

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

A · P · U

ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

I am a leader

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

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

AACSB Business Education Alliance Member

Digital Marketing Institute™ Approved Partner

QAA
INSTITUTION ACCREDITED
ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION
Valid: 04/2024 - 04/2029

5 STAR EXCELLENT RATING
SETARA

MD™
Premier Digital Tech Institution

QS WORLD UNIVERSITY RANKINGS 2027

QS 1st Malaysian University 5-Stars Plus

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.

1st Malaysian University

1 of 24 in the world

QS 5-Stars Plus

QS WORLD UNIVERSITY RANKINGS 2027

QS WORLD UNIVERSITY RANKINGS 2027

TOP 2% in the World

#528	#20	#157	TOP 500	#177
WORLDWIDE Top 2% Globally	INTERNATIONAL STUDENTS	INTERNATIONAL FACULTY	EMPLOYER REPUTATION	STUDENT EXPERIENCE

QS WORLD UNIVERSITY RANKINGS : ASIA 2026

#39	#147
IN SOUTH EAST ASIA	IN 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 2027 - 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 2027, achieving a global ranking of #528 and placing APU within the Top 2% of universities worldwide. APU is also ranked #20 in the World for International Students, reflecting its highly diverse, multicultural and globally inclusive learning environment, with students representing more than 130 nationalities studying together on campus.

APU IS AWARDED 2026 EMPLOYERS' CHOICE OF UNIVERSITY - TALENTBANK

Renowned for its 100% employability rate among graduates, APU underlined its strengths by being selected as the 2026 Employers' Choice of University in Talentbank's annual survey of employers. Further reinforcing its strong employability outcomes, APU programmes received the prestigious Talentbank 6-Star Employer Choice rating in the following fields: Computing & IT, Actuarial Science, Analytics, Animation, Banking, Business Management, Event Management, Finance, Games Design & Development, Human Resource Management, and Mechatronic Engineering.



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

The PC.com Awards are prestigious accolades that celebrate organisations demonstrating excellence and leadership in technology and innovation. At the 2025 Awards, Asia Pacific University of Technology & Innovation (APU) once again stood out, earning Best Tech University, Best Future Ready University, and the newly introduced Best AI University titles, as voted by PC.com readers. These achievements reaffirm APU's dedication to delivering world-class digital technology programmes and shaping future-ready graduates. APU continues its winning streak, having previously secured both Best Tech University and Best Future Ready University in 2024, and Best Tech University in 2023.

APU'S LIST OF FIRSTS:

