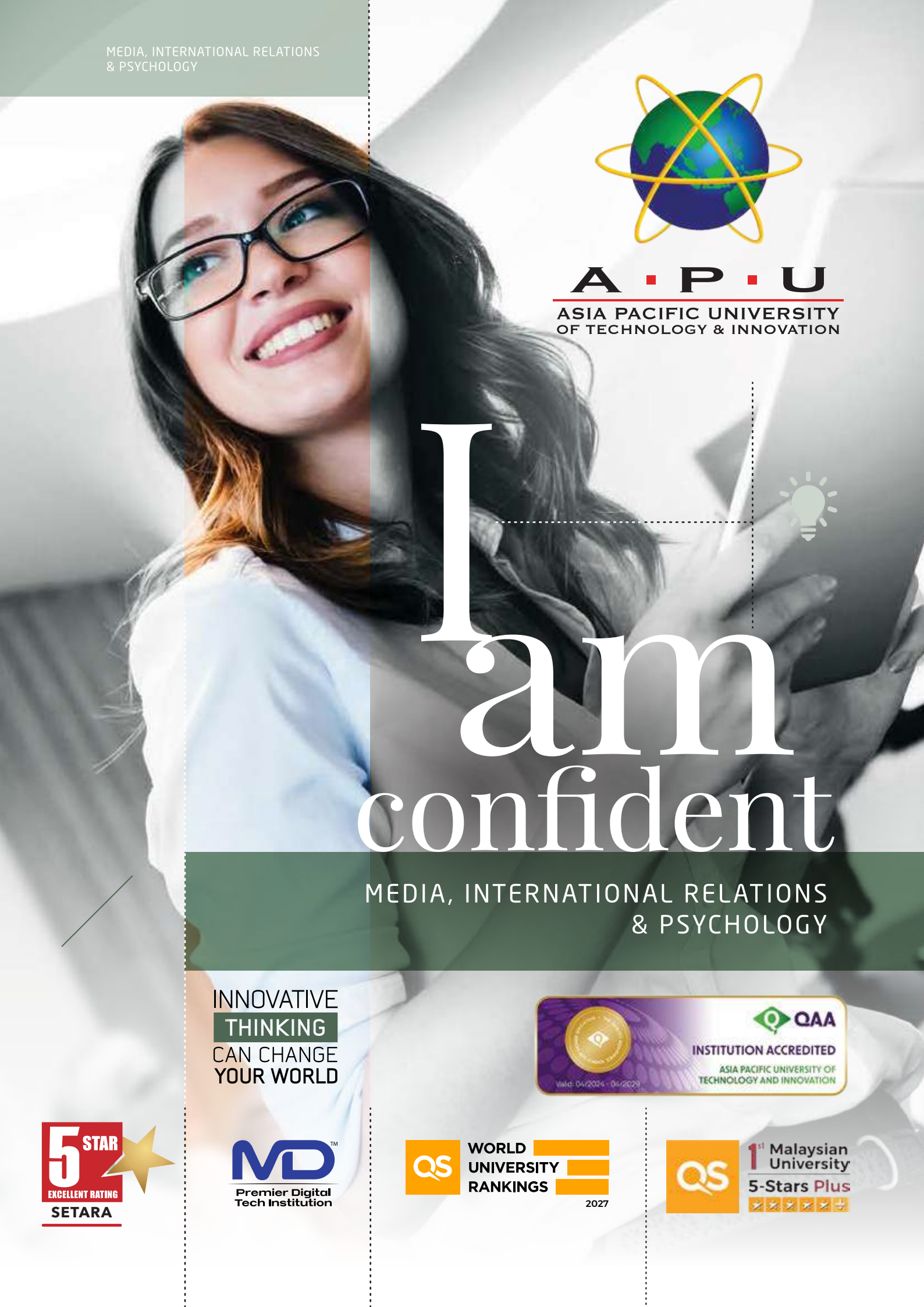


A · P · U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

I am confident

MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY

INNOVATIVE
THINKING
CAN CHANGE
YOUR WORLD

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

5-Stars Plus

1 of 24 in the world

QS WORLD UNIVERSITY RANKINGS 2027

IN THE TOP 550 IN THE WORLD

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

IN THE TOP 40 SOUTH-EASTERN ASIA

IN THE TOP 150 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

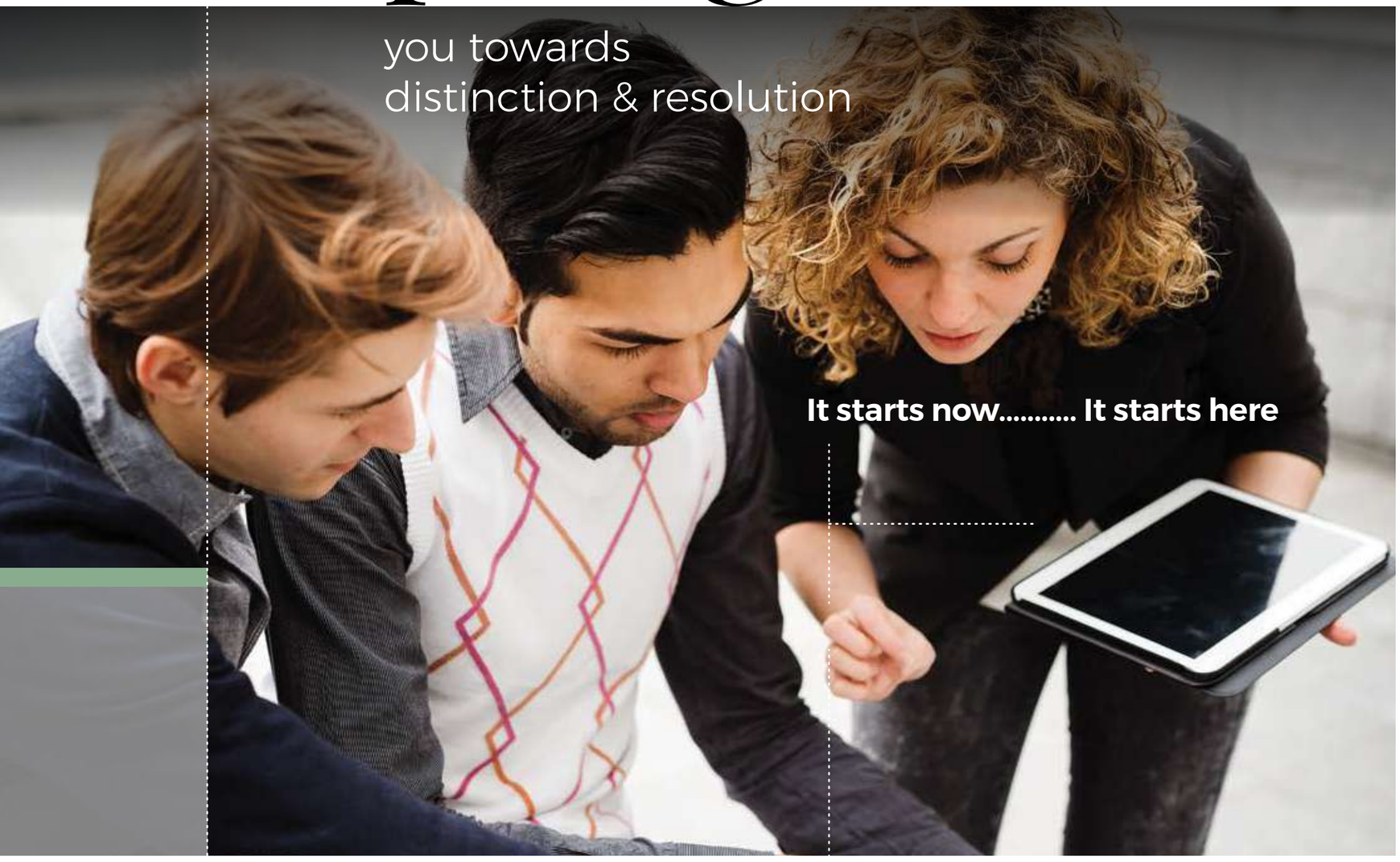
The QS Stars™ rating system is operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering 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

