APU Foundation / Diploma Programmes

UK Degree Programmes  
Degrees awarded by Staffordshire University (UK)

<table>
<thead>
<tr>
<th>COMPUTING &amp; BUSINESS COMPUTING</th>
<th>ANIMATION &amp; VISUAL EFFECTS</th>
<th>DESIGN INNOVATION &amp; BRAND MANAGEMENT</th>
<th>JOURNALISM &amp; INTERNATIONAL RELATIONS</th>
</tr>
</thead>
</table>
| - BSc (Hons) Business Information Technology  
- BSc (Hons) Business Computing  
- BSc (Hons) Business Computing with a specialism in E-Commerce  
- BSc (Hons) Cyber Security  
- BSc (Hons) Forensic Computing | - BA (Hons) Animation  
- BA (Hons) VFX: Visual Effects and Concept Design  
- BSc (Hons) Digital Film and 3D Animation Technology  
- BSc (Hons) CGI and Digital Effects | - BA (Hons) Product Design  
- BA (Hons) Transport Design  
- BA (Hons) Advertising and Brand Management | - BA (Hons) Journalism  
- BA (Hons) Broadcast Journalism  
- BA (Hons) Sports Journalism  
- BA (Hons) International Relations  
- BSc (Hons) Environment and Sustainability |
About APIIT

APIIT will introduce you to a world of infinite possibilities. We will equip you with all the skills necessary to make you employable, enterprising & entrepreneurial.

- Established in 1993
- Part of APIIT Education Group
- Purpose-built campus in Technology Park Malaysia
- 20 years of partnership with Staffordshire University (UK)
- Students from all over the world
- Modern facilities and well qualified staff
- Superb employability track record

To find out more visit www.apiit.edu.my t: 03 8996 1000 e: info@apiit.edu.my
As an integral member of the APIIT Education Group – comprising the Asia Pacific University of Technology & Innovation (APU), the Asia Pacific Smart School and the Asia Pacific International School - APIIT has achieved an enviable record of having produced more than 20,000 highly employable graduates through a sound approach of transforming and nurturing school leavers into qualified and highly competitive professionals.

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

Creative Industries in Malaysia and the Region is leading the way with forward-looking Staffordshire University Courses at APIIT in the area of Design Innovation & Product Design, Animation & Visual Effects - VFX, Creative Media & Film, International Relations, Computing & Business Computing, Journalism and Technology. The design and media programmes are designed for creative students, to be at the cutting edge of design innovation & creative industries; providing graduates demanded by industry. Staffordshire Degrees in Design, Creative Media, Animation and Film prepares students for the 21st century in Digital Filmmaking, Animation & Visual Effects.

Indeed, APIIT’s system of education produces graduates who embody Staffordshire University’s commitment of producing The Staffordshire Graduate – graduates who possess the key skills of employability, enterprise and entrepreneurship – and the ability to stand out in the job market. As APIIT students studying on Staffordshire University degrees, our students get a whole lot more than just an understanding of their subjects, but will leave with a set of attributes that prospective employers not only look for but will value and respect. At the same time, APIIT’s own Foundation and Diploma programmes are also externally quality assured by Staffordshire University, which ensures that students obtain an internationally benchmarked qualification while also ensuring successful progression into the degree of their choice.

This approach in providing internationally benchmarked education also extends beyond the borders of Malaysia, and is closely replicated within our family of APIIT branch campuses operating in Sri Lanka and in India. Among Malaysia’s first MSC-Status Institutions, APIIT has also achieved a strong track record in research, development and commercialisation, winning more than 50 Malaysian and international awards to-date for its innovations, products and student projects. In recognition of its focus on quality in education, the APIIT Education Group received the Prime Minister’s Award of Excellence in 2011, as well as the Export Quality Award from the Ministry of International Trade and Industry, Malaysia.

APIIT’s academic programmes are approved by the Ministry of Education of Malaysia and the qualifications are accredited, or provisionally accredited by the Malaysian Qualifications Agency (MQA).
Staffordshire University is a modern University with 100 years’ experience of pioneering higher education within the creative, technological and scientific industries. The University delivers relevant, inspiring and vocationally led courses and thus develop students who are independent thinkers.

Based in the Midlands in the heart of the UK, the University is home to approximately 16,500 students that make up a dynamic and vibrant community. This learning community is global and on-campus students represent 90 worldwide nations. In addition, the University has an international network of over 20,700 students studying on Staffordshire University courses at over 40 partner organisations around the world (July 2014).

Passionate about transforming the lives and aspirations of the individuals and communities it serves, the University is agile and flexible; quick to adapt as student requirements change and is renowned for providing ground-breaking new courses and outstanding learning opportunities.

- Among the first institutions in the world to offer a computing degree, dating back to 1965.
- The 2014 National Student Survey (NSS) show computing awards at Staffordshire University exceeding the national sector average for the computer subject area.
- The 2014 National results from the Destination of Leavers in Higher Education also show Staffordshire University computing awards exceeding the national average for computing graduate employability/further study, six months after graduation.
- Staffordshire has forged partnerships with industry-leading companies such as Sony, Cisco, Microsoft, Vodafone, Jaguar Land Rover and Epic Games in support of teaching and learning as well as in preparing students for their careers.
- The collaboration between Staffordshire University and US based Epic Games led to the launch of the University’s Epic Games Centre, which offers students the opportunity to put theory into practice and develop a deeper understanding of the commercial complexities of the gaming development process.
- Staffordshire University graduates have been well accepted by industry. Many graduates have gone on to work with internationally recognised organisations such as the BBC, Microsoft, Bentley Motors and NASA. Others have gone on to form their own successful businesses whilst some graduates have worked on Oscar winning films, written books and even won an Olympic gold medal.

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

Programmes offered by APU and APIIT are subjected to extensive external Quality Assurance processes by Staffordshire University. This ensures that our programmes are benchmarked against international standards.
PATHWAYS @ APIIT

YOUR STUDY PROGRESSION

SPM / ‘O’ Levels or equivalent

Diploma (2 years)

Employment

Masters Degree (16 months)

STPM / ‘A’ Levels / UEC or equivalent

Degree Foundation (1 year)

Internship

Honours Degree Year 1 (1 year)

Honours Degree Year 2 (1 year)

Honours Degree Year 3 (9 months) Awarded by Staffordshire University

THE FOUNDATION PROGRAMME

The Foundation programme gives you an opportunity to sample your future areas of study. This helps you choose which Degree programme to pursue.

- An overall credit pass in at least 5 subjects at SPM level* and a minimum of a pass in Bahasa Malaysia and Sejarah (History); or
- 5 grade C passes at ‘O’ Levels / GCSE*; or
- A qualification that APU accepts as equivalent to the above.

* Some Degree Programmes may require a Credit pass in Mathematics as their entry requirements. Please refer to pg. 8 – 9 for more details.

DIPLOMA PROGRAMMES

For APU Diploma in Information & Communications Technology and APU Diploma in Information & Communications Technology with a specialism in Software Engineering.

- An overall credit pass in at least 3 subjects at SPM level including Mathematics and a minimum of a pass in Bahasa Malaysia and Sejarah (History); or
- 3 Grade C passes at ‘O’ Levels / GCSE including Mathematics; or
- A qualification that APU accepts as equivalent to the above.

For Diploma in International Studies, Diploma in Design & Media, Diploma in Journalism, APU Diploma in Business with Information Technology.

- An overall credit pass in 3 subjects and a minimum of a pass in Bahasa Malaysia and Sejarah (History) at SPM level; or
- 3 Grade C passes at ‘O’ Levels / GCSE; or
- A qualification that APU accepts as equivalent to the above.
Our 12-month Foundation Programme is designed to prepare those with SPM, ‘O’ Levels or similar qualifications with the knowledge and skills to progress into the first year of a degree of their choice.

On completion of the Foundation Programme, you will be able to make an informed decision about your interest and pursue your degree of choice.

During the Foundation Programme, you are able to choose different routes depending on your area of interest. This will allow you to progress onto a specific degree programme at APU, related to this area or other relevant areas based on your foundation experience.

**LEARNING OUTCOMES**

You will be able to:

- Enter Level 1 of degree study
- Make an informed choice about what degree you want to study
- Demonstrate an awareness of the concepts which underpin the study of Accounting, Banking, Finance & Quantitative Studies, Business & Management, Computing & Technology, Engineering, Design Innovation & Brand Management, Animation & Visual Effects, Creative Media Technology, International Studies & Sustainability and Journalism
- Communicate effectively verbally and in writing to a given audience
- Work effectively in a team
- Demonstrate English and other study skills appropriate to undergraduate learning
- Apply skills in numeracy, technology and communication
- Explain the essential elements of technology
- Use appropriate application software and the Internet

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This programme is designed to help those with SPM, ‘O’ Levels or similar qualifications to develop the skills and knowledge to progress into the first year of a degree of their choice.
### Modules You Study

The modules studied help develop your study skills, introduce you to what you can expect on your degree and also allow you to discover what you can study depending on whether you choose a degree in Accounting, Banking, Finance & Quantitative Studies, Business & Management, Computing & Technology, Engineering, Design Innovation & Brand Management, Animation & Visual Effects, Creative Media Technology, International Studies & Sustainability and Journalism. The modules are:

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Common Semester 1</th>
<th>Computing &amp; Technology</th>
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</thead>
<tbody>
<tr>
<td><strong>Interest Areas</strong></td>
<td><strong>Business &amp; Finance</strong></td>
<td><strong>Business &amp; Management</strong></td>
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<tr>
<td><strong>Semester 2</strong></td>
<td><strong>Introduction to Business</strong></td>
<td><strong>Accounting, Finance, Banking &amp; Quantitative Studies</strong></td>
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<td><strong>Individual, State &amp; Society</strong></td>
<td><strong>Computing &amp; Technology</strong></td>
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<td></td>
<td><strong>Global Business Trends</strong></td>
<td><strong>Design Innovation &amp; Brand Management</strong></td>
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<td><strong>Public Speaking in English</strong></td>
<td><strong>Animation &amp; Visual Effects</strong></td>
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<td><strong>Creative Media Technology</strong></td>
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<td></td>
<td><strong>International Studies &amp; Sustainability</strong></td>
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<td><strong>Journalism</strong></td>
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<td></td>
<td><strong>Academic Research Skills</strong></td>
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<td><strong>Further Mathematics</strong></td>
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<td></td>
<td><strong>Introduction to Multimedia Applications</strong></td>
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<td><strong>Perspectives in Technology</strong></td>
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<td><strong>Co-Curricular</strong></td>
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<tr>
<td><strong>Semester 3</strong></td>
<td><strong>Academic Research Skills</strong></td>
<td><strong>Academic Research Skills</strong></td>
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<tr>
<td></td>
<td><strong>Principles of Accounts</strong></td>
<td><strong>Further Mathematics</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Economics for Business</strong></td>
<td><strong>Introduction to Multimedia Applications</strong></td>
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<tr>
<td></td>
<td><strong>Perspectives in Technology</strong></td>
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</tr>
<tr>
<td></td>
<td><strong>Co-Curricular</strong></td>
<td><strong>Co-Curricular</strong></td>
</tr>
</tbody>
</table>

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

**Primary Pathways**
- Business & Management
- Accounting, Finance, Banking & Quantitative Studies
- Media & Mass Communications

**Secondary Pathways**
Students may also choose the following:
- Computing & Technology
- Design Innovation & Brand Management
- Animation & Visual Effects
- International Studies & Sustainability
- Journalism

### 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 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 is required for the following programmes:

**Computing & Technology**
- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in:
  - Information Systems Security
  - Database Administration
  - Network Computing
  - Mobile Technology
  - Business Information Systems
- BSc (Hons) in Enterprise Computing
- BSc (Hons) in Software Engineering
- BSc (Hons) in Computer Science
- BSc (Hons) in Intelligent System
- BSc (Hons) in Internet Technology
- BSc (Hons) in Multimedia Technology
- BSc (Hons) in Technopreneurship
- BSc (Hons) in Computer Games Development
- BSc (Hons) in Web-Media Technology
- BSc (Hons) in Web-Media Technology with a specialism in Education Technology

**Computing & Business Computing**
- BSc (Hons) Cyber Security
- BSc (Hons) Forensic Computing
- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with a specialism in E-Commerce
- BSc (Hons) in Business Information Technology

**Accounting, Banking, Finance & Quantitative Studies**
- BA (Hons) in Accounting and Finance
- BA (Hons) in Accounting and Finance with specialization in Forensic Accounting
- BA (Hons) in Accounting and Finance with specialization in Taxation
- BA (Hons) in Accounting and Finance with specialization in Forex and investments
- BA (Hons) in Accounting and Finance with specialization in Financial Planning
- BA (Hons) in Banking and Finance (Hons)
- BA (Hons) in Banking and Finance (Hons) with specialization in Investment and Risk Management
- BA (Hons) in Islamic Banking and Finance (Hons)
- BSc (Hons) in Actuarial Studies
- BSc (Hons) Insurance
- BSc (Hons) in Management Science

*UK 3+0 Degrees offered through APIIT*
APU Foundation Students will also have the opportunity to pursue Bachelor Degrees at Staffordshire University in the areas of Computing & Technology, Engineering, Design, Animation & VFX, Brand Management, Creative Media, Journalism, Mass Communication, Accounting, Banking, Finance & Quantitative Studies, Business & Management and International Relations. This is providing, applicants meet the stated admission criteria and English Language Requirements, as determined by Staffordshire University, UK.