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

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

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

Leigh Kamolins - Head of Evaluation, QS Intelligence Unit

OUTSTANDING

Rated for Excellence

Asia Pacific University of Technology & Innovation

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

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

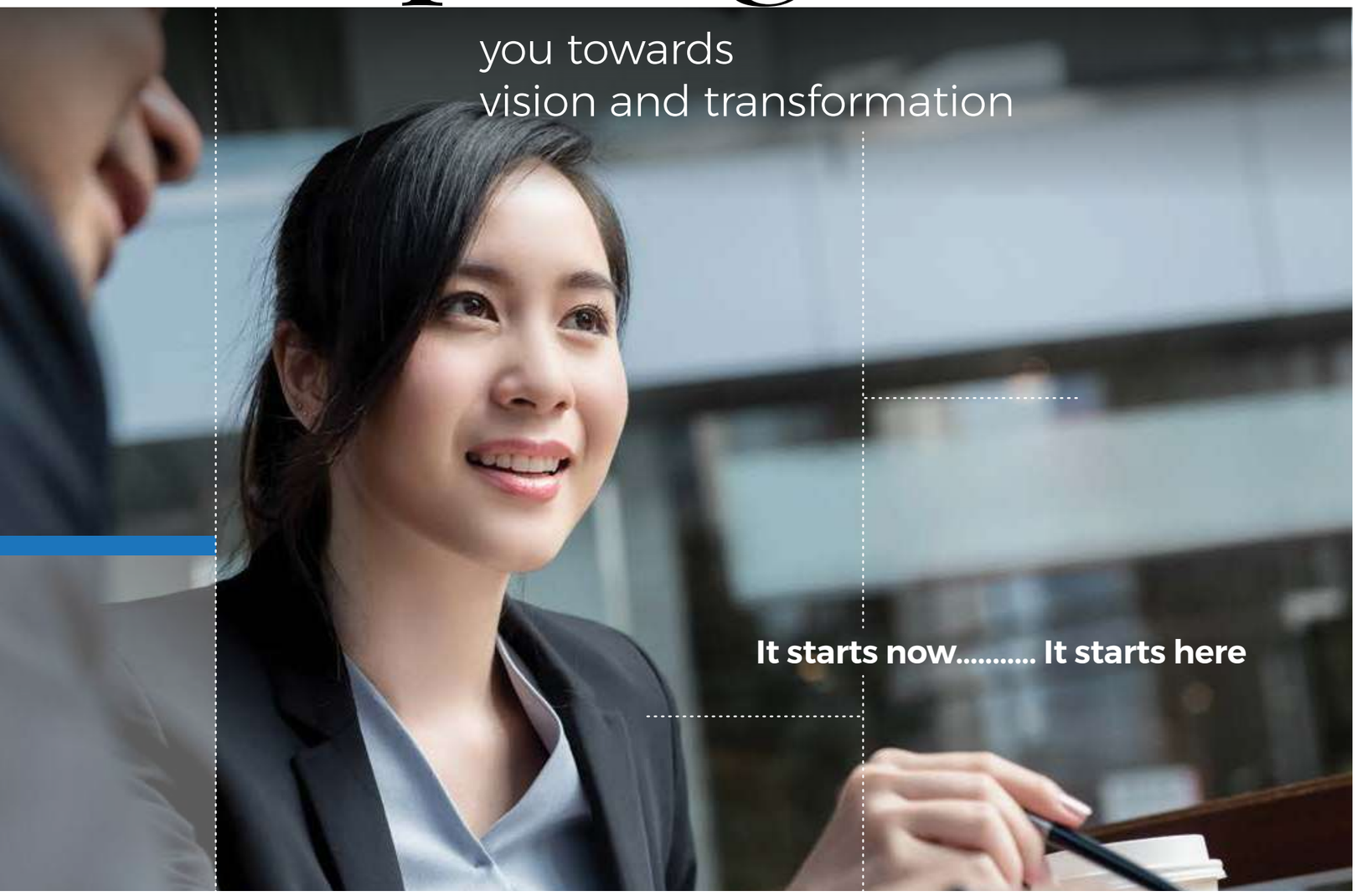
QS STARS

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

Leigh Kamolins, Head of Evaluation

18 Oct 2021

Inspiring



BUSINESS, MANAGEMENT, IBM, HRM, 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 in Digital Marketing (Honours)** #
- **Bachelor of Arts (Honours) in Tourism Management**
- **Bachelor of Science (Honours) in Hospitality and Tourism*** *with a specialism in:*
  - Hospitality Innovation
  - Aviation Management
  - Events 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.







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

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

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

Malaysia's Award Winning University

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









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

Ranked No.20 in the **World** for **International Students**
QS World University Rankings 2027

MALAYSIA'S AWARD WINNING UNIVERSITY

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

100% Employability*

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

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

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



100% 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.*









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.



