

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



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

# I am a leader

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

INNOVATIVE  
THINKING  
CAN CHANGE  
YOUR WORLD



# First and Only Malaysian University with QAA UK Accreditation 2024 - 2029



## 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 submission 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.

# 1<sup>st</sup> 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.



### 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:

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



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

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

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

OUTSTANDING



# Rated for Excellence

## Asia Pacific University of Technology & Innovation

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



Teaching



Employability



Online Learning



Internationalisation



Academic Development



Facilities



Accounting & Finance



Social Responsibility



Inclusiveness



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

Leigh Kamolins, Head of Evaluation

# Inspiring

you towards  
vision and transformation



It starts now..... It starts here

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

### DEGREE PROGRAMMES

- Bachelor of Arts (Honours) in Business Management \*
- Bachelor of Arts (Honours) in Business Management with a specialism in E-Business \*\*
- Bachelor of Arts (Honours) in Business Management with a specialism in Digital Leadership\*
- Bachelor of Arts (Honours) in Business Management with a specialism in AI & Business Analytics
- Bachelor of Arts (Honours) in Business Management with a specialism in 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 Tourism Management
- Bachelor of Science (Honours) in Hospitality and Tourism\*\* with a specialism in:
  - Hospitality Innovation
  - Events Management
  - Aviation Management



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



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

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



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

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

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



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

### APU IS AWARDED BEST 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 - FIRST EVER MALAYSIAN UNIVERSITY WITH QAA UK ACCREDITATION



# Experience

APU's iconic campus

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



## Malaysia's Award Winning University

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

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

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

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



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

<p><b>Ranked No.16</b> in the World for International Students</p> <p>QS World University Rankings 2026</p>	<p><b>MALAYSIA'S AWARD WINNING UNIVERSITY</b></p>	<p>Engineering Degrees Accredited under <b>WASHINGTON ACCORD</b></p> <p>(Accepted Worldwide)</p>	<p><b>100%</b> Employability*</p>	<p><b>TOP 20</b> in Asia</p> <p>AppliedHE All Asia Private University Rankings 2026</p>	<p><b>FIRST</b> IN MALAYSIA TO ACHIEVE <b>5-STARS PLUS</b> IN QS RATINGS</p>
---	---	--	---------------------------------------	---	--

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



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

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



### Industry Ready Graduates

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

### Work-ready, World-ready

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

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

## Empowering High-Impact Careers

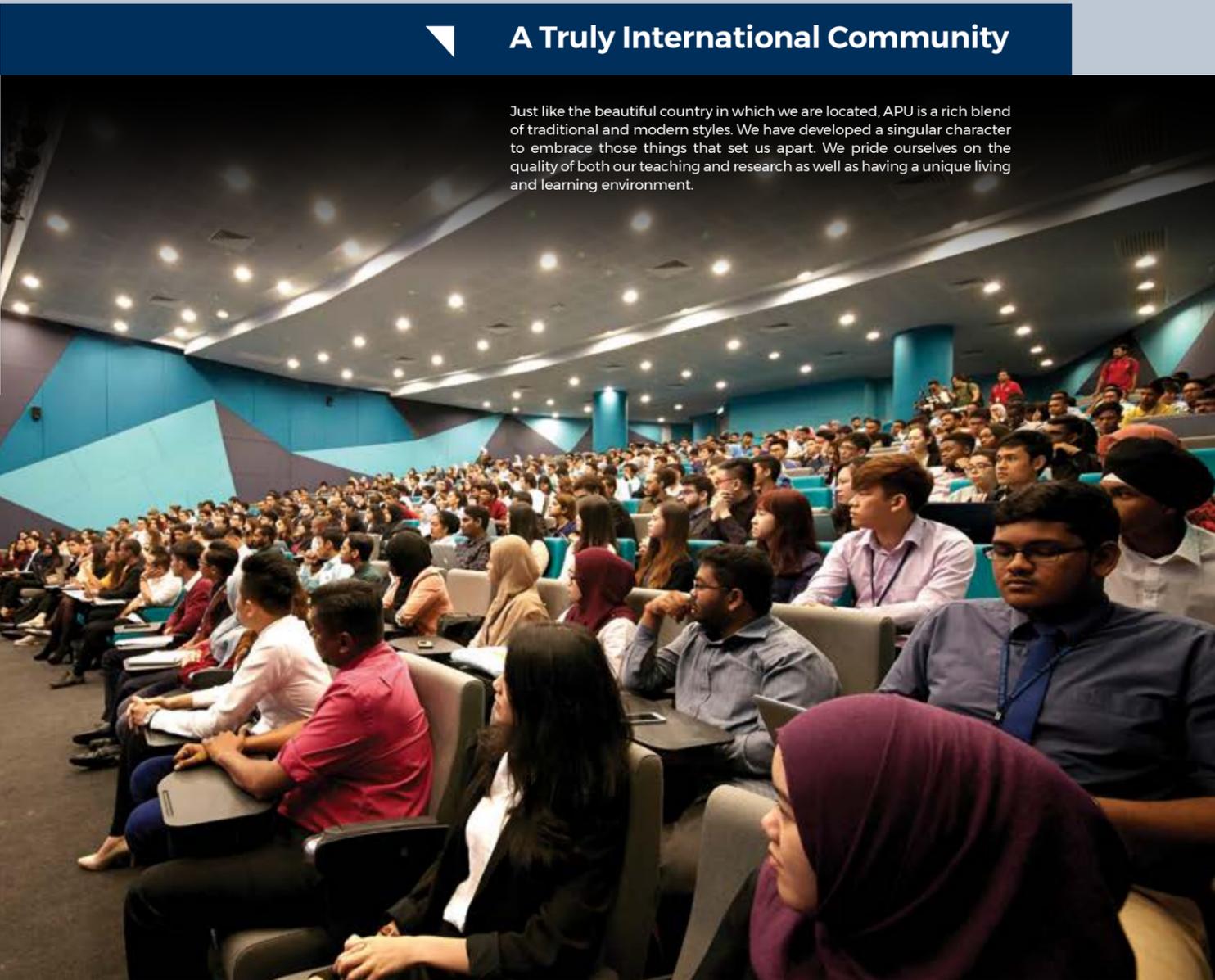
APU is widely recognised for producing career-ready graduates with exceptional employability and competitive starting salaries across Malaysia's key growth sectors. By integrating industry-relevant curricula, practical learning experiences, and strong corporate engagement, APU equips its graduates to succeed in dynamic and globally connected career pathways.



RANKED #16 in the World for International Students  
 QS World University Rankings 2026

A Truly International Community

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



A Hub of Cultural Diversity

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

Student Welcome Team

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

Student Life @ APU

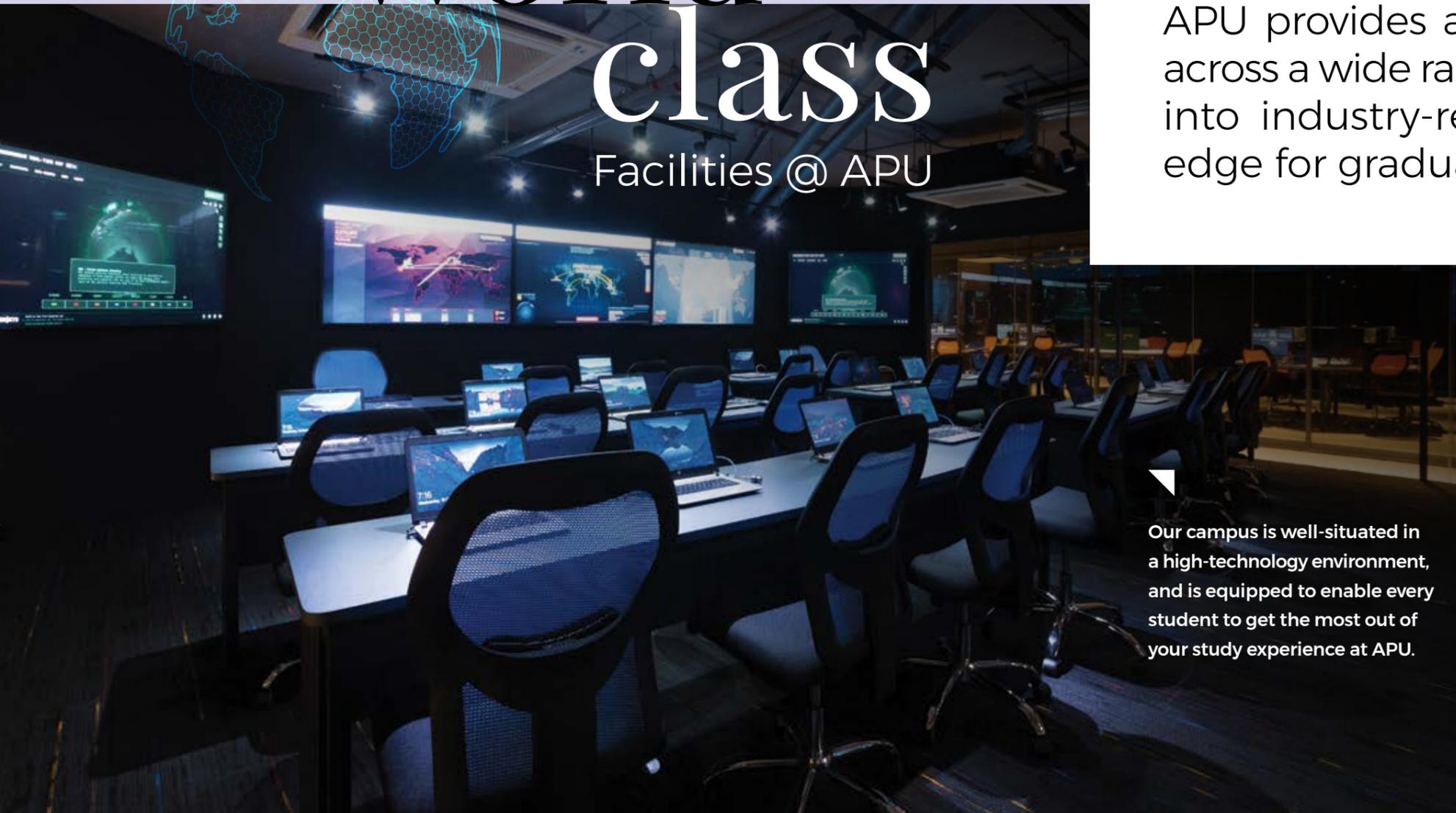
Being a university student can be one of your most exciting expeditions. Higher education opens up a world of new ideas, intellectual growth, new adventures and the building of lifelong friendships. Here at APU, we support you to take the time to explore not only the educational experiences but also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



