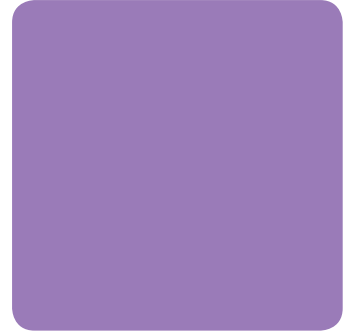




# BUSINESS FINANCE ACCOUNTING MANAGEMENT ECONOMICS



2018 EDITION

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# MESSAGE FROM THE DEAN

Welcome  
to the largest  
academic  
faculty in HELP  
University!

In the 21<sup>st</sup> century, the conventional education is no longer relevant, applicable or adequate in the changing economic environment. The Faculty of Business, Economics and Accounting at HELP University offers students an exciting and diverse learning experience and it also nurtures critical skills to ensure their success in the career world.

Among the valuable skills that they learn are: managing uncertainty, working in teams, resolving conflicts, effective presentation and negotiation, and entrepreneurship.

The Faculty of Business, Economics and Accounting is a comprehensive business and hospitality and tourism management school distinguished for the quality of its academic staff, the depth of its programmes, the recognition accorded by world class universities, accreditation from professional bodies and its close links with the industry. It was formed in 1986 at the inception of HELP in the same year. At present, we are the largest academic faculty at HELP University with an enrolment of about 2,500 undergraduate students.

We offer the Bachelor of Business (Hons programme which allows students to specialise in one of these seven areas: Accounting, Entrepreneurship, Finance, Human Resource Management, International Business, Hospitality Management and Marketing. We also offer Bachelor of Economics (Hons), Bachelor of Management (Hons), Bachelor of Tourism Management and Bachelor of Business Psychology and Diploma in Business programmes.

The curriculum is broad based in nature. It emphasises active learning through problem-solving and uses real-life case studies.

Our accounting programme is the first from a university in Malaysia to be accredited by CPA, Australia. Furthermore, our accounting programme

is granted maximum exemptions by professional bodies such as ACCA, ICAEW and MAICSA.

Our students can transfer credits to many top universities in Australia, UK and New Zealand, including The University of Queensland, University of Melbourne, Australian National University, University of New South Wales, Macquarie University, University of Western Australia, University of Essex, Cardiff University, University of Liverpool and many others. Our business programme is one of the very few business programmes in the world where students are able to transfer their credits into the final year of The University of Queensland Business/Commerce programme.

Furthermore, we have various internship and graduate training programmes with many leading multinational companies including General Electric, KPMG, PWC, Ernst & Young, Deloitte and BDO Binder. Hence, our graduates are preferred employees for top companies.

HELP is a popular choice for students wishing to pursue business, tourism and hospitality studies not only because of its academic excellence and teaching quality. We also provide students a wide range of services and extracurricular activities aimed at building character, infusing leadership qualities and positive values, and taking care of their physical, mental and emotional health. Our educational philosophy is holistic and comprehensive.

We sincerely welcome you to join our programmes and achieve excellence with us.

**Stephen Wu**  
**Dean, Faculty of Business, Economics and Accounting**



# WHY BUSINESS AT HELP

## **Largest academic faculty at HELP University**

The Faculty of Business, Economics and Accounting is a comprehensive business and hospitality and tourism management school distinguished for the quality of its academic staff, the depth of its programmes, the recognition accorded by world-class universities, accreditation from professional bodies and its close links with the industry. It was formed in 1986 at the inception of HELP in the same year. At present, we are the largest academic faculty at HELP University with about 2,500 undergraduate students.

## **Qualified and remarkable lecturers**

Experienced faculty members with excellent track record of nurturing top achievers - 76 scholarship recipients from The University of Queensland (Placed #45 in the QS World Ranking 2016). 40% of our lecturers have doctoral degrees in their specialised fields and most of our lecturers have over 10 years of teaching experience at HELP University with ample corporate work experience.

## **Industry Advisory Board**

The IAB is established with the aim to ensure that the Business programmes offered by the faculty are relevant and meet the expectation of the industry. It also strengthens the faculty's ties with the industry. The IAB comprises senior industrialists and professionals with both local and global exposure, and advises the faculty on our curriculum in the context of industry trends and employment prospects. The panel members support the faculty's activities in placing undergraduates in their internship programmes and for the employment upon graduation. Some of the top employers who are in partnership with the faculty in providing internship prospects include Affin-Hwang Asset Management, Fave Malaysia, AIA, KPMG, Eastin Hotel, Unisem, Ogilvy & Mather and more.