Industry Ready Graduates

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

Work-ready, World-ready

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

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

RANKED

#20 in the World for International Students

QS World University Rankings 2027





A Truly International Community

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



A Hub of Cultural Diversity

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

Student Welcome Team

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









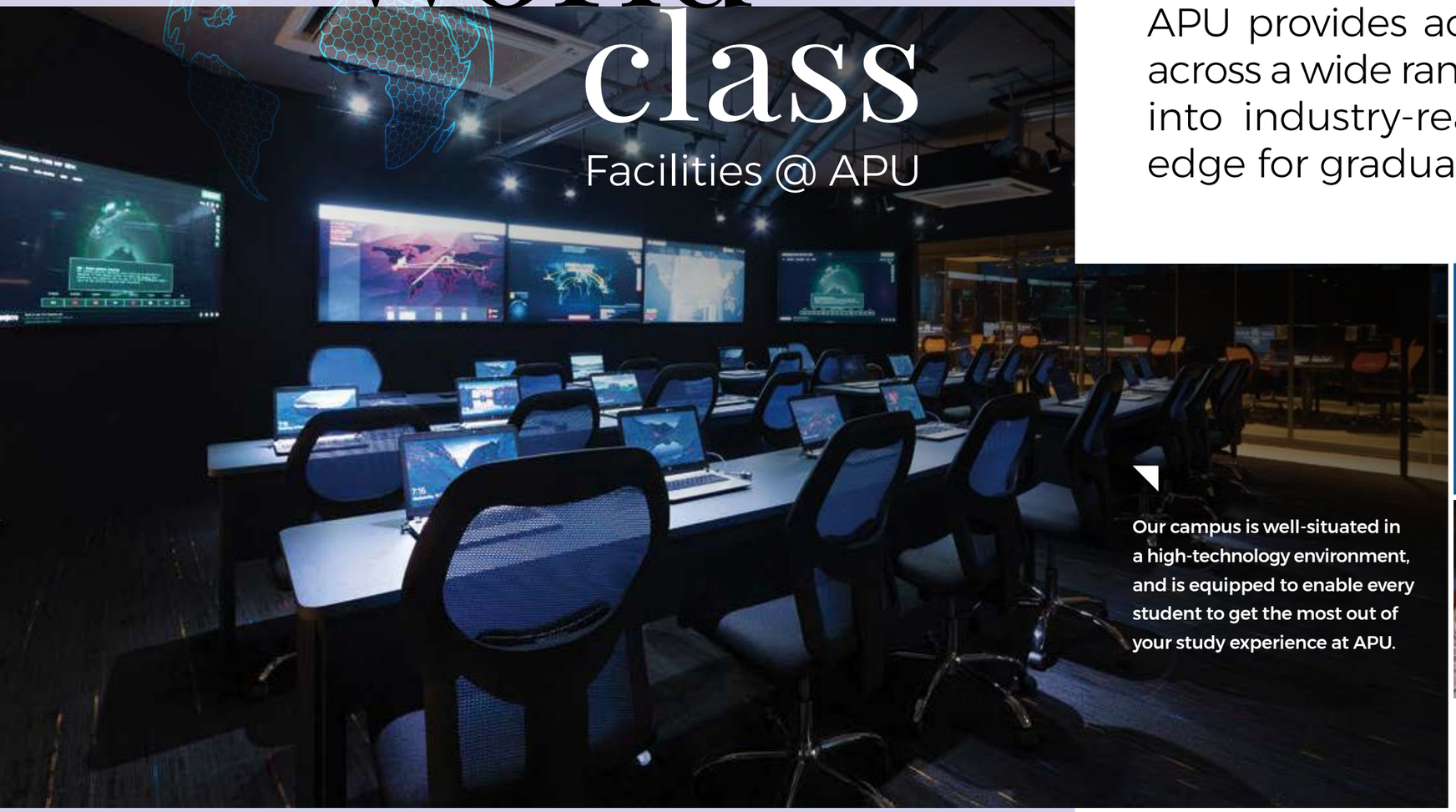


Student Life @ APU

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

World-class

Facilities @ APU



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.

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.







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.









Cutting-Edge Technologies

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

Social Interaction Platforms

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

Our Partner in Quality

De Montfort University (DMU), UK









150 years of academic excellence

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

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





About DMU

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

Double your Advantage

APU-DMU **Dual Degree Programme**







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





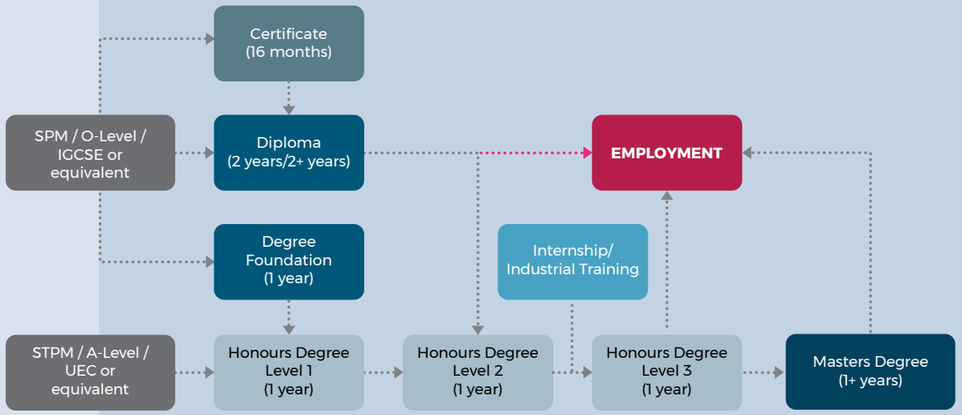






Pathways & Admission Requirements

YOUR STUDY PROGRESSION



APU FOUNDATION 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*

ADMISSION REQUIREMENTS

BACHELORS (HONS) DEGREE PROGRAMMES

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

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

ENGLISH REQUIREMENTS (only applicable for International Students)

Programmes	Requirements
Foundation Programme 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 Business Management Bachelor of Arts (Honours) in International Business Management Bachelor of Arts (Honours) in Human Resource Management Bachelor in Digital Marketing (Honours)	• 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 – Your Future. Your 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, Game Development, Engineering, Industrial Design, Animation, Visual Effects, Media, Hospitality & Tourism and International Relations.

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.

Learn, Apply, Achieve - Practical Assessments for Meaningful Learning

At APU, learning is designed to be practical, engaging, and relevant. Many Foundation modules are assessed through projects, presentations, case studies, and coursework, allowing you to apply knowledge in real-world situations. This approach builds critical thinking, problem-solving, communication, and teamwork skills while preparing you for degree-level studies and future career success. Where appropriate, final examinations are included to ensure a well-rounded academic foundation.

