

MEDIA, INTERNATIONAL RELATIONS  
& PSYCHOLOGY



A · P · U

ASIA PACIFIC UNIVERSITY  
OF TECHNOLOGY & INNOVATION

I  
am  
confident



MEDIA, INTERNATIONAL RELATIONS  
& PSYCHOLOGY

INNOVATIVE  
THINKING  
CAN CHANGE  
YOUR WORLD



# First and Only Malaysian University with QAA UK Accreditation 2024



## 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



# 1<sup>st</sup> Malaysian University to achieve QAA UK Accreditation



## 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 on 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



# Malaysian University

*1 of 24 in the world*

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



## QS World University Rankings 2026

- Ranked #597 in the World - Top 2% of Universities Worldwide
- Ranked No.16 in the World for International Students
- Ranked No.10 in the World for International Students Diversity
- Ranked Top 170 for International Faculty in the World



## QS World University Rankings : Asia 2026

- Ranked #147 in Asia
- Ranked #39 in South East Asia





## TOP 20 IN ASIA & TOP 5 IN ASEAN

APU has achieved outstanding recognition in the AppliedHE All Asia 2026 Private University Ranking. This remarkable achievement reflects our unwavering commitment to academic excellence, innovation, and global impact. The AppliedHE Private University Ranking: All Asia was created with the goal of measuring the things about private universities that students deciding on their higher education journey find most important. The ranking measures what is important to students: the quality of teaching and learning, Employability, Research, Internationalisation, Community Engagement and Institution Reputation.



2026

## APU MAKES WAVES IN THE QS WORLD UNIVERSITY RANKING 2026 - TOP 2% GLOBALLY

The Asia Pacific University of Technology & Innovation (APU) has been officially recognised among the world's leading universities in the QS World University Rankings 2026, placing at #597 globally – positioning APU within the Top 2% of universities worldwide. APU is also ranked #16 in the world for International Students, reflecting its highly diverse and globally inclusive learning community.



## APU IS AWARDED 2025 EMPLOYERS' CHOICE OF UNIVERSITY - TALENTBANK

Renowned for its 100% employability rate among graduates, APU underlined its strengths by being selected as the 2025 Employers' Choice of University in Talentbank's annual survey of employers. APU graduates emerged as 6 STAR of Employers' Top Choice in several key disciplines, namely Computing & IT, Animation, Advertising, Finance, and Marketing. APU has also kept its Leadership position in Computing & IT as CHAMPIONS of the Category. This significant achievement underlines APU's strategic alignment with emerging industry needs and its consistent track record in nurturing high-calibre talent.



## APU IS AWARDED BEST AI UNIVERSITY, BEST TECH UNIVERSITY & BEST FUTURE READY UNIVERSITY - PC.COM AWARDS 2025

The PC.com Awards are prestigious accolades that celebrate organisations demonstrating excellence and leadership in technology and innovation. At the 2025 Awards, Asia Pacific University of Technology & Innovation (APU) once again stood out, earning Best Tech University, Best Future Ready University, and the newly introduced Best AI University titles, as voted by PC.com readers. These achievements reaffirm APU's dedication to delivering world-class digital technology programmes and shaping future-ready graduates. APU continues its winning streak, having previously secured both Best Tech University and Best Future Ready University in 2024, and Best Tech University 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



# 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



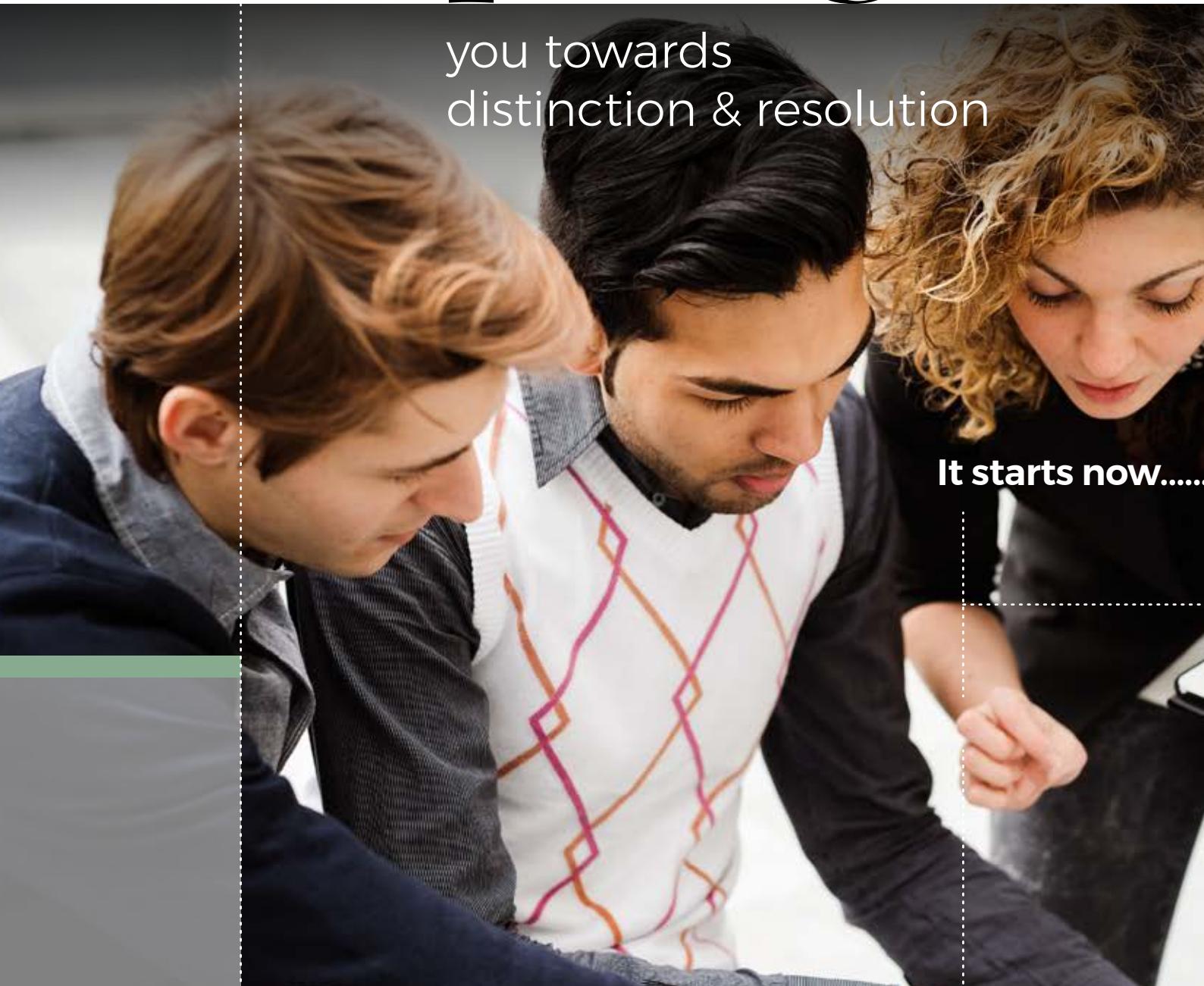
The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering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

Leigh Kamolins, Head of Evaluation

# Inspiring

you towards  
distinction & resolution

**It starts now....**



## 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.



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## MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY

### DEGREE PROGRAMMES



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



- Bachelor of Arts (Honours) in International Relations



- Bachelor of Science (Honours) in Psychology

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

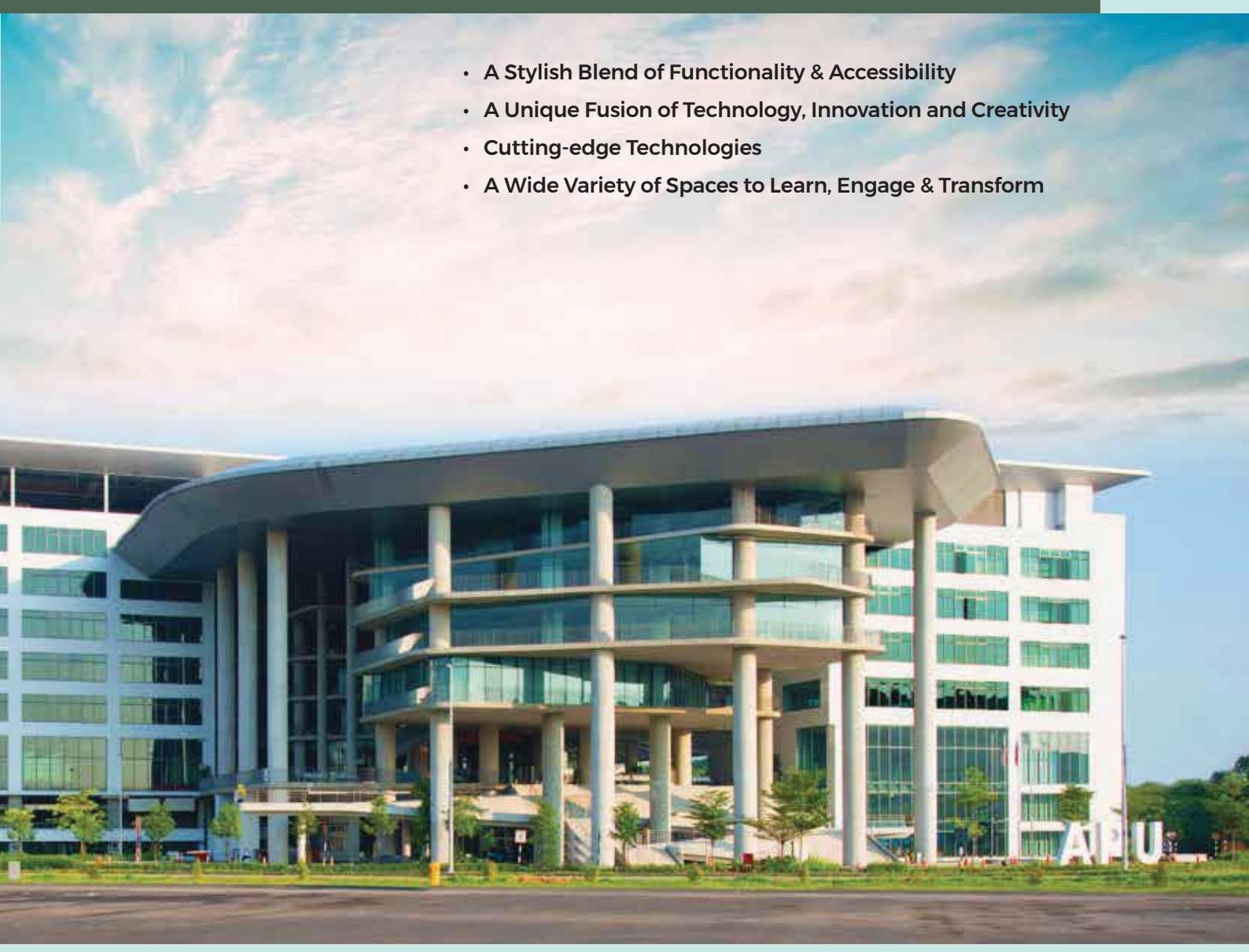
Asia Pacific University of Technology & Innovation (APU)'s Ultra-Modern University Campus in MRANTI - Technology Park Malaysia is designed to be the state-of-the-art teaching, learning and research facility providing a conducive environment for students and staff. TPM is the ideal location for this new 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.



## Malaysia's Award Winning University

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



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



**Ranked  
No.16**  
in the World  
for International  
Students  
QS World University  
Rankings 2026

**MALAYSIA'S  
AWARD  
WINNING  
UNIVERSITY**

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

**100%**  
Employability\*

**TOP 20**  
in Asia  
AppliedHE All Asia  
Private University  
Rankings 2026

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

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



# 100

## Employability\*

### Outstanding Support

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



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.*

100%



### 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.



RANKED

#

16

in the World  
for International  
Students

*QS World University Rankings 2026*



## A Hub of Cultural Diversity

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

### Student Welcome Team

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



## 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.



### 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

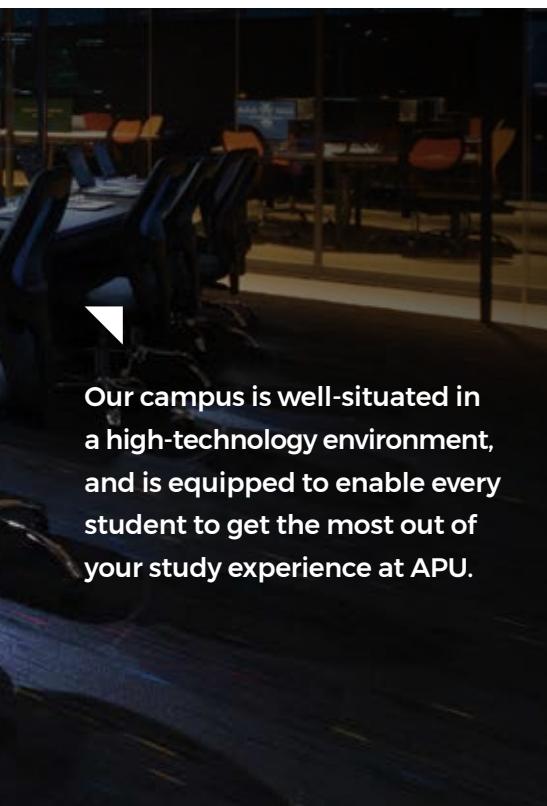


## An Integrated Community

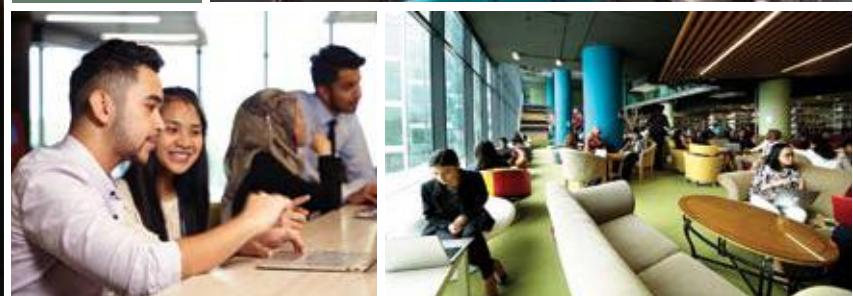
The campus aims to establish a community aspect for the university - where integration is the key. Walkways, classrooms, communal spaces and discussion areas promote connectivity and cultivates exchange of ideas among students from different disciplines and academics, to implement cooperative learning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



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.



# Our Partner in Quality

De Montfort University (DMU), UK



## 150 years of academic excellence

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

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



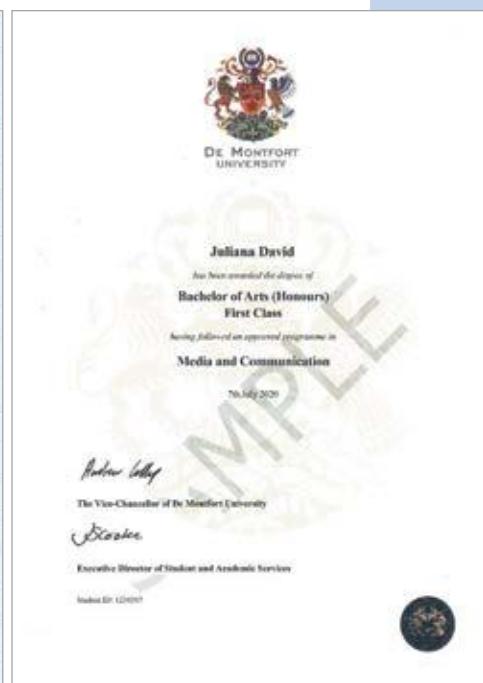
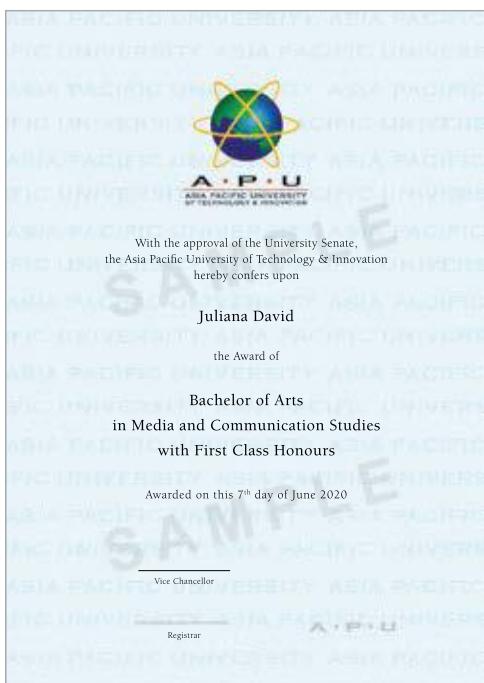