## **Multiple areas of specialisations**

The Bachelor of Business (Hons) programme which allows students to specialise in one of these seven areas: Accounting, Entrepreneurship, Finance, Human Resource Management, International Business, Hospitality Management and Marketing. Also offered are Bachelor of Economics (Hons), Bachelor of Management (Hons), Bachelor of Tourism Management and Bachelor of Business Psychology and Diploma in Business programmes.

## **Career Readiness & Competitiveness**

The curriculum is broad-based in nature and it emphasises active learning through team based-projects, business simulations, using real-life case studies to enhance problem-solving skills and hands-on experience. These skills and competencies are strengthened through student activities such as participating in various local and international competitions and conferences, and

organising professional and social events. Many of our graduates are headhunted by global employers for their analytical skills and resourcefulness. In the face of the exponential growth of computer technology and to keep with the times, we realize the need to transform the undergraduate business education by incorporating relevant subjects that ensure readiness for survival in the Digital Frontier. Our newly minted Diploma in Digital Business\* and new tracks for marketing major which include Digital Business track and E-Commerce track will fulfill this Digital Transformation by equipping our students with effective skills and an efficient mindset.

## **Research and Development**

The faculty encourages research among its academic staff. We believe such initiatives will contribute significantly to our teaching and learning process. Our academic faculty actively undertakes research within the faculty or in collaboration with various industry players and universities. Our most recent achievement was the successful publication of a scholarly paper from two of our lecturers in the International Journal of Housing Markets and Analysis, which also won the Emerald Literati Award 2017.

## **Proven performance**

Our students actively participate in business and accounting competitions and have garnered various awards: Champion of the CIMB ASEAN Stock Challenge 2014, Champion for HELP-QUT Case Competition 2015, First runner-up (International) for Maybank Go Ahead. Challenge 2014, National Champion and World Top 6 for EY Young Tax Professional of the Year 2013, Champion (International) for Maybank Go Ahead. Challenge 2013, and Regional First Runner-up for Way Forward with CIMB Trading Competition 2011.

## **Internship and graduate training**

We have various internship and graduate training programmes with many leading multinational companies including General Electric, Affin-Hwang Asset Management Bhd, KPMG, PWC, EY, Deloitte and BDO Binder. Hence, our graduates are preferred employees for top companies.

## **Gateway to International Universities**

HELP University is a gateway to many international universities where students can transfer credits to many top universities in Australia and UK which include the University of Queensland, University of Melbourne, Australian National University, University of New South Wales, University of Western Australia, Macquarie University, Queensland University of Technology, Cardiff University, University of the West England, University of Essex, Bangor University. Furthermore, HELP University is the only university in the world to have exclusive arrangement 2+1 credit transfer with the University of Queensland.

*\*Refer to the Faculty of Business, Economics and Accounting administration office for further enquiries.*





“ These three years have been full of exasperating uphill challenges for me, but they were also pleasantly interjected with rewards. Despite the hardships, my tertiary education was a colourful one. None of this could have been achieved without the dedicated and experienced lecturers who worked relentlessly to instil the passion for knowledge in young minds.

HELP University was the right choice for me because it provides students with the skills and opportunities to excel in life through holistic and quality education.”

### **Ng Ka Jeng**

**A member of the global champion team in the Maybank GO Ahead Challenge 2013**

**Completed Bachelor of Business (Hons) Finance, 2013**

**Currently working as a Maybank Apprentice**



## 1 Diploma in Business

KPT/JPS (R/340/4/0436) (A6487) 01/20

The Diploma in Business is a two-year HELP University programme that prepares students for admission into the second year of business-related degree programmes at internationally recognised universities. It is widely accepted by Australian, British and New Zealand universities as being equivalent to their first year course of studies.

This programme has been structured and developed in consultation with, and is moderated by, foreign universities to ensure that it is of an acceptable international standard.

The curriculum has been designed to provide students with a sound background in accounting, finance, marketing, management and related business subjects.

Apart from preparing students for entry into business degree programmes, the Diploma in Business adequately prepares students for the job market as well. On completion of this programme, graduates will have acquired the knowledge and practical skills in business which will enhance their competency to complete their assigned tasks.

## 2 Bachelor of Business (Accounting) (Hons)

KPT/JPS (R/334/6/0235) (A10833) 10/19

Accounting is concerned with the measurement, reporting and evaluation of information, including computerised information, which assists in the management of resources in business entities and government organisations.