SEMESTER 1 (COMMON SEMESTER 1)	• English for Academic Purposes • Personal Development & Study Skills • Digital Communication & Collaboration • Mathematics			
ROUTES	**BUSINESS, FINANCE & SOCIAL SCIENCES**	**COMPUTING & TECHNOLOGY**	**ENGINEERING**	**ARCHITECTURE & DESIGN**
SEMESTER 2	• Public Speaking & Personal Branding • Global Business Trends & Supply Chains • Digital Business & Entrepreneurship • Further Mathematics** / Psychology & Behavioral Science • Principles of Accounting and Finance / Global Citizenship & Cultural Intelligence	• Public Speaking & Personal Branding • Digital Business & Entrepreneurship • Computational Thinking & Programming • Further Mathematics • Computer Systems, Networks and Cloud Technologies	• Public Speaking & Personal Branding • Digital Business & Entrepreneurship • Computational Thinking & Programming • Mechanics for Engineers • Engineering Mathematics	• Public Speaking & Personal Branding • Introduction to Digital Photography • Fundamentals of Drawing • Design Studies • Design Project 1 / Architecture and Built Environment
SEMESTER 3	• Research & Data Literacy • Business Economics & Global Markets • AI for Business & Design • Co-Curricular *Choose **one** of the following modules:* • Discovering Media in the Digital Age • Cyberpsychology and Digital Society • Exploring Hospitality, Travel & Tourism • Fundamentals of Risk Management • Next-Gen Accounting Tech and FinTech	• Research & Data Literacy • Cyber Security & Digital Resilience • AI Essentials for the Digital World • Co-Curricular *Choose **one** of the following modules:* • Exploring Games & Immersive Technologies • Discovering Media in the Digital Age • Cyberpsychology and Digital Society • Exploring Hospitality, Travel & Tourism	• Research & Data Literacy • Science for Engineers • AI, Robotics & Automation Fundamentals • Design Thinking for Engineers – Fraunhofer IEM • Co-Curricular	• Research & Data Literacy • AI for Business & Design • Life Drawing / Architectural Drawing and Communication • Design Project 2 / Architectural Design Project • Co-Curricular *Choose **one** of the following modules:* • History of Design and Media • Exploring Games & Immersive Technologies • Cyberpsychology and Digital Society
You may then proceed to Level 1 of a Degree of your choice in the following pathways				
PRIMARY PATHWAYS	**- Business, Management, Hospitality & Tourism** **- Accounting, Finance, Banking & Actuarial Studies** **- Media, Communication & Psychology** **- International Relations**	**- Computing & Technology** **- Immersive Technology & VR/AR** **- Game Development**	**- Electrical and Electronic Engineering** **- Mechatronic & Mechanical Engineering** **- Computer Engineering** **- Petroleum Engineering**	**- Industrial Design, Visual Effects, Animation & Digital Advertising** **- Architecture**
ALTERNATIVE PATHWAYS Students may alternatively choose the following:	- Computing & Technology - Immersive Technology & VR/AR - Industrial Design, Visual Effects, Animation & Digital Advertising - Architecture - Game Development	- Business, Management, Hospitality & Tourism - Accounting, Finance, Banking & Actuarial Studies - Industrial Design, Visual Effects, Animation & Digital Advertising - International Relations - Media, Communication & Psychology - Architecture	- Computing & Technology - Immersive Technology & VR/AR - Accounting, Finance, Banking & Actuarial Studies - Business, Management, Hospitality & Tourism - Industrial Design, Visual Effects, Animation, Digital Advertising & Architecture - International Relations - Media, Communication & Psychology - Game Development	- Computing & Technology - Immersive Technology & VR/AR - Accounting, Finance, Banking & Actuarial Studies - Business, Management, Hospitality & Tourism - International Relations - Media, Communication & Psychology - Game Development

YOUR FOUNDATION PATHWAY TO A DEGREE OF YOUR CHOICE

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

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

Mathematics

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

Computing & Technology

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

Accounting, Banking, Finance & Actuarial

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

Architecture

- Bachelor of Science (Honours) in Architecture

PORTFOLIO OR INTERVIEW REQUIRED

Immersive Technology & Game Development

- Bachelor in Interactive Media and Immersive Technology (Honours)
- Bachelor in Interactive Media and Immersive Technology (Honours) with a specialism in
  - VR/AR
- Bachelor in Game Development (Honours)

PORTFOLIO OR INTERVIEW REQUIRED

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

Mathematics

Physics OR Chemistry OR Technical Science

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

Engineering

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

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

Mathematics

Science OR Physics OR Chemistry OR Biology

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

Psychology

- Bachelor of Science (Honours) in Psychology
- Bachelor of Science (Honours) in Psychology with a specialism in
  - Cyberpsychology
  - People and Culture

Leading from APU Foundation to your Choice of Degree Studies:

Business, Management, Marketing & Digital Marketing

- 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 in Digital Marketing (Honours)

Hospitality & Tourism

- 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

Media and International Relations

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

Media, Arts & Design

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

PORTFOLIO REQUIRED

* 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, 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*
  - *Digital Leadership*
  - *AI & Business Analytics*
  - *Business Economics*
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in International Business Management *with a specialism in Supply Chain Management*
- Bachelor of Arts (Honours) in Human Resource Management
- Bachelor of Arts (Honours) in Human Resource Management *with a specialism in People Analytics*
- Bachelor in Digital Marketing (Honours)
- Bachelor of Arts (Honours) in Media and Communication Studies*



Diploma in International Studies

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

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



Diploma in Accounting

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

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



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



Diploma in Business Information Technology

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

- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management *with a specialism in:*
  - *E-Business**
  - *Digital Leadership**
  - *AI & Business Analytics**
  - *Business Economics**
- Bachelor of Arts (Honours) in International Business Management
- Bachelor of Arts (Honours) in International Business Management *with a specialism in Supply Chain Management*
- Bachelor in Digital Marketing (Honours)
- 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*
  - *Financial Technology (FinTech)*
  - *Digital Transformation*
  - *Business Information Systems*

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

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

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

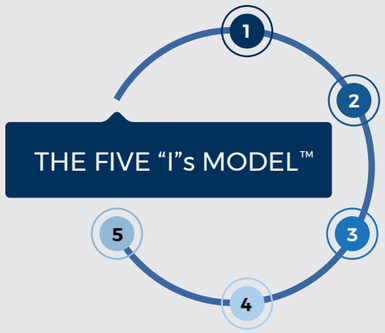
Business, Management,

IBM, Digital Marketing & Tourism

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

THE AIMS OF THE APU BUSINESS, MANAGEMENT, IBM, 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, IBM, DIGITAL MARKETING, HOSPITALITY & TOURISM STUDY PATHWAYS