## About DMU

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

# Double your Advantage

## APU-DMU Dual Degree Programme



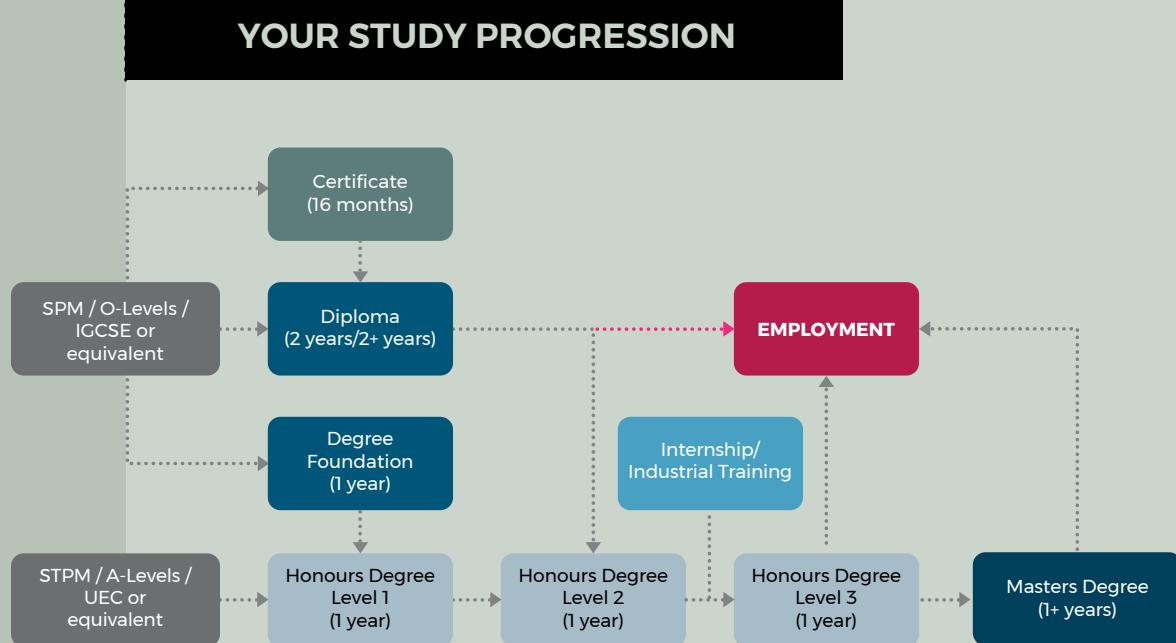
- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, 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



# ADMISSION REQUIREMENTS

## BACHELORS (HONS) DEGREE PROGRAMMES

General Requirements		
DIRECT ENTRY TO LEVEL 1 OF THE DEGREE:		
	<b>Bachelor of Science (Honours) in Psychology</b>	<b>Bachelor of Arts (Honours) in Media and Communication Studies</b> <b>Bachelor of Arts (Honours) in International Relations</b>
<b>STPM</b>	- 2 Passes in STPM with a minimum Grade C (GP 2.0), a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM Level or its equivalent.	- 2 Passes in STPM with a minimum Grade C (GP 2.0) and a Credit in English at SPM Level or its equivalent.
<b>A-LEVEL</b>	- 2 Passes in A-Level in any 2 subjects, a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent.	- 2 Passes in A-Level in any 2 subjects, and a Credit in English at SPM/O-Level/IGCSE or its equivalent.
<b>UEC</b>	- 5 Grade B's in UEC with a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent.	- 5 Grade B's in UEC including English.
<b>MATRICULATION/ FOUNDATION</b>	- Passed Foundation programme (minimum CGPA of 2.0) with a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent.	- Passed Foundation programme (minimum CGPA of 2.0) with a Credit in English at SPM/O-Level/IGCSE or equivalent.

*Note: Students without a Credit in Mathematics AND/OR a Credit in Biology/ Physics/ Chemistry/ General Science/ Applied Science at SPM/ IGCSE level or equivalent can be admitted but are required to attend special enhancement course(s) as Pre-Requisite. Students must obtain CREDIT in the Mathematics and Science enhancement courses at APU as a Pre-Requisite to related core courses taught in English.*

ENTRY TO LEVEL 2 OF THE DEGREE:		
<b>DIPLOMA</b>	<ul style="list-style-type: none"> <li>- A Diploma and its equivalent with a minimum CGPA of 2.0 and a Credit in Mathematics and Science/ Chemistry/ Physics/ Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent.</li> <li>- Diploma in Psychology with a minimum CGPA of 2.0.</li> </ul>	<ul style="list-style-type: none"> <li>- A Diploma and its equivalent with a minimum CGPA of 2.0 and a Credit in English at SPM/O-Level/IGCSE or its equivalent.</li> <li>- Diploma in Media &amp; Communication or its equivalent with a minimum CGPA of 2.0.</li> </ul>

*Note: The credit requirement at SPM/ IGCSE level can be waived should the grades obtained at the STPM/ A-Levels/ Diploma/ Matriculation/ Foundation level are equivalent/ higher.*

## ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes	Requirements
Foundation Programme	<ul style="list-style-type: none"> <li>• IELTS : 4.0</li> <li>• TOEFL IBT : 30-31</li> <li>• Pearson (PTE) : 36</li> <li>• MUET : Band 3</li> </ul>
Diploma in Business Administration Diploma in International Studies Bachelor of Arts (Honours) in Media and Communication Studies Bachelor of Arts (Honours) in International Relations	<ul style="list-style-type: none"> <li>• IELTS : 5.0</li> <li>• TOEFL IBT : 40</li> <li>• Pearson (PTE) : 47</li> <li>• MUET : Band 3.5</li> </ul>
Bachelor of Science (Honours) in Psychology	<ul style="list-style-type: none"> <li>• IELTS : 5.5</li> <li>• TOEFL IBT : 46</li> <li>• Pearson (PTE) : 51</li> <li>• MUET : Band 4</li> </ul>

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

## 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
ROUTES	BUSINESS, FINANCE & SOCIAL SCIENCES
SEMESTER 2	<ul style="list-style-type: none"> <li>• Introduction to Business</li> <li>• Fundamentals of Finance</li> <li>• Global Business Trends</li> <li>• Public Speaking in English</li> </ul>
SEMESTER 3	<ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Economics for Business</li> <li>• Perspectives in Technology / Further Mathematics**</li> <li>• Co-Curricular</li> </ul> <p>Choose <b>one</b> of the following modules:</p> <ul style="list-style-type: none"> <li>• Principles of Accounts</li> <li>• Discovering Media in the Digital Age</li> <li>• Psychology &amp; Behavioral Science</li> <li>• Fundamentals of Hospitality and Tourism Industry</li> </ul>

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

PRIMARY PATHWAYS	<ul style="list-style-type: none"> <li>- Business, Management, Hospitality &amp; Tourism</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Media, Communication &amp; Psychology</li> </ul>
ALTERNATIVE PATHWAYS	<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Immersive Technology &amp; Game Development</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Architecture</li> </ul>

## 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
  - Internet of Things (IoT)
  - Financial Technology (FinTech)
- Bachelor of Science (Hons) in Software Engineering\*
- Bachelor of Science (Honours) in Computer Science\*
- Bachelor of Science (Honours) in Computer Science with a specialism in
  - Data Analytics\*
- Bachelor of Computer Science (Hons) (Artificial Intelligence)\*
- Bachelor of Science (Honours) in Computer Science (Cyber Security)\*
- Bachelor of Science (Honours) in Computer Science (Cyber Security) with a specialism in
  - Digital Forensics\*

#### Accounting, Banking, Finance & Actuarial

- Bachelor of Accounting and Finance (Honours)
- Bachelor of Accounting and Finance (Honours) with a specialism in
  - Forensic Accounting
  - Sustainable Computing
  - Business Information Systems
- Bachelor in Banking and Finance (Hons)
- Bachelor in Banking and Finance (Hons) with a specialism in
  - Investment Analytics
  - Financial Technology
- Bachelor of Financial Technology (Honours)
- Bachelor of Science (Honours) in Actuarial Studies with a specialism in
  - Data Analytics
  - Financial Technology

#### Architecture

- Bachelor of Science (Honours) in Architecture



#### Immersive Technology & Game Development

- Bachelor in Interactive Media and Immersive Technology (Honours)
- Bachelor in Interactive Media and Immersive Technology (Honours) with a specialism in
  - VR/AR
- Bachelor of Science (Honours) in Computer Games Development

A Pass in Mathematics at SPM / O-Level / IGCSE is required for these programmes.

(Strong Mathematics would be an added advantage)

- \* Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics Pathways from the **Computing & Technology** route or **Engineering** route if the student does not have a credit in Additional Students who have completed Foundation from other routes apart from the above are required to do a Pre-Requisite module 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

• Communication Skills	• Personal Development & Study Methods	• Essentials of Web Applications	• Mathematics
<b>COMPUTING &amp; TECHNOLOGY</b>		<b>ENGINEERING</b>	
<ul style="list-style-type: none"> <li>• Introduction to Business</li> <li>• Introduction to Computer Architecture &amp; Networking</li> <li>• Introduction to Visual &amp; Interactive Programming</li> <li>• Public Speaking in English</li> </ul> <p>• Academic Research Skills</p> <p>• Further Mathematics</p> <p>• Introduction to Multimedia Applications</p> <p>• Co-Curricular</p> <p><i>Choose one of the following modules:</i></p> <ul style="list-style-type: none"> <li>• Perspectives in Technology</li> <li>• Discovering Media in the Digital Age</li> <li>• Psychology &amp; Behavioral Science</li> <li>• Fundamentals of Hospitality and Tourism Industry</li> </ul>		<ul style="list-style-type: none"> <li>• Mechanics for Engineers</li> <li>• Engineering Mathematics</li> <li>• Introduction to Visual &amp; Interactive Programming</li> <li>• Public Speaking in English</li> </ul> <ul style="list-style-type: none"> <li>• Academic Research Skills</li> <li>• Science for Engineers</li> <li>• Perspectives in Technology</li> <li>• Design Thinking – Fraunhofer – IEM</li> <li>• Co-Curricular</li> </ul>	
<ul style="list-style-type: none"> <li>• Computing &amp; Technology</li> <li>• Immersive Technology &amp; Game Development</li> </ul>		<ul style="list-style-type: none"> <li>- Engineering</li> </ul>	
<ul style="list-style-type: none"> <li>- Business, Management, Hospitality &amp; Tourism</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Media, Communication &amp; Psychology</li> <li>- Architecture</li> </ul>		<ul style="list-style-type: none"> <li>- Computing &amp; Technology</li> <li>- Immersive Technology &amp; Game Development</li> <li>- Accounting, Finance, Banking &amp; Actuarial Studies</li> <li>- Business, Management, Hospitality &amp; Tourism</li> <li>- Industrial Design, Visual Effects, Animation &amp; Digital Advertising</li> <li>- International Relations</li> <li>- Media, Communication &amp; Psychology</li> <li>- Architecture</li> </ul>	