# World-class

## Facilities @ APU

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



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



### Cutting-Edge Technologies

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

### Social Interaction Platforms

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

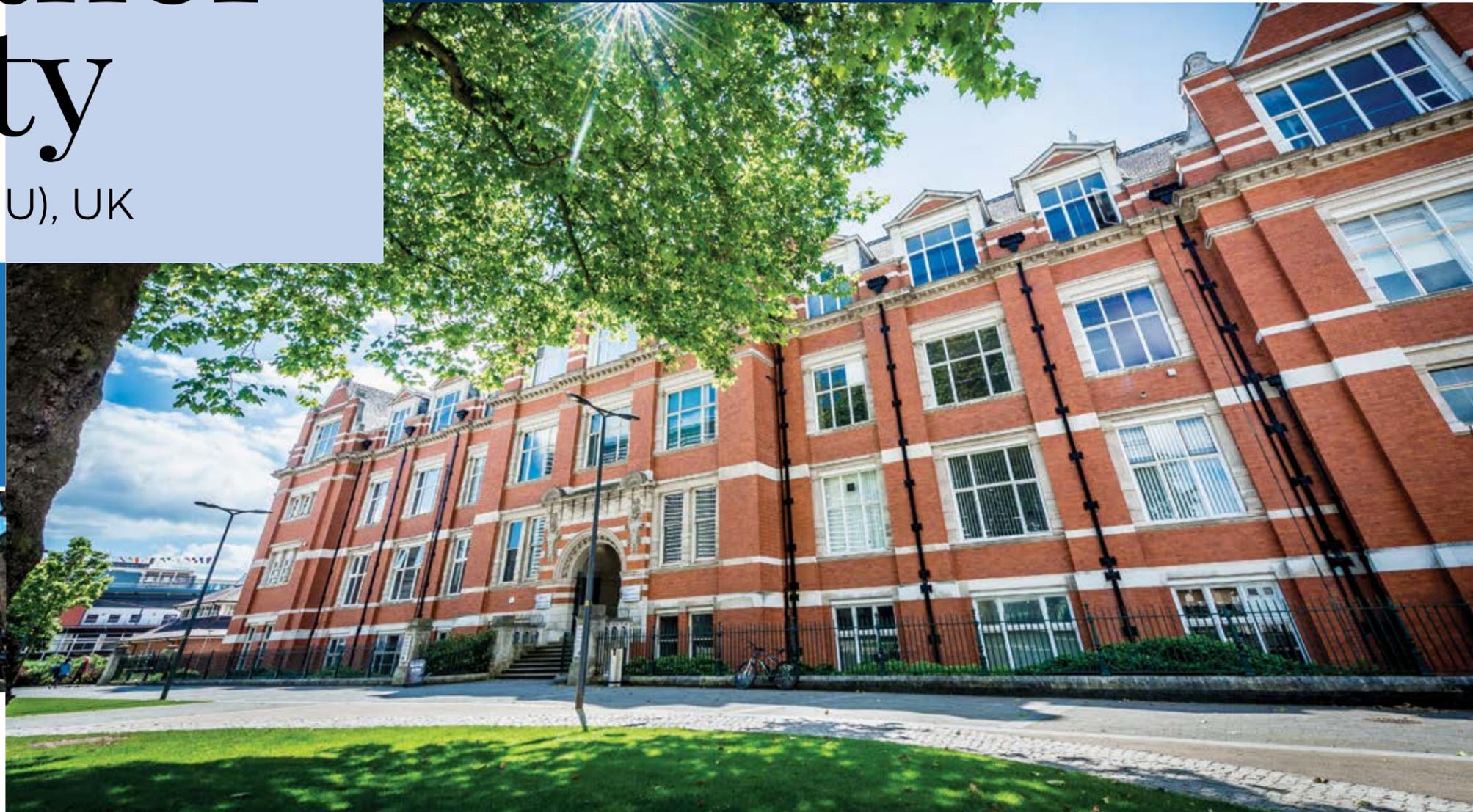
### An Integrated Community

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



# Our Partner in Quality

De Montfort University (DMU), UK



## 150 years of academic excellence

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

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

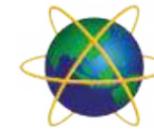


### About DMU

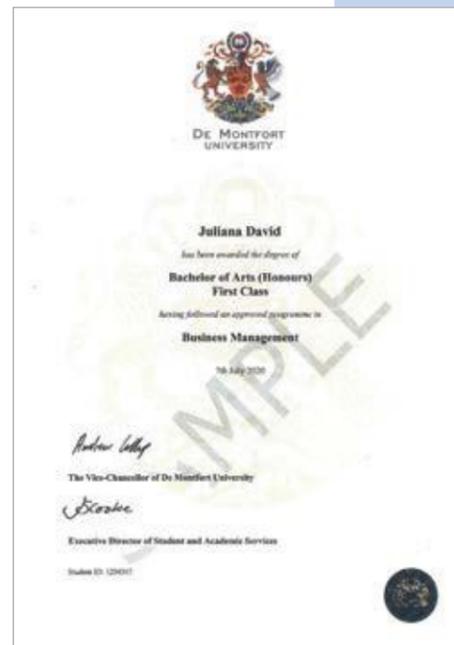
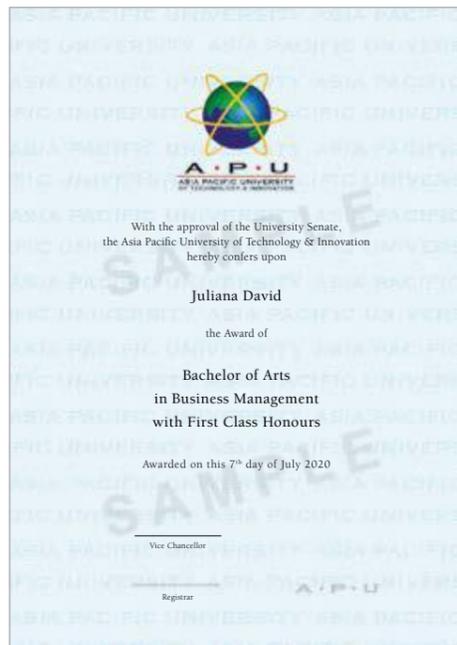
- Since its beginnings in Leicester 150 years ago, DMU has transformed into a global university. We deliver outstanding education around the world, both at our own campuses and with our partner universities.
- Each year, international students from more than 140 countries choose to study at DMU.
- DMU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