<table>
<thead>
<tr>
<th>Engineering</th>
<th>Design</th>
<th>Journalism &amp; Creative Media</th>
<th>International Studies</th>
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<tbody>
<tr>
<td>• Introduction to Business</td>
<td>• Design Team Project</td>
<td>• Writing Skills for Journalists</td>
<td>• Introduction to International Relations</td>
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<tr>
<td>• Individual, State &amp; Society</td>
<td>• Imaging/Production Skills for Design</td>
<td>• Introduction to Journalism</td>
<td>• Individual, State &amp; Society</td>
</tr>
<tr>
<td>• Engineering Mathematics</td>
<td>• Major Project 1</td>
<td>• History &amp; Practice</td>
<td>• Global Business Trends</td>
</tr>
<tr>
<td>• Public Speaking in English</td>
<td>• Design Theory and Practice 1</td>
<td>• Public Speaking in English</td>
<td>• Public Speaking in English</td>
</tr>
<tr>
<td>• Academic Research Skills</td>
<td>• Academic Research Skills</td>
<td>• Critical International Film Studies</td>
<td>• Academic Research Skills</td>
</tr>
<tr>
<td>• Mechanical Science</td>
<td>• History of Design and Media</td>
<td>• Journalism and Society</td>
<td>• Issues in Development Studies</td>
</tr>
<tr>
<td>• Engineering Science</td>
<td>• Major Project 2</td>
<td>• English for Journalist</td>
<td>• Geography and the Environment</td>
</tr>
<tr>
<td>• Electrical and Electronic Principles</td>
<td>• Design Theory and Practice 2</td>
<td>• Co-Curricular</td>
<td>• Critical International Film Studies</td>
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<td>• Co-Curricular</td>
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<td>• Co-Curricular</td>
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</tbody>
</table>

**SECONDARY PATHWAYS**

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

* • BSc (Hons) in Business Information Technology with a specialism in E-Commerce
* • BSc (Hons) in Business Computing
* • BSc (Hons) Cyber Security
* • BSc (Hons) in Computing & Technology
* • BSc (Hons) in Web Media Technology
* • BSc (Hons) in Computer Games Development
* • BSc (Hons) in Multimedia Technology
* • BSc (Hons) in Software Engineering
* • BSc (Hons) in Mobile Technology
* • BSc (Hons) in Database Administration

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

- Mathematics
- Physics OR Chemistry OR Technical Science

**Leading from APU Foundation to your Choice of Degree Studies:**

**Business & Management**

- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialism in Social Media
- BA (Hons) in Services Management
- BA (Hons) in Tourism Management

**Media & Mass Communications**

- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialism in Social Media
- BSc (Hons) in Media Informatics

**Design Innovation and Brand Management**

- BA (Hons) Product Design
- BA (Hons) Transport Design
- BA (Hons) Advertising and Brand Management

**Animation & Visual Effects**

- BA (Hons) Animation
- BA (Hons) VFX : Visual Effects and Concept Design
- BSc (Hons) Digital Film and 3D Animation Technology
- BSc (Hons) CGI and Digital Effects

**Creative Media Technology**

- BA (Hons) Advertising and Commercial Film Production
- BA (Hons) Media (Film) Production
- BSc (Hons) Film Production Technology
- BSc (Hons) Television Production Technology
- BA (Hons) Film, Television & Radio Studies
- BA (Hons) Radio Production

**International Studies and Sustainability**

- BA (Hons) International Relations
- BSc (Hons) Environment and Sustainability

**Journalism**

- BA (Hons) Journalism
- BA (Hons) Broadcast Journalism
- BA (Hons) Sports Journalism
PERSONAL EFFECTIVENESS MODULES
(COMMON MODULES)

- **Communication Skills**
  You will deal with fundamentals of communication in an organized setting. You will be introduced to presentation techniques, effective use of letters, memos and emails, report writing, ethics in social media, effective telephone communication skills and barriers to communication.

- **English for Academic Purposes**
  This module is designed to improve your grasp of the English language for academic purposes at degree level. You will develop listening, speaking, reading & writing skills in this module.

- **Public Speaking in English**
  This module is designed to develop your Public Speaking skills which will help to build confidence and credibility in your interpersonal skills. You will generally be introduced to audience analysis, delivery techniques, learn to overcome communication apprehension and practice roles as a speaker and listener.

- **Personal Development and Study Skills**
  This module is aimed at giving you the essential skills and techniques such as time management, note making and thinking skills.

- **Academic Research Skills**
  In the academic realm, this module will be the platform to guide you on how to do assignments in degree programmes and generally understand the fundamental aspects in completing the final year project. You will also be aware of ethical issues pertinent to conducting research at the work place.

- **Mathematics**
  You will be introduced to the study of core mathematical and statistical concepts used in a variety of environments, such as business and computing. This module includes ratio, proportion and percentages, algebra, solving equations, graphs of linear / quadratic functions.
**BUSINESS AND FINANCE**

- **Introduction to Business**
  You are introduced to the nature and environment of Business, the different forms of business ownership and the key organisational theories, as well as the concepts of marketing, human resource management, accounting and operations management.

- **Global Business Trends**
  This module introduces you to the micro and mega trends in contemporary development affecting business such as the usage of technology, economic-geographic environment, political-legal environment and social-cultural environment.

- **Principles of Accounts**
  You will be introduced to the basics of Accounts such as recording business transactions and ledger entries. Overall, the module equips you with the basic understanding of maintaining, preparing and recording business transactions.

- **Economics for Business**
  This module introduces you to the basics of economics such as consumer supply and demand, firms and supply, macro economy policy and how it affects economic growth as well as understanding International trade, such as the effects of exchange rates in different market structures.

**COMPUTING**

- **IT Application**
  You are provided with practical skills in using IT application packages such as MS Word, MS Excel and MS Access. You will get a detailed understanding through ‘hands on’ experience in the labs.

- **Computing & IT**
  You will be introduced to a number of aspects relating to the input-process-output concept. You will be exposed to areas such as fundamentals of computer systems and microprocessors, problem solving techniques as well as program design and development.

- **Introduction to Multimedia Applications**
  This module provides you with fundamental knowledge and skills to create and document an interactive multimedia application such as graphics, 2D animations and typography settings.

- **Perspectives in Technology**
  You are introduced to the role of technology in modern life and its impact on the world and the environment such as in the areas of biotechnology, internet technology, process and design technology as well as Business, Society and Ethics.

- **Further Mathematics**
  This module provides you with basic mathematical skills such as matrices, logarithms, calculus and trigonometry.

**ENGINEERING**

- **Engineering Mathematics**
  The module aims to provide you with a broad understanding of and practice in trigonometry, matrices, complex number and vectors. The understanding will not only help in developing the analytical concepts but also its use in engineering applications such as analysing electric circuits.

- **Engineering Science**
  This module introduces you to basic concepts such as atomic structure, atomic bonding and principles of engineering science such as heat transfer, elasticity and waves. These engineering science principles will develop strong foundations which will help you in your further studies.

- **Mechanical Science**
  The module provides you with a strong foundation to understand and solve problems of Newton’s Law, Impact / Collision, Friction, Angular Motion, Coplanar force, Equilibrium of forces, Moment of forces and Centroid.

- **Electrical and Electronic Principles**
  This module provides you with the basic concepts and principles of Electric field, Magnetic field, Ohm’s and Kirchhoff’s laws, Semiconductor devices fundamentals and basic digital electronic circuits. You are exposed to the laboratory where you will use electrical components, devices and instruments and construct circuits to verify relevant theories.

**JOURNALISM AND MEDIA**

- **Writing Skills for Journalist**
  You will be introduced to different writing skills such as editorials, reviews and articles. This would be coupled with the ability in topic selection, language usages and presentation skills.

- **Introduction to Journalism History & Practice**
  This module introduces the role of the journalist through a study of the history of journalism following the broad stages of technological change that have, in turn, enabled the professionalisation of journalism for print, broadcast and online distribution.

- **English for Journalists**
  You will be exposed to areas such as grammar rules, grammar mistakes and confusions, language usage such as vogue words, posh words, jargon and foreign words.

- **Journalism and Society**
  You will be introduced to the role and influence of journalism on society and the public domain which includes freedom of speech and privacy, media ethics and responsibility, online journalism and broadcast regulations.

- **Critical International Film Studies**
  This module imparts you the basic skills of conducting text criticism which includes cinematography, editing, acting performance, and sound design.

**INTERNATIONAL STUDIES**

- **Introduction to International Relations**
  This module will provide you with an introduction of key concepts in International Relations like power, national interest, war, balance of power, institutionalism, interdependence and dependence.

- **Individual, State and Society**
  You will be exposed to the different systems of governance, understanding the basic types of law and their application in society.

- **Issues in Development Studies**
  The module comprises a series of lectures on particular themes and challenges in development such as gender, population and development, health and life expectancy as well as urbanization & environmental sustainability.

- **Geography and the Environment**
  The module will enable you to understand a range of key geographical and environmental concepts, mapped patterns and the interrelationship between economic systems, climate, politics and environmental conditions.

**DESIGN**

- **Design Team Project**
  You will learn to brainstorm, generate and develop ideas, work together in a team to create a design project which might be ranging from a 2D promotional tool design, series of photography documentation about certain topic, to a 3D physical mock up for product design.

- **Imaging/Production Skill for Design**
  You will improve your observational skills through practising traditional life drawing (for example animals, plants etc) and the use of 3D and digital workshops, using appropriate media in response to a variety of visual problems.

- **Major Project 1**
  You will be encouraged to research and generate ideas and ways of working independently by negotiation. This mode of study will result in the production of a body of work in the area of your choice, in the form of a Progress Review.

- **Design Theory and Practice: 1**
  This module is about the way that any professional art or design practice is informed by the work and ideas of other people and other times. You will learn about how and why other artists and designers do the things they do, and will understand how your own work can benefit from this knowledge.

- **History of Design and Media**
  You will learn about the development and the history of aesthetical product and media design, and by understanding the theory, you are also encouraged to explore the application in practice.

- **Major Project 2**
  Further in-depth study of the pre-requisite module, you will continue to do research and generate ideas to get more focus on producing a design project based on the choice of your study.

- **Design Theory and Practice: 2**
  As the pre-requisite module, you will learn about the knowledge of design and theory through samples and case studies from people in the creative industries.
DIPLOMA PROGRAMMES

Diploma in International Studies
Diploma in Design & Media
Diploma in Journalism
APU Diploma in Information & Communications Technology
APU Diploma in Information & Communications Technology with a specialism in Software Engineering
APU Diploma in Business with Information Technology
Diploma in INTERNATIONAL STUDIES

The APIIT Diploma in International Studies is designed to:
• provide a programme that covers the academic aspect as well as the vocational aspects of International Studies.
• prepare students for careers in the International Studies environment.
• provide students with academic and professional skills to develop solutions requiring a holistic outlook in International Studies.
• provide students with critical, independent and cooperative learning skills so as to facilitate their response to continuous future international change.
• develop students’ intellectual skills, communications ability and team working capability.
• provide students with opportunities for progression into Degrees of International standard in relevant areas.

Semester 1 and 2 of the Programme is common and it provides a general development of the skills needed for degree study as well as preparing you for the specific demands of the degree programmes to which you will progress to. The APIIT Diploma in International Studies will provide two routes: one to BSc (Hons) Environment & Sustainability and another to BA (Hons) International Relations.

Modules

**SEMESTER 1**
- English for Academic Purpose
- Public Speaking in English
- Practical IT Skills
- Journalism and Society

**SEMESTER 2**
- Professional Communications
- Academic Research Skills
- Global Business Trends
- Geography and the Environment

**SEMESTER 3**
- Sustainable Lifestyle and Communities
- Issues in World Politics
- International Relations
- Critical International Film Studies

**SEMESTER 4**
- Debating the Past
- Modern Political Ideas
- Philosophy Life and Existence
- Environment Issues & Case Studies 1
- Industrial Design: History and Context

**SEMESTER 5**
- Local & Global Perspectives in History
- War Peace and Cooperation
- Cinema Film Analysis
- Environment Issues & Case Studies 2
- Industrial Design: Style and Substance

Further Studies

Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU and APIIT:

- BA (Hons) International Relations
- BA (Hons) in International Business Management
- BA (Hons) in Business Management
- BA (Hons) in Business Management with specialism in E-Business
- BA (Hons) in Human Resource Management
- BA (Hons) in Marketing Management

Route A: Leading to BA (Hons) International Relations

This route provides greater details on sustainable lifestyle, international relations and some of the environmental related issues as well. It provides factors that shape future sustainable lifestyle and the challenges.

Modules

**SEMESTER 3**
- Sustainable Lifestyle and Communities
- Issues in World Politics
- International Relations
- Critical International Film Studies

**SEMESTER 4**
- Debating the Past
- Modern Political Ideas
- Philosophy Life and Existence
- Environment Issues & Case Studies 1
- Industrial Design: History and Context

**SEMESTER 5**
- Local & Global Perspectives in History
- War Peace and Cooperation
- Cinema Film Analysis
- Environment Issues & Case Studies 2
- Industrial Design: Style and Substance

Route B: Leading to BSc (Hons) Environment and Sustainability

This route concentrates on world politics, environmental issues, sustainable lifestyle and geographical related topics as well. You will examine contemporary environmental change and the emergence of global environmental issues. Their impacts at global, regional and local scale, the effects on the environmental sustainability of the natural ecosystems and the quality of life and livelihoods of individuals and communities become central themes. Amongst the issues covered are food and energy security, biodiversity and water stress, global warming and climatic transformation.

Modules

**SEMESTER 3**
- Sustainable Lifestyle and Communities
- Issues in World Politics
- International Relations
- Perspective in Technology

**SEMESTER 4**
- Investigating Geography and Environment
- Environment Issues & Case Studies 1
- The Dynamic Earth 1
- Geography and Environment Tutorials
- Industrial Design: History and Context

**SEMESTER 5**
- Investigating Geography and Environment
- Environment Issues & Case Studies 2
- The Dynamic Earth 2
- War Peace Cooperation
- Industrial Design: Style and Substance
The APIIT Diploma in Design and Media is designed to:

- provide a programme that covers the academic aspect as well as the vocational aspects of Design and Media.
- prepare students for careers in the Design and Media environment.
- provide students with academic and professional skills to develop solutions requiring a holistic outlook in Design Studies.
- provide students with critical, independent and cooperative learning skills so as to facilitate their response to continuous future international change.
- develop students’ intellectual skills, communication ability and team working capability.
- provide students with opportunities for progression into Degree Programmes of Design and Media standard in relevant areas.