you towards
distinction & resolution



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

MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY

DEGREE PROGRAMMES



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



- **Bachelor of Arts (Honours) in International Relations**



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

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 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.

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.











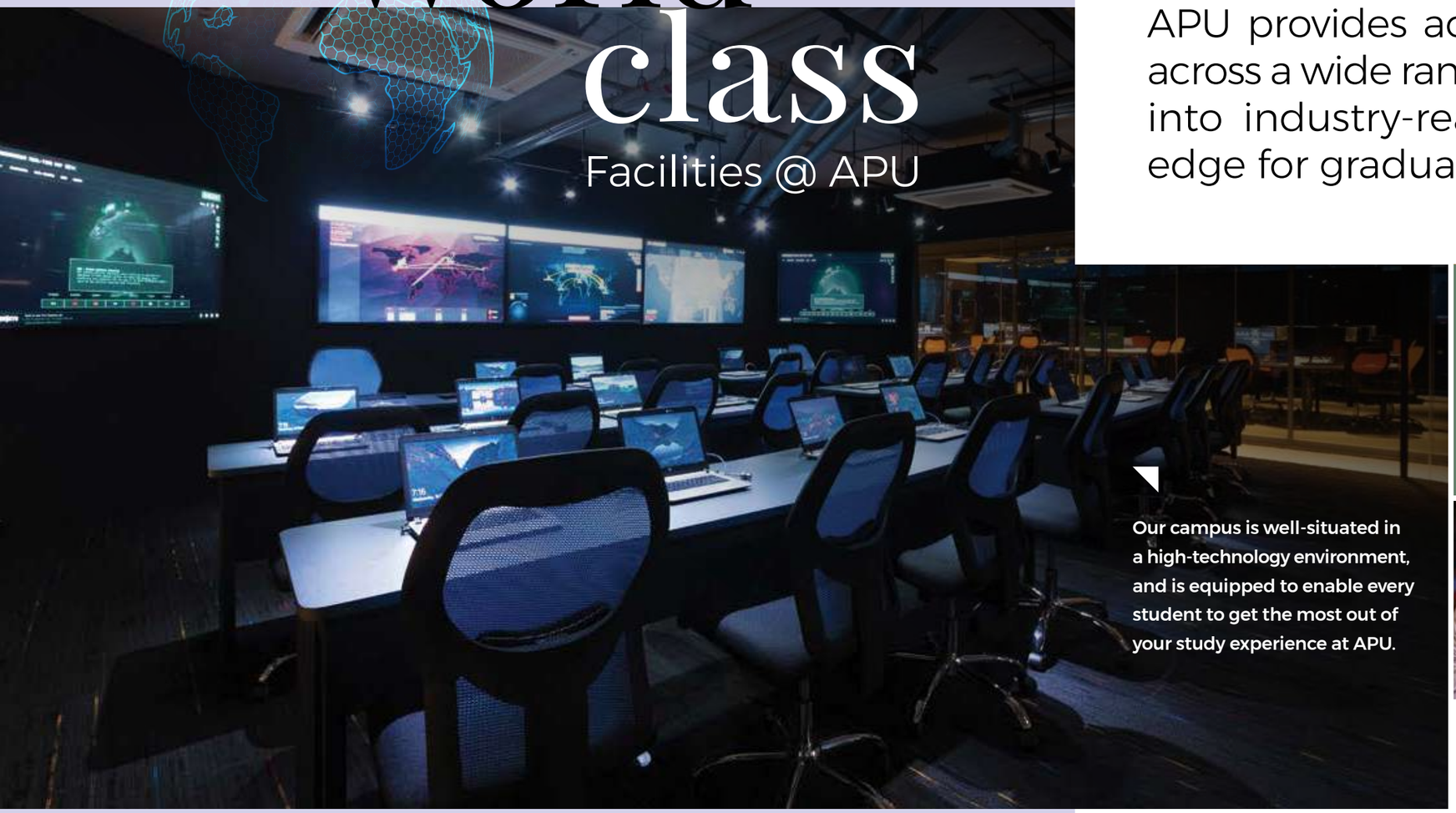


Student Life @ APU

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.