LEVEL	PROGRAMMES
COMMON LEVEL 1*	• Bachelor of Arts (Honours) in Business Management • Bachelor of Arts (Honours) in Business Management *with a specialism in:* *- E-Business* *- Digital Leadership* *- AI & Business Analytics* *- Business Economics* • Bachelor of Arts (Honours) in International Business Management • Bachelor of Arts (Honours) in International Business Management *with a specialism in Supply Chain Management* • Bachelor in Digital Marketing (Honours) • Bachelor of Arts (Honours) in Human Resource Management • Bachelor of Arts (Honours) in Human Resource Management *with a specialism in People Analytics*
SPECIALISED LEVEL 1*	• 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*

*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

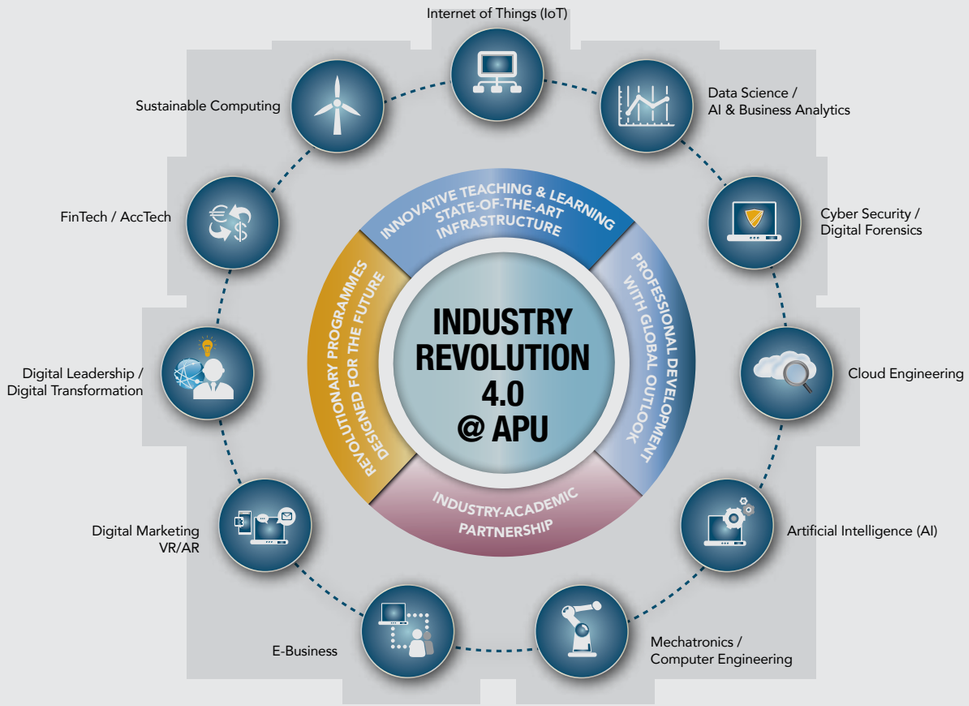
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will 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

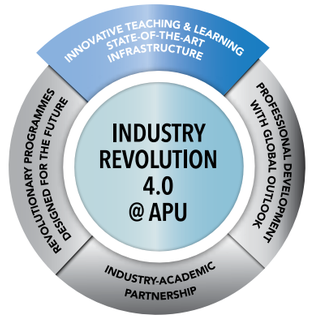
FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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.

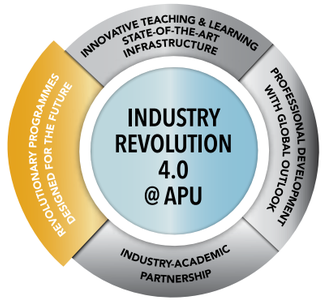


INDUSTRY REVOLUTION 4.0 @ APU



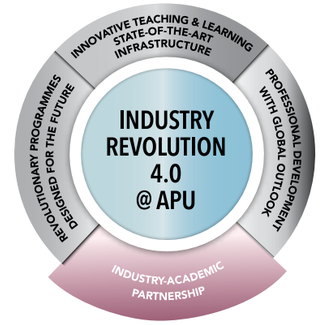
INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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.



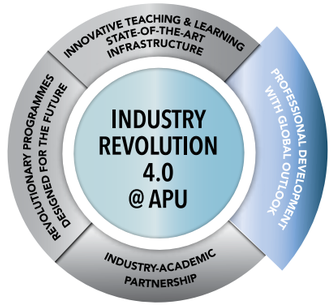
REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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.



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

Digital Marketing Institute Accredited

APU PARTNERS WITH WORLD LEADER IN DIGITAL MARKETING

Why DMI?

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

APU-DMI ACCREDITATION BENEFITS

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

APU-DMI Accreditation Programme

Membership Resources (myDMI portal)

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

DMI Jobs Board

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

'Dual Certificates'

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

KEY AREAS IN THE DIGITAL MARKETING MIX



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 & Digital 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