# Double your Advantage

## APU-DMU Dual Degree Programme



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

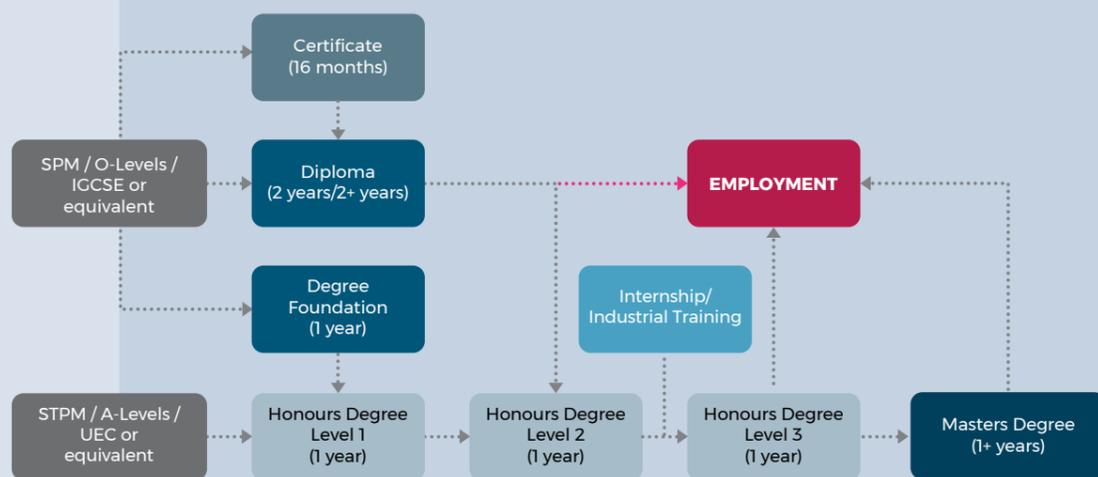


- APU's partnership with DMU enables students to be awarded Dual Awards - separate degree certificates from each institution - and enhances not just teaching and learning experiences, but also career prospects.
- Upon graduation, students will receive 2 Degree Certificates & Transcripts: 1 from APU, Malaysia and 1 from DMU, UK.
- Both degrees are recognised locally & internationally.
- The APU-DMU Dual Degree Programmes are offered under an approved collaboration in accordance with the QAA UK Quality Code for Higher Education for the Assurance of Academic Quality and Standards in Higher Education as published by the United Kingdom Quality Assurance Agency (QAA).



# Pathways & Admission Requirements

## YOUR STUDY PROGRESSION



## ADMISSION REQUIREMENTS

### BACHELORS (HONS) DEGREE PROGRAMMES

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

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

### ENGLISH REQUIREMENTS (only applicable for International Students)

Programmes	Requirements
Foundation Programme Diploma in Hotel Management Diploma in Events Management	• IELTS : 4.0 • TOEFL IBT : 30-31 • Pearson (PTE) : 36 • MUET : Band 3
Diploma in Business Administration Diploma in Business Information Technology Diploma in International Studies Bachelor of Arts (Honours) in Tourism Management Bachelor of Science (Honours) in Hospitality and Tourism with a specialism in: - Hospitality Innovation - Events Management - Aviation Management	• IELTS : 5.0 • TOEFL IBT : 40 • Pearson (PTE) : 47 • MUET : Band 3.5
Bachelor of Arts (Honours) in Business Management Bachelor of Arts (Honours) in International Business Management Bachelor of Arts (Honours) in Human Resource Management Bachelor of Arts (Honours) in Marketing Management	• IELTS : 5.5 • TOEFL IBT : 46 • Pearson (PTE) : 51 • MUET : Band 4

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

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

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

# Foundation Programme – Flexibility of Choice

Duration: 1 Year (3 Semesters)

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

## MODULES YOU STUDY

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

## ENRICHING EXPERIENCES - MORE THAN JUST A FOUNDATION

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

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

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

## ADMISSION REQUIREMENTS

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

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

## YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE

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

<p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics at SPM / O-Level / IGCSE is required for the following programmes:</p> <p><b>Computing &amp; Technology</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Science (Honours) in Information Technology</li> <li>• Bachelor of Science (Honours) in Information Technology with a specialism in                             <ul style="list-style-type: none"> <li>- Information System Security</li> <li>- Cloud Engineering</li> <li>- Internet of Things (IoT)</li> <li>- Sustainable Computing</li> <li>- Financial Technology (FinTech)</li> <li>- Business Information Systems</li> </ul> </li> <li>• Bachelor of Science (Hons) in Software Engineering*</li> <li>• Bachelor of Science (Honours) in Computer Science*</li> <li>• Bachelor of Science (Honours) in Computer Science with a specialism in                             <ul style="list-style-type: none"> <li>- Data Analytics*</li> </ul> </li> <li>• Bachelor of Computer Science (Hons) (Artificial Intelligence)*</li> <li>• Bachelor of Science (Honours) in Computer Science (Cyber Security)*</li> <li>• Bachelor of Science (Honours) in Computer Science (Cyber Security) with a specialism in                             <ul style="list-style-type: none"> <li>- Digital Forensics*</li> </ul> </li> </ul> <p><b>Accounting, Banking, Finance &amp; Actuarial</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Accounting and Finance (Honours)</li> <li>• Bachelor of Accounting and Finance (Honours) with a specialism in                             <ul style="list-style-type: none"> <li>- Forensic Accounting</li> <li>- Forex and Investments</li> <li>- Accounting Technology</li> </ul> </li> <li>• Bachelor in Banking and Finance (Hons)</li> <li>• Bachelor in Banking and Finance (Hons) with a specialism in                             <ul style="list-style-type: none"> <li>- Investment Analytics</li> <li>- Financial Technology</li> </ul> </li> <li>• Bachelor of Financial Technology (Honours)</li> <li>• Bachelor of Science (Honours) in Actuarial Studies</li> <li>• Bachelor of Science (Honours) in Actuarial Studies with a specialism in                             <ul style="list-style-type: none"> <li>- Data Analytics</li> <li>- Financial Technology</li> </ul> </li> </ul> <p><b>Architecture</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Science (Honours) in Architecture</li> </ul> <p><b>Immersive Technology &amp; Game Development</b></p> <ul style="list-style-type: none"> <li>• Bachelor in Interactive Media and Immersive Technology (Honours)</li> <li>• Bachelor in Interactive Media and Immersive Technology (Honours) with a specialism in                             <ul style="list-style-type: none"> <li>- VR/AR</li> </ul> </li> <li>• Bachelor of Science (Honours) in Computer Games Development</li> </ul> <p><b>CREDIT / GRADE C in SPM / O-Level / IGCSE is required in:</b></p> <p> <b>Mathematics</b></p> <p>Leading from APU Foundation to your Choice of Degree Studies; please note that a Credit Pass in Mathematics 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>- Digital Leadership</li> <li>- AI &amp; Business Analytics</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> <p><b>PORTFOLIO REQUIRED</b></p>
--	--

- \* Students who choose to progress to Computer Science, Software Engineering, Data Analytics, Cyber Security, Digital Forensics and Artificial Intelligence programmes will be required to undertake Foundation Pathways from the **Computing & Technology** route or **Engineering** route if the student does not have a credit in Additional Mathematics at SPM / O-Level / IGCSE or equivalent.
- \* Students who have completed Foundation from other routes apart from the above are required to do a Pre-Requisite module in Further Mathematics or equivalent in the first semester of the Degree Programme, provided they also still have Credit in Maths and Science or ICT subject at SPM / O-Level / IGCSE or equivalent.
- \*\* Further Mathematics module is Compulsory for students who choose to progress to Bachelor of Science (Honours) in Actuarial Studies.



# Diploma Programmes

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

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

\* Pathways after Diploma Programme vary accordingly.

## OUR DIPLOMA PROGRAMME:

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

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

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



### Diploma in Business Administration

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

- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - E-Business
  - AI & Business Analytics
  - Digital Leadership
  - 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\*



### Diploma in International Studies

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

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



### Diploma in Accounting

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

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



### Diploma in Business Information Technology

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

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

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

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

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

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



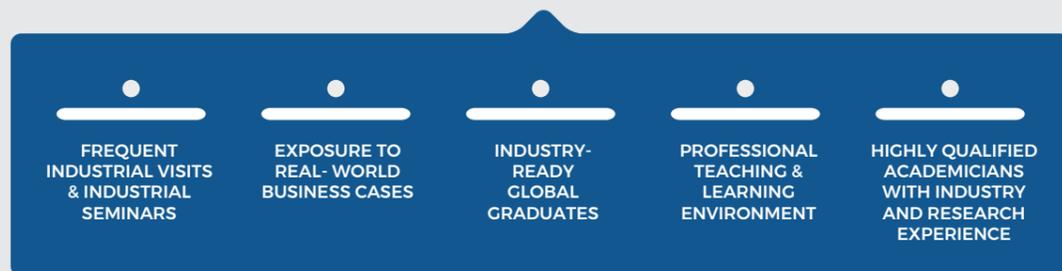
### Diploma in Hotel Management Diploma in Events Management

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

- Bachelor of Science (Honours) in Hospitality and Tourism

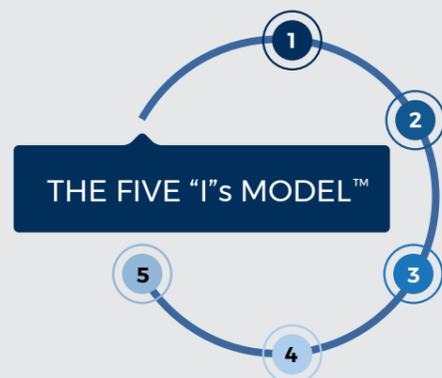
\* For the full listing of our Diploma Programmes, please refer to the Pre-University programme brochure.