An Integrated Community

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









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







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

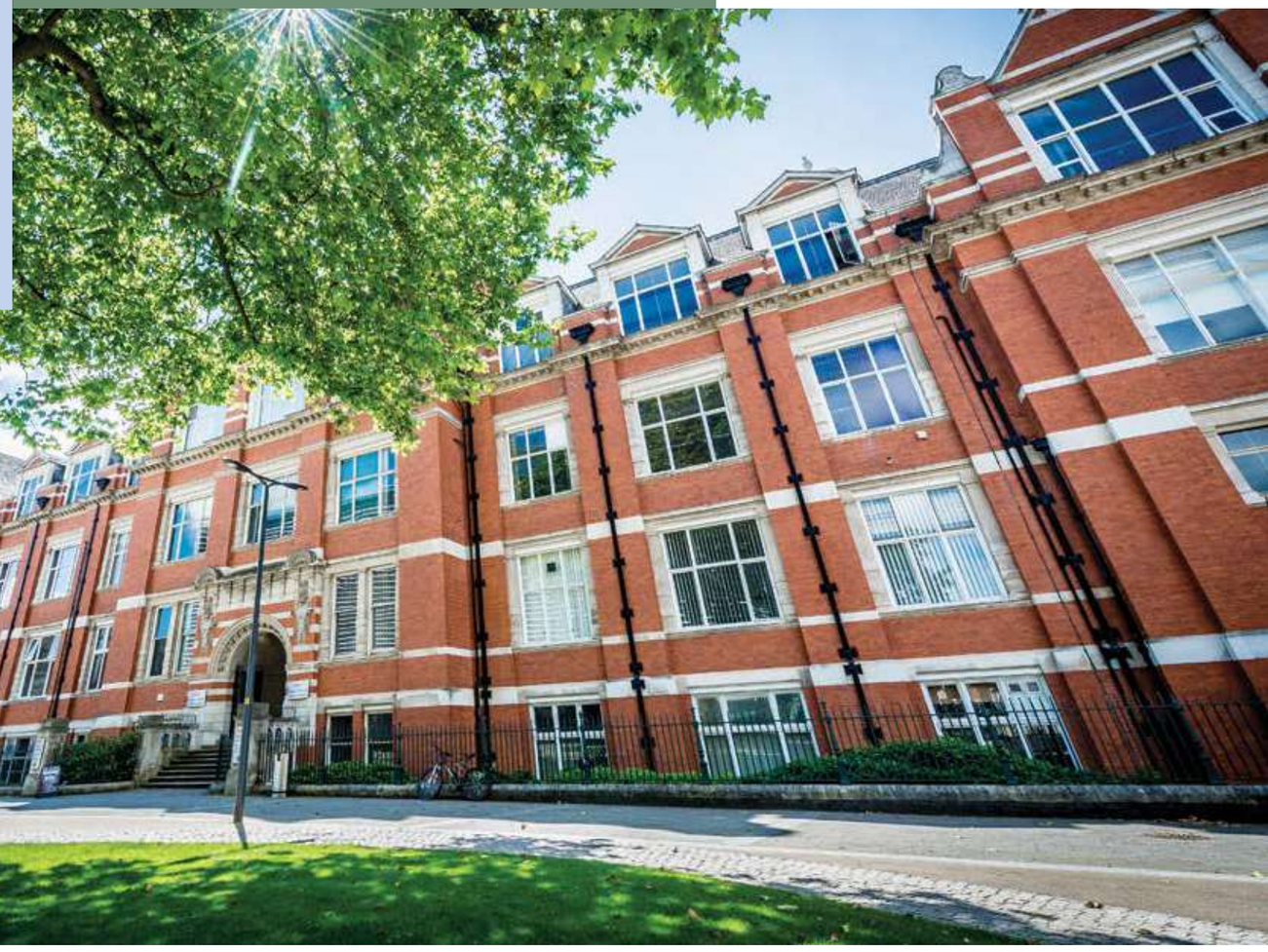
De Montfort University (DMU), UK











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..



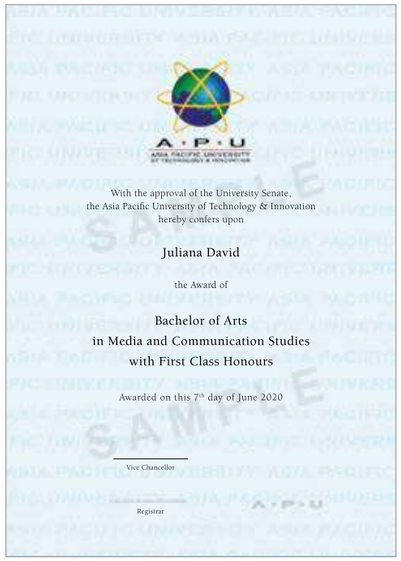


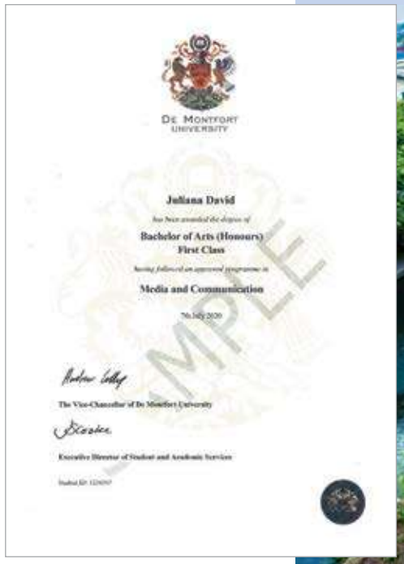
About DMU

- 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**







DUAL DEGREE

- 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).