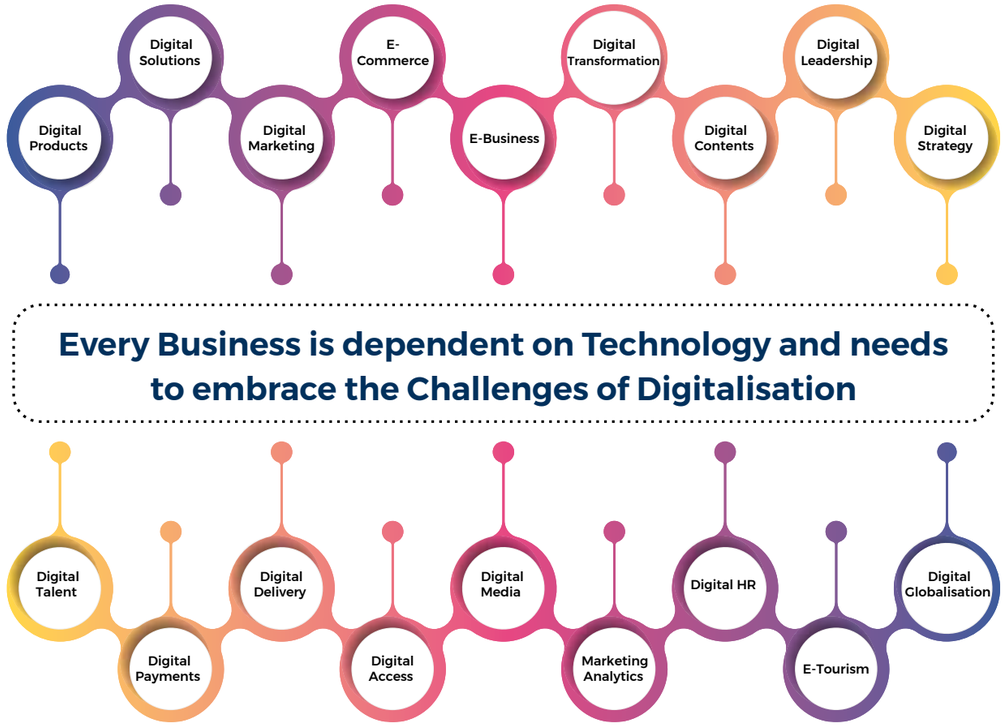
"As digital technologies become more prevalent, the digital economy will become the foundation of the modern economy. Accelerating the digital economy is no longer an option but crucial for Malaysia."

- Malaysia Digital Economy Blueprint - 2021

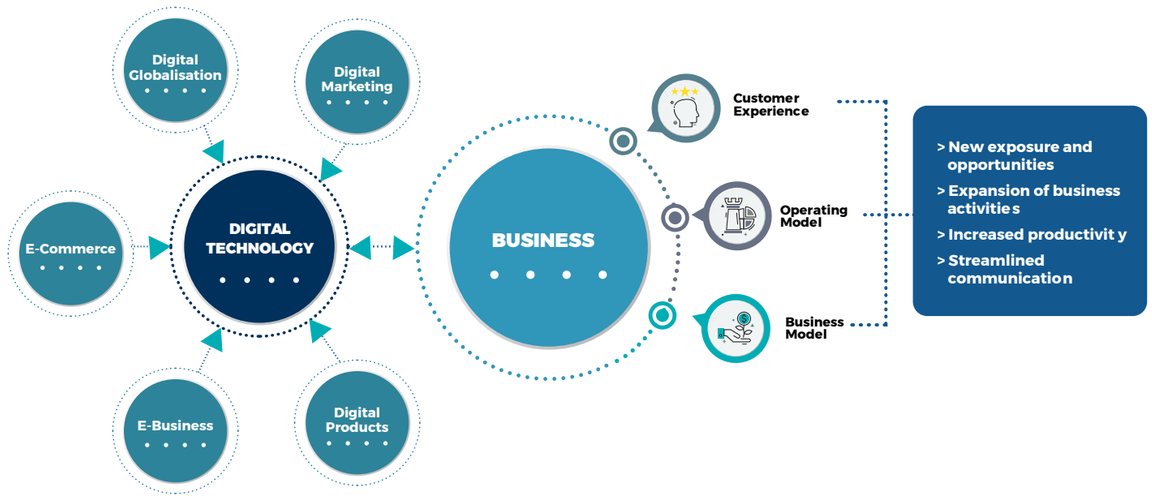
"The digital economy is expected to continue its significant contribution to the country this year, based on an estimated 19.1 per cent contribution to the GDP in 2019 by the Department of Statistics Malaysia, following a forecast of 6.7 per cent economic growth for 2021 by the World Bank. With the launch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



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

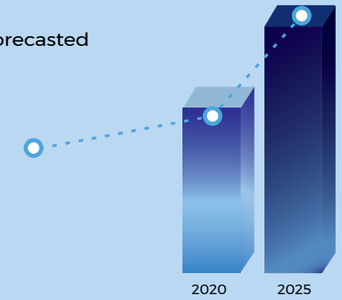
As the global pandemic disrupted the world, internet shopping platforms became the dominant channel for consumers to shop for essential goods and services. It is forecasted that e-business and e-commerce will sustain this upward trend and continue to grow. As future e-business professionals, you will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

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

25%

in 2025.

- MarketWatch, 2020



Rise of e-commerce – buying & selling without borders





DUAL DEGREE

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

Module outline

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.

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
- Sustainability Leadership

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)

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

Digital Marketing Institute Accredited

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 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)

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.

Module outline

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.

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.

Module outline

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.

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)

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

At a glance

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)

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
- 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
- Sustainability Leadership
- 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)

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.

At a glance

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.