<p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p>  <b>Physics OR Chemistry OR Technical Science</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics and Physics OR Chemistry at SPM / O-Level / IGCSE is required for the following programmes:</p> <p><b>Engineering</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Electrical and Electronic Engineering with Honours</li> <li>• Bachelor of Mechatronic Engineering with Honours</li> <li>• Bachelor of Mechanical Engineering with Honours</li> <li>• Bachelor of Computer Engineering with Honours</li> <li>• Bachelor of Petroleum Engineering with Honours</li> </ul> <p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p>    <b>Science OR Physics OR Chemistry OR Biology</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics and Science OR Physics OR Chemistry OR Biology and a Pass in English at SPM / O-Level / IGCSE is required for the following programme:</p> <p><b>Psychology</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Science (Honours) in Psychology</li> </ul>	<p>Leading from APU Foundation to your Choice of Degree Studies:</p> <p><b>Business, Management, Marketing &amp; Digital Marketing</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Business Management</li> <li>• Bachelor of Arts (Honours) in Business Management with a specialism in <ul style="list-style-type: none"> <li>- E-Business</li> <li>- AI &amp; Business Analytics</li> <li>- Digital Leadership</li> <li>- Business Economics</li> </ul> </li> <li>• Bachelor of Arts (Honours) in International Business Management</li> <li>• Bachelor of Arts (Honours) in International Business Management with a specialism in <ul style="list-style-type: none"> <li>- Supply Chain Management</li> </ul> </li> <li>• Bachelor of Arts (Honours) in Human Resource Management</li> <li>• Bachelor of Arts (Honours) in Human Resource Management with a specialism in <ul style="list-style-type: none"> <li>- People Analytics</li> </ul> </li> <li>• Bachelor of Arts (Honours) in Marketing Management</li> <li>• Bachelor of Arts (Honours) in Marketing Management with a specialism in <ul style="list-style-type: none"> <li>- Digital Marketing</li> </ul> </li> </ul> <p><b>Hospitality &amp; Tourism</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Tourism Management</li> <li>• Bachelor of Science (Honours) in Hospitality and Tourism with a specialism in <ul style="list-style-type: none"> <li>- Hospitality Innovation</li> <li>- Events Management</li> <li>- Aviation Management</li> </ul> </li> </ul> <p><b>Media and International Relations</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Media and Communication Studies</li> <li>• Bachelor of Arts (Honours) in International Relations</li> </ul> <p><b>Industrial Design, Animation &amp; Visual Effects</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Arts (Honours) in Industrial Design</li> <li>• Bachelor of Arts (Honours) in Visual Effects</li> <li>• Bachelor of Arts (Honours) in Animation</li> <li>• Bachelor of Arts (Honours) in Digital Advertising</li> </ul>
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and Artificial Intelligence programmes will be required to undertake Foundation Mathematics at SPM / O-Level / IGCSE or equivalent.

in Further Mathematics or equivalent in the first semester of the Degree Programme,

Studies.





# Diploma Programmes

Our Diploma Programmes are designed to prepare those with SPM, O-Levels, IGCSE or similar qualifications with academic aspect 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 International Studies**
- **Diploma in Design and Media**
- **Diploma in Psychology**

# PATHWAYS AFTER DIPLOMA TO MEDIA AND INTERNATIONAL RELATIONS 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 International Studies

Students who undertake 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*\*
  - *AI & Business Analytics*\*
  - *Business Economics*\*
- Bachelor of Arts (Honours) in International Business Management\*
- Bachelor of Arts (Honours) in International Business Management with a specialism in:
  - *Supply Chain Management*\*
- Bachelor of Arts (Honours) in Human Resource Management\*
- Bachelor of Arts (Honours) in Human Resource Management with a specialism in:
  - *People Analytics*\*
- Bachelor of Arts (Honours) in Marketing Management\*
- Bachelor of Arts (Honours) in Marketing Management with a specialism in:
  - *Digital Marketing*\*

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



## Diploma in Psychology

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

- Bachelor of Science (Hons) Psychology

## Diploma in Design and Media

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

- Bachelor of Arts (Honours) in Media and Communication Studies\*
- 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
- Bachelor of Science (Honours) in Computer Games Development (Game Art Track)

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



## 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*
  - *AI & Business Analytics*
  - *Business Economics*
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in International Business Management with a specialism in:
  - *Supply Chain Management*
- Bachelor of Arts (Honours) in Human Resource Management
- Bachelor of Arts (Honours) in Human Resource Management with a specialism in:
  - *People Analytics*
- 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\*

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

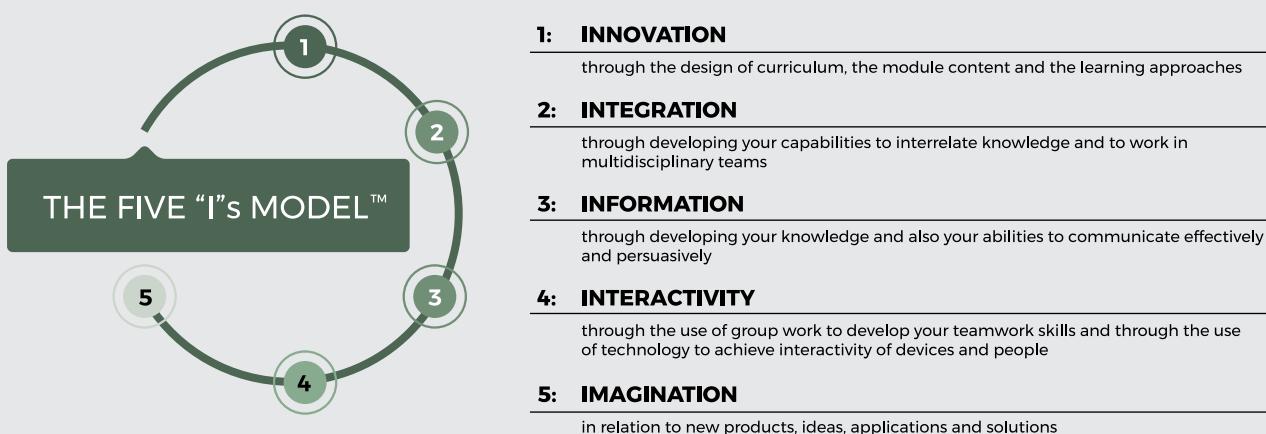
\* For the full listing of our Diploma Programmes, please refer to the Pre-University programme brochure.

# Media, International Relations & Psychology



## THE AIMS OF THE APU MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY ARE TO:

- Provide our graduates with discipline expertise by instilling a critical knowledge of the discipline that is underpinned by the experience, research and scholarship of the academic staff
- Develop and refine graduates' academic & soft skills that are highly sought by employers
- Develop graduates' effective communication skills and their ability to work both independently and in groups
- Provide the skills necessary to work in local or international organisations
- Ensure student understand the context, nature, role and significance of activities as undertaken by industry practitioners
- Equip students with skills to develop interactive communication skills & knowledge that are suitable for a global context.