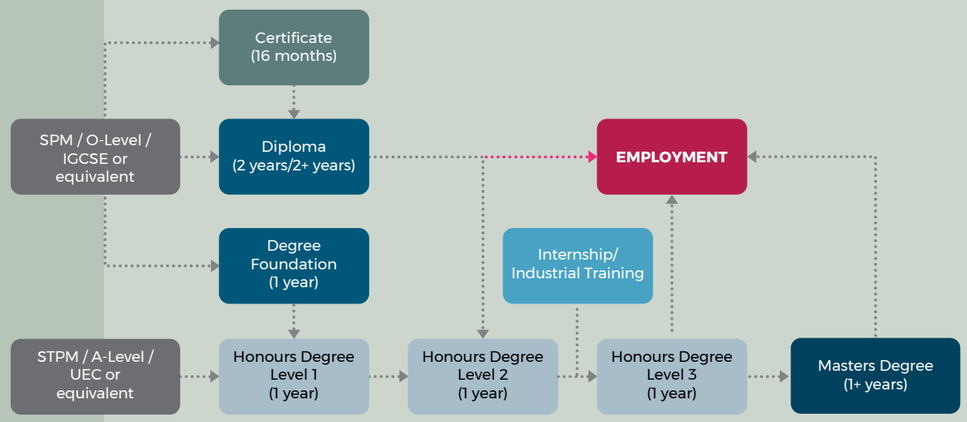






Pathways & Admission Requirements

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

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

ENTRY TO LEVEL 2 OF THE DEGREE:

DIPLOMA	- A Diploma and its equivalent with a minimum CGPA of 2.0 and a Credit in Mathematics and Science/Chemistry/Physics/Biology, and a Pass in English at SPM/O-Level/IGCSE or its equivalent. - Diploma in Psychology with a minimum CGPA of 2.0.	- A Diploma and its equivalent with a minimum CGPA of 2.0 and a Credit in English at SPM/O-Level/IGCSE or its equivalent. - Diploma in Media & Communication or its equivalent with a minimum CGPA of 2.0.

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

ENGLISH REQUIREMENTS (only applicable to International Students)

Programmes	Requirements
Foundation Programme	• IELTS : 4.0 • TOEFL IBT : 30-31 • Pearson (PTE) : 36 • MUET : Band 3
Diploma in Business Administration Diploma in International Studies Bachelor of Arts (Honours) in Media and Communication Studies Bachelor of Arts (Honours) in International Relations	• IELTS : 5.0 • TOEFL IBT : 40 • Pearson (PTE) : 47 • MUET : Band 3.5
Bachelor of Science (Honours) in Psychology	• 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
  - 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)

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

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

* Pathways after Diploma Programme vary accordingly.

OUR DIPLOMA PROGRAMME:

- Diploma in Business Administration
- Diploma in International Studies
- Diploma in Design and Media
- Diploma in Psychology

PATHWAYS AFTER DIPLOMA TO MEDIA AND INTERNATIONAL RELATIONS DEGREES

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



Diploma in International Studies

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

- Bachelor of Arts (Honours) in International Relations
- Bachelor of Arts (Honours) in Business Management*
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - *E-Business**
  - *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)

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



Diploma in Psychology

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

- Bachelor of Science (Hons) Psychology
- Bachelor of Science (Hons) Psychology with a specialism in:
  - *Cyberpsychology*
  - *People and Culture*



Diploma in Design and Media

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

- Bachelor of Arts (Honours) in Media and Communication Studies*
- Bachelor of Arts (Honours) in Industrial Design
- Bachelor of Arts (Honours) in Visual Effects
- Bachelor of Arts (Honours) in Animation
- Bachelor of Arts (Honours) in Digital Advertising
- Bachelor in Game Development (Honours) (Game Art Track)

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



Diploma in Business Administration

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

- Bachelor of Arts (Honours) in Business Management
- Bachelor of Arts (Honours) in Business Management with a specialism in:
  - *E-Business*
  - *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)
- Bachelor of Arts (Honours) in Media and Communication Studies*

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

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

Media, International Relations & Psychology

HIGHLY QUALIFIED ACADEMICIANS WITH INDUSTRY AND RESEARCH EXPERIENCE

UP-TO-DATE CURRICULUM

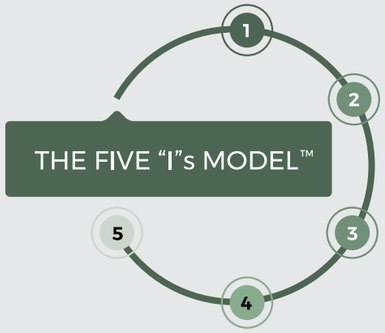
INDUSTRY-READY GLOBAL GRADUATES

PROFESSIONAL TEACHING & LEARNING ENVIRONMENT

ACADEMIC & PRACTICAL PROGRESSIONS FOR LIFELONG LEARNING

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

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



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

MEDIA, INTERNATIONAL RELATIONS & PSYCHOLOGY STUDY PATHWAYS

LEVEL	PROGRAMMES
COMMON LEVEL 1*	• Bachelor of Arts (Honours) in International Relations
COMMON LEVEL 1*	• Bachelor of Science (Honours) in Psychology • Bachelor of Science (Honours) in Psychology *with a specialism in:* *- Cyberpsychology* *- People and Culture*
SPECIALISED LEVEL 1*	• Bachelor of Arts (Honours) in Media and Communication Studies