This programme prepares students to become professional accountants. It covers theoretical and conceptual accounting matters combined with the basic accounting skills needed to make graduates employable.

The curriculum has been designed to satisfy the requirements of professional accounting bodies like CPA Australia, ACCA, ICAEW, MICPA, CIMA, MIA and many others where full exemptions can be obtained. At the same time, the curriculum provides a student with a broad-based education, thus enabling success in the highly competitive work environment. Furthermore, top accounting professionals from the Big 4 accounting firms are invited to participate in teaching as adjunct staff. They will bring real-world perspectives into the classroom setting.

## 3 Bachelor of Business (Entrepreneurship) (Hons)

KPT/JPS (R/340/6/0388) (A 10830) 10/19

Entrepreneurship creates value and contributes to all-round progress. It is an integrating discipline that draws on knowledge and skills developed in a variety of areas. Entrepreneurial endeavours are successful when they identify and assess opportunities, and enable action to be taken to pursue the opportunities.

The programme's curriculum blends the traditional components of a management education with the study of

those content, skill, and sensitivity areas that uniquely define entrepreneurship. Through a combination of academic and clinical experiences, students will develop an appreciation and understanding of the entrepreneurial process. On completion of the programme, graduates will understand the motivations, behaviours, and strategies necessary to create, implement, and sustain new ideas and ventures.

## 4 Bachelor of Business (Finance) (Hons)

KPT/JPS (R/343/6/0121) (A5951) 10/19

Finance is concerned with the study of financial instruments, institutions, markets and systems. It involves the study of financial decision making under uncertainty, which has applications in many fields including banking, financial consulting and planning, funds management, merchant banking, stockbroking and treasury.

This programme provides rigorous training in the theory and applications of finance. The programme involves a core in mainstream finance supplemented with studies in

related quantitative techniques and methodologies, economics and management.

On completion of this programme, graduates will understand:

- how corporations make financial decisions
- how individual investors select and manage their investment opportunities and portfolios
- the intricacies of derivative securities
- the management of the financial services industry



## 5

### **Bachelor of Business (Human Resource Management) (Hons)**

KPT/JPS (R/340/6/0387) (A 10832) 10/19

The realisation of the importance of proper human resource management has been reflected in the hiring of people with specialised skills in personnel management, compensation, labour relations, training and management development, and the use of organisational development consultants.

This programme is designed to provide students with an in-depth knowledge of the three management functions that have become most critical in modern organisations: personnel management, industrial relations and

organisational behaviour. It emphasises both practical and conceptual skills to enable students to work in all areas of human resource management in both the public and private sectors. The programme aims to provide a broad understanding and appreciation of organisations as well as skills in basic Human Resource Management functions.

On completion of the programme, graduates should be able to help shape an organisation or business through staff planning, job analysis and design, appraisal of staff performance and assessment of training needs.

## 6

### **Bachelor of Business (International Business) (Hons)**

KPT/JPS (R/340/6/0386) (A 6238) 10/19

This programme is designed for students who wish to specialise in courses that lead to a career in international business management. The programme provides a broad foundation in business in addition to specialised studies in international management and international marketing.

On completion of the programme, graduates will have learnt interpersonal, negotiation, and leadership skills. Graduates will also have learnt how to generate global and local creative strategies, as well as the skills to effectively implement them.

## 7

### **Bachelor of Business (Marketing) (Hons)**

KPT/JPS (R/342/6/0099) (A5952) 10/19

With greater competition in markets arising from deregulation, technological change and globalisation, an understanding of marketing is becoming increasingly crucial for professionals in both private and government business areas. In a more competitive world, graduates with the ability to add value to products and services have an edge over others. This programme is designed to provide students with a sound background in business, together with an understanding of marketing's role within and between organisations.

In the face of the exponential growth of computer technology and to keep with the times, we realize the need to transform the undergraduate business education by incorporating relevant subjects that ensure readiness for survival in the Digital Frontier. Our newly minted new

tracks for marketing major which include Digital Business track and E-Commerce track will fulfill this Digital Transformation by equipping our students with effective skills and an efficient mindset.

On completion of the programme, graduates would have acquired decision-making skills and be innovative in their approach to business problems and situations. Furthermore, the programme develops critical thinking and communication skills so that graduates may deal effectively with the continually changing business environment. To achieve these aims, the programme integrates the development of practical skills and knowledge, with a strong emphasis on understanding current theories and the latest research.