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
- 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

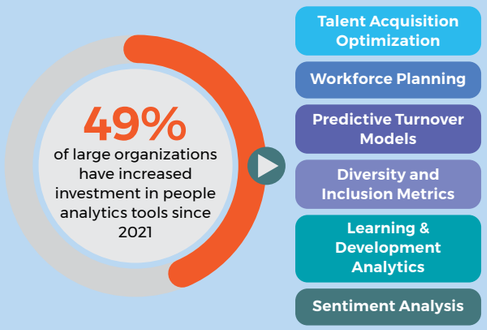
(*All students are required to successfully complete these modules as stipulated by the Malaysian Qualification Agency)



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



- Talent Acquisition Optimization
- Workforce Planning
- Predictive Turnover Models
- Diversity and Inclusion Metrics
- Learning & Development Analytics
- Sentiment Analysis

Data-Led HR Strategy

- Employee Lifecycle Analytics
- Compensation and Benefits Insights
- Organizational Network Analysis
- Performance and Productivity Dashboards
- Well-being and Engagement Metrics

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

(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.



DUAL DEGREE

Bachelor of Arts (Honours) in HUMAN RESOURCE MANAGEMENT

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

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

At a glance

LEVEL 1

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

LEVEL 2

Students will be exposed to more advanced level of curriculum including behavioural science, business ethics & governance, critical thinking in management, and 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.

Module outline

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

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)



Digital Marketing is the Market

The world has moved online. The brands, budgets, and careers have followed. This is where you want to be. Digital marketing is no longer a support function. It is where business growth happens. Whether you want to work in a global agency, a fast-growing startup, or build your own brand, this degree puts you where the opportunity is.

The digital skills brands are hiring for. Built right here.

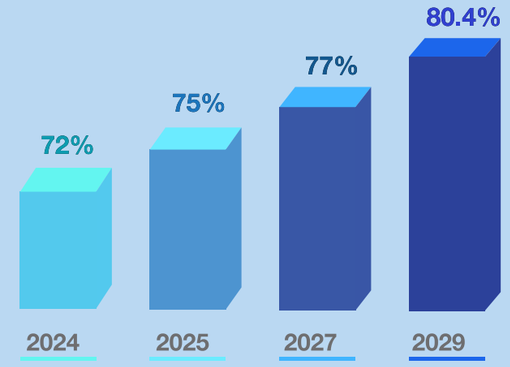
Every brand, every business, every organisation you can think of is fighting for attention online. The people who know how to win that fight, through smart content, data-driven campaigns, and platform expertise. They are among the most valuable professionals in today's workforce.

The Bachelor in Digital Marketing at APU gives you exactly those skills. You will graduate knowing how to plan and run real campaigns, read and act on data, and speak the language of every major digital platform, ready to add value from your very first role.

75%+

Of all worldwide advertising spend is now digital. It crossed this milestone for the very first time in 2025. If you are going to build a career in marketing, this is where the money, the jobs, and the growth are.

- eMarketer Worldwide AdSpending Forecast 2025 · emarketer.com



Digital Share of Global Ad Spend (2024-2029)

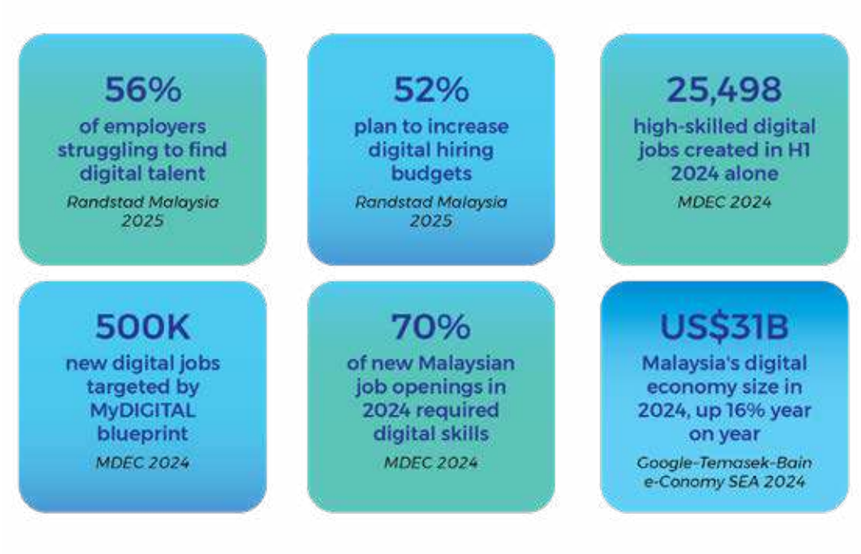
- eMarketer, 2025

THERE HAS NEVER BEEN A BETTER TIME TO ENTER THIS FIELD

Seven out of ten new jobs in Malaysia now require digital skills, but only three out of ten people in the workforce actually have them. That gap means less competition for you and more leverage when you walk into an interview with the right qualifications.

More than half of Malaysian employers say they are struggling to find digital talent right now, and over half are actively increasing their budgets to hire for these roles. Companies are not waiting. Neither should you.

Sources: MDEC Digital Talent 2024; Randstad Malaysia 2025; Google–Temasek–Bain e-Conomy SEA 2024



WHY ARE BRANDS SHIFTING TO DIGITAL MARKETING?