# Business, Management, Marketing, Digital Marketing & Tourism



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

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



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

# Degree Programmes

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

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

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

### INTERNSHIP / INDUSTRIAL TRAINING

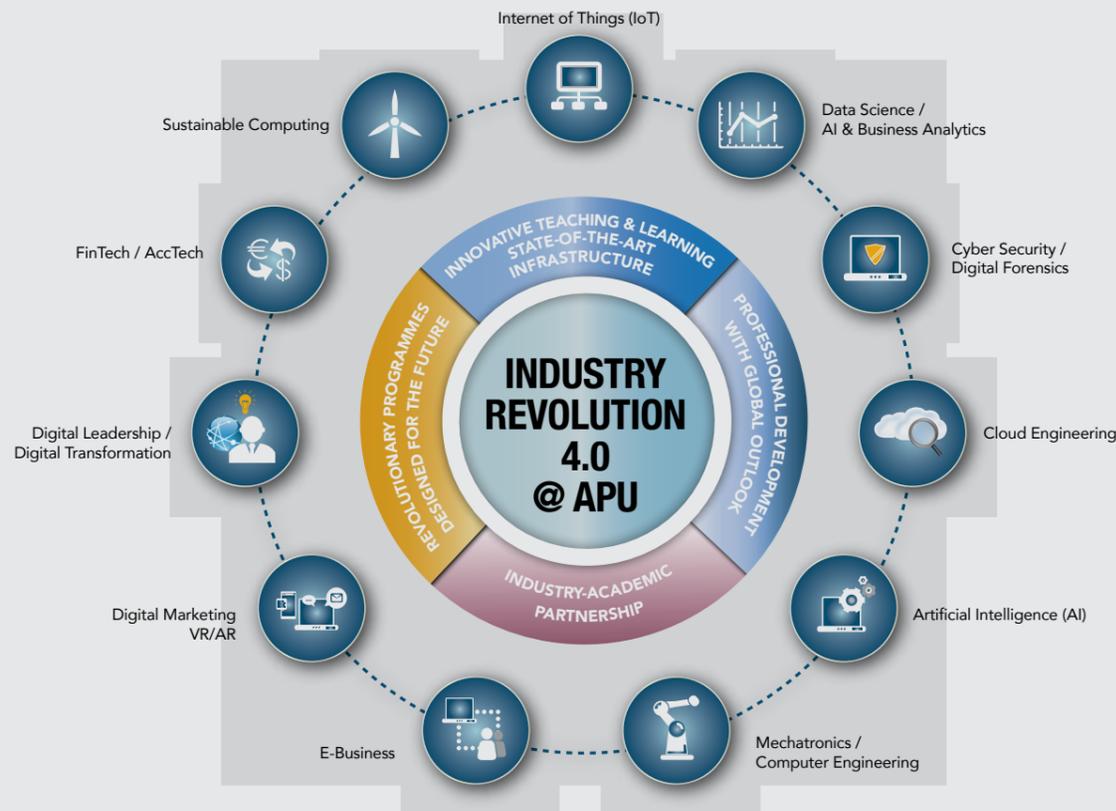
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will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

# Embracing the wave of Industry Revolution 4.0

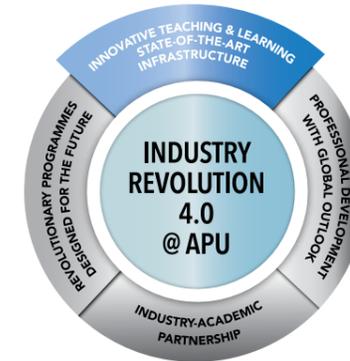
## FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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

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

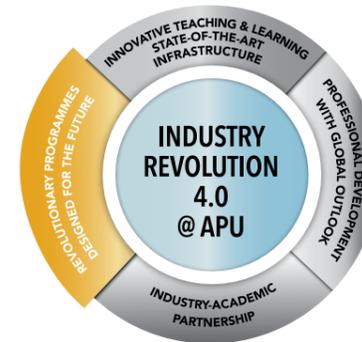


## INDUSTRY REVOLUTION 4.0 @ APU



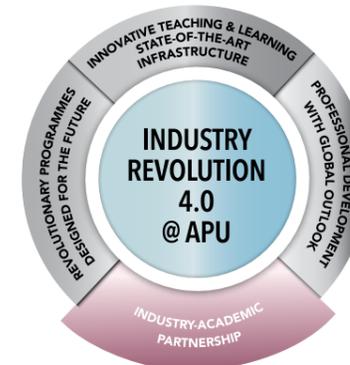
### INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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



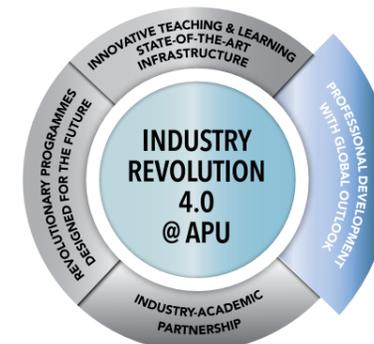
### REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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



### INDUSTRY-ACADEMIC PARTNERSHIP

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



### PROFESSIONAL DEVELOPMENT WITH GLOBAL OUTLOOK

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



# Future Proof Your Career

And land that dream job



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

## CMI DUAL ACCREDITATION

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

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



## Benefits for CMI Accreditation & Dual Certificate:

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

## Benefits to the Student of a Dual Accredited Degree

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

**EARN MORE**

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

**72%**

**COMPETITIVE EDGE**

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

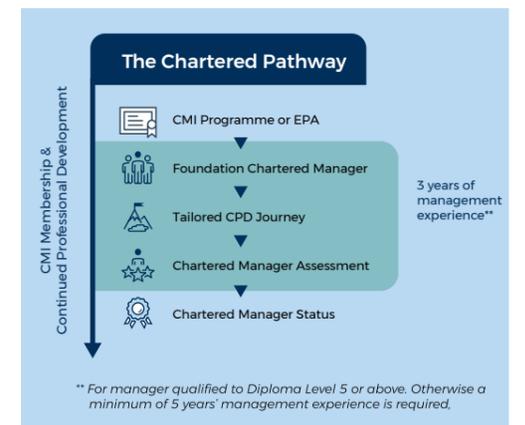
**87%**

**CANDIDATES OF CHOICE**

of students economically active within 6 months of graduation.