## 8 Bachelor of Business Psychology (Hons)

KPT/JPS (R2/340/6/0706) (A7364) 01/22

This programme is designed to provide skills in organizational and systems management reinforced with insights from the discipline of psychology as a social and behavioural science. By integrating management studies with the critical and analytical methods of psychology, it meets the needs of students intending to pursue careers in personal management, training and development, human

resource management and employee & customer relations.

Upon completion of the programme, students will have:

- Developed an understanding of human behaviour and organisational dynamics that reflect business success
- Gained the skills to function effectively in group and organisational settings

## 9 Bachelor of Management (Hons)

KPT/JPS (R2/345/6/0097) (A6913) 08/21

This programme will appeal to students wishing to obtain a general education in the disciplines which underlie the theory and practice of management. The degree aims to cover the analysis of a specific set of topics but also to teach an approach to a logical analysis of social and individual decisionmaking.

On completion of the programme, graduates will be able to look analytically and critically at management issues, develop critical skills for a wide range of real-world business and professional situations and be prepared for a career in business administration and management.

## 10 Bachelor of Economics (Hons)

KPT/JPS (R2/314/6/0010) (A7952) 09/22

The Bachelor of Economics (Hons) is an excellent starting point for a career in the accounting, finance and banking professions. Organised in terms of modules that emphasise both theory and relevant applications, the Programme offers a systematic exposure to tools with which to analyse financial markets, banking operations, corporate financial decision making and accounting reports.

On completion of the programme, graduates will have an understanding of fundamental issues, debates and problems related to the operations of financial systems at both the micro and macro levels, in the context of national and global economies. They will be ready for a career in various accounting, finance and banking professions.

## 11 Bachelor of Business (Hospitality Management) (Hons)

KPT/JPS (R/811/6/0287) (A 6839) 03/21

The hospitality industry encompasses a diversity of fields within the service industry, including hotels, resorts, restaurants, event planning, theme parks and others from the tourism industry. Hospitality Management not only concerns accommodation and food and beverage services, but it also covers areas like meetings and events, gaming, entertainment and recreation, tourism services and visitor information.

In such a broad-based industry, career opportunities are extensive. As the hotel and hospitality industry moves increasingly from a skill-based to a knowledge-based industry, higher learning has become increasingly critical to opening career doors and helping managers to be more

fully attuned to the culture, services and competitive aspects of the sector.

Hospitality Management is a vibrant, challenging and exotic career. Graduates can find employment in casinos, hotels, restaurants, convention centres and special event management companies, so this programme is ideal for people who are mobile, free-spirited and eager for new experiences and cultures. This major delves into international hotel operations management, technological applications in hospitality management and large-scale services management, as well as small business operations.



# 12 Bachelor of Tourism Management (Hons)

KPT/JPS (R/812/6/0113) (A10692) 02/20

The programme is designed to produce graduates with an in-depth grasp of concepts and perspectives in the tourism industry, who are able to source, analyse and critically evaluate information on physical features, attractions and the impact of events on the environment. The programme is developed to be industry focused so that graduates can function effectively as active professionals and are able to promote tourism at different levels – local and worldwide. The areas of specialisation in this programme are travel management, event management, recreation management and entertainment management.

Tourism as a career offers many opportunities. It provides employment to millions of people directly and indirectly. This industry has an enormous scope and is growing and generating jobs for qualified job seekers. The industry has something to offer for almost everyone and can absorb people with diverse skills.

The hospitality and tourism industries are very people oriented. If interacting with new people is what you love and you take pride in making people happy, then this could be your career choice.

## PROGRAMME AVAILABILITY



### ELM CAMPUS

- Diploma in Business
- Bachelor of Business (Accounting) (Hons)
- Bachelor of Business (Entrepreneurship) (Hons)
- Bachelor of Business (Finance) (Hons)
- Bachelor of Business (Human Resource Management) (Hons)
- Bachelor of Business (International Business) (Hons)
- Bachelor of Business (Marketing) (Hons)
- Bachelor of Management (Hons)
- Bachelor of Economics (Hons)
- Bachelor of Business (Hospitality Management) (Hons)
- Bachelor of Tourism Management (Hons)



### SUBANG 2 CAMPUS

- Diploma in Business
- Bachelor of Business (Accounting) (Hons)
- Bachelor of Business (Finance) (Hons)
- Bachelor of Business (International Business) (Hons)
- Bachelor of Business (Marketing) (Hons)
- Bachelor of Business Psychology

# PROVEN PERFORMANCE



The winning HELP team In Bangkok: (centre, left to right) Chan Kao Sem, Mooi Weng Hou and Chia Cheok Sun with HELP President Datuk Dr Paul Chan and CEO Datin Chan-Low Kam Yoke (4th and 3rd right), Dean of the HELP Faculty of Business, Economics and Accounting Mr Stephen Wu (2nd right), senior lecturers Mr Gooi Chee San and Mr Selvanadan Muniappan (1st and 2nd left), and Ms Liew Huey Min (right).