*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

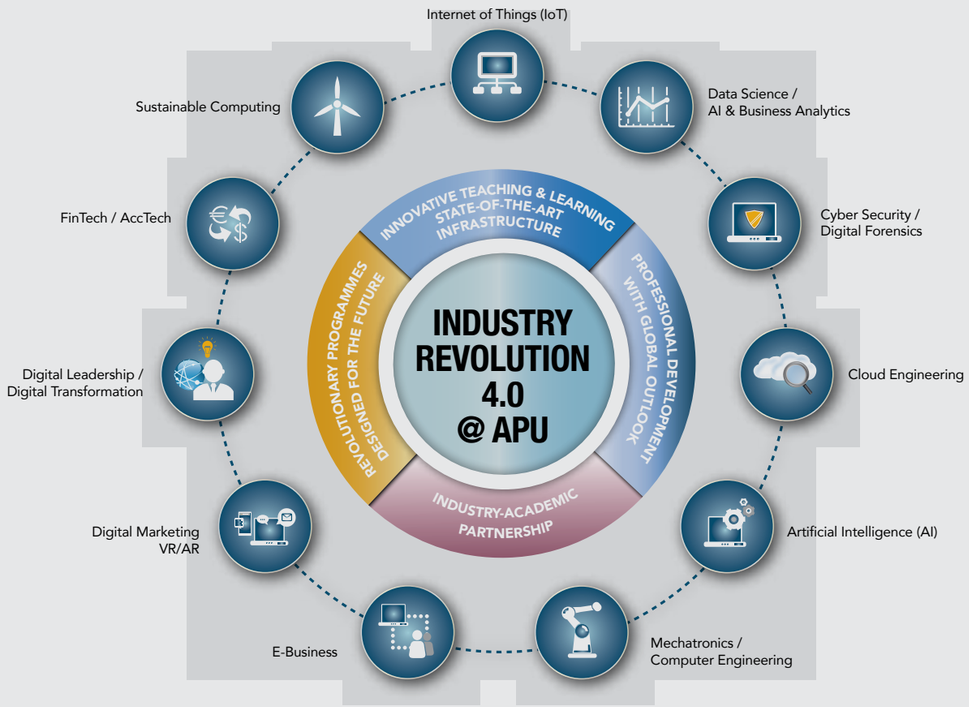
A well-structured internship or industrial training programme in collaboration with industry is incorporated into the curriculum. The main objective of the internship programme is to further enhance your employability. In many cases the same company at which you had internship/industrial training will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

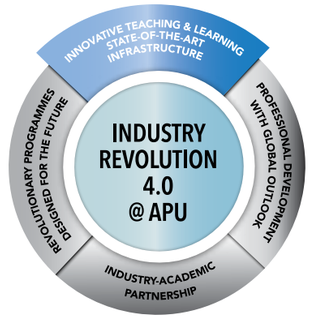
FUTURE-PROOFING THE WORKFORCE OF THE FUTURE

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.

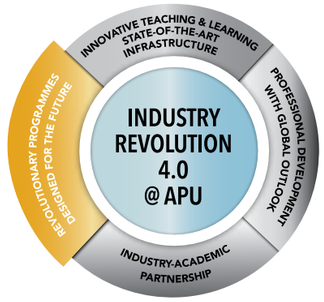


INDUSTRY REVOLUTION 4.0 @ APU



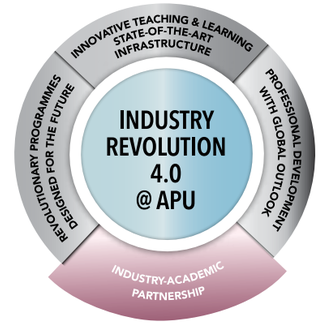
INNOVATIVE TEACHING & LEARNING STATE-OF-THE-ART INFRASTRUCTURE

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.



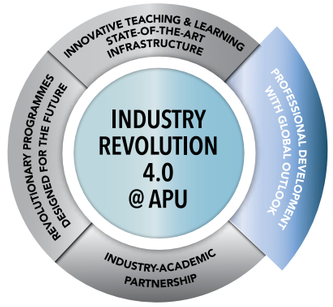
REVOLUTIONARY PROGRAMMES DESIGNED FOR THE FUTURE

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.



Media and Communication Studies

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

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

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

Source: PwC Global Entertainment & Media Outlook 2024–2028



Duration:
3 years full-time

This programme is specifically designed to provide students with:

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

Career options

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

DUAL DEGREE

Bachelor of Arts (Honours) in MEDIA AND COMMUNICATION STUDIES

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

At a glance

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

Students will make use of their previous studies and industrial experience to extend their familiarity to specialise in a particular media area and to develop superior skills in communication practice and innovative creative outputs. A final year project requires them to take a hands on media and communication project so as to apply all the expertise and skills acquired from both the classroom and internship settings. The successful completion of the final year project is a testament of the student's ability to combine media knowledge and communication skills, critical thinking and analytical skills to produce a personal achievement portfolio.