**Common Modules:**

Semester 1 and 2 of this diploma is aimed to provide some fundamental modules which are relevant to the Design and Media field and to prepare students to proceed to 5 different routes.

Here you will be equipped with basic concept of design theory and practice, communication skills, writing for academic purposes and also generating ideas for design. You will be exposed to various specific terminologies related to design and also some of the technologies involved. These semesters will prepare you for the next route that you choose.

**SEMESTER 1**
- English for Academic Purposes
- Practical IT Skills
- Imaging/Production Skills for Design
- Design Team Project

**SEMESTER 2**
- Professional Communications
- Ideas Generation and Problem Solving for Design
- Major Project 1
- Design Theory and Practice 1

**Route A: Leading to BA (Hons) in Advertising & Commercial Film Production or in Media (Film) Production**

**SEMESTER 3**
In this semester, you will learn about film making practical skills together with some production know how for film and media. You will also then to produce a project relevant to film or media production.

**Modules**
- Practical Skills for Film Making
- Film and Media Production
- Major Project 2
- Design Theory and Practice 2

**SEMESTER 4**
You will be exposed to visual and audio effect in this semester as well as exploring some of the past and current trends. You will be encouraged to think creatively and at the same equip with some practical skills and good awareness related to advertising and media trends.

**Modules**
- Visual and Audio Effects for Film Production
- Film and Media Studies
- Informing the Masses: Advertising and the Media in the 21st Century
- Trends and Visual Thinking
- Techniques in Film Production

**SEMESTER 5**
During this semester, you are mainly focusing on practical skills in producing film or other media. You will also be well exposed to the current market needs and to investigate the current practices. Module such as Basic Film Making will prepare you with some fundamentals skills in film making starting with concepts and being creative.

**Modules**
- Crew: Film/Programme Production 1
- Crew: Film/Programme Production 2
- Marketing Fundamentals, Consumer Behavior and Creative Practice
- Cinema Film Analysis
- Basic Film Making

**Route B: Leading to BA (Hons) Animation**

**SEMESTER 3**
In this semester, you will learn basics of Animation on how it works, the basic concept of it and how layering works as well as some technical concepts relating to Animation. You are also being encouraged to be creative and to produce a project in this semester.

**Modules**
- Animation Fundamentals 1
- Animation Fundamentals 2
- Major Project 2
- Design Theory and Practice 2

**SEMESTER 4**
The concept of Animation will continue in this semester. At the same time, you will also learn the trends in advertising and media and how animation plays a role here.

**Modules**
- Animation Fundamentals 3
- Animation Fundamentals 4
- Informing the Masses: Advertising and the Media in the 21st Century
- Trends and Visual Thinking

**SEMESTER 5**
You will be exploring the other aspects of Animation including timing concept and movement. At the same time, it is important to look at the how this is relevant in movies and some concept of character animation.

**Modules**
- Applied Timing
- Applied Movement
- Sculpture for Animation
- Cinema Film Analysis
- Basic Film Making

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Route C: Leading to BA (Hons) Advertising and Brand Management

SEMESTER 3
In this semester, you are introducing to the management of the creative process and the link between business and market knowledge in formulating effective design solutions. Students will be exposed to methods of research and effective ways to utilise them by way of a team project.

Modules
- Course Introduction 1
- Course Introduction 2
- Major Project 2
- Design Theory and Practice 2

SEMESTER 4
During this semester, you will be introduced to the basic use of research techniques to analyse and understand the concepts of brand placement and brand identity. You will be taught to develop a design brief based on the market research and will present their concept.

Modules
- Introduction to Graphic Design
- Client Brief Concept 1
- Informing the Masses: Advertising and the Media in the 21st Century
- Trends and Visual Thinking
- Techniques in Film Production

SEMESTER 5
In this semester, you will be looking into basic issues relating to press and understanding the customer behavior. You will also continue to analyse and understand the concepts of brand placement and brand identity.

Modules
- Understanding the Press
- Client Brief Concept 2
- Marketing Fundamentals, Consumer Behavior and Creative Practice
- Cinema Film Analysis
- Basic Film Marking

Route D: Leading to BA (Hons) VFX: Visual Effects and Concept Design

SEMESTER 3
In this semester, you will be introduced to the core modeling skills for CGI in entertainment, namely the process of studying real world objects and reproducing them in CG to a high degree of accuracy. You will also learn about the use of modeling, lighting and mapping techniques.

Modules
- Digital Presentation 1
- Digital Presentation 2
- Major Project 2
- Design Theory and Practice 2

SEMESTER 4
In this semester you will learn about digital image and mixed media integration as one of the fundamental aspects to the Digital Compositing industry. You will also learn the technical and creative mix of skills required to create comprehensive composites for Visual FX.

Modules
- Digital Pipeline 1
- Digital Pipeline 2
- Digital Compositing for Film
- Trends and Visual Thinking
- Techniques in Film Production

SEMESTER 5
During this semester, you are introducing to the study of animation with a structured progression to animation for visual effects. A preliminary introduction to basic animation techniques applicable to all animation genres will be undertaken and you will be encouraged to explore the animation philosophy and learn how to apply their outcomes through problem solving initiatives.

Modules
- Introduction to VFX 1
- Introduction to VFX 2
- Marketing Fundamentals, Consumer Behavior and Creative Practice
- Cinema Film Analysis
- Basic Film Marking

Route E: Leading to BA (Hons) Product Design and BA (Hons) Transport Design

SEMESTER 3
In this semester, you are introducing to the management of the creative process and the link between business and market knowledge in formulating effective design solutions. Students will be exposed to methods of research and effective ways to utilise them by way of a team project.

Modules
- Course Introduction 1
- Course Introduction 2
- Major Project 2
- Design Theory and Practice 2

SEMESTER 4
In this semester, you are introducing to the skills needed to research, evaluate and present information, in the context of the history and practice of industrial design. In addition to illustrated talks and informal discussion groups, you will participate in group seminars designed to help them understand the methods and conventions by which they can research, evaluate and communicate in both the practice and history of art and design.

Modules
- Core Skills for Product Designers 1
- Industrial Design: History and Context
- Industrial Design: Style and Substance
- Trends and Visual Thinking
- Techniques in Film Production

SEMESTER 5
In this semester, you will be taught all the required skills for a business presentation. Applications of key methods and techniques associated with 2 and 3 dimensional presentation will be used extensively throughout the semester.

Modules
- Core Skills for Product Designers 2
- Digital Design Project
- Marketing Fundamentals, Consumer Behavior and Creative Practice
- Cinema Film Analysis
- Basic Film Marking

For further studies upon successful completion of this programme, please refer to page 20 and page 21.
Diploma in  **JOURNALISM**

The APIIT Diploma in Journalism is designed to:
- provide a programme that covers the academic aspect as well as the vocational aspect of Journalism
- prepare students for careers in Journalism
- provide students with academic and professional skills to develop solutions requiring a holistic outlook Journalism
- provide students with critical, independent and cooperative learning skills so as to facilitate response to continuous future changes in industry practices.
- develop students’ intellectual skills, communications ability and team working capability.
- provide students with opportunities for progression into Degrees of International standard in relevant areas.

Semester 1 and 2 of the Programme provides a general development of the skills needed for degree study as well as preparing you for the specific demands of the degree programmes to which you will progress to.

**Modules**

**SEMESTER 1**
- English for Academic Purpose
- Public Speaking in English
- Practical IT Skills
- Journalism and Society

**SEMESTER 2**
- Professional Communications
- Academic Research Skills
- Cultural and Visual Interpretation
- English for Journalist

The third, fourth and last semester of the Programme provides greater details on Journalism including law and ethics for practices besides learning on reporting and writing skills. At the same time, you can select to experience some fundamentals of either broadcast journalism or sports journalism.

**Modules**

**SEMESTER 3**
- Law and Ethics for Journalism Practices
- Reporting and Writing 1
- International Relations
- Writing Skills for Journalists

**SEMESTER 4**
- Essential Law & Public Affairs for Journalist
- Reporting and Writing 2
- Fundamentals of Journalism in Practice/
  Fundamentals of Sports Journalism
- Broadcast News Journalism/Sports Reporting
- Introduction to Sport Management and Policy

**SEMESTER 5**
- Understanding the Press
- Fundamentals of Journalism
- Journalism in Practice
- Managing News Broadcast
- Sport Management

**Further Studies**

Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU and APIIT:
- BA (Hons) Journalism
- BA (Hons) Broadcast Journalism
- BA (Hons) Sports Journalism
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with specialism in Social Media

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APU Diploma in INFORMATION & COMMUNICATIONS TECHNOLOGY

This programme is specifically designed to provide:
- Coverage of the academic aspect as well as the vocational aspect of the wide area of Computing and Information and Communications Technology.
- Students with the skills to prepare them for careers in the ICT environment with emphasis on solutions design, software development and technology infrastructure support.
- Students with academic and professional skills to develop solutions requiring the application of technology in a business and organisational context, so as to facilitate response to continuous future changes in technology and industry practices.
- Students with critical, independent and cooperative learning skills so as to facilitate responses to continuous future changes in industry practises.
- Students with intellectual skills, communications ability and teamworking capability.
- Students with opportunities for progression into advanced programmes of study of International standard in relevant areas.

SEMESTER 1
In this semester students will be equipped with basic mathematical, language and communication as well as information technology skills. Throughout the duration of this semester, students will have the opportunity to expose themselves to various terminologies and basic concepts related to technology and business managerial skills. These skills are imperative for a smooth transition to the following semester.

Modules
- English for Academic Purposes
- Numerical Skills
- Managing Business
- Practical IT Skills

SEMESTER 2
The modules Professional Communications, Academic Research Skills and Quantitative Methods that offered in this semester help to develop students’ knowledge and skills significantly with emphasis on aspects that are core to the study of business and technology. The module Information Systems provides students with details of the underpinning components of any information systems for more advanced study in subsequent semesters.

Modules
- Professional Communications
- Academic Research Skills
- Information Systems
- Quantitative Methods

Further Studies
Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU and APIIT:
- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in:
  - Information Systems Security
  - Database Administration
  - Network Computing
  - Mobile Technology
  - Business Information Systems
- BSc (Hons) in Software Engineering
- BSc (Hons) in Computer Science
- BSc (Hons) in Intelligent Systems
- BSc (Hons) in Internet Technology
- BSc (Hons) in Enterprise Computing
- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with specialism in E-Commerce
- BSc (Hons) in Business Information Technology
- BSc (Hons) in Cyber Security
- BSc (Hons) in Forensics Computing

SEMESTER 3
This semester moves students to advanced modules in information and communication technology related areas. Modules such as Internet Applications and Problem Solving & Program Design using C expand students’ knowledge and efficiency in solving problems and exposing them to the idea that there is no single solution to solving a problem.

Modules
- Computer Technology
- Internet Applications
- Computer Systems Architecture
- Problem Solving & Program Design Using C

SEMESTER 4
In this semester, students are exposed to more advanced concepts, skills, trends and issues in the areas of information and communication technology. The modules in this semester develop skills and capabilities in systems development and application areas which support the software development project in the final semester.

Modules
- Database & Data Structure
- Multimedia Applications
- Numerical Methods & Logic
- Operating System
- System Analysis & Design

SEMESTER 5
In the final semester, students are provided with more advanced programming skills in the Java Programming and V.B.Net modules and an insight into the different environments in which ICT solutions sit in the Telecommunications and Networks & Networking modules. The semester culminates in the Software Development Project which integrates skills, knowledge and understanding from the full programme.

Modules
- Java Programming
- VB.Net
- Computer Security & Forensics
- Networks & Networking
- Software Development Project

In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.
APU Diploma in **INFORMATION & COMMUNICATIONS TECHNOLOGY WITH A SPECIALISM IN SOFTWARE ENGINEERING**

**This programme is specifically designed to provide:**
- Students with skills in software systems development, with emphasis on aspects of software engineering.
- Students with the skills to prepare them for careers in the ICT environment with emphasis on solutions design, software development and technology infrastructure support.
- An appreciation of the proven principles and techniques for the development and support of software systems in commercial organisations.
- Students with critical, independent and cooperative learning skills so as to facilitate responses to continuous future changes in industry practises.
- Students with academic and professional skills to develop solutions requiring the application of technology in a business and organisational context, so as to respond to continuous future changes in technology and industry practices.
- Students with intellectual skills, communications ability and team working capability.
- Students with opportunities for progression into advanced programmes of study of International standard in relevant areas.

**SEMESTER 1**
In this semester students will be equipped with basic mathematical, language and communication as well as information technology skills. Throughout the duration of this semester, students will have the opportunity to expose themselves to various terminologies and basic concepts related to technology and business managerial skills. These skills are imperative for a smooth transition to the following semester.

**Modules**
- English for Academic Purposes
- Numerical Skills
- Managing Business
- Practical IT Skills

**SEMESTER 2**
The modules Professional Communications, Academic Research Skills and Quantitative Methods that are offered in this semester help to develop students’ knowledge and skills significantly with emphasis on aspects that are core to the study of business.

**Modules**
- Professional Communications
- Academic Research Skills
- Information Systems
- Quantitative Methods

**SEMESTER 3**
This semester moves students to advanced modules in information and communication technology related areas. Modules such as Internet Applications and Problem Solving & Programme Design using C expand students’ knowledge and efficiency in solving problems and exposing them to the idea that there is no single solution to solving a problem.