## HELP TEAM – CHAMPIONS IN THE CIMB ASEAN STOCK CHALLENGE

In this virtual online trading competition on the stock exchanges of Malaysia, Thailand, Singapore and Indonesia:

- 1,395 teams from 5 ASEAN countries participated
- Participants included the National University of Singapore, Singapore Management University, Universitas Indonesia, Chiang Mai University, Nottingham University Malaysia, Monash University Malaysia, Taylor's University and Sunway University

- Each team was allocated a virtual capital of USD80,000
- The HELP team returned a 29% profit on their investments

In the Grand Finale in Bangkok, the HELP team triumphed over Nanyang Technological University (Singapore), Thammasat University (Thailand), Prasetya Mulya Business School (Indonesia) and Zaman University (Cambodia) to become Regional Champions with a cash prize of USD12,000.

# STUDENT MOBILITY PROGRAMME



Students have the opportunity to join our Korean Mobility programme either on a short-term or long-term basis. This programme allows students to live and study in a Korean University which can enhance their international experience and help them develop their cross-cultural understanding of a foreign country.

There are two different types of outbound mobility programmes:

## Summer or Winter Camps

Typically range from 2 to 4 weeks, where students will have the chance to mingle not only with Korean students but also with international students from all over the world.

## The Long-Term Exchange Programme

This will be during a regular semester of 16 weeks in Korea (March to June or September to December) where students will have full immersion into Korean life as they experience studying with other Korean students in their classes.



## CAREER PROSPECTS\*

### Accounting

- Chartered Certified Accountant
- Chartered Management Accountant
- Chartered Public Finance Accountant
- Company Secretary
- Corporate Treasurer
- Internal Auditor
- Management Consultant
- Tax Adviser
- Tax Inspector

### Entrepreneurship

- Business Consultant
- Institutional Development Manager
- Entrepreneur
- Intrapreneur
- Investment Adviser
- Joint Venture Consultant

### Finance

- Credit Manager
- Financial Analyst
- Financial Controller
- Investment Fund Manager
- Investor Relations Officer
- Risk Management Manager

### Hospitality Management / Tourism Management

- Catering Manager
- Conference Organiser
- Event Coordinator
- Hotel/Resort Manager
- Restaurant Chain Area Manager
- Travel Agency Manager
- Tour Operator

### Human Resource Management

- Compensation Specialist
- Corporate Trainer/Instructor
- Human Resource Manager
- Labour Relations Manager
- Personnel Consultant
- Staffing Specialist
- Training/Staff Development Manager

### International Business

- Expert Manager
- Global Market Analyst Consultant
- International Business Analyst
- Consultant
- International Operations Manager
- Regional Marketing Manager
- Trade Relationship Manager

### Marketing

- Brand Manager
- Business Development Manager
- Market Researcher

- Marketing Communications Manager
- Product Manager
- Retail Manager
- Sales and Promotion Manager

### Business Psychology

- Human Resource Manager
- Industrial Relations Consultant
- Market Researcher
- Public Policy Advisor
- Training and Development Coordinator
- International Business Manager
- Activities and Program Coordinator

### Management

- Human Resource Management
- Operations Management
- Strategic Management
- International Management
- Quality Management
- Leadership

### Economics

- Researchers
- Accountancy
- Banking and Insurance
- Telecommunication
- Financial Management
- Consultancy
- Information Management
- Education
- Federal, state and local government

Our graduates are preferred employees for top companies

\*Partial list of career prospects





# PROFESSIONAL RECOGNITION

## First CPA Australia accreditation in Malaysia

*\*For a Malaysian private  
university's Accounting  
programme*

### **Certified Practising Accountants (CPA) Australia**

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) degree programme are eligible to apply to become Associate Members of CPA Australia where they will be required to complete six CPA segments under the CPA Programme. Upon completion of the six segments and the Practical Experience Requirement (which usually consists of three years of relevant working experience), they can then advance to CPA status and thereafter apply for membership with the Malaysian Institute of Accountants (MIA).