Module outline

LEVEL 1

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

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

LEVEL 2

Common Modules
- Visual Culture
- Innovation Processes

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

Elective Modules (Choose 1)
- InDesign Essentials
- Packaging Design

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Integrated Marketing Communications Practice
- Venture Building

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

Elective Modules (Choose 1)
- Communication Audit and Strategy
- Persuasive Copywriting

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

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



International Relations

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

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

Key Elements of the APU International Relations Programme

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



Duration:
3 years full-time

This programme is specifically designed to provide students with:

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

Career options

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

DUAL DEGREE

Bachelor of Arts (Honours) in INTERNATIONAL RELATIONS

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

At a glance

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

Module outline

LEVEL 1

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

LEVEL 2

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

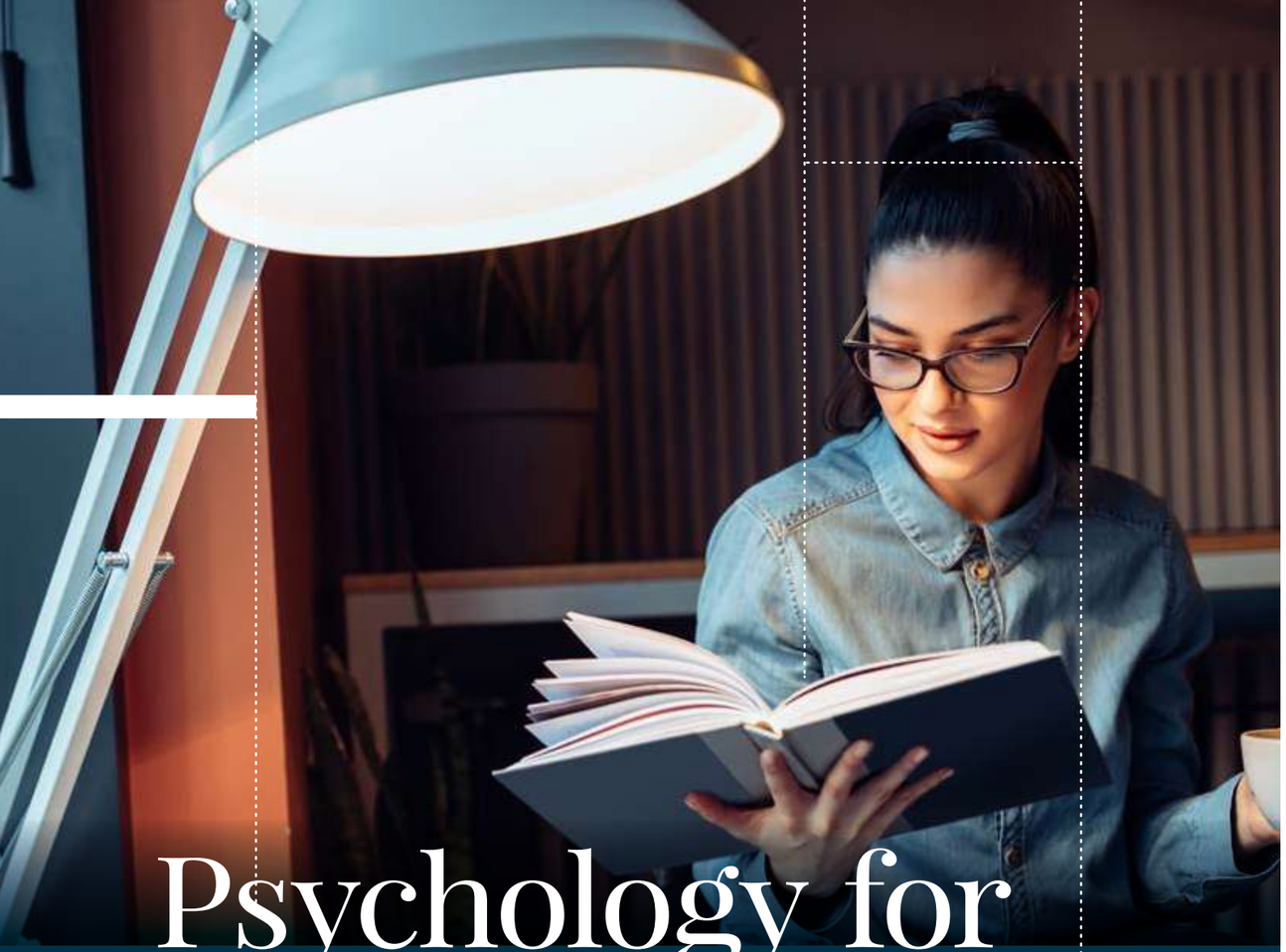
INTERNSHIP (16 weeks)