**Modules**
- Computer Technology
- Internet Applications
- Computer Systems Architecture
- Problem Solving & Program Design Using C

**SEMESTER 4**
In this semester, students are exposed to more advanced concepts, skills, trends and issues in the areas of information and communication technology. The modules in this semester develop skills and capabilities in systems development and application areas which support the software development project in the final semester.

**Modules**
- Database & Data Structure
- Multimedia Applications
- Numerical Methods & Logic
- Operating System
- System Analysis & Design

**SEMESTER 5**
In the final semester, students are provided with more advanced programming skills in the Java Programming and V.B.Net modules. Introduction to Software Engineering and Artificial Intelligence will bring an insight into the techniques used in the design of software and the building of knowledge based systems. The semester culminates in the Software Development Project which integrates skills, knowledge and understanding from the full programme.

**Modules**
- Java Programming
- V.B.Net
- Introduction to SE
- Introduction to AI
- Software Development Project

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

**Further Studies**
Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU and APIIT:
- BSc (Hons) in Information Technology
- BSc (Hons) in Information Technology with a specialism in:
  - Database Administration
  - Mobile Technology
  - Business Information Systems
  - Information System Security
  - Network Computing
- BSc (Hons) in Computer Science
- BSc (Hons) in Software Engineering
- BSc (Hons) in Intelligent Systems
- BSc (Hons) in Internet Technology
- BSc (Hons) in Enterprise Computing
- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with specialism in E-Commerce
- BSc (Hons) in Business Information Technology
- BSc (Hons) in Cyber Security
- BSc (Hons) in Forensics Computing

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APU Diploma in BUSINESS WITH INFORMATION TECHNOLOGY

This programme is specifically designed to provide:
- Students for careers in hybrid environments where business information systems are increasingly integrated, encompassing a wide range of enabling technologies and cross-organisational, social, national and international boundaries.
- Students with academic and professional skills to develop solutions requiring the application of both business and information technology disciplines in a commercial and organisational context.
- Students with critical, independent and cooperative learning skills so as to facilitate responses to continuous future changes in technology and industry practices.
- Students with intellectual skills, communications ability and team working capability.

SEMESTER 1
In this semester students will be equipped with basic mathematical, language and communication as well as information technology skills. Throughout the duration of this semester, students will have the opportunity to expose themselves to various terminologies and basic concepts related to business managerial skills. These skills are imperative for a smooth transition to the following semester.

Modules
- English for Academic Purposes
- Numerical Skills
- Managing Business
- Practical IT Skills

SEMESTER 2
The modules Professional Communications, Academic Research Skills and Quantitative Methods that are offered in this semester help to develop students’ knowledge and skills significantly on aspects that are core to the study of business. The module Information Systems provides students with details of the underpinning components of any information systems for more advanced study in subsequent semesters.

Modules
- Professional Communications
- Academic Research Skills
- Information Systems
- Quantitative Methods

SEMESTER 3
This semester moves the students from the basic business concepts and procedures to more advanced topics like Marketing and Business Economics. There are also modules in related subjects such as Computer Technology and Internet Applications which will expand their knowledge and efficiency in solving problems and making decisions in different areas of business, supported by technology.

Modules
- Computer Technology
- Internet Applications
- Marketing
- Business Economics

SEMESTER 4
The modules in this semester aimed at equipping students with the knowledge and skills in the legal, statistical and accounting aspects of business. In addition, students are exposed to the Multimedia Application where students will learn the fundamental knowledge and skills necessary to create and document an interactive multimedia application.

Modules
- Legal Framework of Business
- Multimedia Applications
- Business Statistics
- Accounting
- System Analysis & Design

SEMESTER 5
The final semester allows students to progress into more advanced areas of business, management together with computing and Information Technology skills which includes programming knowledge and Networks & Networking. Graduates will be able to demonstrate a range of cognitive and intellectual skills together with techniques specific to business, management and information Technology.

Modules
- Organisational Behaviour
- Managing Services
- Managing Information Systems
- VB.Net
- Networks & Networking

Further Studies
Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at APU and APIIT:
- BA (Hons) in Business Management
- BA (Hons) in Business Management with a specialism in E-Business
- BA (Hons) in International Business Management
- BSc (Hons) in Technopreneurship
- BSc (Hons) in Information Technology with a specialism in Business Information Systems
- BSc (Hons) in Business Information Technology
- BSc (Hons) in Business Computing
- BSc (Hons) in Business Computing with specialism in E-Commerce
- BSc (Hons) in Media Informatics
- BA (Hons) in Media Marketing
- BA (Hons) in Media Marketing with a specialism in Social Media

*In addition to the above, all students are also required to successfully complete General Studies modules as stipulated by the Malaysian Qualification Agency, as well as fulfill credit requirements for Co-Curricular Activities.
PATHWAYS AFTER DIPLOMA

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 and APIIT.

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PATHWAYS AFTER DIPLOMA

DIPLOMA IN INTERNATIONAL STUDIES

Route A:
• BA (Hons) International Relations
• BA (Hons) in International Business Management
• BA (Hons) Business Management
• BA (Hons) in Business Management with specialization in E-Business
• BA (Hons) in Human Resource Management
• BA (Hons) in Marketing Management

Route B:
• BSc (Hons) Environment & Sustainability

DIPLOMA IN DESIGN AND MEDIA

Route A:
• BA (Hons) in Advertising & Commercial Film Production
• BA (Hons) in Media (Film) Production
• BSc (Hons) in Media Informatics
• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with specialization in Social Media

Route B:
• BA (Hons) Animation
• BSc (Hons) in Media Informatics
• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with specialization in Social Media

Route C:
• BA (Hons) Advertising and Brand Management
• BSc (Hons) in Media Informatics
• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with specialization in Social Media

DIPLOMA IN JOURNALISM

• BA (Hons) Journalism
• BA (Hons) Broadcast Journalism
• BA (Hons) Sports Journalism
• BSc (Hons) in Media Informatics
• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with specialization in Social Media

APU DIPLOMA IN INFORMATION & COMMUNICATIONS TECHNOLOGY

• BSc (Hons) in Information Technology
• BSc (Hons) in Information Technology with a specialization in:
  - Information Systems Security
  - Database Administration
  - Network Computing
  - Mobile Technology
  - Business Information Systems
• BSc (Hons) in Software Engineering
• BSc (Hons) in Computer Science
• BSc (Hons) in Intelligent Systems
• BSc (Hons) in Internet Technology
• BSc (Hons) in Enterprise Computing
• BSc (Hons) in Business Computing
• BSc (Hons) in Business Computing with specialization in E-Commerce
• BSc (Hons) in Business Information Technology
• BSc (Hons) in Cyber Security
• BSc (Hons) in Forensics Computing

APU DIPLOMA IN BUSINESS WITH INFORMATION TECHNOLOGY

• BA (Hons) in Business Management
• BA (Hons) in Business Management with a specialization in E-Business
• BA (Hons) in International Business Management
• BSc (Hons) in Technopreneurship
• BSc (Hons) in Information Technology with a specialization in Business Information Systems
• BSc (Hons) in Business Information Technology
• BSc (Hons) in Business Computing
• BSc (Hons) in Business Computing with specialization in E-Commerce
• BSc (Hons) in Media Informatics
• BA (Hons) in Media Marketing
• BA (Hons) in Media Marketing with a specialization in Social Media
By studying a Staffordshire University award you will be able to graduate with more than the academic qualifications, skills and experience to hit the ground running in your chosen career, but with a good idea of what’s expected of you in the real world.

Study with Staffordshire University and we’ll help you to develop the skills and qualities necessary for success in the 21st Century.

By working together, we’ll aim to equip you to become ‘The Staffordshire Graduate’ – an individual with the knowledge, personal attributes and expertise that employers look for, and the ability to stand out in the job market.

With a thorough understanding of your chosen field, you’ll be a reflective, critical learner with a truly global perspective. Work-ready and highly employable, you’ll also fully understand the importance of being enterprising and entrepreneurial – essential skills whether you go into employment or start your own business.

When you graduate with a Staffordshire University award you will be in good company. Graduates from Staffordshire University have gone on to become leading names in industry, successful stage and TV actors, coroners, lawyers and computer games designers.
As a Staffordshire Graduate you will:

- Have an understanding of the forefront of knowledge in your chosen field
- Be work-ready and employable, and understand the importance of being enterprising and entrepreneurial
- Have an understanding of global issues and of their place in a globalised economy
- Be an effective communicator and presenter and be able to interact appropriately and confidently with a range of colleagues
- Have developed the skills of independence of thought and, where appropriate, social interaction through teamwork
- Have the ability to carry out inquiry-based learning and critical analysis
  - Be a problem solver and creator of opportunities
  - Be technologically, digitally and information literate
- Be able to apply Staffordshire Graduate attributes to a range of life experiences – to facilitate life-long learning and life-long success

Employability, Enterprise and Entrepreneurship are the key skills of a Staffordshire Graduate.

**Employability**
We will help you develop the talents, knowledge and personal attributes necessary to be more likely to gain employment, have the capability to be effective in the workplace and successful in your chosen career.

**Enterprise**
Being enterprising involves having the skills and ability to identify opportunities and even find new solutions to old problems. With enterprising skills, you will be creative in your approach and understand both risk-taking and innovation. Employers value enterprising people.

**Entrepreneurship**
Being entrepreneurial often involves calling on enterprising skills to create new businesses and ideas and bring them to market. Being entrepreneurial also involves thinking and behaving in a way that enables you to come up with new methods of doing things well and having the foresight to change career direction.
BSc (Hons) BUSINESS INFORMATION TECHNOLOGY

Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programme will be via one of the following routes:

Route 1:
Enter to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent with credit in Mathematics; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent with credit in Mathematics; or
- Recognised Matriculation or foundation with CGPA 2.0 and credit in Mathematics at SPM Level; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

In today’s competitive business world, IT plays a major role in exploiting commercial potential. Your graduate destination from this programme is likely to be at a management level within an IT department, developing IT systems and servicing the needs of a number of business departments. You may take up a career in IT system development, IT systems analysis and design or IT network management.

During the first year you will be introduced to business and computing concepts, tools and techniques, Year 2 covers the development of IT systems for business, analysis, design and development of web based solutions, networks and professional issues in computing.

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

Programme outline

Topics you will experience include:

Year 1
- Business Information Systems & Organisations
- Business Systems Analysis Design & Construction I
- Business Systems Analysis Design & Construction II
- Fundamentals of Computer Hardware and Software
- Learning for Success
- Publishing for the WWW
- Quantitative Tools for Computing
- Software Development

Year 2
- Applied Research Methods & Professional Development
- Developing Server Applications
- Electronic Commerce
- Information Systems Organisations and Management
- Marketing Principles
- Networked Computer Systems
- Object-Oriented Methods
- Relational Database Systems Development

Internship

Year 3
- Applied Communications Technology
- Applied Information Technology Project: Project Management and Communication
- Applied Information Technology Project: Research, Development and Artefact I
- Applied Information Technology Project: Research, Development and Artefact II
- Developing E-Commerce Applications with XML
- Group/Residential Case Study
- Information Systems Strategy
- Interactive and E-Marketing

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

Graduate employment

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

Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent with credit in Mathematics; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent with credit in Mathematics; or
• Recognised Matriculation or foundation with CGPA 2.0 and credit in Mathematics at SPM Level; or
• A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

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

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

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

Programme outline

Topics you will experience include:

Year 1
• Business Information Systems & Organisations
• Business Systems Analysis Design & Construction I
• Business Systems Analysis Design & Construction II
• Fundamentals of Computer Hardware and Software
• Learning for Success
• Publishing for the WWW
• Quantitative Tools for Computing
• Software Development

Year 2
• Applied Research Methods & Professional Development
• Developing Server Applications
• Information Systems Organisations and Management
• Managing People and Performance
• Networked Computer Systems
• Object-Oriented Methods
• Questionnaire and Data Analysis
• Relational Database Systems Development

Internship

Year 3
• Applied Information Technology Project: Project Management and Communication
• Applied Information Technology Project: Research, Development and Artefact I
• Applied Information Technology Project: Research, Development and Artefact II
• Business to Business Marketing
• Design of Corporate Communication Systems
• Group/Residential Case Study
• Information Systems Strategy
• Perspectives in Systems Analysis and Design

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

Graduate employment

Graduates will find employment in any of the all areas of business, where computing skills are used. Graduate destination is likely to be within a business area (such as finance, marketing or human resources) perhaps as a ‘power user’ (a computer literate business person who has the ability to get the best out of today’s computer-based business system) or within a management services department as a business analyst.
Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent with credit in Mathematics; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent with credit in Mathematics; or
• Recognised Matriculation or foundation with CGPA 2.0 and credit in Mathematics at SPM Level; or
• A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

In this programme, you will put together your business and computing knowledge to meet the needs of business in a variety of work situations especially in the area of E-Commerce.

The first year of Business Computing with a Specialism in E-Commerce introduces you to business and computing concepts, tools and techniques. Year 2 covers the development of user-centred systems including legal issues, e-marketing, networking and electronic commerce.

In the final year, you will concentrate on developing E-Commerce applications, strategic role of information in business and to produce E-Commerce solutions.