Bachelor in **DIGITAL MARKETING** (Honours)

DUAL DEGREE

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

Duration:
3 years full-time

This programme is specifically designed to provide students with:

- A deep understanding of the principles, technologies and strategic frameworks that underpin contemporary digital marketing, along with the practical skills required to excel in an AI-driven, data-centric marketing landscape.
- Comprehensive knowledge of digital marketing analytics, performance measurement frameworks, and data-driven strategic planning techniques essential for managing modern marketing intelligence and optimising digital decision-making.
- Familiarity with a wide spectrum of digital platforms, tools, and emerging technologies and how they are deployed in real-world digital environments.
- The ability to critically evaluate, select, and apply appropriate digital tools, content strategies, and optimisation techniques across social media, search, e-commerce, and omnichannel ecosystems to maximise customer engagement and organisational growth.

Career options

- Digital Marketing Executive / Manager
- Social Media Strategist
- Digital Sales and Marketing Manager
- SEO/SEM Manager
- Content Marketing Strategist
- E-commerce Executive / E-commerce Manager
- Marketing Data Analyst
- Customer Experience (CX) Specialist
- CRM & Marketing Automation Specialist
- Performance Marketing Manager
- Marketing Communications Manager
- Digital Campaign Strategist

Digital Marketing Institute Accredited

At a glance

LEVEL 1
Students will learn fundamental essential skills required by every business management professional, and the basic understanding of the context within which businesses operate - Management, Law, Accounting, Economics, Entrepreneurship, Marketing, People Management and Accounting. We will also expose them to 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 a solid grounding in business management theories and practices.

LEVEL 2
A broader and more advanced range of digital marketing competencies will be developed as students progress through the programme. They will gain a deep understanding of platform ecosystems, analytics-driven decision-making, and the specialised skills required to design, plan, and implement integrated digital marketing strategies. Students will learn how digital technologies, automation, AI applications, and performance metrics support modern organisational operations and shape competitive advantage in dynamic markets.

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 mastery of advanced digital marketing practices. They engage with strategic digital planning, performance optimisation, analytics, automation tools and emerging technologies that drive modern marketing environments. A Final Year Project serves as the capstone experience, requiring students to create and execute a comprehensive digital marketing initiative that integrates strategy, content, analytics and optimisation. Successful completion of the final year project demonstrates their readiness to operate confidently in complex, real-world digital marketing settings.

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 and Statistical Methods

LEVEL 2

Common Modules
- Business Ethics and Governance
- Innovation Process
- Business Research Methods

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

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Venture Building

Specialised Modules
- Digital Content Creation
- Building Customer Relationship
- Global Marketing
- Digital Marketing Communications
- Investigations in Marketing Management
- Digital Strategy and Analytics
- Marketing Management Project
- Strategic Marketing Planning
- Digital Execution
- 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

(R4/1015/6/0006)(12/31)(A6228)

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

At a glance

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.



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

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

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.

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)

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.

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, 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.

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 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)

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.

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, 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.

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 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."





Award-Winning University

268 Awards at Local, Regional and International Levels in 2025

Recent Awards

MYStartup Hackathon X DNB
– Winner

GOOGLE 30-Hour No-Code Hackathon
– Champion

Intel & Crest Industry-University Challenge
– Grand Prize

APU-AWS DeepRacer Competition
– Champions

Microsoft's Code; Without Barriers Hackathon
– Champions

Shell Selamat Sampai Varsity Challenge
– Champion

PETRONAS Inter-University Capture The Flag Challenge
– Champion

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

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



Intel AI Global Impact Festival
– Champion

ImpactHack by Standard Chartered
– Champion

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

Asia Pacific ICT Alliance (APICTA) Awards
– National Champion

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

PayNet Digital Campus 2.0 Campaign
– Champion

HILTI Global IT Challenge
– Champion

James Dyson Award Malaysia
– National Champion

Cybersecurity Excellence Awards
– Gold Winner

Institute of Engineers Malaysia (IEM) Award
– Gold Award

Society Of Petroleum Engineers (SPE) International Award
– Outstanding Student Chapter & Excellence Award

MAKING HISTORY - AWARDS AND ACHIEVEMENTS

Malaysia Techlympics: Data Science Challenge
– Champion

Ethereum Blockchain Hackathon at ETH Seoul
– Winner

Young CEO X-Factor Challenge (ESTECH)
– Champion

World of Robotics Championship
– Champion

ZTE NextGen 5G Hackathon
– First Runner-Up

Global Robot Challenge in Beijing
– Champion

SME Bank Sandbox Swiss Innovation Challenge
– Champion

World Genius Convention (WGC)Japan
– Gold Medal Award

Asia Fintech Awards
– Rising Star of the Year award

The Art of Wheels: Rim Design Challenge
– Champion

KC7 Blue Team Cyber Security Challenge
– Champion

KL Selangor Furniture Association (KSFA) Golden Axe Award
– Platinum Award

Asian Compact Sedan Design Challenge (ACSDC)
– Champion

For more awards listing, please visit APU website.





MAKING HISTORY - AWARDS AND ACHIEVEMENTS









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

Malaysia Education & TVET Award
– Malaysia's Best Language Centre (English programme) by APLC

Malaysia Cyber Security Awards
– Cyber Security Innovation (Education) of the Year

NAPEI Private Education Excellence Awards
– The Outstanding Institutional Award for Computing and Technology Programmes
– The Best University for Graduate Employability

Taipei Design Award
– Silver Winner

For more awards listing, please visit APU website.