# Degree Programmes

## MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY STUDY PATHWAYS

LEVEL	PROGRAMMES
SPECIALISED LEVEL 1	<ul style="list-style-type: none"><li>Bachelor of Arts (Honours) in Media and Communication Studies</li></ul>
SPECIALISED LEVEL 1	<ul style="list-style-type: none"><li>Bachelor of Arts (Honours) in International Relations</li></ul>
SPECIALISED LEVEL 1	<ul style="list-style-type: none"><li>Bachelor of Science (Honours) in Psychology</li></ul>

### INTERNSHIP / INDUSTRIAL TRAINING

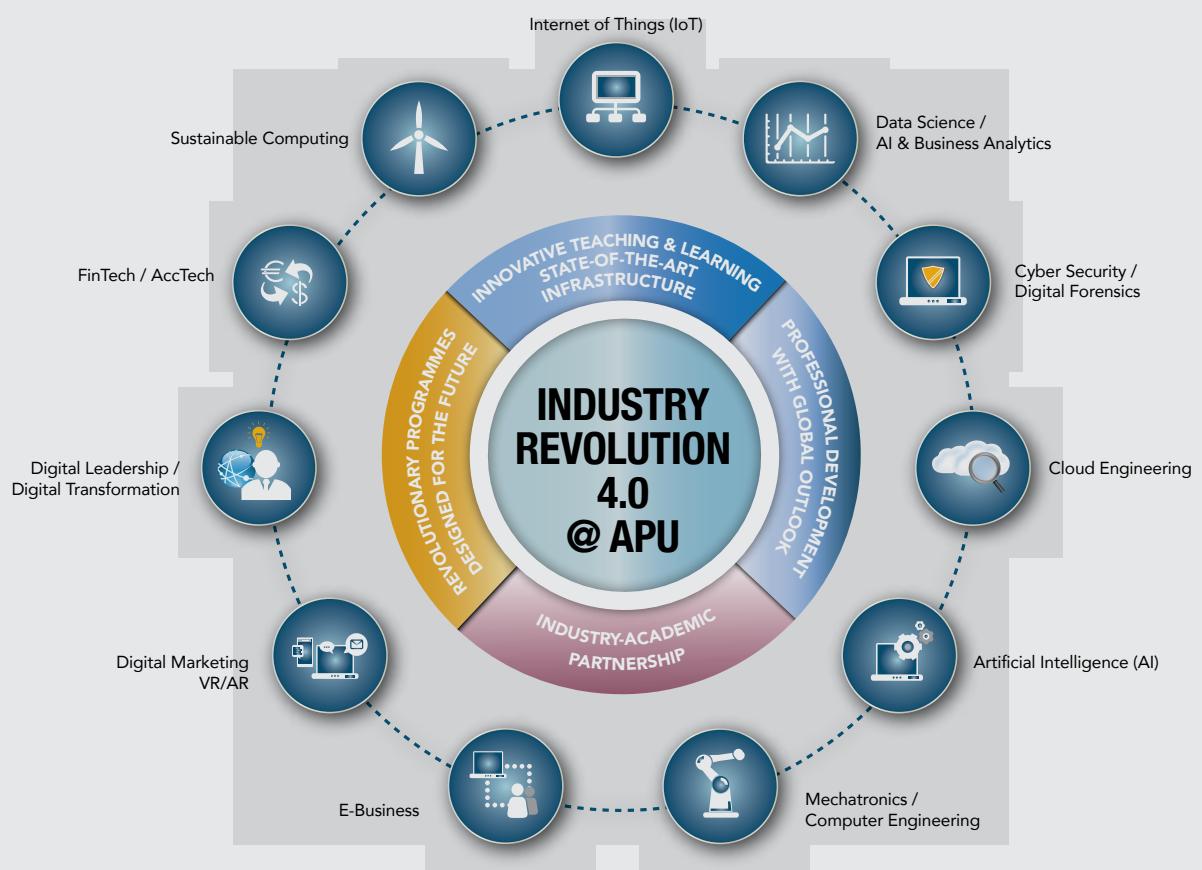
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will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

# Embracing the wave of Industry Revolution 4.0

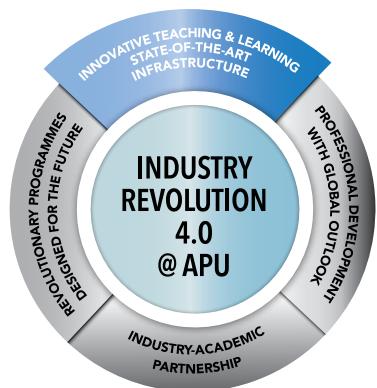
**FUTURE-PROOFING THE WORKFORCE OF THE FUTURE**

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

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

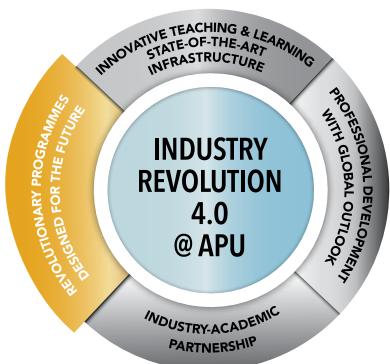


# INDUSTRY REVOLUTION 4.0 @ APU



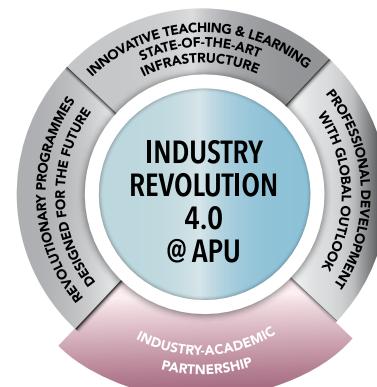
## INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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



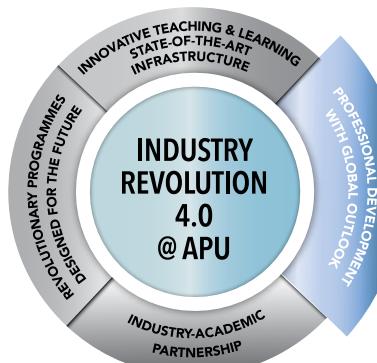
## REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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



## INDUSTRY-ACADEMIC PARTNERSHIP

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



## PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

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



# Media and Communication Studies

APU's Media & Communication Studies encompasses both traditional and digital communication techniques, which allow students to keep up with the latest communication trends and learn how to cope with modern world intercultural communication challenges.

Throughout your journey in the Bachelor of Arts (Honours) in Media and Communication Studies programme, you will be equipped with the necessary skills and knowledge for you to kickstart your future careers in Journalism, Public Relations, Advertising, Communications, Social Media and more.

Malaysia's entertainment and media industry revenue reached RM50.3 billion in 2023 and is projected to grow to RM58.9 billion by 2028, driven by new revenue streams in advertising and streaming, and accelerated by technologies like Generative AI.

Source: PwC Global Entertainment & Media Outlook 2024-2028



# Bachelor of Arts (Honours) in MEDIA AND COMMUNICATION STUDIES

(R/0323/6/0009)(11/29)(MQA/FA12316)

## At a glance

## Module outline

### Duration:

3 years full-time

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

- Knowledgeable with some practical and technical expertise in media and communication discipline in-line with the industry requirement.
- Effective in communication and demonstrate good leadership quality in an organisation.
- Capable to analyse and solve media and communication related issues or problems innovatively, creatively and ethically through sustainable approach.
- Able to demonstrate entrepreneurship skills and recognise the need of lifelong learning for successful career advancement in the area of media and communication.

### Career options

- Journalist
- Copywriters
- Communications Executive
- Brand Manager
- Campaign Development Manager
- Advertising and Promotion Executive
- Media Sales Executive
- Social Media Strategist
- Social Media Manager
- Digital Media Producer
- Brand Communication Specialist
- Content Developer
- Marketing Coordinator
- Digital Content Writer

### LEVEL 1

Students will be equipped with theoretical and conceptual framework of media and communication as a discipline. In addition, students will also be exposed to the basic understanding of the context within which media and communication industry operate through modules such as Principles of Advertising, Contemporary Media Studies, Public Relations 1 and Public Relations 2, and Marketing Fundamentals, Consumer Behaviour and Creative Practice.

### LEVEL 2

A broader range of skills will be learnt, in which students will gain a better understanding of the broad range of mass media tools, and the specialised communication skills to be applied in the media and communication industry. We will further nurture their creativity and innovation as well as independent learning to prepare them for the contemporary media environment.

### 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 to specialise in a particular media area and to develop superior skills in communication practice and innovative creative outputs. A final year project requires them to take a hands on media and communication 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 combine media knowledge and communication skills, critical thinking and analytical skills to produce a personal achievement portfolio.

### LEVEL 1

#### Common Modules

- Intercultural Communication
- Introduction to Graphic Design
- Marketing Fundamentals, Consumer Behaviour and Creative Practice
- Digital Illustration
- Fundamental of Entrepreneurship

#### Specialised Modules

- Core Concepts in Communication Theories
- Principles of Advertising
- Contemporary Media Studies
- Public Relations 1

### LEVEL 2

#### Common Modules

- Visual Culture
- Innovation Processes

#### Specialised Modules

- Strategic Event Planning and Management
- Public Relations 2
- Social Media
- Researching Media and Communication
- Journalism
- Political Communication

#### Elective Modules (Choose 1)

- InDesign Essentials
- Packaging Design

### INTERNSHIP (16 weeks)

### LEVEL 3

#### Common Modules

- Integrated Marketing Communications Practice
- Venture Building

#### Specialised Modules

- Crisis Communications
- Audiences and Fandom
- Investigations in Media and Communication Studies
- Broadcast Journalism
- Global Advertising Practices
- Media and Communication Project

#### Elective Modules (Choose 1)

- Communication Audit and Strategy
- Persuasive Copywriting

#### 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)



# International Relations

Expose yourselves to global political, economy and sustainability issues and grow throughout your journey @ APU to become an International Relations graduate who is ready to take on the world. If you are interested in current affairs, global issues and are motivated to provide solutions to tackle the world's problems, the Bachelor of Arts (Honours) in International Relations is the right programme for you.