Programme outline

Topics you will experience include:

Year 1
• Business Information Systems & Organisations
• Business Systems Analysis Design & Construction I
• Business Systems Analysis Design & Construction II
• Fundamentals of Computer Hardware and Software
• Learning for Success
• Publishing for the WWW
• Quantitative Tools for Computing
• Software Development

Year 2
• Applied Research Methods & Professional Development
• Developing Server Applications
• Information Systems Organisations and Management
• Electronic Commerce
• Networked Computer Systems
• Object-Oriented Methods
• Interactive and E-Marketing
• Relational Database Systems Development

Internship

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

Graduate employment

Graduates will find employment in any of the main areas of business, where you will be able to use your computing skills particularly in the E Commerce area. Your graduate destination is likely to be within a business area (such as finance, marketing or human resources) perhaps as a “power E Commerce user” (a computer literate business person who has the ability to get the best out of today’s E Commerce scene) or within a management services department as a E Commerce business analyst.
BSc (Hons) CYBER SECURITY

Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent with credit in Mathematics; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent with credit in Mathematics; or
• A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Cyber Security is an important and growing area of work for computing professionals. Any organisation that has a computer network or uses the Internet has a potential security risk and will need people with specialised skills to help protect their systems and data. You may also find yourself working for a specialist consultancy firm that provides such a service to smaller organisations.

Computer systems store, process and communicate a wide variety of data. Much of this data is private and improper access to it can result in significant costs to an organisation or the person that owns the data. Securing computer systems against malicious attack or even against inadvertent damage is vital to any computer system. This programme gives you the knowledge and skills to enable you to prevent attacks and inadvertent damage to computer systems.

The first year provides a general grounding in computing skills and introduces you to the fundamental aspects of computer security. You will gain technical skills in both computer networks and computer systems that you will build on in later years. In the following years, you will develop technical skills in network security, and hacking attacks and defences as well as in biometrics and biometric based security systems. In the final year, cryptography and malicious software are covered in some detail.

Practical work in the specialist modules and the final year project will involve the development of appropriate security software. As part of studying network security you will cover the CISCO networking syllabus for Cisco Certified Network Associate (CCNA) Routing and Switching and then the follow on CCNA Security syllabus. You will have an opportunity to take the industry-standard EC-Council Ethical Hacker Certification.

We have placement students in a variety of organisations, including GCHQ, Police High Tech Crime Units, Cyber Security and Digital Forensic businesses.

Graduate employment

Graduates will find employment across a wide range of careers destinations including government agencies, local authorities, banking industries, anti-virus companies, consultancies, specialist sectors of the cyber security industry such as virus analysis, anti-malware analysis, risk analysis, security IT auditing, malicious program detection development, vulnerability research, network security engineering and penetration testing or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.

Programme outline

Topics you will experience include:

Year 1
• Algorithms & Data Structures in C
• Hardware & Software Systems & Graphics
• Introduction to Forensic Tools & Techniques
• Introduction to Networking with LANs & WANs
• Introduction to Security Technologies
• Introduction to Software Development
• Mathematics & Statistics for Computing
• Systems and Database Analysis

Year 2
• Computer Systems Low Level Techniques
• Information Systems Organisations and Management
• Ethical Hacking
• Biometrics 1
• LAN Switching and WAN Networks
• Professional & Enterprise Development
• Router Security Technologies
• System Programming and Computer Control

Internship

Year 3
• Computer Systems Security
• Malicious Software and Security Programming
• Image Processing
• Group Case Study
• Biometrics 2
• Project: Artefact Realisation, Testing & Evaluation
• Project: Planning, Management, Communication & Appraisal
• Project: Research, Analysis & Artefact Design

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

**Duration:**
3 years full-time

**Entry Requirements:**
Enter into the Programme will be via one of the following routes:

**Route 1:**
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent with credit in Mathematics; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent with credit in Mathematics; or
- Recognised Matriculation or foundation with CGPA 2.0 and credit in Mathematics at SPM Level; or
- A qualification that APIIT accepts as equivalent to the above.

**Route 2:**
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to level 4 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

**At a glance**

As computers are an intrinsic part of normal life, they are also important as a tool in criminal activity. Hence, they can provide a vital source of evidence. This award provides a solid grounding in the skills you need to follow a career in forensic investigation of computer systems and related areas of security. The same skills that enable you to track down evidence also equip you with the abilities necessary to help organisations and individuals recover data/ information that may have been lost or corrupted as a result of accidental or malicious activity. You can not only detect criminal activity but also help to save people from the consequences of such activity.

The first year provides a general grounding in fundamental computing skills and introduces you to the use of standard software tools (e.g. Encase whose use in forensic investigation is recognised by UK courts). In the following years, you will deepen your knowledge and skills required for the investigation, evidence gathering and forensic analysis of that evidence from computer systems (including mobile devices), as well as understanding the legal context and the role of expert witness testimony.

Related areas of computer security are studied to provide a fuller context to your forensic computing studies. You will also extend your underpinning knowledge of computer networks and the hardware and system software of computer systems.

We encourage student entrepreneurship with, where feasible and practicable, business start-ups during the placement year and the marketing of any artefact developed from their final year project.

**Programme outline**

Topics you will experience include:

**Year 1**
- Algorithms & Data Structures in C
- Hardware & Software Systems & Graphics
- Introduction to Forensic Tools & Techniques
- Introduction to Networking with LANs & WANs
- Introduction to Security Technologies
- Introduction to Software Development
- Mathematics & Statistics for Computing
- Systems and Database Analysis

**Year 2**
- Networked Computer System
- Computer Systems Low Level Techniques
- Cybercrime Forensic Analysis
- Ethical Hacking
- Forensic Data Recovery
- Hardware & Software Systems & Networks
- LAN Switching and WAN Networks
- Professional & Enterprise Development

**Internship**

**Year 3**
- Expert Witness Testimony and the Legal System
- Computer Systems Security
- Group Case Study
- Forensic Data Gathering, Reconstruction and Analysis
- Legal & Evidentiary Aspects of Forensic Computing
- Project: Artefact Realisation, Testing & Evaluation
- Project: Planning, Management, Communication & Appraisal
- Project: Research, Analysis & Artefact Design

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

**Graduate employment**

Graduates will find employment across a wide range of careers destinations including government agencies, local authorities – police department, court & legal firm, banking industries, consultancies, specialist sectors of the digital forensics industry such as cybercrime investigation, IT security consultation, IT security reporting analysis, reverse engineering, mobile security analysis and digital forensics investigation or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.
This 8 week portfolio programme is a single module short course for students who have successfully achieved A levels but do not have the required portfolio to apply to Honours Degree courses in design related areas. This programme is specifically for students who are aiming for BA (Hons) Product Design, BA (Hons) Transport Design, BA (Hons) Advertising and Brand Management, BA (Hons) Animation, and BA (Hons) Visual Effect and Concept Design degree programmes.

**MODULE NAME:**
**DRAWING DEVELOPMENT AND EXPLORATION**

**SYNOPSIS**
In this module you will be able to explore and expand a range of art and design drawing skills that will lead to the development of a good portfolio that demonstrates the use of a range of media and processes. You will be expected to continue the work developed during taught sessions through further tasks that will enable you to build and collate various artworks from other media besides drawing, such as: photography of 3D physical model, digital artwork, sketches, research, writing, illustration, painting, material research, and more.

You will need a variety of drawing media, your tutor will advise you, but it will typically comprise:
- A range of pencils of different grades
- Eraser
- Ruler (steel rule is best for cutting)
- Color pencils
- Watercolors and brushes
- Sketchbooks - A3 size minimum
- Cutter and cutting mat
- Glue and/or double-sided tape

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**What is a portfolio?**
Portfolio is a compiled documentation of your artwork which might include sketches, drawings, illustration, painting, photography of your 3D artwork, writings, and many more.

**Why do I need to submit Portfolio?**
It is to measure how far you have learnt about art and design field, and it is also for the entry requirement for the BA (Hons) Product Design, BA (Hons) Transport Design, and BA (Hons) Advertising and Brand Management, BA (Hons) Animation, and BA (Hons) Visual Effect and Concept Design degree programmes.

**Why do I also need to be interviewed to get into the degree programme?**
Because we need to find out about your interest and potentiality related in design particular field.

**I only have ‘O’ Level qualification and I don’t have a portfolio, what should I do?**
You have to take the Design Foundation Programme before enrolling into the Design Degree Programme.

**What if I already have a qualification of ‘A’ Level, but I still don’t have a portfolio?**
We are offering a Portfolio Development Programme for students who require an insight to art & design field, and also needs to build their own portfolio.

**How long is the duration of the short course?**
The short course will be taking 8 weeks to finish. (Please see the details)
OBJECTIVES
The objectives of this module are to:

• Prepare for working in a design environment, observing health and safety requirements and understanding responsibilities when developing creative skills

• To create awareness about the importance of a portfolio when studying and working in creative areas – from degree to employment

• To provide the fundamental art and design skills for the entry requirement of the degree programs

• To enhance your knowledge of creative practice relating to art and design and associated employment routes

• To prepare you in the management of your own creative development

DESCRIPTION OF PROJECTS

• Your work should be presented in a professional way, with supporting written material that justifies your choices and contextualizes the work – this may be in the form of annotations, short case studies, essays or reports. Your tutor will guide you regarding the requirements for each brief.

• Your work must be put arranged in a portfolio suitable for presentation at interviews

• If you are aiming for Product Design, you will be required to create a drawing project of “New Personal Communication Device”.

• If you are aiming for Transport Design, you will be required to create a drawing project of “New Personal Transportation Device”.

• If you are aiming for Animation, you will be required to create a storyboard of “Thinking Outside of the Box”. You should imagine a matchbox and a single match next to it. Visualize how the match gets back in the box. Remember the match is a character that has a need to get back into the box for a reason.

• If you are aiming for Visual Effect and Concept Design, you will be required to create a perspective drawing project of “Environment Design”. The drawing must include an environment in a traditional market with people selling and buying on the scene. Please consider the use of perspective techniques for expressing your ideas.

• If you are aiming for Advertising and Brand Management, you will be required to create a concept drawing project of “Magazine Advertisement”. The drawing must include an energy drink product and all the visual concepts associated with it.

TEACHING-LEARNING AND ASSESSMENT STRATEGY

• You will be given structured guidance on different processes and media, and introduced to new topics and techniques, supported by examples that illustrate uses of media.

• You will be provided with self-study materials, and practice the application of self-study during tutorial sessions, with a tutor present to provide support.

• Your independent study time will be used to complete relevant exercises that extend your taught sessions and further develop your skills. You will also be expected to practice a range of techniques, and support your studies through further background reading.

• You will be assessed in ways that prepare you for the degree course you wish to progress to. For example you will prepare your portfolio by selecting and mounting key pieces of work, and be expected to discuss your work and evaluate the work of others.

FACILITIES AND EQUIPMENT PROVIDED BY CAMPUS

For lectures and the tutorials you will work in a studio suitable for a design environment.
DESIGN: THE ESSENTIAL REQUIREMENT FOR SUCCESSFUL PRODUCTS AND PROMOTION

Design lies behind everything we buy, use and desire. Good design is attractive, useable and practical and also sells. Good designers combine aesthetics with functionality, communications with entrepreneurialism, visual communications capability with effective written and spoken communications and the ability to work and empathise with others.

Designers work on everything from household products to industrial ones, from advertisements to any visual communication, from small to massive projects, for themselves and for large corporations.

Every time you buy something a designer has been involved in creating it and promoting it. What you buy may have been made in one country, but has usually been designed in UK, Europe or USA. The net flow of payments for licences and royalties of designs from manufacturing countries such as China to UK is massive. British designers are amongst the leading designers in the world and have developed their expertise in UK Universities such as Staffordshire University. Now you can experience the advantages of studying design with Staffordshire University in Malaysia. The Degrees offered by APIIT have the same curriculum as at Staffordshire University in the UK. They will develop your abilities to work on your own and in a team in initiating and creating a wide range of products and promotional activities, including advertisements for print, broadcast, and online as well as display packaging and other promotional support tools.

Many of the world’s most iconic and recognisable designs originate in the UK. Think of the UK Union Jack flag to be found on clothing and cars, the easily recognisable MINI car, the London Underground map which has been copied by rail systems around the world and London buses.

Fashion labels and furniture, electronics and vehicles, steam irons and kettles, toasters and tools; these are all the products of a designer with a vision and the ability to turn that into something people want to buy.

Many well known designers are associated with Staffordshire University and the Staffordshire area. The designer of arguably the most iconic products of our age, the iPad and iPhone, is an Englishman called Sir Jonathan Ive who went to school in Stafford and has a UK Product Design degree.

Bentley Motor Cars are made near to the University and their designers are visiting lecturers to the University. The designer and originator of Dyson products, Sir James Dyson is an honourary degree holder from Staffordshire University. Dyson are world famous for products such as vacuum cleaners and the innovative range of Dyson Fans and hand dryers.

Staffordshire is also the home of the British Tableware industry where surface pattern and shape design have long been an essential part of the production of cups, mugs, plates and many other ceramic products. Perhaps the most well known is Jasper Ware by Wedgwood, ornamental products on sale in shops and airports worldwide. One of the most successful of contemporary designs is produced by and designed by Emma Bridgewater, founder of the company of the same name, who is also a Staffordshire University honourary degree holder.

Hemmingway Design builds brands (the iconic label Red or Dead was the first and Vintage is the latest) and works for such as John Lewis, G Plan, Hush Puppies, Taylor Wimpey Homes, Crown Paints, Sky TV, Sainsbury’s, McDonalds, Coca Cola, and Nissan. Vehicles are represented by Staffordshire University Honorary degree holder Wing Commander Andy Green who is the current Land Speed Record holder, and the only man EVER to have travelled at supersonic speed on land.
PRODUCT AND TRANSPORT DESIGN

CONCEPT innovation
SUCCESS
DIGITAL CAD
manufacture

STAFFORDSHIRE UNIVERSITY

idea
user-experience
sketching
ERGONOMICS

CONCEPT expertise
INSPIRATION
TALENT

STAFFORDSHIRE UNIVERSITY

Asia Pacific Institute of Information Technology
BA (Hons) PRODUCT DESIGN

Key Facts

Duration:
3 years full-time

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

Route 1: Entry to Year 1
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0; or
• A qualification that APIIT accepts as equivalent to the above. And
• A Portfolio of Art & Design work which can include: - Sketch work and finished drawings - Photographs of models or other 3D works Art, illustration, photography etc. - Examples of your computer skills - Please bring in sketch ideas for a "new personal communication device".