### **Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)**

The Malaysian Institute of Chartered Secretaries and Administrators (MAICSA) grants maximum exemptions to graduates of the HELP University Bachelor of Business (Accounting) (Hons) degree programme and Bachelor of Business (Finance) (Hons) degree programme. Graduates of these two programmes are only required to complete the final stage of the MAICSA International Qualifying Scheme (IQS) programme (by examination) which comprises of four subjects.

Graduates of the other HELP University Bachelor of Business in Marketing, Entrepreneurship, Human Resource Management and International Business (Hons) degree programmes are required to complete the MAICSA International Qualifying Scheme (IQS) 1 & 2 which comprises of eight subjects.

### **The Association of Chartered Certified Accountants (ACCA)**

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) degree programme are eligible for nine subject exemptions out of 14 subjects from ACCA. ACCA has allowed HELP University's Bachelor of Business (Accounting) (Hons) programme students' conditional exemption (CE) into the ACCA Programme. The CE offering will allow our second and final year students of the Bachelor of Business (Accounting) (Hons) programme to take their ACCA Professional Level subjects prior to completion of their Bachelor degree programme.

### **The Institute of Chartered Accountants in England and Wales (ICAEW)**

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) degree programme are eligible for eight subject exemptions out of 15 subjects from ICAEW.

### **Malaysian Institute of Accountants (MIA)**

Students who have completed the HELP University Bachelor of Business (Accounting) (Hons) degree programme are eligible to apply to sit for the MIA Qualifying Examination (QE) which consists of four papers.

Upon completion of four papers and with three to four years of relevant working experience, students can apply for membership into MIA. The MIA's QE is the third and final route to gain admission into the MIA, after which they are officially recognised as Chartered Accountants.

### **The Chartered Financial Analyst® (CFA)**

HELP University Bachelor of Business (Finance) (Hons) degree programme has been accepted into the CFA Institute University Recognition Programme. This status is granted to institutions whose degree programme(s) incorporate at least 70% of the CFA Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.

### **Society of Actuaries (SOA)**

Students who have completed the HELP University Bachelor of Business (Hons) degree programme are eligible to apply for Validation by Educational Experience (VEE) credit with the Society of Actuaries (SOA) if they have received a score of B-/D1/D12 or better in the VEE-approved courses. The courses that are approved include QBM101 Business Statistics, QBM201 Advanced Business Statistics, ECO101 Principles of Microeconomics, ECO102 Principles of Macroeconomics and FIN202 Financial Management. This will allow the students to meet part of the necessary requirements in acquiring the Associateship with SOA.

### **Financial Planning Association of Malaysia (FPAM)**

Students who have completed the HELP University Bachelor of Business (Finance) (Hons) degree programme are eligible for Module 3 exemption. Students will then be required to complete Module 1, Module 2 and Module 4 in order to be awarded the Certified Financial Planner (CFP).





## Diploma in Business

### Programme Details

- 2-year programme
- Students are required to complete 20 academic subjects and 4 MPU subjects
- 14 weeks for full semester; 7 weeks for half semester

### Subjects

#### Level 1

##### Academic Subjects

DIP1ACC03	Basic Accounting
DIP1ECO03	Basic Economics
DIP1ENG01	English 1
DIP1ENG02	English 2
DIP1ITC01	Introduction to Information Technology
DIP1MAT01	Basic Business Mathematics I
DIP1MAT02	Basic Business Mathematics II
DIP1SSK04	Elementary Law

Choose 1 elective from the following

DIP1BUS01	Introduction to Business Administration
DIP1PR01	Introduction to Public Relations
DIP1THM01	Introduction to Tourism and Hospitality Management

#### 4 Compulsory MPU Subjects

##### MPU1

MPU2133	Bahasa Melayu Komunikasi 1 (International students)
MPU2163	Pengajian Malaysia 2 (Malaysian students)

##### MPU2 (Choose 1)

MPU2213	Bahasa Kebangsaan A*
MPU2223	Communication and Writing Skills

*\*For Malaysian students without a credit in SPM Bahasa Melayu.*

##### MPU3

MPU2313	Introduction to Malaysian Tourism
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##### MPU4 (Choose 1)

MPU2412	Co-curriculum – Sports 1
MPU2422	Co-curriculum – Community Service 1
MPU2432	Co-curriculum – Event Management 1

#### Level 2

##### Academic Subjects

D2ACC100	Financial Accounting
D2ACC110	Accounting for Business Decisions
D2ECO110	Microeconomics
D2ECO120	Macroeconomics
D2FIN100	Introduction to Finance
D2HRM100	Introduction to Human Resource Management
D2LAW110	Business Law
D2MGT100	Organisations & Management
D2MGT120	Introduction to Business Ethics
D2MKT110	Marketing Principles
D2QBM117	Business Statistics