It will be an enriching journey as you learn about global affairs through debates, film studies, discussions, reports as well as studying the latest new reports. Build connections for your future careers as diplomats, journalists, politicians, reporters etc., and get ready to become future world leaders.

## Key Elements of the APU International Relations Programme

					
Theories & Ideologies	International Security	Global Diplomacy	Political Economy	Environmental Politics & Sustainability	World Politics



# Bachelor of Arts (Honours) in INTERNATIONAL RELATIONS

(R/0312/6/0001)(05/29)(MQA/FA11805)

## At a glance

## Module outline

### Duration:

3 years full-time

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

- Familiarity with a broad range of theoretical and conceptual framework of international relations and how they are applied.
- Exposure to global political, economy and sustainability issues and to provide solutions through critical debate.
- Practical and academic skills which include independent judgement, self-reflection, effective communication and an ability to work in teams and with diverse stakeholders.

### Career options

- Diplomat
- Intelligence Analyst
- Military Officer
- Political Analyst
- Communications Specialist
- Lobbyist
- Researcher
- Academician
- Politician
- NGO Worker
- Activist
- Social Worker
- International Organisation Officer
- Multinational Corporation Executive
- Entrepreneur
- Reporter
- Policy Officer

### LEVEL 1

Students will be equipped with knowledge and understanding of historical events and global development in the field of international relations. Besides, students will also be exposed to political ideologies, issues in world politics, the impact of major revolutions in international affairs as well as the issues related to sustainability and environmental politics.

### LEVEL 2

Students will be exposed to the theoretical and conceptual framework of the discipline, the role of international organisations, the inequality in the global economy, the role of small power in politics and environmental policies. Year 2 provides a broad overview of major theoretical debates, political issues and key developments in international relations using academic sources and official documents. Students will also be introduced to analytical skills of comparison and develop familiarity and competence in using the skills to inform their understanding in both written and oral presentation.

### 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 learning from previous semesters and industrial experience to extend their familiarity in the field of international relations and refine it with their personal and professional development. A final year project requires them to investigate and provide solutions for a real-world problem - they will demonstrate their ability to combine fundamental knowledge, critical thinking and analytical skills to produce a personal achievement portfolio.

### LEVEL 1

#### Common Modules

- Introduction to International Relations
- Malaysia and the World
- Introduction to Politics
- Film Studies and International Relations
- Introduction to Globalisation 4.0
- Revolutions, Popular Uprising and Social Movement in World Politics
- Global Comparative Politics
- Introduction to Sustainability and Environmental Politics
- Fundamental of Entrepreneurship

### LEVEL 2

#### Common Modules

- Key Theories of International Relations
- International Organisations
- ASEAN Regionalism
- Foreign Policy Analysis
- International Political Economy
- Small Power Politics
- Research Methods in International Relations
- Environmental Policy, Legislation & Regulation
- Innovation Process

### INTERNSHIP (16 weeks)

### LEVEL 3

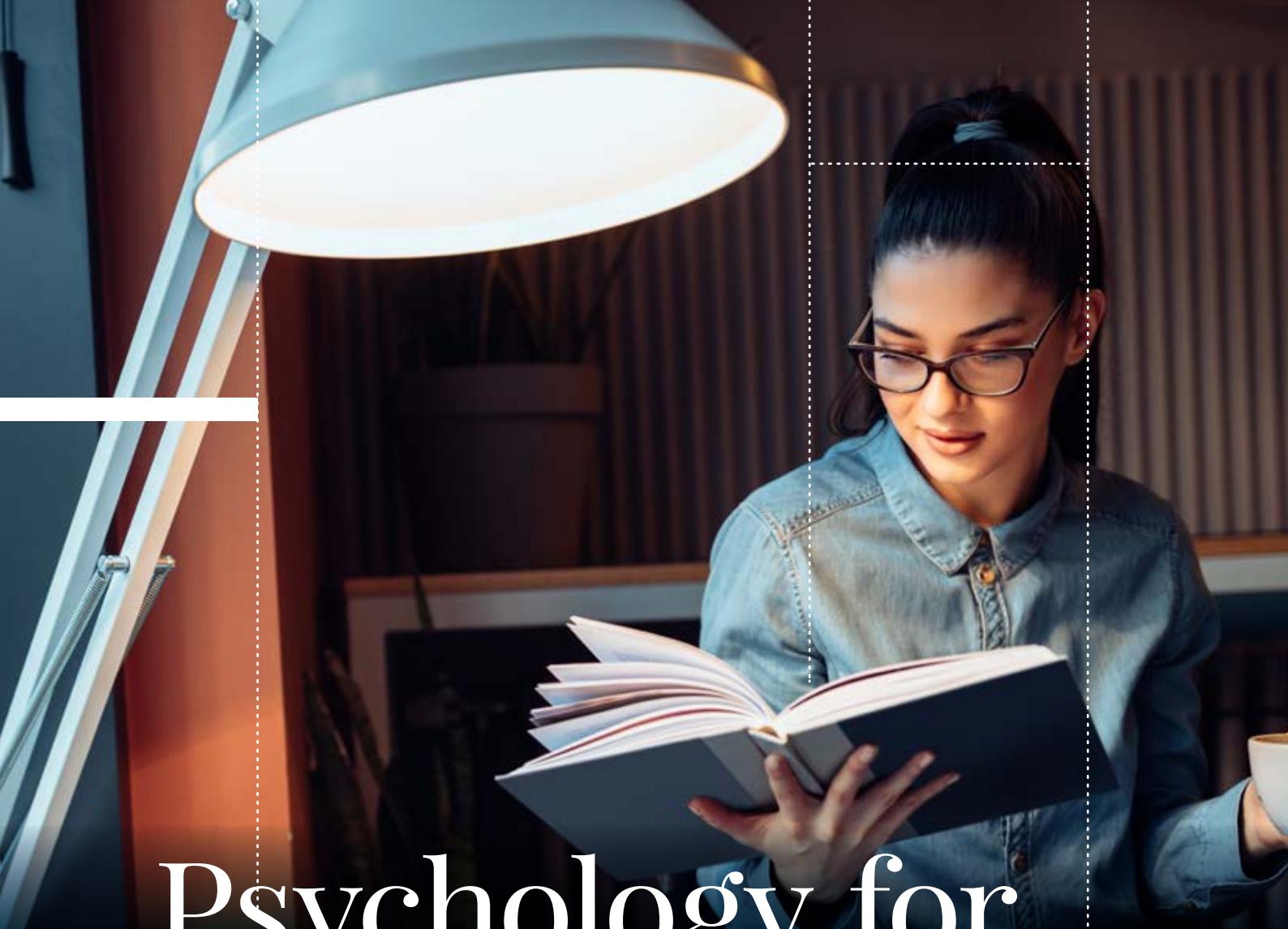
#### Common Modules

- International Security
- Global Diplomacy
- Transnational Organised Crime
- Investigations Module
- Conflict Analysis and Resolution
- Refugees and Immigrants
- Sustainable Development Policy and Issues
- Venture Building
- Project Module

### 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)



# Psychology for a Digital World

Psychology is defined as the scientific study of behaviour and mental processes. Psychology looks at the person, the mind, thoughts, emotions and behaviour using scientific methods. As our society continues to progress with technology, it is evident that a large percentage of our lives are online - how technology influences our thoughts and behavior, and ultimately how it shapes us as individuals and as a society are key focus areas for human behaviour experts today.

As the modern society places more emphasis on mental health and psychological wellbeing, there is no better time for you to consider a career in psychology. You can explore careers in education, social services, human resources, training & consultancy, social science researcher, counterintelligence analyst, social media threat analyst etc.

As a graduate of the APU Bachelor of Science (Honours) in Psychology programme or the APU/DMU dual award Bachelor of Science (Honours) in Psychology programme, you will be equipped with knowledge from technology-infused psychology modules such as cyberpsychology, which is a scientific inter-disciplinary domain that focuses on the psychological phenomena which emerge because of human interaction with digital technology. Because here at APU we believe that in this digital era, a career in human mental health will require both the human touch like structuring of mental health assessments as well as technological know-how, using modern technology tools for psychology assessments and analysis. This will offer you a stronger edge in the modern and technology-driven world, in addition to the more conventional psychology teaching.

The BSc (Hons) in Psychology programme is specifically designed to provide a solid understanding of psychology and its concepts in the contemporary environment for students to be able to articulate what they have learned as a human scientist. This three-year undergraduate programme will provide a clear understanding of the human mind, behaviour, and different types of personalities. This programme is offered as a Dual degree programme in partnership with De Montfort University (DMU) and is recognised both locally and internationally.