Route 2: Entry to year 2
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

This degree will open up a whole world of career and consultancy opportunities. Graduates are working in areas including: computer, sports goods, gym equipment, watch design, automotive design and packaging. Some graduates set up their own businesses or go into marketing, model making, graphics, computer games design, design management and teaching.

This programme includes exciting and diverse projects like toys, domestic products, transport, fitness equipment and lighting. Access to excellent 3D workshops, CAD modelling facilities and software, will enable students to present their work to a professional standard. Live projects with companies give a real insight into what industry requires. You will visit design consultancies, agencies and manufacturing companies.

Core skills are introduced through structured and practical design projects, involving idea generation, drawing and rendering, model making and computer work. Further modules include Concept Generation, Ergonomics and Usability, Materials and Manufacture and Aesthetics. The programme progresses to cover more advanced CAD projects and the role of Rapid Prototyping. Students also work on collaborative projects with students and staff from Transport Design, Advertising and Brand Management and other programmes.

In Year 3, you will complete a major design project in an area of personal interest. This flexibility gives students the means to indulge in truly original thinking and be innovative. Students may also exhibit their designs to the general public and potential employers at the end of year show.

Programme outline

Topics you will experience include:

Year 1
• Concept Design
• Team-working Skills
• Presentations
• 3D Computer Modelling
• Visualisation Skills
• Design History and Context
• Study Skills
• Consultancy Visit

Year 2
• Concept Design and Realisation
• 3D Computer Modelling
• Ergonomics and Anthropometrics
• Live Company Projects
• Creativity and Innovation
• Lighting Project

Internship

Year 3
• Self-negotiated Major Design Project
• External Briefs
• Contextual Report
• Career Planning
• Degree Exhibition
• Exhibit at National Show

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

Graduate employment

Our exciting Product Design programme will equip you with all the skills necessary to work in both consultancies and manufacturing companies, whether they be consumer product or automotive. We have graduates working worldwide designing everything from cars to game peripherals, gym equipment to furniture, and toys to lighting! Other graduates are working in the related fields of marketing, computer games design, model making, graphic design and teaching.

During the programme we carefully introduce you to the key attributes of entrepreneurship, enterprise and employability. Through a structured and integrated approach you will visit design consultancies here and abroad. This gives you a real insight into what is required in industry and gives you important networking opportunities. Alongside this, live projects and visiting lecturers further reinforce this.

In the final year, during our Design Futures project, you will improve your self promotion skills, refine your portfolio and have a mock interview with an industry recruitment consultant. This will make you interview-ready and prepare you well for the challenges ahead. Further to this we also support you after graduation, with job-seeking support. We want you to succeed, and encourage graduates to visit and use our social networking sites for peer support.
Nearby resources:
- Sketch work and finished drawings
- Photographs of models or other 3D works Art, illustration, photography etc.
- Examples of your computer skills
- Please bring in sketch ideas for a "new personal transportation device".

Route 1: Entry to Year 1
- Successful completion of SPMS with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0 at SPM Level; or
- A qualification that APIIT accepts as equivalent to the above.

And
- A Portfolio of Art & Design work which can include:
  - Sketch work and finished drawings
  - Photographs of models or other 3D works Art, illustration, photography etc.
  - Examples of your computer skills
  - Please bring in sketch ideas for a "new personal transportation device".

Route 2: Entry to Year 2
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

Key Facts

Duration:
3 years full-time

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

Route 1: Entry to Year 1
- Successful completion of SPMS with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0 at SPM Level; or
- A qualification that APIIT accepts as equivalent to the above.

And
- A Portfolio of Art & Design work which can include:
  - Sketch work and finished drawings
  - Photographs of models or other 3D works Art, illustration, photography etc.
  - Examples of your computer skills
  - Please bring in sketch ideas for a "new personal transportation device".

Route 2: Entry to Year 2
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

Exciting opportunities exist as interior and exterior designers in automotive and transport companies, and as design consultants. Some graduates choose to launch their own business. Students learn a range of transferable skills that can be applied to land, sea and air projects.

Students work on transport and industrial design projects in a creative and friendly studio environment. They have access to excellent 3D workshops and CAD modelling facilities, use industry-standard software, and are expected to present their work to a professional standard.

Core skills are developed through structured and practical design projects, involving idea generation, drawing and rendering, clay modelling and Alias software. The programme works closely with visiting designers who are involved throughout. Teaching and learning techniques are varied and include individual and group design workshops, tutorials, seminars and presentations. Students have important technical and CAD input throughout the programmes from the Faculty of Arts and Creative Technologies, and complete a major design project in Year 3 in an area of personal interest. This flexibility gives the means to engage indulge in truly original and innovative thinking.

Our aims are to equip students with a broad range of specialist and transferable skills. The programme provides an opportunity to take part in work placements and to enter national design competitions. Students also exhibit their designs to the general public and potential employers at the end-of-year show and the New Designers show in London.

Programme outline

Topics you will experience include:

Year 1
- Concept Design
- Team-working Skills
- Presentations
- 3D Computer Modelling
- Visualisation Skills
- Design History and Context
- Study Skills
- Consultancy Visit

Year 2
- Automotive Presentation
- Clay Modelling
- Concept Design and Realisation
- 3D Computer Modelling
- Ergonomics
- Live Company Projects
- Automotive Lighting

Internship

Year 3
- Self-negotiated Major Design Project
- 3D Computer Modelling
- Contextual Report
- Career Planning
- Degree Exhibition
- Exhibit at National Show

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

Graduate employment

During the programme we carefully introduce you to the key attributes of entrepreneurship, enterprise and employability. Through a structured and integrated approach you will visit design consultancies here and abroad. This gives you a real insight into what is required in industry and gives you important networking opportunities. Alongside this, live projects and visiting lecturers further reinforce this.

In the final year, during our Design Futures project, you will improve your self promotion skills, refine your portfolio and have a mock interview with an industry recruitment consultant. This will make you interview-ready and prepare you well for the challenges ahead. Further we also support you after graduation, with job-seeking assistance. We want you to succeed, and encourage graduates to visit and use our social networking sites for peer support.

Graduates from the Staffordshire University Transport Design degree are highly sought after across the design industry. They establish careers worldwide, designing everything from cars and trucks, to motorbike bike helmets. Graduates have gone on to work for companies such as BMW or Ford. Some run their own businesses and others progress onto postgraduate study.
ADVERTISING AND BRAND MANAGEMENT

VISUAL COMMUNICATION

ideas

CREATIVE THINKING

branding and packaging

360 degree approach advertising

STAFFORDSHIRE UNIVERSITY

PROBLEM SOLVING

CREATIVE innovation

employability STUDIO PRACTICE
BA (Hons) ADVERTISING & BRAND MANAGEMENT

Key Facts

Duration:
3 years full-time

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

Route 1: Entry to Year 1
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0 at SPM Level; or
• A qualification that APIIT accepts as equivalent to the above.

And
• A portfolio may include:
  - Sketchbooks.
  - Photographs of models.
  - Art work.
  - Computer skills.
  - Research.
  - Ideas books, etc., and
• Three examples of advertisements that you have found in magazines or newspapers that you like and find interesting – these will be discussed at the interview.

Route 2: Entry to year 2
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to the first year of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

Our 360° approach to creative and strategic advertising and brand management develops professionals with a broad set of skills, developing your employability opportunities. Our creative studio environment mirrors an agency environment, creating flexible working zones and project spaces with industry standard software.

Our dynamic, ideas led advertising programme will equip you with the skills and understanding to develop a career in the creative industries. Whether you want to work in a creative team, be a copywriter, account planner or brand manager, you will gain vital hands-on experience that is highly attractive to future employers.

The programme team has industry experience and our associate tutors are current creative directors and agency practitioners. We place creative thinking and ideas at the centre of our 360° approach to advertising study via digital and traditional advertising platforms, explore social media, viral marketing and ambient advertising.

Industry placements and agency visits will add to your development. You’ll learn how to create advertising campaigns by studying key areas of creative thinking, strategy and planning as well as idea generation, integrated communications, art direction and copywriting.

Year 1
• Client Brief Concept I
• Client Brief Concept II
• Course Introduction I
• Course Introduction II
• Informing the Masses
• Introduction to Graphics Design
• Marketing Fundamentals
• Trends and Visual Thinking
• An Introduction to Media Practices

Year 2
• Advertising and Packaging
• Brand Implementation I
• Brand Implementation II
• Digital and Experiential
• Account and Media Planning
• Professional Practice
• Copywriting and Creative Direction
• Creative Practice
• Creativity & Innovation

Internship

Year 3
• Future Thinking I
• Future Thinking II
• Major Project I
• Major Project II
• Major Project III
• Advertising and Brand Management Research Report I
• Advertising and Brand Management Research Report II
• Design Futures for ABM

In addition to the above, all students are required to successfully complete General Studies modules as stipulated by the Malaysian Qualifications Agency, as well as fulfil credit requirements for Co-Curricular Activities.

Graduate employment

Because of our 360-degree creative and strategic approach to advertising our graduates are industry ready. Across all levels and modules we aim to provide our graduates with a critical awareness through inquiry-based learning, subject knowledge and skills acquisition. Throughout the three years of the degree, our students develop their understanding through reflective practice and problem solving and are increasingly encouraged and enabled to take ownership and responsibility for their own learning, both as individuals and as team members, where the ability to interact with confidence, communicate effectively and work with peers and colleagues is paramount.

Employers value the professional skills and work ethic demonstrated by our students, especially the opportunities throughout the programme for engagement with agencies in live briefs, client pitches, and internships, a cornerstone of the learning experience we offer here. Our enterprising and creative graduates are innovative thinkers who creatively seek solutions based on the experience, skills and knowledge developed in Advertising and Brand Management.
ANIMATION AND VISUAL EFFECTS

COMMUNICATION 3D ANIMATION
teamwork MATCHMOVING
learn by doing EXCITING

CREATIVE GAMES
CONCEPT ART

STAFFORDSHIRE UNIVERSITY

compositing Rotoscoping
GREEN SCREEN FILM CGI
PRACTICAL SELF-REFLECTION
visual effects CONCEPT ART

STAFFORDSHIRE UNIVERSITY

ASIA PACIFIC INSTITUTE OF INFORMATION TECHNOLOGY
BA (Hons) ANIMATION

Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0; or
• A qualification that APIIT accepts as equivalent to the above.

And Portfolio
• You will be required to create a storyboard of “Thinking Outside of the Box”. You should imagine a matchbox and a single match next to it. Visualize how the match gets back in the box. The match is a character that has a need to get back into the box for a reason.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance
This programme aims to develop you as a creative animator. The animation route offers the opportunity to specialize in modeling, animation and composite-based applications in the creation of character film-making.

The programme focuses on the many aspects of the fundament animation process and is supported by a series of specialist lecturers, demonstrations and seminars that introduce students to professional, design, and creative process.

Year 1 provides a structure for learning the major principles of animation. You will explore a range of techniques involving 2D and CG elements. Semester 2 builds on the principles of Animation with further development.

Year 2 involves the development of characters in greater depth. This includes enhancing audio dialogue and body gesture, an introduction to action integration, and advanced lighting and camera work for greater shot composition; as well as model making as a core module with a focus on set building. You will also have the option of studying experimental animation.

In Year 3 you will be expected to produce a series of short animations which display excellent performance-based animation. Emphasis is places on professional practice in preparation for graduation and greater employment prospects through animation.

Programme outline
Topics you will experience include:

Year 1
• Animation Fundamentals I
• Animation Fundamentals II
• Animation Fundamentals III
• Animation Fundamentals IV
• Applied Timing I
• Applied Timing II
• Cinema Film Analysis
• Sculpture for Animation
• Introduction to Graphic Design

Year 2
• Animation Debates
• Audio, Sound and Score for Animation I
• Audio, Sound and Score for Animation II
• Character Animation Implementation I
• Character Animation Implementation II
• Film Shorts & Stings I
• Film Shorts & Stings II
• From Script to Screen
• Creative Practice

Internship

Year 3
• Animation Futures
• Design Project Report
• Final Major signature Projects I
• Final Major signature Projects II
• Final Major signature Projects III
• Individual Animation Project I
• Individual Animation Project II

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

Graduate employment

During your time on the Animation programmes you are encouraged to form industry contacts through working on collaborative projects, live client-based briefs, attending and participating at film and animation festivals and an active involvement with the Student Careers Centre.

Whilst on the programme you will be encouraged to produce work that is of a standard to be screened at international events allowing for exposure to the wider animation community and potential employers. The animation programmes are well represented at annual film and animation festivals and competitions, both national and international.

Many of our recent UK graduates have gone onto be employed by international studios, notably: Aardman Feature Animation, Mackinnon and Saunders, Cosgrove Hall Films, Chapman Entertainment Studios, Ragdoll Productions, Oktober Animation, Cinesite, Double Negative, Rushes Post-production, ITV Studios and Cubic Motion. Others have gained work experience with Granada Studios, Barry Purves and other independent studios.
BA (Hons) VFX: VISUAL EFFECTS AND CONCEPT DESIGN

Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0; or
• A qualification that APIIT accepts as equivalent to the above.

And

Portfolio
• You will be required to create a perspective drawing project of "Environment Design". The drawing must include an environment in a traditional market with people selling and buying on the scene. Please consider the use of perspective techniques for expressing your ideas.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects.

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

The VFX award is for applicants looking for a career in the film, post-production or games industries - although some graduates may move onto positions within architectural visualisation, re-touching/advertising agencies or postgraduate study. VFX is predominantly about ideas and concept generation for film or games, covering characters, vehicles, products, clothing, sets and environments - ultimately taking those ideas through to finished concept artwork or 3D models.