##### Assessment

Most subjects follow the assessment pattern below:  
Continuous assessment (40%) + Final examination (60%)

#### Entry Requirement

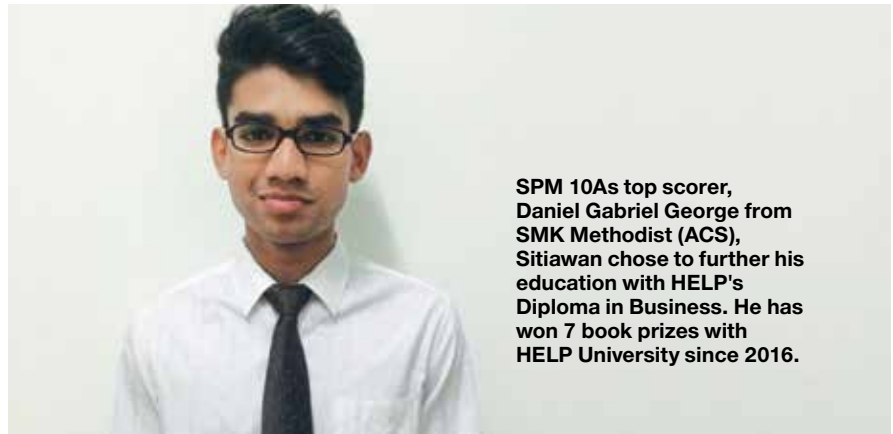
Any one of the following:

- SPM/O-levels with at least 3 credits (including a pass in SPM Bahasa Melayu and Sejarah)
- Senior Middle 3 (UEC) with at least 3 Bs
- Equivalent qualification

#### Intakes

January, March\*\*, May, August, October\*\*

\*\* This intake is only applicable for those entering the programme without being granted any exemptions.



**SPM 10As top scorer, Daniel Gabriel George from SMK Methodist (ACS), Sitiawan chose to further his education with HELP's Diploma in Business. He has won 7 book prizes with HELP University since 2016.**



**Our Diploma student, Wu Yuen Theng attended a cultural exchange programme at Kookmin University, South Korea.**

# PROGRAMME STRUCTURE

## Bachelor of Business (Hons)

### Programme Details

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester
- Specialisations: Accounting, Finance, Marketing, Entrepreneurship, International Business and Human Resource Management

### Subjects

#### Year 1

##### 9 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics

#### Year 2 & 3

##### Accounting (14 compulsory subjects)

ACC200	Accounting Information Systems
ACC201	Management Accounting 2
ACC202	Financial Reporting
ACC203	Financial Accounting 2
ACC301	Management Accounting 3
ACC302	Corporate Accounting
ACC303	Auditing & Assurance Services
ACC304	Accounting Theory & Practice
FIN202	Financial Management
HRM201	Managing Human Resources
LAW201	Company Law
TAX301	Taxation
MGT203	Business Research
MGT400	Graduation Project

And, choose 3 electives from any Year 2 or Year 3 subjects (1 of them must be a Year 3 subject)

##### Finance (14 compulsory subjects)

ACC203	Financial Accounting 2
ECO202	Macroeconomic Analysis
FIN202	Financial Management
FIN203	Financial Institutions, Instruments & Markets
FIN204	Investment Analysis & Decision Making
FIN205	Wealth Management
FIN302	Analysis of Equity & Fixed Income Investments
FIN304	Global Financial Management
FIN305	Strategic Issues in Financial Management
FIN306	Derivative Securities & Risk Management
FIN307	Portfolio Management
HRM201	Managing Human Resources
MGT203	Business Research
MGT400	Graduation Project

And, choose 3 electives from any Year 2 or Year 3 subjects (1 of them must be a Year 3 subject)

##### Marketing (14 compulsory subjects)

FIN201	Business Finance
HRM201	Managing Human Resources
MKT201	Consumer Behaviour
MKT203	Distribution & Logistics Management
MKT205	Sales Management
MKT207	Product Management
MKT209	Digital Marketing
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT303	Marketing Research
MKT304	Competitive Marketing Planning & Strategy
MKT306	Services Marketing
MKT311	Innovative Product Development and Management
MGT400	Graduation Project