# PSYCHOLOGY FOR A DIGITAL WORLD

## Digital Mental Health Tools



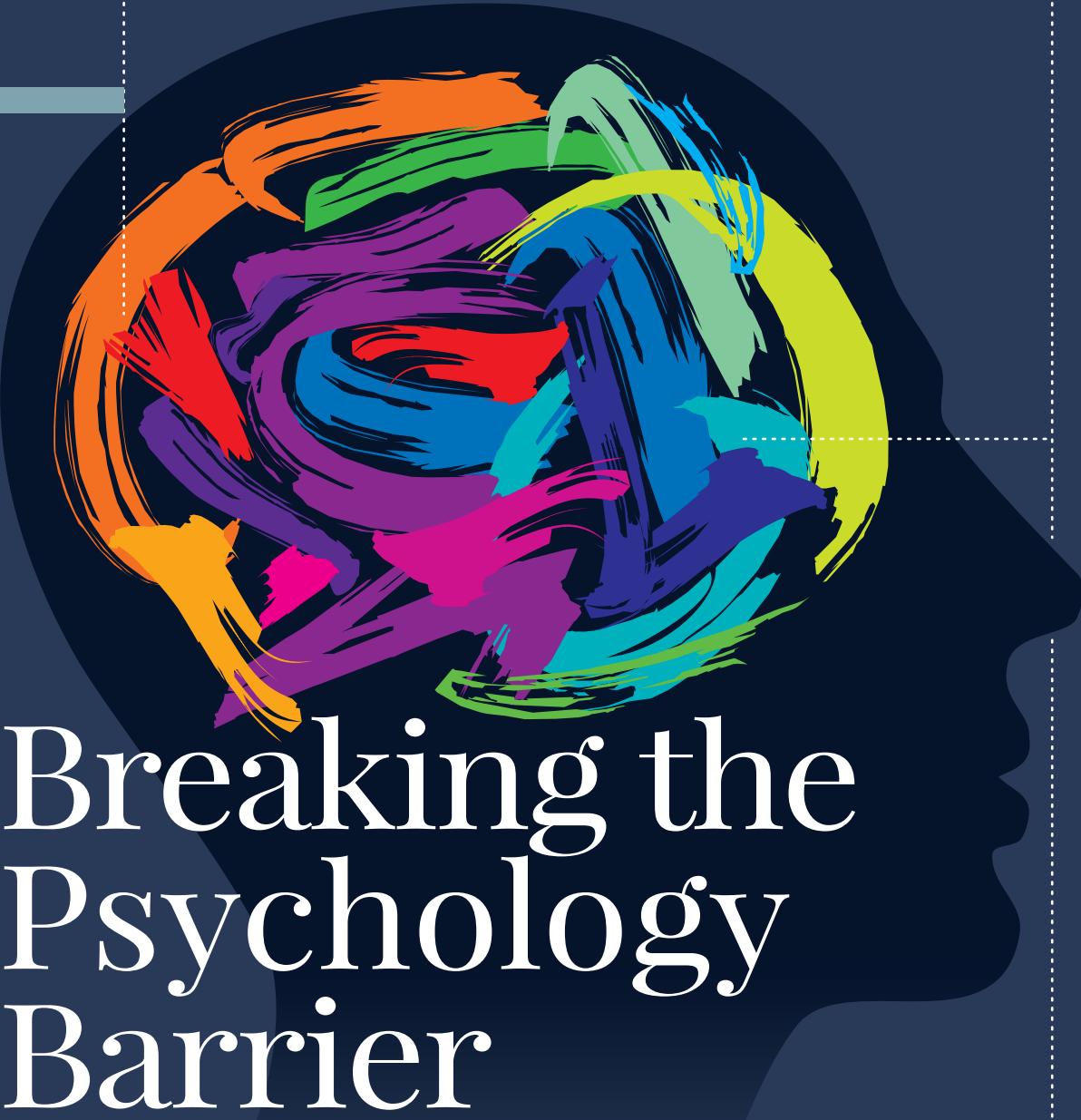
Social media is about sociology and psychology, more than technology.

- Brian Solis

Science and technology multiply around us. To an increasing extent they dictate the languages in which we speak and think. Either we use those languages, or we remain mute.

- J.G. Ballard





# Breaking the Psychology Barrier

"Employment for all psychologists is expected to grow by 14% in the decade from 2016-2026, which is faster than average."

- *Bureau of Labor Statistics, US*

"Insufficient number of psychologists in Malaysia. The counsellor-to-individual ratio is 1:52,000 when the ratio should be 1:500."

- *Tan Sri Dato' Seri Dr. Noor Hisham, Director-General of Health Malaysia*

"There are not enough clinical psychologists to go around in Malaysia. If someone needs to see a mental health professional, the waiting period can be between eight months and a year."

- *Dr Nur Anuar Abdul Muthalib, 2017, Vice President of Yayasan Hasanah*

## What is distinctive about this programme?

The psychology programme at APU is designed to produce graduates who are ready for a career in the fields of psychology, with the added advantage of having specialized knowledge to accurately identify and utilize technology to aid the field of mental health and enable enhanced understanding of human behaviour. Students learn about how psychology is evolving through practical and theoretical understanding of human behaviour and mental health. The Psychology Centre is also equipped with high tech equipment and software that students have the advantage of using in practical lab sessions.

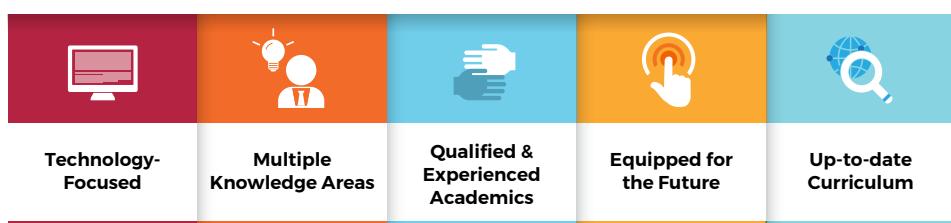
## BREAKING THE PSYCHOLOGY BARRIER



In Malaysia, mental disorders are estimated to be responsible for about 8.6% of total DALYs. National Health Morbidity Survey in 2015 reported the prevalence of mental health problems among adults and children were 29.2% and 12.1% respectively. The prevalence of suicidal attempts was apparently increasing.

- Malaysian Mental Health Statistics

### USP for APU's Psychology Programme





# Bachelor of Science (Honours) in **PSYCHOLOGY**

(R/0313/6/0043)(II/30)(MQA/FA14120)

## At a glance

## Module outline

### Duration:

3 years full-time

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

- Apply problem-solving, critical, analytical, and scientific research skills to resolve complex, applied and unpredictable issues in the different areas of psychology.
- Perform a range of appropriate psychological measurements using software and technological tools.
- Relate ideas and research findings, both effectively and fluently, by written, oral and visual means.
- Identify a broad range of information, media and technological applications for psychological research.
- Demonstrate leadership in social settings, including understanding and communicating the role of evidence when making critical judgements about psychological issues and arguments.
- Demonstrate competence in problem solving and scientific research skills including generating research questions or hypotheses and devising ways of testing these using both quantitative and qualitative methods.

### Career options

- Psychology Research Assistant
- Academician
- Educator
- Behavioural Aide
- Social Science Researcher
- Counter Intelligence Analyst
- Social Media Threat Analyst
- Forensic Analyst
- Human Resource Executive
- Talent Management Consultant
- Conflict Resolution & Mediation Consultant
- NGO Executive / Manager
- Psychology Lab Manager
- Corporate / Career Consultant
- Customer Relationship Manager
- Market Research Analyst
- Social Worker

### LEVEL 1

Students will be equipped with knowledge about the theoretical and conceptual framework of psychology as a discipline. In addition, students will also be given a basic understanding of the practices and applications of psychology generally, and within the context of the mental health industry.

### LEVEL 2

A broader range of skills will be learnt, enabling students to describe systematic knowledge of influences on psychological functioning, an understanding of the core areas of the discipline, and how they interrelate. They will be able to apply problem-solving, critical, analytical and scientific research skills to resolve complex applied and unpredictable issues in the different areas of psychology. They will also demonstrate leadership, professionalism and ethical behaviours in the field. The students will be nurtured to display sensitivity, and to react appropriately to contextual and interpersonal factors in social groups and teams, including working co-operatively, and responsibly to make contributions to team objectives.

### 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 decide which areas of Psychology to specialise in for their final year elective modules. The students will be able to critically analyse and monitor their own learning as well as turn ideas into an action plan.

A final year project requires students to take a hands-on approach to different areas in psychology and to apply all the expertise and skills acquired from both the classroom and internship settings to their research project. They will also develop good skills in the use of media and technology for psychological research. The successful completion of the final year project is a testament of the student's ability to combine psychological knowledge, communication skills, critical thinking and analytical skills to produce a personal achievement portfolio.