More than ever, the film and games industries need tangible, exciting plots/scenarios with characters, environments and props to match them. Students develop ideas sometimes as 2D artwork concepts, complemented by accurate 3D digital modelling, coupled with green screen/compositing techniques. Design methodology, concept origination, speculative design, visualisation skills, life drawing, physical sketch and facsimile modelling provide traditional design skills.

Students also enjoy input from a number of practising industry professionals who are currently working on feature films and from UK companies such as Aardman Animation.

Project work is undertaken individually or as part of a team. Students are encouraged to attend a number of industry conferences in Year 2, a crucial recruitment event for the major film, postproduction and games houses.

Our research and consultancy staff have good (and expanding) industrial links. Where possible they call on their research or commercial work to inform and shape the curriculum, resulting in more industry-savvy graduates.

We encourage students to participate in commercial internship opportunities with Cinesite and RTT.

Programme outline

Topics you will experience include:

Year 1
• Digital Presentation 1 I
• Digital Presentation 1 II
• Digital Pipeline 1 I
• Digital Pipeline 1 II
• Cinema: Film Analysis
• Introduction to VFX: Visual Effects & Concept Design I
• Introduction to VFX: Visual Effects & Concept Design II
• Digital Compositing for Film
• Introduction to Graphic Design

Year 2
• Future Lifestyles I
• Future Lifestyles II
• Digital Pipeline 2 I
• Digital Pipeline 2 II
• Digital Presentation 2 I
• Digital Presentation 2 II
• Set Design I
• Set Design II
• Creativity for Sound & Moving Image I
• Creativity for Sound & Moving Image II

Internship

Year 3
• Negotiated Programme of Study Part A
• Negotiated Programme of Study Part B
• Team Production Project I
• Team Production Project II
• Design Project Report
• Advanced 3D Modelling and Animation

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

Graduate employment

With a high degree of very transferable skills, VFX graduates are equipped to look beyond immediate employment within film or games industries, for example architectural visualisation, web media, advertising media, teaching etc.
Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0; or
• A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

This award will equip you with the skills to work in film, TV and new media. Specialising in industry-standard products, from digital film and video editing to the animation skills required to produce broadcast-standard titling and effects, you’ll also gain the post-production skills that all postproduction professionals need.

This programme combines the study of digital video production and post-production in a number of different fields, including film, video, television, animation, design and digital imaging. You will learn how to use industry-standard software including Avid, Final Cut Pro Studio and the Adobe Creative Suite. All the post-production skills are backed up with the film production knowledge all editors and post-production professionals require.

Year 1 covers all the basic post-production skills including graphics and the basics of film production and editing, with options to include sound recording and CGI.

In Years 2 and 3 you will study editing, animation and High Definition video production. These skills will be combined with colour grading for Film and TV, compositing (green screen) and match moving objects in animated and video scenes. This will be united with the opportunity to study other film related subjects, cinematography, audio production, mixing and design and music video production. The combination of the skills acquired give graduates the edge in the film, television and media industry.

Programme outline

Topics you will experience include:

Year 1
• Digital Animation for VFX I
• Digital Animation for VFX II
• Digital Compositing I I
• Digital Compositing 1 II
• Character Concept Design I
• Character Concept Design II
• Introduction to CGI I
• Introduction to CGI II

Year 2
• 3D Modelling for VFX I
• 3D Modelling for VFX II
• Digital Compositing 2 I
• Digital Compositing 2 II
• Junior VFX Team Project (Digital Film) I
• Junior VFX Team Project (Digital Film) II
• Character Concept Design I
• Character Concept Design II
• Documentary Production Technology I
• Documentary Production Technology II

Internship

Year 3
• FX Portfolio Project I
• FX Portfolio Project II
• FX Research Project I
• FX Research Project II
• Rigging for Games and VFX
• Scripting Concepts for VFX
• Senior Team VFX Project I
• Senior Team VFX Project II

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

Graduate employment

The BSc (Hons) in Digital Film and 3D Animation Technology aims to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work.

Digital Film and 3D Animation Technology, along with the related industries, is a rapidly evolving sector, with the development of high definition, digital distribution, multi-platform streaming, 3D TV and solid state recording. These emerging technologies continue to produce creative and commercial opportunities in an industry that requires technological skills and knowledge and individuals who are able to embrace, reflect and practice technologies. Career prospects includes visualizers, technical directors, 3D animators, matte painters, and concept designers for the games, TV and film industries.
BSc (Hons) CGI AND DIGITAL EFFECTS

Key Facts

School:
Animation and Visual Effects

Duration:
3 years full-time

Entry Requirements:
Entry into the Programme will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.6 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0; or
• A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

This award is highly practical and industry based in the practice and learning of visual effects. Our past graduates are now working for the worlds best VFX houses including Double Negative, Framestore, MPC and Aardman and running of their departments working on the latest feature films for Hollywood.

We teach you the core skills of VFX required by the industry and Skillset. Employability and work experience is at the heart of our delivery and we have excellent industry connections with companies like Envy Post, Technicolor and Burrows to help you gain that vital work experience during your programme. Our programme is a pyramid of learning where production and post production skills will be developed and refined year-by-year, enhancing your eye for detail and accuracy using HD equipment and industrial software and hardware.

In Year 1 you study digital compositing (image manipulation, colour matching, rotoscoping, tracking) using Adobe Photoshop and After Effects. You learn digital and traditional animation of characters to gently introduce you to making 3D come to life.

3D modelling, lighting and rendering is taught using Maya and you then have an option where you could study digital photography for VFX, digital matte painting or study digital film module.

Year 2 builds upon Year 1, taking your computer graphic skills to a higher level and introduces Nuke compositing, photorealistic CG, matchmoving and more advanced 3D. You also become part of a student VFX house where you learn to work just like you would in the industry and create VFX and CG projects artefacts to build your work based portfolio preparing you for an optional placement year.

In Year three you study VFX scripting, advanced compositing, work on team VFX projects and undertake a large individual research based project which will positively contribute towards creating a strong portfolio and CV. You will study advanced concepts of digital pipelines, colour management and use digital cinema 2K and 4K RAW ultra HD content in production of creative, cutting edge visual effects shorts.

Programme outline

Topics you will experience include:

Year 1
• Year 1
  • Digital Animation for VFX I
  • Digital Animation for VFX II
  • Digital Compositing I
  • Digital Compositing I II
  • Digital Photography for VFX I
  • Digital Photography for VFX II
  • Introduction to CGI I
  • Introduction to CGI II

Year 2
• 3D Modelling for VFX I
• 3D Modelling for VFX II
• Digital Compositing 2 I
• Digital Compositing 2 II
• Junior VFX Team Project (CGI) I
• Junior VFX Team Project (CGI) II
• Lighting and Rendering for CG I
• Lighting and Rendering for CG II
• Documentary Production Technology I
• Documentary Production Technology II

Internship

Year 3
• FX Portfolio Project I
• FX Portfolio Project II
• FX Research Project I
• FX Research Project II
• Rigging for Games and VFX
• Scripting Concepts for VFX
• Senior Team VFX Project (CGI) I
• Senior Team VFX Project (CGI) II

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

Graduate employment

The BSc (Hons) in CGI and Digital effects aims to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work.

The distinction of this CGI and Digital effects award is the unique mixture of technical and creative skills to develop visual effects (VFX) artists and artifacts. Leading to jobs as compositors, roto and paint artists, technical directors, 3D animators, matte painters, VFX producers and concept designers for the games, TV and film industries.
BA (Hons) JOURNALISM

At a glance

Graduates completing this work in a wide range of journalism and mediarelated industries. Many become news, sport and other specialist reporters, or sub editors and designers on newspapers, magazines and websites at regional and national level. Others work in PR, communications and copywriting, or work as agency or freelance journalists.

The course also develops vital transferable communication and social skills, intellectual flexibility and personal initiative. The programme is built on the foundation of practical skills, ethical awareness, and the enthusiasm and passion demanded in an exciting and competitive industry.

The focus is on combining the theory and practice within a lively and engaging atmosphere that replicates the real world of journalism. You will learn about the history of the press along with key areas of media law and Government. Your practical skills are developed by being sent out to report on the news and you will learn editing and production techniques required across all the platforms of print, online and broadcast.

Shorthand is taught along with news and feature writing, providing you with the perfect platform to develop specialisms such as magazine writing and sports writing. Workshops take place in our dedicated air-conditioned newsrooms equipped with industry-standard Apple Macs and can use live 24-hour Press Association feeds.

The emphasis is on independent study, developing a professional portfolio, and pursuing career prospects through continual assessment and dedicated supervision.

Graduate employment

Graduates will have a flexible balance of communication skills, practical, intellectual and personal, to enable further study/training and entry to a wide range of employment in journalism allied trades such as PR, marketing and other careers in which communication is a prized key asset.

Many students graduate to secure work with local, national and international newspapers, magazines and websites and in PR. Some also progress to postgraduate courses. The skills learnt are also invaluable in the general jobs market. Communication, intellectual flexibility and personal initiative are keys to a wide range of careers. They can become a newscaster, reporter, production assistant and others.

Programme outline

Topics you will experience include:

Year 1
- The Press
- Thinking Journalism
- Essential Law for Public Affairs for Journalists I
- Essential Law for Public Affairs for Journalists II
- Report & Writing I
- Report & Writing II
- Journalism in Practice 1 I
- Journalism in Practice 1 II

Year 2
- Behind The Headlines: Journalism Studies
- Journalism in Practice 2 I
- Journalism in Practice 2 II
- Law for Journalists 2
- Production Journalism I
- Production Journalism II
- Reporting Courts and Councils I
- Reporting Courts and Councils II

Internship

Year 3
- Journalism Project I
- Journalism Project II
- Understanding Photojournalism
- Reporting Live I
- Reporting Live II
- Reporting Live III
- Work Placement + Career Development I
- Work Placement + Career Development II

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

Duration:
3 years full-time

Entry Requirements:
Enter into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 7.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

Key facts

Duration:
3 years full-time

Entry requirements:
Enter into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
- Recognised Matriculation or foundation with CGPA 2.0; or
- A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
- Successful completion of the relevant APIIT Diploma, or
- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 7.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.
Key Facts

Duration:
3 years full-time

Entry Requirements:
Entry into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0; or
• A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 7.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

This is a highly vocational degree graduates go into employment within the broadcast industries or continue their studies at postgraduate level. Some work in web-journalism, where writing and broadcasting skills are highly valued.

Students are taught how to write news and work as presenters and reporters on TV and radio. They learn how to find stories, report, interview, use a TV camera and radio equipment and how to produce and direct in a studio. Students cover local, national and international events, sports news and even celebrity gossip.

There are modules on Government, Politics and Journalistic Ethics, and a strong emphasis on the law relating to broadcast journalism.

Assessment is by essay, exam and practical broadcast work. There is continuous assessment on multimedia news days from year one. In the final year, students produce a documentary feature. The course includes a placement, which usually takes place in a newsroom. Students who successfully complete this award are fully trained to work in TV, radio or online news.

Programme outline

Topics you will experience include:

Year 1
• Broadcast Journalism News Day I
• Broadcast Journalism News Day II
• Journalism in Practice I
• Journalism in Practice II
• Law and Regulation
• Law and Regulation II
• Shorthand
• Thinking Journalism

Year 2
• Broadcast Journalism News Day I
• Broadcast Journalism News Day II
• Entrepreneurial Web-based Journalism I
• Entrepreneurial Web-based Journalism II
• Law for Journalists
• Politics and Broadcast Journalism I
• Politics and Broadcast Journalism II
• Understanding Photojournalism

Internship

Year 3
• Broadcast Journalism Final Project I
• Broadcast Journalism Final Project II
• Broadcast Journalism News Day I
• Broadcast Journalism News Day II
• Broadcast Law and Ethics
• Work Placement and Career Development I
• Work Placement and Career Development II

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

Graduate employment

The BA (Hons) Broadcast Journalism includes an array of careers for on-camera talent and off-camera production personnel, which means job duties vary greatly depending on one’s chosen career path. Careers in broadcast journalism require teamwork, with each employee contributing to the success of a newscast. General duties may include gathering news leads and researching stories, shooting and editing video and audio files, setting the run-down for a newscast and maintaining contacts with local government, law enforcement and community organizations. They can become a newscaster, reporter, station manager, production assistant and others specifically in the broadcast area.
BA (Hons) SPORTS JOURNALISM

Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programmes will be via one of the following routes:

Route 1:
Entry to Year 1 Degree
• Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
• Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
• Recognised Matriculation or foundation with CGPA 2.0; or
• A qualification that APIIT accepts as equivalent to the above.

Route 2:
Direct Entry to Year 2 Degree
• Successful completion of the relevant APIIT Diploma, or
• Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 7.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

The development of communication skills, intellectual flexibility and personal initiative make the course relevant to a wide range of other mediarelated industries.

The BA(Hons) in Sports Journalism is a market leader in this subject. Students are taught by academics who also practise sports journalism at the highest levels.

Practical modules are studied in our air-conditioned newsrooms, which contain the latest industry standard equipment. Students are introduced to the practical skills of journalism, including the reporting of sports events using print, online, radio and TV. A background to Sports Policy and an introduction to the Sociology of Sport are also taught along with Media Law and Shorthand.

This award has been designed to improve sports news, feature writing and broadcasting skills. Students also receive essential technical training in editing and production techniques in preparation for work placement in a sports journalism environment.

All students are encouraged to participate in as much industry-related work experience as possible. The course incorporates a three-week assessed work placement and this is often where students make useful contacts that lead to future employment.