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

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



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

**89%**

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

**88%**

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

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

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



# APU partners with World Leader in Digital Marketing

## DMI (Digital Marketing Institute)



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

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



**200k+**  
members worldwide



**30k+**  
certified members

### Programme Specific Accreditation by DMI

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



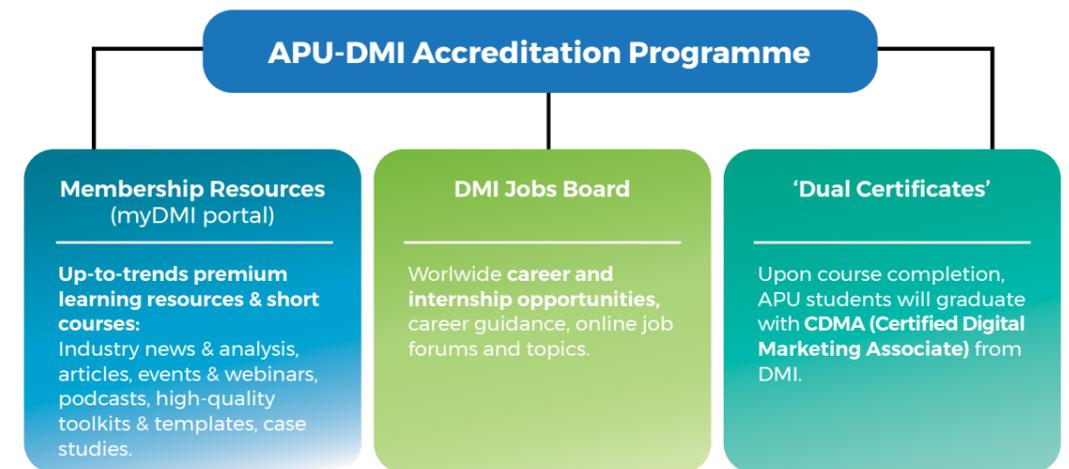
## APU PARTNERS WITH WORLD LEADER IN DIGITAL MARKETING

### Why DMI?

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

### APU-DMI ACCREDITATION BENEFITS

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



### KEY AREAS IN THE DIGITAL MARKETING MIX



# Professional Recognition

## of APU Degree Programmes



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

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

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

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

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



**Malaysian Association of Company Secretaries**

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

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

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



**Chartered Institute of Management Accountants**

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

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

# Collaborative Industrial Partners

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



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



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

# “Every Business is Becoming a Technology Business”

- Manju Bansal - Digitalist Magazine - 2018



# APU Leading Digital Transformation in Business, Management & Marketing

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

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

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

- APAC Digital Skills Index - 2020

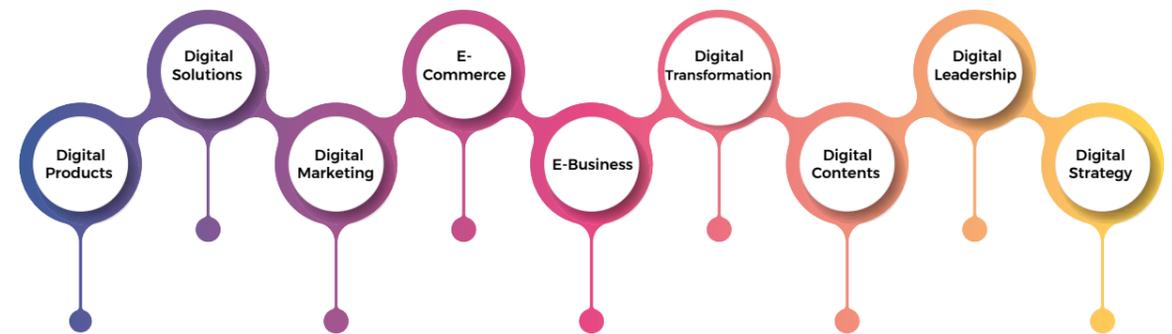
“As digital technologies become more prevalent, the digital economy will become the foundation of the modern economy. Accelerating the digital economy is no longer an option but crucial for Malaysia.”

- Malaysia Digital Economy Blueprint - 2021

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

- Malaysia Digital Economy Corporation (MDEC) - 2021

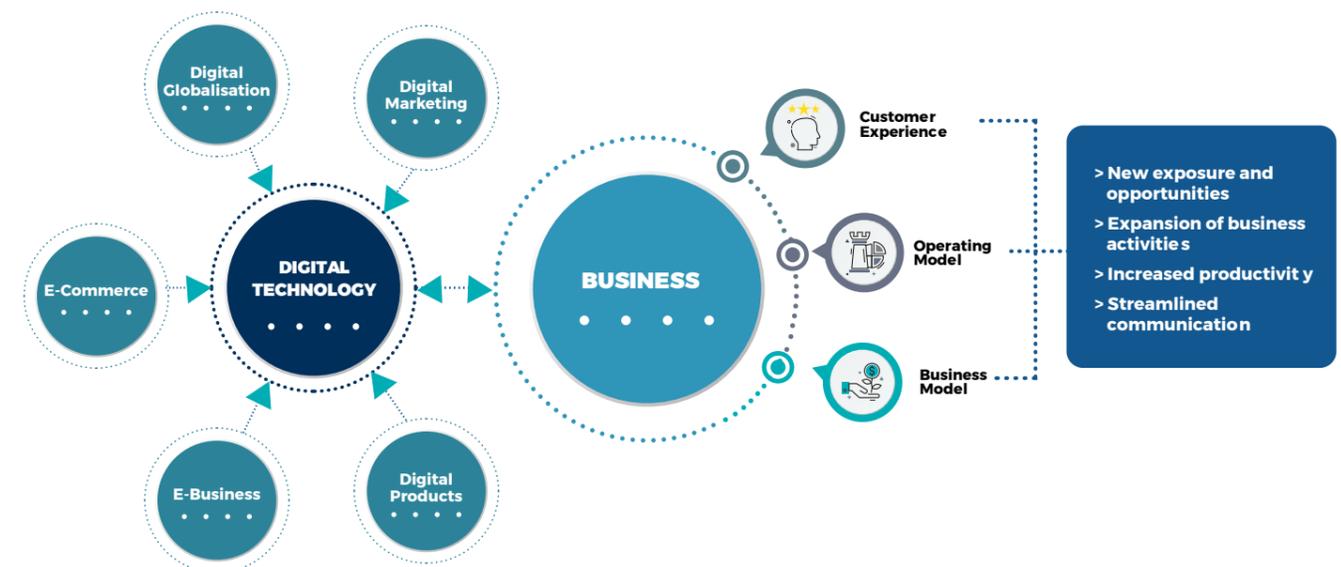
## APU - LEADING DIGITAL TRANSFORMATION IN BUSINESS, MANAGEMENT & MARKETING



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



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





# E-Commerce E-Business

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

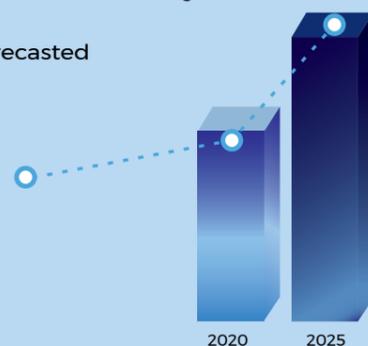
As the global pandemic disrupted the world, internet shopping platforms became the dominant channel for consumers to shop for essential goods and services. It is forecasted that e-business and e-commerce will sustain this upward trend and continue to grow. As future e-business professionals, you will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

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

# 25%

in 2025.

- MarketWatch, 2020



## Rise of e-commerce - buying & selling without borders



## Bachelor of Arts (Honours) in BUSINESS MANAGEMENT

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



### At a glance

#### Duration:

3 years full-time

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

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

#### Career options

- Business Development Manager
- Operations Manager
- Project Manager
- Supply Chain and Logistics Manager
- Procurement Manager
- Sales and Marketing Manager
- Human Resources Manager
- Management Consultant
- Data Analytics/Business Intelligence Manager
- Entrepreneur / Startup Founder



#### LEVEL 1

Level 1 builds a strong foundation in how businesses operate by introducing key areas such as management, marketing, law, economics, accounting, and entrepreneurship. Students also develop essential skills in communication, digital thinking, quantitative analysis, and people management. This common first-year pathway ensures every student gains a broad and solid grounding in business concepts before progressing to more advanced and specialised studies.

#### LEVEL 2

Students move into more advanced business topics, exploring organisational behaviour, digital marketing, innovation, financial decision-making, and research methods. They deepen their understanding of functional management through subjects like operations, e-business, ethics, governance, and applied AI for business. Critical thinking and global awareness are further developed. Students also gain hands-on insights into business processes using industry-relevant tools, strengthening their readiness for the workplace.

#### INTERNSHIP

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

#### LEVEL 3

Level 3 focuses on strategic, leadership, and enterprise-level thinking. Students learn to manage change, lead people, plan projects, and make strategic decisions in global and dynamic environments. They also gain practical experience with enterprise systems and international supply chain management. This final stage integrates theory with real-world application, culminating in a Final Year Project where students independently investigate a business topic and demonstrate their professional and academic capabilities.

### Module outline

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

- Introduction to Management

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisations
- Digital Marketing
- Innovation Process
- Business Research Methods
- Delivering Customer Value
- Managing Finance

##### Specialised Modules

- Operations Management
- E-Business Management
- Business Ethics and Governance
- Applied Artificial Intelligence for Business
- International Culture and Communications
- Critical Thinking in Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Global Marketing
- Managing People and Performance

##### Specialised Modules

- Strategic Management
- Project Management
- Managing Change
- Enterprise Resource Planning
- Investigations
- Managing International Supply Chain
- Final Year Project
- Critical Issues in Managing Information Systems in Organisations
- Leadership Theory and Practice

##### MQA Compulsory Subjects\*

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

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



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

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



### At a glance

#### Duration:

3 years full-time

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

- An understanding of the context, nature, role, and significance of management activities across different organisations, with particular emphasis on how digital technologies and e-business models transform modern business practices.
- An opportunity to develop well-researched, logical, and integrated solutions to multi-faceted problems in dynamic business environments, especially those influenced by digital innovation and online operations.
- Exposure to core areas of modern business management and specialised e-business domains, and how these work together to produce agile, competitive, and technology-enabled organisations.
- A wide range of employment skills including critical thinking, problem solving, communication, digital literacy, IT application, and the ability to conduct research in business and e-business management contexts.

#### Career options

- E-Business Manager
- Digital Transformation Manager
- E-Commerce Operations Manager
- Digital Marketing Manager
- Product Manager (Digital Platforms)
- Business Analytics & AI Manager
- Technology-Driven Project Manager
- Customer Experience (CX) Manager
- Innovation and Digital Strategy Manager
- Entrepreneur / Digital Startup Founder



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

#### LEVEL 1

Level 1 builds a strong foundation in how businesses operate by introducing key areas such as management, marketing, law, economics, accounting, and entrepreneurship. Students also develop essential skills in communication, digital thinking, quantitative analysis, and people management. For those pursuing the E-Business specialism, this year provides the digital literacy and business fundamentals needed to understand how technology shapes modern organisations. The common first-year pathway ensures all students gain a solid grounding before progressing to more advanced e-business and digital management studies.