LEVEL 3

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

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

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



Psychology for a Digital World

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

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

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

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

PSYCHOLOGY FOR A DIGITAL WORLD

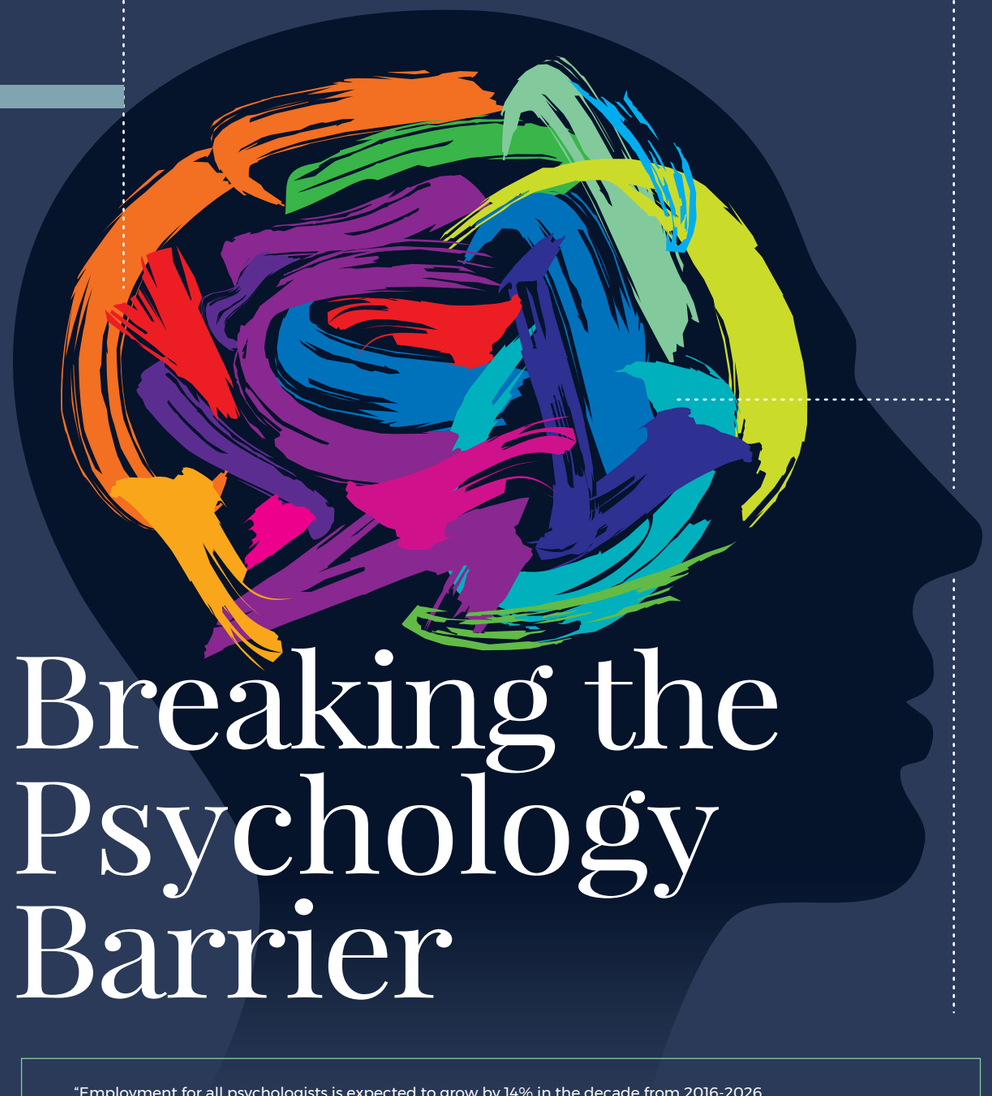
Digital Mental Health Tools



> Social media is about sociology and psychology, more than technology. **- Brian Solis**

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





Breaking the Psychology Barrier

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

- Bureau of Labor Statistics, US

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

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

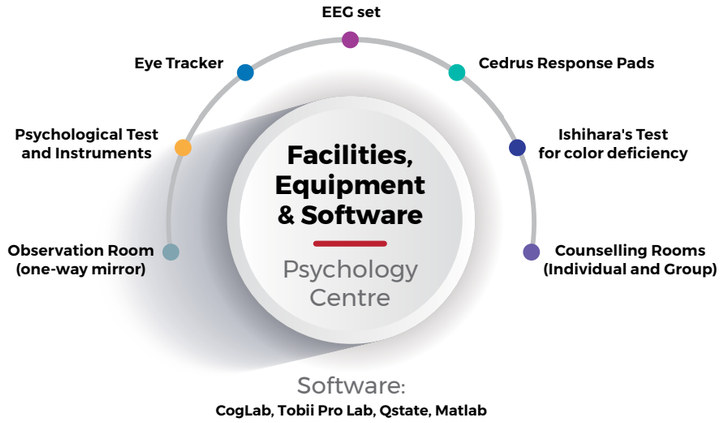
"There are not enough clinical psychologists to go around in Malaysia. If someone needs to see a mental health professional, the waiting period can be between eight months and a year."

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

What is distinctive about this programme?

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

BREAKING THE PSYCHOLOGY BARRIER



CENTRE FOR PSYCHOLOGY AND WELL-BEING



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

- Malaysian Mental Health Statistics

USP for APU's Psychology Programme





Bachelor of Science (Honours) in PSYCHOLOGY

(R/0313/6/0043)(11/30)(MQA/FA14120)

Duration:

3 years full-time

This programme is specifically designed to provide students with:

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

Career options

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

At a glance

LEVEL 1

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

LEVEL 2

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

INTERNSHIP

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

LEVEL 3

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

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

Module outline

LEVEL 1

Common Modules
- Social Psychology
- Historical Perspectives in Psychology
- Introduction to Psychology
- Intercultural Communication
- Developmental Psychology
- Abnormal Psychology
- Ethics in Psychology
- Psychological Research Methods 1
- Fundamental of Entrepreneurship

LEVEL 2

Common Modules
- Biological Psychology
- Cognitive Psychology
- Social Media
- Psychological Research Methods 2
- Statistics in Psychology
- Personality Psychology
- Industrial and Organisational Psychology
- Cyberpsychology

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Psychological Testing & Measurement
- Counselling Psychology
- Final Year Project 1
- Conceptual Issues and Critical Debates in Psychology
- Educational Psychology
- Final Year Project 2

Elective Modules (Choose 2)
- Forensic Psychology **OR** Health Psychology
- Human Factors Psychology **OR** Positive Psychology

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

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



Bachelor of Science (Honours) in PSYCHOLOGY WITH A SPECIALISM IN CYBERPSYCHOLOGY

(R/0313/6/0043)(11/30)(MQA/FA14120)

Duration:

3 years full-time

This programme is specifically designed to provide students with:

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

Career options

- Social Science / Behavioural Researcher
- Social Media Analyst
- Digital Behaviour Analyst
- Forensics analyst
- Digital Mental Health Specialist
- UX / Product Behaviour Specialist

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

At a glance

LEVEL 1

Students will build a strong foundation in psychological science by exploring key theories, human behaviour, mental processes, and the historical development of the discipline. They will examine core areas such as lifespan development, social and cultural influences, and psychological disorders, while developing essential communication, ethical, critical thinking, and research skills. This foundation prepares students for advanced study and professional engagement within the field of psychology.

LEVEL 2

Students will strengthen their scientific understanding of psychology by examining the biological, cognitive, and personality factors that influence human behaviour. They will develop advanced research, data analysis, and statistical skills while exploring human behaviour in organisational and digital contexts through industrial and organisational psychology, cyberpsychology, and the study of social media. Combined with professional and career-readiness training, this year equips students with the analytical, research, and technological competencies needed to address complex behavioural challenges in an increasingly digital world.

