the development of IT systems for business, including planning and forecasting, networking, databases and the web and Marketing.

In the final year, you will concentrate on the strategic role of IT, including critical problems in using IT and the use of IT for innovation and entrepreneurship. You will also undertake a major project that will allow you to simulate the application of IT in a business situation.

In the Group Case Study, you will work in teams to systematically solve a simulated business problem, developing proposed solutions involving the use of Information Technology.

#### AWARD LENGTH

Three years full-time

#### ADMISSION REQUIREMENTS

We welcome applications from people with a wide variety of qualifications, skills and experience. Applications are individually assessed. However typically you will have :

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

### CAREER PROSPECTS

You will be well suited to one of the many careers that use IT in business at a management level. Your graduate destination is likely to be within an IT department, developing IT systems and servicing the IT needs of a number of business departments such as finance, marketing or human resources. You may take up a career in IT system development, IT systems analysis and design or IT network management.

#### Modules

##### YEAR 1

- Business Information Systems & Organisations
- Business Systems Analysis Design & Construction I
- Business Systems Analysis Design & Construction II
- Fundamentals of Computer Hardware and Software
- Learning for Success
- Publishing for the WWW
- Quantitative Tools for Computing
- Software Development

*In addition to the above, all students are also required to successfully complete four (4) General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfill credit requirements for Co-Curricular Activities.*

##### YEAR 2

- Applied Research Methods & Professional Development
- Developing Server Applications
- Electronic Commerce
- Information Systems Organisations and Management
- Marketing Principles
- Networked Computer Systems
- Object-Oriented Methods
- Relational Database Systems Development

##### YEAR 3

- Applied Communications Technology
- Applied Information Technology Project: Project Management and Communication
- Applied Information Technology Project: Research, Development and Artefact I
- Applied Information Technology Project: Research, Development and Artefact II
- Developing E-Commerce Applications with XML
- Group/Residential Case Study
- Information Systems Strategy
- Interactive and E-Marketing

# ASIA PACIFIC INSTITUTE OF INFORMATION TECHNOLOGY (APIIT)



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

The Asia Pacific Institute of Information Technology offers a range of Technology-focused and Hybrid programmes which are designed to produce highly employable graduates, by providing our students with an internationally benchmarked academic experience closely aligned to industry requirements.

As an integral member of the APIIT Education Group – comprising the Asia Pacific University of Technology & Innovation (APU), the Asia Pacific Smart School and the Asia Pacific International School - APIIT has achieved an enviable record of having produced more than 15,000 highly employable graduates through a sound approach of transforming and nurturing school leavers into qualified and highly competitive professionals.

APIIT's programmes are offered together with our long-standing international partner, Staffordshire University, United Kingdom. Under this approved collaborative arrangement, APIIT delivers Staffordshire University Degrees using the same curriculum and conforming to the same teaching, learning and assessment quality enhancement processes as in the UK, with the aim of ensuring comparability of student experience and academic standards.

Indeed, APIIT's system of education produces graduates who embody Staffordshire's commitment of producing The Staffordshire Graduate – graduates who possess the key skills of Employability, Enterprise and Entrepreneurship – and the ability to stand out in the job market. As APIIT students studying on Staffordshire University Degree, our students get a whole lot more than just an understanding of their subjects, but will leave with a set of attributes that prospective employers not only look for but will value and respect.

At the same time, APIIT's own Foundation and Diploma Programmes are also externally quality assured by Staffordshire University, which ensures that students obtain an internationally benchmarked qualification while also ensuring successful progression into the Degree of their choice.

This approach in providing internationally benchmarked education also extends beyond the borders of Malaysia, and is closely replicated within our family of APIIT branch campuses operating in Sri Lanka and in India.

Among Malaysia's first MSC-Status Institutions, APIIT has also achieved a strong track record in Research, Development and Commercialisation, winning more than 40 Malaysian and international IT awards to-date for its innovations, products and student projects. In recognition of its focus on Quality in Education, the APIIT Education Group received the Prime Minister's Award of Excellence in 2011, as well as the Export Quality Award from the Ministry of International Trade and Industry, Malaysia.

APIIT's academic programmes are approved by the Ministry of Education of Malaysia and the qualifications are accredited or provisionally accredited by the Malaysian Qualifications Agency (MQA).