#### LEVEL 2

Students move into more advanced business topics, exploring organisational behaviour, digital marketing, innovation, financial decisions, and research methods. Those in the E-Business specialism deepen their understanding of digital operations, online business models, and AI-driven business tools through specialised modules and electives. They also gain practical exposure to e-commerce processes and web-based business applications, helping them connect technology with business strategy. This level enhances their ability to analyse digital trends and prepares them for more complex e-business challenges.

#### 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

Level 3 focuses on strategic, leadership, and enterprise-level thinking within a digital business environment. Students learn to manage change, lead teams, and make strategic decisions while understanding how technology supports business transformation. The E-Business specialism further develops their capability to analyse digital finance systems, digital marketing technologies, and enterprise platforms. Students apply their learning through practical tools and industry-relevant systems, culminating in a Final Year Project that allows them to explore a business or e-business issue in depth, demonstrating both academic and professional competence.

### Module outline

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

- Introduction to Management

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisations
- Digital Marketing
- Innovation Process
- Business Research Methods
- Delivering Customer Value
- Managing Finance

##### Specialised Modules

- Operations Management
- E-Business Management
- Business Ethics and Governance
- Applied Artificial Intelligence for Business
- E-Commerce
- Web Design for Business

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Global Marketing
- Managing People and Performance

##### Specialised Modules

- Strategic Management
- Project Management
- Managing Change
- Enterprise Resource Planning
- Investigations
- Managing International Supply Chain
- Final Year Project
- Digital Finance
- Enabling Technology for Digital Marketing

##### MQA Compulsory Subjects\*

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

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



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

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



### At a glance

#### Duration:

3 years full-time

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

- An understanding of the context, nature, role, and significance of management activities, with added focus on how digital technologies shape leadership, strategy, and organisational behaviour.
- The ability to develop well-researched, logical, and integrated solutions to multi-faceted business challenges, particularly those arising from digital transformation and rapid technological change.
- Exposure to modern business management areas and digital leadership practices, and how these work together to build agile, innovative, and future-ready organisations.
- A wide range of employment skills including critical thinking, problem solving, communication, digital literacy, people management, and the ability to conduct research in leadership and technology-driven business environments.

#### Career options

- Chief Digital Officer
- Digital Transformation Manager
- E-Business Manager
- Innovation and Strategy Manager
- Project Manager
- Operations Manager
- Product Development Manager
- Business Analytics Manager
- Management Consultant
- Entrepreneur / Startup Founder



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

### At a glance

#### LEVEL 1

Level 1 builds a strong foundation in how businesses operate by introducing key areas such as management, marketing, law, economics, accounting, and entrepreneurship. Students also develop essential skills in communication, digital thinking, quantitative analysis, and people management. For those choosing the Digital Leadership specialism, the early exposure to digital thinking and innovation helps them begin understanding how technology influences leadership, decision-making, and organisational culture. This common first-year pathway ensures every student gains a solid grounding in business concepts while preparing specialism students to lead digital-driven initiatives in later years.

#### LEVEL 2

Students move into more advanced business topics, exploring organisational behaviour, digital marketing, innovation, financial decision-making, and research methods. Digital Leadership students deepen their understanding of how organisations navigate digital transformation and sustainability through elective modules focused on leading digital change and ESG leadership. These subjects help them develop the mindset and skills needed to lead responsibly in a technology-driven world. Alongside functional management and exposure to industry tools, students strengthen their readiness to manage digital initiatives and guide teams through organisational change.

#### 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 apply their earlier learning to address practical and modern business challenges. They strengthen their leadership, strategic management, and project management skills while gaining insights into enterprise systems and global business operations. Digital Leadership students further enhance their ability to lead data-informed and technology-enabled teams through electives on HR analytics and digital execution. These areas equip them to manage digital strategies, optimise talent decisions, and drive organisational transformation. The Final Year Project allows specialism students to explore digital leadership issues in depth, showcasing both their academic competence and their readiness to lead in a digital-first business environment.

### Module outline

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

- Introduction to Management

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisations
- Digital Marketing
- Innovation Process
- Business Research Methods
- Delivering Customer Value
- Managing Finance

##### Specialised Modules

- Operations Management
- E-Business Management
- Business Ethics and Governance
- Applied Artificial Intelligence for Business
- Leading Digital Business Transformation
- ESG Leadership

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Global Marketing
- Managing People and Performance

##### Specialised Modules

- Strategic Management
- Project Management
- Managing Change
- Enterprise Resource Planning
- Investigations in Business Management
- Managing International Supply Chain
- Talent Acquisition and Retention Analytics
- Digital Execution
- Final Year Project

##### MQA Compulsory Subjects\*

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

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



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

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

### At a glance

#### Duration:

3 years full-time

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

- An understanding of the context, nature, role, and significance of management activities, with added emphasis on how data, analytics, and AI technologies support decision-making in modern organisations.
- An opportunity to develop well-researched, logical, and integrated solutions to complex business problems, particularly those requiring analytical thinking, data interpretation, and AI-enabled insights.
- Exposure to contemporary business management areas and how analytics, digital tools, and AI applications work alongside traditional functions to create competitive, data-driven organisations.
- A wide range of employment skills including critical thinking, problem solving, communication, data literacy, analytical skills, IT application, and the ability to conduct research in AI-supported and data-centric business environments.

#### Career options

- Business Analytics Manager
- AI Solutions Manager
- Data Strategy Manager
- Digital Transformation Manager
- Operations Manager
- Project Manager
- E-Business Manager
- Product Development Manager
- Management Consultant
- Entrepreneur / Startup Founder

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

#### LEVEL 1

Level 1 builds a strong foundation in how businesses operate by introducing key areas such as management, marketing, law, economics, accounting, and entrepreneurship. Students also develop essential skills in communication, digital thinking, quantitative analysis, and people management. For students choosing the AI & Business Analytics specialism, the early focus on digital thinking and quantitative skills helps them begin understanding how data and technology influence modern business decisions. This first-year pathway ensures all students gain a solid grounding in business concepts while equipping specialism students with the mindset needed to work with data-driven insights and AI-supported tools in later levels.

#### LEVEL 2

Students move into more advanced business topics, including organisational behaviour, digital marketing, innovation, research methods, and financial decision-making. Those pursuing the AI & Business Analytics specialism strengthen their understanding of how organisations use data and artificial intelligence through elective modules focused on data management and AI applications in business. These areas help students develop analytical thinking, interpret business data, and understand how AI enhances efficiency and decision-making. Alongside functional management skills and exposure to industry tools, students gain the technical and analytical capabilities needed to contribute meaningfully to data-driven business environments.

#### INTERNSHIP

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

#### LEVEL 3

Students apply their earlier learning to address strategic and practical business challenges. They build leadership, strategic management, and project management skills while exploring enterprise systems and global business operations. For AI & Business Analytics students, the specialism electives further develop expertise in digital strategy, analytics, and AI-driven customer experiences. These subjects equip them to analyse complex datasets, design data-informed business strategies, and apply AI to personalise customer engagement. The Final Year Project allows students to explore analytical or AI-focused business problems, demonstrating their ability to integrate business knowledge with advanced digital and analytical competencies.

### Module outline

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

- Introduction to Management

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisations
- Digital Marketing
- Innovation Process
- Business Research Methods
- Delivering Customer Value
- Managing Finance

##### Specialised Modules

- Operations Management
- E-Business Management
- Business Ethics and Governance
- Applied Artificial Intelligence for Business
- Data Management
- Customer Experience and Personalization through AI

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Global Marketing
- Managing People and Performance

##### Specialised Modules

- Strategic Management
- Project Management
- Managing Change
- Enterprise Resource Planning
- Investigations in Business Management
- Managing International Supply Chain
- Digital Strategy and Analytics
- Artificial Intelligence in Business Management
- Final Year Project

##### MQA Compulsory Subjects\*

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

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



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

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

### At a glance

#### Duration:

3 years full-time

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

- An understanding of the context, nature, role, and significance of management activities, complemented by economic thinking that explains how markets, industries, and economic forces influence business decisions.
- An opportunity to develop well-researched, logical, and integrated solutions to multi-faceted business problems, particularly those requiring economic analysis, policy evaluation, and data-driven decision-making.
- Exposure to modern business management areas and economic frameworks, and how these work together to help organisations remain competitive in dynamic local and global economic environments.
- A wide range of employment skills such as critical thinking, problem solving, analytical reasoning, communication, IT application, and the ability to conduct research that applies economic principles to real business challenges.