### LEVEL 1

#### Common Modules

- Intercultural Communication
- Core Concepts in Communication Theories
- Fundamental of Entrepreneurship

#### Specialised Modules

- Introduction to Psychology
- Developmental Psychology
- Ethics in Psychology
- Historical Perspectives in Psychology
- Social Psychology
- Educational Psychology

### LEVEL 2

#### Common Modules

- Social Media
- Political Communication

#### Specialised Modules

- Psychological Disorders
- Biological Psychology
- Introduction to Research Methods and Qualitative Analysis
- Personality Psychology
- Cognitive Psychology
- Research Methods and Statistics in Psychology

### INTERNSHIP (16 weeks)

### LEVEL 3

#### Common Modules

- Investigations Module
- Project Module

#### Specialised Modules

- Counselling Principles and Philosophy
- Psychological Testing & Measurement
- Conceptual Issues and Critical Debates in Psychology
- Industrial and Organisational Psychology

#### Elective Modules (Choose 2)

- Health Psychology **OR** Cyberpsychology
- Positive Psychology **OR** Human Factors Psychology

#### 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)

**ROVEEL ZAHRA (Malaysia)**

**BA (Hons) in Media Marketing, Class of 2019**  
**Business Development Consultant - Oracle Corporation Malaysia**

"Asia Pacific University provided me with the kind of university experience that really moulds a student from the inside out. I liked the fact that the classes were small and that the lecturers were not only knowledgeable but also friendly. They take the time to explain course subjects and are supportive to students who require extra help. Asia Pacific University also offers the students a large variety of student activities and due to the multi-cultural setting, socializing is an experience to be enjoyed. I find myself lucky to have chosen Asia Pacific University for my Media Marketing degree."

**AHMED NAZEER (Pakistan)**

**BA (Hons) International Relations, Class of 2019**  
**Assistant Director of Administration Department - Saindak Metals Limited, Pakistan**

"The time I spent in APU's iconic campus has been one of the most cherishing parts of my life. The learning experience I achieved there as an undergraduate in International Relations has given me confidence to tread my path to a good career. The best part about APU is that it is a multicultural award-winning university where students with varied cultural backgrounds are valued and warmly welcomed. The high-quality education and very devoted lecturers greatly helped me in achieving the best results. Today I stand up as a student who has bagged the best project award for the April 2019 graduation batch, and most important of all who has a promising job as an Assistant Director in Saindak Metals Limited in Pakistan, all thanks to APU."

## WHAT DO OUR ALUMNI SAY...

### **ELNA MERRY ETIENNE** (Seychelles)

**BA (Hons) in International Relations, Class of 2019**

**Public Relations and Protocol Officer - The National Assembly of Seychelles**

"My life as a student at APU has been amazing. It is the best place to truly know and understand what cultural diversity is. In just a few months I came to learn about the way of life of so many cultures. APU has many activities that not only let us grow as individuals but we have fun while doing it. Malaysia itself is truly very beautiful. There are so many places to visit that can keep you in awe. The several festivals held for the different cultures and ethnic groups found in Malaysia are fun and interesting. I love fireworks and that can be seen often here with the celebrations. Moreover, the food here is amazing! You have so many choices! From Chinese food to Indian food and even Western. I just can't get enough of Malaysia. It is also the best place to relax as it has a very chilled environment."

### **AISHATH ARSHEE KHALEEL** (Maldives)

**BA (Hons) in Media Marketing, Class of 2010**

**MSc in Global Marketing Management, Class of 2016**

**Business Development Manager & Acting General Manager - Gelmax Maldives Pvt. Ltd.**

"APU not only inspired me in my career but the University inspired me in my Professional Skills and Career Development as a whole. What was learned through APU with their skilled lecturers in a multicultural environment that fostered an intensive learning culture would forever be cherished. My advice to all students would be to always have an objective, think positively and target all your efforts into achieving these goals. Likewise, have fun and enjoy the moments from your free time to what feels like the most stressful days, as these are going to be remembered as some of the best days of your lives."

### **ALAA ELAROUSH** (Libya)

**BA (Hons) in International Relations, Class of 2019**

**Founder and Chairman of Board of Libyan NGO "Perpetual Peace Foundation for Development"**

**Founder & CEO - S Camps Libya**

**Marketing and Public Relations Specialist - Media Hub Connection**

"My journey at APU was one of the most important experience in my life. I chose APU because I'm impressed by the reputation of the university and the environment for international students to learn and grow. The faculty in APU had provided me in-depth knowledge of International Relations theory and concepts, which had trained me in several important skills such as research skills, critical thinking, professionalism etc. I enjoyed my journey and my experience with APU in all aspects."

### **KENNETH CHENG** (Malaysia)

**BA (Hons) in Media Marketing, Class of 2015**

**Content Writer - Perfect Giving Sdn Bhd**

"The biggest satisfaction I ever had as an APU's graduate is that we learn from each other in this international community which we came from different background, so I find it easier now to communicate with people around in my professional career."

### **IVAN NEW CHONG FAT** (Malaysia)

**BA (Hons) International Relations, Class of 2019**

**Agency Account Strategist - TDCX**

"APU has the best multicultural learning environment which enabled me to expand my connections beyond my country. As a student in International Relations, I was able to reach out to students from different countries to understand certain issues or sentiments. I also had the opportunity to visit embassies and some international organizations' office to learn about the industry. The learning experiences I have had in my academic and social circles made my years in APU among the most fulfilling years of my life."

### **SHOLPAN YENDYBAYEVA** (Kazakhstan)

**BA (Hons) in Media Marketing, Class of 2014**

**Digital Marketer - Pravo Management Consultancies**

"Through different media activities in APU, such as BizzBuzz week, design contests, Student ARC, I had a chance to express and apply my creativity, and engage with new people. Throughout the course, my media lecturers have taught me to think critically. Later, ability to work with a team, and critical thinking helped me in my professional life, when executing a number of tasks and assignments. The academic impact has definitely played important role in my life."



# It's all going on @APU

Students from over 130 countries ☆





# Award-Winning University

# 268

AT NATIONAL, REGIONAL AND  
INTERNATIONAL LEVELS IN 2025

## Recent Awards

**MYStartup Hackathon X DNB**  
- Winner



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



**Intel & Crest Industry-University Challenge**  
- Grand Prize



**APU-AWS DeepRacer Competition**  
- Champion



**Great Malaysia AI Hackathon**  
- Champion



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



**Shell Selamat Sampai Varsity Challenge**  
- Champion



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

## 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.



### Intel AI Global Impact Festival

- Champion



### ImpactHack by Standard Chartered

- Champion



### Asia Pacific, Japan, and China (APJC) Cisco Netriders Competition

- Champion



### Asia Pacific ICT Alliance (APICTA) Awards

- National Champion



### MDEC PDTI Awards Winners

- Outstanding Faculty Award (University Category)
- Outstanding Faculty Member Awards (3rd Place)
- Outstanding Student Awards (1st Place, 2nd Place, & Consolation Prize)



### PayNet Digital Campus 2.0 Campaign

- Champion



### HILTI Global IT Challenge

- Champion



### James Dyson Award Malaysia

- National Champion



### Cybersecurity Excellence Awards

- Gold Winner



### Institute of Engineers Malaysia (IEM) Award

- Gold Award



### Society Of Petroleum Engineers (SPE) International Award

- Outstanding Student Chapter & Excellence Award

## MAKING HISTORY - AWARDS AND ACHIEVEMENTS



### Malaysia Techlympics: Data Science Challenge

- Champion



### Ethereum Blockchain Hackathon at ETH Seoul

- Winner



### Young CEO X-Factor Challenge (ESTECH)

- Champion



### World of Robotics Championship

- Champion



### ZTE NextGen 5G Hackathon

- First Runner-Up



### Global Robot Challenge in Beijing

- Champion

### SME Bank Sandbox Swiss Innovation Challenge

- Champion



### World Genius Convention (WGC)Japan

- Gold Medal Award



### Asia Fintech Awards

- Rising Star of the Year award



### The Art of Wheels: Rim Design Challenge

- Champion



### KC7 Blue Team Cyber Security Challenge

- Champion

### KL Selangor Furniture Association (KSFA) Golden Axe Award

- Platinum Award



### Asian Compact Sedan Design Challenge (ACSDC)

- Champion



## MAKING HISTORY - AWARDS AND ACHIEVEMENTS



### Employers' Choice of University by Talentbank

- Champions of Employers' Top Choice in the fields of Computing & IT, Game Design and Development, Animation, and Finance & Islamic Finance.
- 6-Star Ratings in Actuarial Science, Mechatronic Engineering, Multimedia and Communication & Broadcasting



### Malaysia Education & TVET Award

- Malaysia's Best Language Centre (English programme) by APLC



### Malaysia Cyber Security Awards

- Cyber Security Innovation (Education) of the Year



### NAPEI Private Education Excellence Awards

- The Outstanding Institutional Award for Computing and Technology Programmes
- The Best University for Graduate Employability

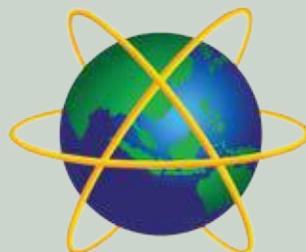


### Taipei Design Award

- Silver Winner

For more awards listing, please visit APU website.





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## APIIT EDUCATION GROUP

**Asia Pacific University of Technology & Innovation (APU)** Company no. 672203-A

**Asia Pacific Institute of Information Technology (APIIT)** Company no. 260744-W

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