# Staffordshire University - Our Partner in Quality

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

Some facts about Staffordshire University are:

- Staffordshire University's strong focus on employability was underlined in the UK Sunday Times newspaper's 2010 University League Tables, in which it was recognised as a leading UK university for achieving graduate employment.
- One of the first universities in the world to offer computing degrees back in the 1960s, Staffordshire maintains a strong reputation for excellence and innovation in teaching technology-based subjects.
- The University's Computing, Computer Games Design, Network Security, Mechanical, Electrical, Electronic and Automotive Engineering awards are all highly respected by employers globally.



**STAFFORDSHIRE UNIVERSITY**

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

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

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

**"Staffordshire's teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK." - The Sunday Times, September 2009**

## PARTNERSHIPS / COLLABORATIONS

### UNITED KINGDOM

Staffordshire University  
Northumbria University  
Middlesex University  
Hertfordshire University  
Oxford Brookes University  
Sunderland University  
Leeds Metropolitan University

University of East London  
University of Portsmouth  
University of the West of England  
University of Newcastle Upon Tyne  
Coventry University  
Liverpool Hope University  
University of Wolverhampton

### AUSTRALIA

Queensland University of Technology  
Monash University  
University of Newcastle  
Central Queensland University  
University of Wollongong  
Swinburne University of Technology  
Deakin University

Curtin University  
University of Tasmania  
James Cook University  
Edith Cowan University  
Murdoch University  
University of New England

### NEW ZEALAND

Lincoln University, New Zealand

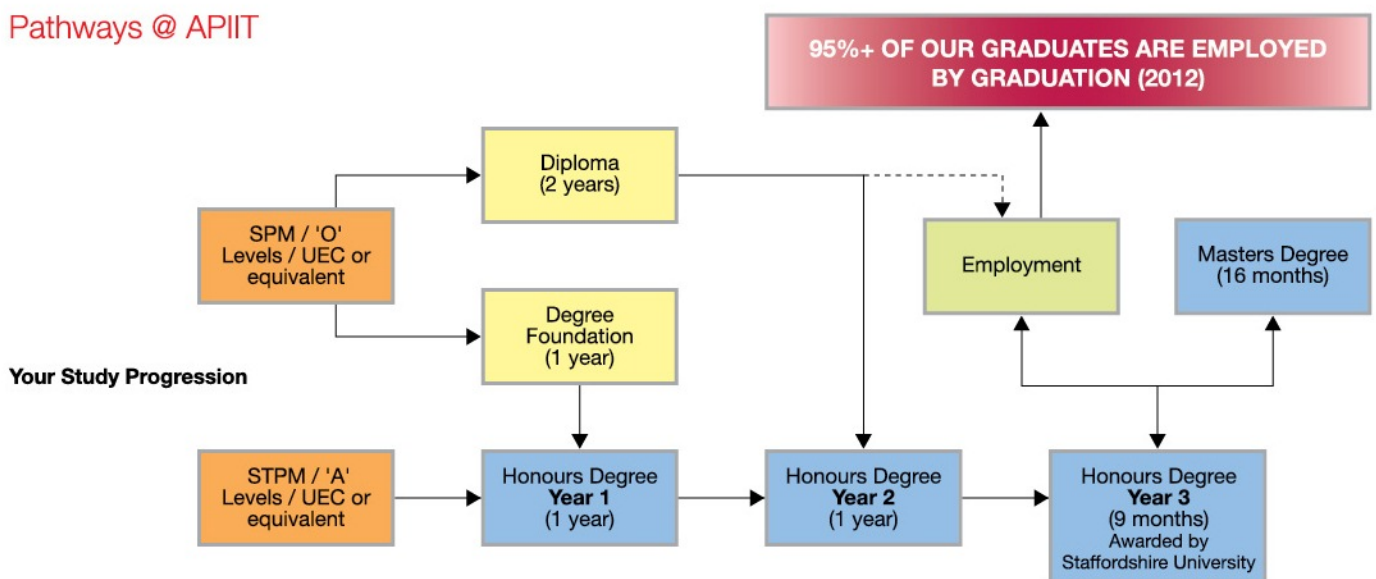
### EUROPE

Saxion University, The Netherlands  
Hanze University, The Netherlands

### CANADA

University of the Fraser Valley

## Pathways @ APIIT



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