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 integrate their psychological knowledge and research expertise to address complex challenges in human behaviour and mental processes. They will develop advanced competencies in psychological assessment, educational psychology, counselling approaches, and the critical evaluation of contemporary issues shaping the discipline. With a specialised focus on human behaviour in digital environments, students will explore the psychological effects of technology, consumer behaviour, and wellbeing in the digital age. This culminates in an independent research project in cyberpsychology, enabling students to generate evidence-based insights into the impact of emerging technologies and digital spaces on individuals and society.

Module outline

LEVEL 1

Common Modules
- Social Psychology
- Historical Perspectives in Psychology
- Introduction to Psychology
- Intercultural Communication
- Developmental Psychology
- Abnormal Psychology
- Ethics in Psychology
- Psychological Research Methods 1
- Fundamental of Entrepreneurship

LEVEL 2

Common Modules
- Biological Psychology
- Cognitive Psychology
- Social Media
- Psychological Research Methods 2
- Statistics in Psychology
- Personality Psychology
- Industrial and Organisational Psychology

Specialised Modules
- Cyberpsychology

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Psychological Testing & Measurement
- Counselling Psychology
- Final Year Project 1
- Conceptual Issues and Critical Debates in Psychology
- Educational Psychology
- Final Year Project 2

Specialised Modules
- Wellbeing in the Digital Age
- Digital Influence & Consumer Behavior

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)



Bachelor of Science (Honours) in PSYCHOLOGY WITH A SPECIALISM IN PEOPLE AND CULTURE

DUAL DEGREE

(R/0313/6/0043)(11/30)(MQA/FA14120)

At a glance

Duration:

3 years full-time

This programme is specifically designed to provide students with:

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

Career options

- HR / People & Culture Executive (or Associate)
- Change Management Consultant
- Talent Acquisition & Culture Manager
- Learning & Development (L&D) Coordinator
- Corporate Trainer & Leadership Coach
- Organizational Development (OD) Assistant
- Employee Experience / Engagement Specialist
- People Operations Specialist
- Training & Talent Development Specialist
- Human Factors / UX Research Assistant
- People & Culture Consultant
- Corporate Wellness & Digital Wellbeing Director

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

Module outline

LEVEL 1

Students will gain a strong foundation in psychological theories, concepts, and the scientific study of human behaviour and mental processes. They will explore key areas including lifespan development, social interactions, cultural influences, and psychological disorders, while developing critical thinking, research, communication, and ethical decision-making skills essential for professional practice and further study in psychology.

LEVEL 2

Students will advance their understanding of psychology by exploring the biological, cognitive, and personality factors that shape human behaviour. They will develop strong analytical capabilities through advanced research methods, data analysis, and statistics, while examining human behaviour within organisations, workplace culture, group dynamics, and digital environments. By integrating industrial and organisational psychology with contemporary topics such as cyberpsychology and social media, students will gain the research, professional, and strategic skills needed to understand and enhance human potential in modern workplaces.

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 integrate their psychological knowledge and research expertise to address complex human and organisational challenges. They will develop advanced competencies in psychological assessment, educational psychology, counselling approaches, and critical evaluation of contemporary issues shaping the discipline. Through specialised study in leadership, performance, and human factors psychology, students will examine how workplace systems, motivation, and organisational design influence individual and institutional success. This culminates in an independent research project focused on people and culture, enabling students to generate evidence-based insights that support human potential, talent development, and thriving organisational environments.

LEVEL 1

Common Modules
- Social Psychology
- Historical Perspectives in Psychology
- Introduction to Psychology
- Intercultural Communication
- Developmental Psychology
- Abnormal Psychology
- Ethics in Psychology
- Psychological Research Methods 1
- Fundamental of Entrepreneurship

LEVEL 2

Common Modules
- Biological Psychology
- Cognitive Psychology
- Social Media
- Psychological Research Methods 2
- Statistics in Psychology
- Personality Psychology
- Cyberpsychology

Specialised Modules
- Industrial and Organisational Psychology

INTERNSHIP (16 weeks)

LEVEL 3

Common Modules
- Psychological Testing & Measurement
- Counselling Psychology
- Final Year Project 1
- Conceptual Issues and Critical Debates in Psychology
- Educational Psychology
- Final Year Project 2

Specialised Modules
- Performance & People Leadership
- Human Factors Psychology

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

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



I am APU

WHAT DO OUR ALUMNI SAY...

ROVEEL ZAHRA (Malaysia)

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

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

AHMED NAZEER (Pakistan)

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

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

WHAT DO OUR ALUMNI SAY...

ELNA MERRY ETIENNE (Seychelles)

BA (Hons) in International Relations, Class of 2019
Public Relations and Protocol Officer - The National Assembly of Seychelles

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

AISHATH ARSHEE KHALEEL (Maldives)

BA (Hons) in Media Marketing, Class of 2010
MSc in Global Marketing Management, Class of 2016
Business Development Manager & Acting General Manager - Gelmax Maldives Pvt. Ltd.

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

ALAA ELAROUSH (Libya)

BA (Hons) in International Relations, Class of 2019
Founder and Chairman of Board of Libyan NGO "Perpetual Peace Foundation for Development"
Founder & CEO - S Camps Libya
Marketing and Public Relations Specialist - Media Hub Connection

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

KENNETH CHENG (Malaysia)

BA (Hons) in Media Marketing, Class of 2015
Content Writer - Perfect Giving Sdn Bhd

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

IVAN NEW CHONG FAT (Malaysia)

BA (Hons) International Relations, Class of 2019
Agency Account Strategist - TDCX

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

SHOLPAN YENDYBAYEVA (Kazakhstan)

BA (Hons) in Media Marketing, Class of 2014
Digital Marketer - Pravo Management Consultancies

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





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

For more awards listing, please visit APU website.