#### Career options

- Financial Planning and Analysis Manager
- Business Economist / Economic Analyst
- Strategy and Business Development Manager
- Operations Manager
- Project Manager
- Risk Management Manager
- Market Research Manager
- Management Consultant
- Corporate Finance Manager
- Entrepreneur / Startup Founder

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

### At a glance

#### LEVEL 1

Level 1 builds a strong foundation in how businesses operate by introducing key areas such as management, marketing, law, economics, accounting, and entrepreneurship. Students also develop essential skills in communication, digital thinking, quantitative analysis, and people management. For those choosing the Business Economics specialism, the early exposure to business economics and quantitative skills helps them begin understanding how economic forces influence business decisions, markets, and organisational performance. This first-year pathway ensures all students gain a broad grounding in business concepts while preparing specialism students to analyse economic issues and apply economic thinking in managerial contexts later on.

#### LEVEL 2

Students move into more advanced business topics, exploring organisational behaviour, digital marketing, innovation, financial decision-making, and research methods. Business Economics students deepen their understanding of economic theory and policy through elective modules that focus on intermediate microeconomics and macroeconomics. These areas help them analyse market behaviours, evaluate policy impacts, and understand economic trends that influence industries and organisations. Combined with functional management knowledge and practical exposure to business processes, students develop strong analytical and problem-solving abilities that support economic decision-making in real business environments.

#### INTERNSHIP

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

#### LEVEL 3

Students apply their previous learning to address complex business and strategic challenges. They strengthen their leadership, project management, and strategic thinking skills while gaining insights into enterprise systems and global business operations. Business Economics students further enhance their economic analysis capabilities through electives that explore managerial economics, international economics, and economic development. These subjects enable them to evaluate business decisions using economic frameworks, assess global market dynamics, and understand the economic factors shaping organisational growth. The Final Year Project allows specialism students to investigate economics-related business issues, demonstrating their ability to integrate economic reasoning with real-world management challenges.

### Module outline

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

- Introduction to Management

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisations
- Digital Marketing
- Innovation Process
- Business Research Methods
- Delivering Customer Value
- Managing Finance

##### Specialised Modules

- Operations Management
- E-Business Management
- Business Ethics and Governance
- Applied Artificial Intelligence for Business
- Intermediate Microeconomics for Business
- Intermediate Macroeconomics and Policy

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Global Marketing
- Managing People and Performance

##### Specialised Modules

- Strategic Management
- Project Management
- Managing Change
- Enterprise Resource Planning
- Investigations in Business Management
- Managing International Supply Chain
- Applied Business and Managerial Economics
- International and Development Economics for Managers
- Final Year Project

##### MQA Compulsory Subjects\*

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

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



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

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



### At a glance

### Module outline

#### Duration:

3 years full-time

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

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

#### Career options

- International Business Development Manager
- Global Supply Chain Manager
- Cross-Border E-Business Manager
- International Operations Manager
- Global Marketing Manager
- Business Analytics & Strategy Manager
- Project Manager (International Focus)
- International Trade and Compliance Manager
- Management Consultant (Global/Multinational Focus)
- Entrepreneur / International Startup Founder



#### LEVEL 1

Students build a solid foundation in how businesses operate locally and globally. They gain essential skills in areas such as communication, quantitative analysis, people management, marketing, economics, and entrepreneurship. This year develops their ability to think critically, work independently, and understand the core functions of a business. All students share a common first year, ensuring a strong grounding before moving into more advanced international business topics.

#### LEVEL 2

Level 2 deepens students' understanding of how organisations function across borders. They explore international culture, communication, operations, business research, and digital strategies that shape modern global businesses. Students begin connecting theory to real business processes, strengthening analytical and decision-making skills. This stage focuses on expanding their ability to work in diverse environments and prepares them for more complex international management challenges.

#### 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

Level 3 focuses on strategic and global perspectives of business. Students learn to address real-world challenges in international management, change, finance, and supply chains. They apply their accumulated knowledge to analyse decisions affecting global performance and organisational growth. This final stage sharpens leadership, problem-solving, and project-management abilities. The final year project allows them to independently investigate an international business issue, demonstrating both academic depth and practical insight.

#### MQA Compulsory Subjects\*

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

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

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

- Introduction to Management

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisations
- Digital Marketing
- Innovation Process
- Business Research Methods
- Delivering Customer Value
- Managing Finance

##### Specialised Modules

- Operations Management
- International Culture and Communications
- International Business Law
- International Business
- E-Business Management
- Applied Artificial Intelligence for Business

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Global Marketing
- Managing People and Performance

##### Specialised Modules

- Strategic Management
- Project Management
- Global Banking and Finance
- Investigations
- Enterprise Resource Planning
- Managing International Supply Chain
- Managing Change
- Leadership Theory and Practice
- Final Year Project

#### MQA Compulsory Subjects\*

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

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



## Bachelor of Arts (Honours) in INTERNATIONAL BUSINESS MANAGEMENT WITH A SPECIALISM IN SUPPLY CHAIN MANAGEMENT

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

### At a glance

### Module outline

#### Duration:

3 years full-time

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

- An understanding of the context, nature, role, and significance of management activities, with particular emphasis on global supply chains, logistics, and international business operations.
- An opportunity to develop well-researched, logical, and integrated solutions to complex, multi-faceted problems in dynamic international and supply chain contexts.
- Vocationally relevant exposure enabling students to manage global sourcing, procurement, and logistics processes effectively, enhancing operational performance across international markets.
- A wide range of employment skills including critical thinking, problem solving, communication, IT application, analytical reasoning, and the ability to conduct research in international business and supply chain management.

#### Career options

- Global Supply Chain Manager
- International Logistics Manager
- Procurement and Sourcing Manager
- Operations Manager (Global/Regional)
- Inventory and Warehouse Manager
- Demand Planning Manager
- Export/Import Manager
- Project Manager (Supply Chain Focus)
- Supply Chain Analytics Manager
- Entrepreneur / International Business Founder

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

#### LEVEL 1

Students build a solid foundation in how businesses operate locally and globally. They gain essential skills in communication, quantitative analysis, people management, marketing, economics, and entrepreneurship. This year develops critical thinking, independent learning, and an understanding of core business functions. For students choosing the Supply Chain Management specialism, this grounding prepares them to appreciate how different business areas connect to form efficient supply networks. The broad first-year curriculum ensures they are well-equipped before progressing into specialised supply chain subjects.

#### LEVEL 2

Level 2 deepens students' understanding of how organisations function across borders, exploring international culture, communication, operations, and business research. Students also begin to understand how global value chains operate through specialised elective modules related to supply chain and logistics. These electives help them link business processes to the movement of goods, procurement decisions, and supplier relationships. This stage strengthens their analytical and decision-making abilities while preparing them for more advanced supply chain concepts that support international business operations.

#### 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

Level 3 focuses on strategic and global perspectives of business while allowing students to advance their expertise in international supply chains. Through specialised modules and electives, they explore digital supply chain systems and strategies for operating in complex global environments. Students learn to manage change, evaluate strategic decisions, and tackle real-world challenges related to global sourcing, logistics, and enterprise performance. Their final year project enables them to investigate an international business or supply chain issue, demonstrating both academic depth and practical insight as future supply chain professionals.

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

- Introduction to Management

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisations
- Digital Marketing
- Innovation Process
- Business Research Methods
- Delivering Customer Value
- Managing Finance

##### Specialised Modules

- Operations Management
- International Culture and Communications
- International Business Law
- International Business
- Introduction to Supply Chain and Logistics Management
- Procurement and Supplier Relationship Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Global Marketing
- Managing People and Performance

##### Specialised Modules

- Strategic Management
- Project Management
- Global Banking and Finance
- Investigations
- Enterprise Resource Planning
- Managing International Supply Chain
- Digital Supply Chain
- Global Business Strategy
- Final Year Project

#### MQA Compulsory Subjects\*

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

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



# People Analytics: Driving Smarter HR Decisions

In an era defined by digital disruption and global interconnectedness, the way organizations understand and manage their people is being revolutionized. Traditional HR instincts are no longer enough for today's competitive edge due to its inability to transform workforce data into strategic insights. People Analytics blends technology, data science, and human behaviour to decode patterns, predict outcomes, and drive smarter decisions for modern organisations' consumption. By aligning analytical precision with a deep understanding of human dynamics, organizations can unlock new levels of engagement, performance, and sustainable growth.

## People Analytics: Powering the Future of Work



(Source: Deloitte Human Capital Trends)

APU's **Bachelor of Arts (Honours) in Human Resource Management with a specialism in People Analytics** is designed to prepare students for the future of data-driven HR. This programme focuses on the growing demand for HR professionals who can translate workforce data into actionable strategies. Core modules such as **Introduction to HR Analytics, Enterprise Resource Planning with SAP Platform, Talent Acquisition and Retention Analytics and, Visualization & Reporting in People Analytics** will equip students with the analytical, and strategic skills needed to lead evidence-based HR initiatives.

Students will gain hands-on experience with HR systems and analytical tools, learning how to collect, interpret, and visualize data to support critical HR functions. By integrating principles from data science, organizational behaviour, and strategic HRM, this specialism enables graduates to drive performance, enhance employee experiences, and influence decision-making with measurable impact.