Programme outline

Topics you will experience include:

Year 1
• Essential Journalism I
• Essential Journalism II
• Introduction to Sport Managements and UK Sport Policy I
• Introduction to Sport Managements and UK Sport Policy II
• Sports Journalism In Practice I
• Sports Journalism In Practice II
• Sports Reporting
• Thinking Journalism

Year 2
• Web-based Journalism
• Sports Production Journalism I
• Sports Production Journalism II
• Professional Sports Writing I
• Professional Sports Writing II
• Sports Broadcasting I
• Sports Broadcasting II
• Understanding Photojournalism

Internship

Year 3
• Journalism Project I
• Journalism Project II
• Sport, The Individual and the Law I
• Sport, The Individual and the Law II
• Work Placement and Career Development I
• Work Placement and Career Development II
• Reporting Sport Live I
• Reporting Sport Live II

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

Graduate employment

Graduates from the BA Sports Journalism award are working at the highest levels of the industry within the BBC, ITV, ESPN, Sky Sports, ITN, Input Media, Perform TV, dozens of professional football clubs and in newspapers and sports PR. The award has a nationwide reputation as being the most effective in the UK in providing a pathway to professional employment. Industry contacts of the award’s lecturers have proved invaluable in forging links between the contrasting worlds of higher education and professional sports journalism. Some of the jobs for sports journalist are sports writers, sports editors, sports announcers, online writers/editors, sports information specialists, media representative for sports teams and others.

To find out more visit www.apiit.edu.my
t: 03 8996 1000 e: info@apiit.edu.my
Key Facts

**Duration:**
3 years full-time

**Entry Requirements:**
Entry into the Programmes will be via one of the following routes:

**Route 1:**
- Entry to Year 1 Degree
  - Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
  - Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
  - Recognised Matriculation or foundation with CGPA 2.0; or
  - A qualification that APIIT accepts as equivalent to the above.

**Route 2:**
- Direct Entry to Year 2 Degree
  - Successful completion of the relevant APIIT Diploma, or
  - Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at "A" level or equivalent in English.

At a glance

The BA (Hons) in International Relations aims to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work. This is achieved through a number of measures:

- In order to capitalize on the knowledge and understanding that the degree aims to develop, effective communication and an ability to work in teams and with diverse stakeholders, are seen as essential attributes of our graduates. The development of communication, presentation and team working skills lie at the heart of the degree and are nurtured from first principles to a high level of proficiency in many of the thematic modules and, especially, through tutorial programmes.
- Employers also value independence of thought and a creative ability to find solutions. The degree enables students to take ownership of their learning – whether individually or in groups – and encourages independence of thought and problem-solving across a spectrum of activities: in the conduct of a research dissertation; in critical reading and writing in thematic modules; or in tutorial discussions and presentations.

In addition the degree explores issues of sustainability and the environment. Atmospheric and many other pollutions are inevitably global issues as they know no boundaries and are included here because sustainability and the environment are increasingly important global issues, including the international competition for scarce resources such as oil and water.

Programme outline

**Topics you will experience include:**

**Year 1**
- Cinema Film Analysis
- Issues in World Politics
- Making History: Debating the Past
- Making History: Local & Global Perspectives
- Modern Political Ideas
- Philosophy, Life and Existence
- Sustainable Lifestyles & Communities
- War, Peace & Cooperation

**Year 2**
- Environmental Policy, Legislation & Regulation
- Concepts in International Relations
- Dissertation: Preparation Plan
- Money, Trade and Development
- Development of the Global System
- International Security
- Broadcast Journalism and Government
- South Asian History, Politics and Culture

**Internship**

**Year 3**
- Sustainability, Planning & Environmental Policy
- Dissertation in International Relations I
- Dissertation in International Relations II
- Governance & Global Policy
- Conflict and Journalism
- Government, Intelligence Agencies and the 21st Century World
- International Communications
- Transnational Organised Crime

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

Graduate employment

The award equips students with practical and academic skills attractive to employers. These include independent judgement, self-reflection and critical debate. Students may choose to use the specialist knowledge acquired, to work in one of the many international institutions, national foreign or defence ministries or internationally oriented organisations of many sorts. Graduates will find employment across a wide range of careers destinations including the education sector, government agencies, local authorities, political consultancies, or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.
BSc (Hons) ENVIRONMENT AND SUSTAINABILITY

Key Facts

Duration:
3 years full-time

Entry Requirements:
Enter into the Programmes will be via one of the following routes:

Route 1:
\- Successful completion of STPM with 2 full passes or equivalent with minimum CGPA of 2.0 and completion of SPM or equivalent; or
\- Successful completion of A-Level with at least a pass in 2 subjects and successful completion of O-Level or equivalent; or
\- A qualification that APIIT accepts as equivalent to the above.

Route 2:
\- Direct Entry to Year 2 Degree
\- Successful completion of the relevant APIIT Diploma, or
\- Successful completion of study in another recognised institution with academic credits equivalent to Year 1 of an honours degree in relevant subjects

All students must demonstrate that they have met the equivalent of IELTS 6.0 either through formal English language assessment or through success in prior study at “A” level or equivalent in English.

At a glance

The crisis in our environment and the quest to secure sustainable futures are now global concerns of major importance. This award aims to develop students’ understanding of the intricate relationships between environment and sustainability whilst also providing students with the opportunity to develop in-depth appreciation of particular environmental problems and their potential solutions. By dealing with issues that directly affect the way that we live, the award will appeal to students with a range of interests in environment and sustainability and who aspire to work in environmental management.

What you do

The Year 1 introduces students to a range of environmental issues and the processes that shape natural and non-natural environments. Students also acquire an essential grounding in a range of investigative and analytical skills that relate to environmental investigation and monitoring, using both field- and laboratory-based techniques. In Years 2 and 3, students may study topics that develop specialist knowledge of areas such as environmental policy, pollution control, environmental conservation, geographic information systems and environmental education. Internship opportunities provide further scope to develop essential knowledge and key skills in a working environment.

Throughout the degree you will be developing key skills to both enable you to perform well in your degree and to prepare you for your future career. We have devised a carefully structured programme of skills development covering essay and report writing, use of information technology, oral presentations, working in groups, project and time management and critical reading and analysis. These are many of the skills which employers really value and which our own graduates emphasise have been important to them in their later careers.

Programme outline

Topics you will experience include:

Year 1
\- Environmental Issues & Case Studies I
\- Environmental Issues & Case Studies II
\- Geography & Environment Tutorials
\- Investigating Geography & Environment I
\- Investigating Geography & Environment II
\- Sustainable Lifestyles & Communities
\- The Dynamic Earth I
\- The Dynamic Earth II

Year 2
\- Environmental Management Systems
\- Environmental Policy, Legislation & Regulation
\- Geography & Environment in Practice I
\- Geography & Environment in Practice II
\- Resources and Risks: Challenges to Sustainability I
\- Resources and Risks: Challenges to Sustainability II
\- Tools Evaluating Environmental Performance & Sustainability
\- Geography & Environment Field Course

Internship

Year 3
\- Geography and Environment in the Workplace Project I
\- Geography and Environment in the Workplace Project II
\- Geographic Information Systems
\- Advanced Geography and Environment Fieldwork I
\- Advanced Geography and Environment Fieldwork II
\- Planning for Climate Change
\- Professional Practice & Careers for Geography & Environment Graduates
\- Sustainability Planning & Environmental Policy

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

Graduate employment

Graduates will find employment across a wide range of careers destinations including the education sector, government agencies, local authorities, environmental consultancies, specialist sectors of the environment industry, such as water management, or will enter the industrial or commercial sectors. Others will undertake further postgraduate training across a range of academic and vocational courses.
WORLD CLASS FACILITIES
Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

<table>
<thead>
<tr>
<th>Industry Excellence Awards 2011</th>
<th>Microsoft Imagine Cup (Microsoft Inc.)</th>
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<tbody>
<tr>
<td>2011 - Winner of Prime Minister’s Industry Excellence Award</td>
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<tr>
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<td>2012 - Top Award for ‘MDeC Special Innovation’</td>
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<tr>
<th>Asia Pacific ICT Awards (APICTA) Malaysia (Multimedia Development Corporation)</th>
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<tbody>
<tr>
<td>2013 - Top Award for 'Best of Tertiary Student Project'</td>
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<tr>
<td>2011 - 2 Merit Awards for ‘Best of Tertiary Student Project’</td>
<td>2011 - Top Award for ‘Presentation Superstars’</td>
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<td>2004 - 3rd Prize Award for ‘System Government Elections Software’</td>
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<tr>
<td>2003 - Merit Award for 'Best of Research &amp; Development’</td>
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<td>2002 - Merit Award for 'Best of Smart Learning Applications’</td>
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<td>1999 - Merit Award for ‘Best of Student Project’</td>
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<td>2012 - Merit Award for 'Best of Tertiary Student Project’</td>
<td>2012 - Champion of HEP- IPTS Debate Competition</td>
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<th>Malaysian Greentech Awards</th>
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<tr>
<td>(Ministry of Energy, Green Technology &amp; Water)</td>
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<tr>
<td>2012 - Silver Award for ‘GreenTech University’</td>
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<th>NAPEI Awards</th>
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<tr>
<td>(National Association of Private Education Institutions, Malaysia)</td>
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<tr>
<td>2011 - Award for Educational Excellence</td>
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<td>2007 - Award for Educational Excellence</td>
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<td>2004 - Award for Educational Excellence</td>
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<th>Stanford University's Global Innovation Tournament 2009</th>
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<td>2009 - Winner for Global Innovation Tournament Global Challenge</td>
<td>2014 - Gold and Bronze Medals for the Invention, Innovation and Technology category</td>
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<th>e-Genting Bug Hunt</th>
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<td>2014 - First Prize</td>
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<th>i-Hack Competition 2013 - by Malaysian Communications and Multimedia Commission (MCMC)</th>
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<tr>
<td>2013 - Champion for Forensic Challenge</td>
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<tr>
<th>Hack In The Box (HITB) International Competition 2010</th>
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<tr>
<td>2010 - 2nd Prize for ‘Weapon of Mass Destruction’</td>
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<th>Malaysia Frost &amp; Sullivan Technology Innovation Award 2010</th>
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<td>2010 - Award for ‘Emerging Human Computer Interface Technologies’</td>
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<th>World University Debates Championship 2010</th>
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<td>2010 - Runner-up in the Grand Final</td>
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<th>MSC Malaysia Creative Industry Awards 2009 (Games Category - Student)</th>
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<tr>
<td>2009 - Award for ‘Best Game Design’</td>
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<td>2009 - Award for ‘Best Technical’</td>
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<th>iTEX Awards (International Invention, Innovation &amp; Technology Exhibition)</th>
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<td>2014 - Gold and Bronze Medals for the Invention, Innovation and Technology category</td>
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<td>2013 - 2 Gold medals for the innovator category</td>
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<tr>
<td>2009 - Gold Award for ‘Best Invention - SmartSurface’</td>
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<tr>
<td>2009 - Special Award for Corporate Invention</td>
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</table>
Malaysia Cybersecurity Awards (Cybersecurity Malaysia)
2013 - Award for “Cyber Security Education and Training Provider of the Year”
2012 - Award for “Information Security Training Provider of the Year”
2009 - Award for “Information Security Training Provider of the Year”

Ministry of Higher Education Malaysia Awards
2008 - Top Award for “Best Website Design”

Asian Innovation Awards (Far Eastern Economic Review, Singapore)
2004 - Only Malaysian Finalist

Prime Minister’s Golden Hands Award (Ministry of Works, Malaysia)
2004 - Top Award in Network and PC Maintenance category

Ministry of Education Excellence Awards (Ministry of Education, Malaysia)
2003 - Award of Excellence in Research & Development
2003 - Award of Excellence for Development of Overseas Centres

Enterprise 50 Award (Accenture & SMi Devt Corp)

Asia Student .NET Awards (Microsoft Inc.)
2003 - 3rd Prize Award for “Automobile Manufacture Service” software application
2003 - 5th Prize Award for “i-Mall” software application

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)
2002 - Top 3 winners worldwide for a Java-based e-mail client application for Nokia devices using J2ME (Java 2 Micro Edition)

The BrandLaureate – SMEs Best Brands Awards
2012 - Winner of Corporate Branding Award in Education

1Malaysia Innovation Tournament (1MIT) 2010
2010 - Winner for “Best Animated Award”
2010 - Winner for “Most Scariest Video Award”

Hackathon Competitions
2013 - Winner for Water Drone Challenge
2013 - Winner for Creativity and Awesomeness Challenge

Kopililam Ekonomi Debate Challenge
2013 - Champions

Makeweekend Robotics Challenge
2013 - Winner of Water Drone Competition
2013 - Winner of Awesomeness Challenge

Innoserve International ICT Innovative Services Contest
2013 - Second Price of Innoserve International ICT Innovative Services Contest
2013 - Best Innovation Award

Deloitte Inter-University Tax Competition
2013 - First Runner Up
2012 - First Runner Up (Individual Category)
2012 - 6th Place (Individual Category)

Business Excellence Award 2006 (Malaysia Canada Business Council)
2006 - Bronze award for Industry Excellence for Education

DKSH-CSSC Award
2006 - First Prize for DKSH-CSSC Media Challenge 2006

e-Genting Programming Competition (R&D Division, eGenting)
2006 - First Prize for “Software Program Design and Development”
2004 - First Prize for “Software Program Design and Development”
2003 - First Prize for “Software Program Design and Development”
2002 - Merit Award for “Software Program Design and Development”

HSBC Young IT Entrepreneur Awards (Hong Kong Bank)
2004 - Gold Award for “Universal Wireless Charging” solution
2004 - Judges Award for “Security Transmitter & Detector” device
2002 - Silver Award for “Business Edutainment Access Medium” Business Plan

MSC-IHL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)
2012 - Merit prize for Business Idea Category
2006 - Grand prize for Business Idea Category
2005 - Merit prize for Business Plan Category

e-Genting Programming Competition
2014 - Merit Award