## Data-Led HR Strategy



Through advanced techniques such as **data visualization, predictive modelling, and AI-enabled HR systems**, students will develop critical capabilities for evidence-based decision-making.



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

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



### At a glance

#### Duration:

3 years full-time

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

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

#### Career options

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



#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

### Module outline

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisation
- Business Ethics and Governance
- Innovation Process
- International Culture and Communications
- Business Research Methods

##### Specialised Modules

- Employee Development
- Occupational Safety and Health
- Employment Law
- Introduction to HR Analytics
- Employee Relations
- Social Psychology
- Critical Thinking in Management

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Venture Building

##### Specialised Modules

- Managing People and Performance
- Human Factors Psychology
- International Human Resource Management
- Managing Change
- Investigations in Human Resource Management
- Contemporary Issues in HRM
- Strategic Human Resource Management
- Compensation & Benefit
- Sustainability Leadership
- Human Resource Management Project

##### MQA Compulsory Subjects\*

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

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



## Bachelor of Arts (Honours) in **HUMAN RESOURCE MANAGEMENT** WITH A SPECIALISM IN PEOPLE ANALYTICS

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



### At a glance

#### Duration:

3 years full-time

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

- A comprehensive understanding of Human Resource Management principles combined with data-driven strategies to enhance workforce decision-making in diverse organizational settings.
- The ability to collect, interpret, and analyze HR data using tools and technologies such as HRIS, Excel and visualization software to support strategic HRM practices.
- Opportunities to apply analytical insights to real-world HR issues such as talent acquisition, employee retention, engagement, and diversity, helping organizations to make evidence-based decisions.
- Exposure to critical domains such as predictive analytics, workforce planning, and data ethics, developing students into forward-thinking professionals prepared for digital transformation in HR.
- A wide range of professional and analytical skills including critical thinking, storytelling with data, effective communication, and the ability to integrate psychological and behavioral insights into workforce planning and development.

#### Career options

- Talent Acquisition Analyst
- HR Analytics Specialist
- People Data Analyst
- Compensation & Benefits Analyst
- Employee Engagement Analyst
- Learning & Development Consultant
- HRIS Analyst
- Strategic Workforce Planning Analyst
- Organizational Development Analyst
- People Insights Manager
- HR Consultant with Data Focus



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

#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

### Module outline

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

- Behavioural Science in Organisation
- Business Ethics and Governance
- Innovation Process
- International Culture and Communications
- Business Research Methods

##### Specialised Modules

- Employee Development
- Occupational Safety and Health
- Employment Law
- Introduction to HR Analytics
- Employee Relations
- Social Psychology
- Enterprise Resource Planning with SAP Platform

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Strategic Management
- Venture Building

##### Specialised Modules

- Managing People and Performance
- Human Factors Psychology
- International Human Resource Management
- Talent Acquisition and Retention Analytics
- Investigations in Human Resource Management
- Contemporary Issues in HRM
- Strategic Human Resource Management
- Compensation & Benefit
- Visualization and Reporting in People Analytics
- Human Resource Management Project

##### MQA Compulsory Subjects\*

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

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



## Bachelor of Arts (Honours) in **MARKETING MANAGEMENT**

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



### At a glance

#### Duration:

3 years full-time

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

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

#### Career options

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



#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

### Module outline

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

##### Specialised Modules

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

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building
- Sustainability Leadership

##### Specialised Modules

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

##### MQA Compulsory Subjects\*

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

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



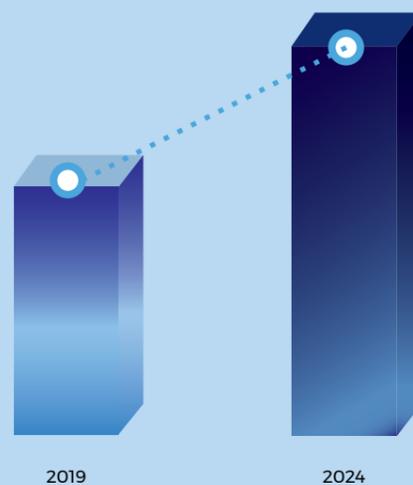
# Digital Marketing

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

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

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

- eMarketer, 2020



## DIGITAL MARKETING



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

## WHY ARE BRANDS SHIFTING TO DIGITAL MARKETING?





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

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



### At a glance

#### Duration:

3 years full-time

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

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to commence a dynamic career in digital marketing.
- A comprehensive understanding of frameworks and strategic planning techniques for the management of business information analytics in the marketing arena.
- Familiarity with a broad range of digital marketing technologies and how they are applied in practically infused digitized settings.
- The ability to critically evaluate and recommend appropriate digital tools and techniques in utilising the plethora of social media platforms in optimizing market potential.

#### Career options

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



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

#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

### Module outline

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

##### Specialised Modules

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

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Common Modules

- Venture Building

##### Specialised Modules

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

##### MQA Compulsory Subjects\*

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

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



## Bachelor of Arts (Honours) in **TOURISM MANAGEMENT**

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



### At a glance

#### Duration:

3 years full-time

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

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

#### Career options

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

#### LEVEL 1

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

#### LEVEL 2

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

#### INTERNSHIP

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

#### LEVEL 3

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

### Module outline

#### LEVEL 1

##### Common Modules

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

##### Specialised Modules

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

##### Elective Module

- Introduction to VRAR and Metaverse

#### LEVEL 2

##### Common Modules

- Digital Marketing
- Business Research Methods

##### Specialised Modules

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

##### Elective Modules

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

#### INTERNSHIP (16 weeks)

#### LEVEL 3

##### Specialised Modules

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

##### Elective Module

- Tourism in Action

##### MQA Compulsory Subjects\*

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

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

# Global Hospitality and Tourism Studies

## HTMi Switzerland

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

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

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

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

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



### Duration:

3 years full-time

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

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

### Career options

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

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

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

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



### At a glance

#### LEVEL 1

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

#### LEVEL 2

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

#### LEVEL 3

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

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

#### INTERNSHIP

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

### Module outline

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

#### LEVEL 3

##### Common Modules

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

##### Specialism in Hospitality Innovation

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

##### MQA Compulsory Subjects\*

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

#### INTERNSHIP (24 weeks)

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



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

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



### At a glance

### Module outline

#### Duration:

3 years full-time

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

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

#### Career options

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

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

#### LEVEL 1

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

#### LEVEL 2

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

#### LEVEL 3

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

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

#### INTERNSHIP

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

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

#### LEVEL 3

##### Common Modules

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

##### Specialism in Events Management

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

##### MQA Compulsory Subjects\*

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

#### INTERNSHIP (24 weeks)

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



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

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



### At a glance

### Module outline

#### Duration:

3 years full-time

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

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

#### Career options

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

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

#### LEVEL 1

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

#### LEVEL 2

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

#### LEVEL 3

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

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

#### INTERNSHIP

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

#### LEVEL 1

##### Common Modules

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

#### LEVEL 2

##### Common Modules

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

#### LEVEL 3

##### Common Modules

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

##### Specialism in Aviation Management

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

##### MQA Compulsory Subjects\*

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

#### INTERNSHIP (24 weeks)

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



# I am APU

WHAT DO OUR ALUMNI SAY...

**WOON YAW KWAN** (Malaysia)

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

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

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

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

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

## WHAT DO OUR ALUMNI SAY...

**YAP SONG MING** (Malaysia)

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

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

**FELIX TANZIL ROBERTSIO** (Indonesia)

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

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

**HAFIZA BINTI SAMDUDDIN** (Malaysia)

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

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

**NIGINA KADIROVA** (Uzbekistan)

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

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

**KHAWAJA SYED SALMAN MAHMOOD** (Pakistan)

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

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

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

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

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



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



# Award-Winning University

**268 Awards**  
at Local, Regional and  
International Levels in 2023

## 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**

- Champions

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

- Champions

**Shell Selamat Sampai Varsity Challenge**

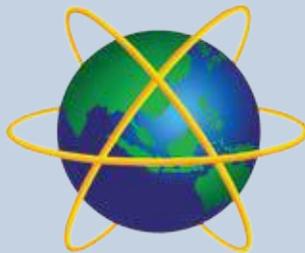
- Champion

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

- Champion



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



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

---

## 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

(A Member of the APIIT Education Group)

T1, Jalan Teknologi 5, Technology Park Malaysia, Bukit Jalil, 57000 Kuala Lumpur.

Tel : +603-8996 1000

Email : [info@apu.edu.my](mailto:info@apu.edu.my)

DU030(W) | DK121(W)

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

*All information is correct at the time of publication but may be subject to change in the interests of continuing improvement.*

*The names, logos, symbols and marks that appear in this publication are acknowledged as the trademarks and copyrights of the respective companies and universities, registered in the country of registration and many jurisdictions worldwide.*