And, choose 3 electives from any Year 2 or Year 3 subjects\*

##### Entrepreneurship

##### (13 compulsory subjects)

FIN201	Business Finance
HRM201	Managing Human Resources
MGT200	Small Business Management
MGT203	Business Research
MGT204	Asian Entrepreneurship & Innovation
MGT206	Introduction to Entrepreneurial Behaviour
MGT207	New Venture Creation
MGT208	Franchising

MGT307	Strategic Planning for Entrepreneurs
MGT310	Corporate Venturing
MGT311	Entrepreneurship Business Plan
MKT305	Strategic Marketing Relationship
MGT400	Graduation Project

And, choose 4 electives from any Year 2 or Year 3 subjects (1 of them must be a Year 3 subject)

##### International Business (14 compulsory subjects)

FIN201	Business Finance
ECO203	International Economics
ECO204	International Trade
FIN304	Global Financial Management
HRM201	Managing Human Resources
LAW305	International Business Law
MGT201	Organisational Behaviour
MGT203	Business Research
MGT301	Operations Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT400	Graduation Project
MKT302	Strategic Global Marketing

And, choose 3 electives from any Year 2 or Year 3 subjects

##### Human Resource Management (14 compulsory subjects)

ECO201	Labour Economics
FIN201	Business Finance
HRM201	Managing Human Resources
HRM202	Human Resources Development
HRM301	Human Resource Research
HRM302	Managing Occupational Health & Safety
HRM303	Managing Strategic Human Resources
INR201	Industrial Relations
INR301	Comparative Industrial Relations
LAW207	Law of Employment
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT305	Business Ethics & Social Responsibility
MGT400	Graduation Project

And, choose 3 electives from any Year 2 or Year 3 subjects

\* Students have a choice to choose between digital marketing track, e-commerce track or the main marketing track. Please refer to the Faculty for further information.

### Partial List of Electives (for all specialisations)

ACC201	Management Accounting 2
ACC291	Islamic Bank Management
ACC305	Corporate Governance
ACC312	Reporting Framework & Accounting Practice
BKG301	Comparative Banking Structure
COM200	Managerial Communication
ECO203	International Economics
FIN203	Financial Institutions, Instruments and Markets
FIN204	Investment Analysis & Decision Making
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
FIN301	Corporate Finance
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
LAW201	Company Law
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce
MGT300	Managing People across Cultures
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT309	Project Management
MGT312	E-Commerce Strategies
MKT206	Retail Management
MKT208	Brand Management
MKT212	Social Media Marketing
MKT213	Mobile Marketing
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationship
MKT307	Environmental Marketing
MKT308	B2B Marketing
MKT309	Marketing Engineering
MKT313	Digital Product Management
MKT314	Search Marketing
QBM201	Advanced Business Statistics

### Graduation Project

All students are required to complete a graduation project in their related fields under supervision.

### 5 Compulsory MPU Subjects

<b>MPU1</b>	<b>(Choose 2)</b>
MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)
<b>MPU2</b>	<b>(Choose 1)</b>
MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business
<i>*For Malaysian students without a credit in SPM Bahasa Melayu.</i>	
<b>MPU3</b>	<b>(Choose 1)</b>
MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia
<b>MPU4</b>	<b>(Choose 1)</b>
MPU3412	Co-curriculum – Sport 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

### Seminars (Career Skills)

Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduates must be trained in the following essential skills:

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

### Assessment

Most subjects follow the assessment pattern below:  
Continuous assessment (40%) + Final examination (60%)

### Entry Requirement

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
- HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
- 2 Cs in STPM\*\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC) including Mathematics and English
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
- Equivalent qualification

*\*\*\*The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.*

### Intakes

January, March\*\*, May, August, October\*\*

*\*\* This intake is only applicable for those entering the programme without being granted any exemptions.*



# PROGRAMME STRUCTURE

## Bachelor of Business Psychology (Hons)

### Programme Details

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

### Subjects

#### Year 1

##### 11 compulsory subjects

ACC101	Financial Accounting 1
ECO101	Principles of Microeconomics
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics
BPSY105	Introduction to Quantitative Methods
BPSY106	Introduction to Qualitative Methods
BPSY111	Introduction to Psychology 1
BPSY112	Introduction to Psychology 2
BPSY113	Psychology of Personal and Academic Development

#### Year 2

##### 6 compulsory subjects

HRM201	Managing Human Resources
MKT201	Consumer Behaviour
MGT203	Business Research
BPSY205	Social Psychology
BPSY207	Human Personality
BPSY210	Conflict Theory & Resolution

#### Year 3

##### 6 compulsory subjects

MGT302	Change Management
BPSY302	Introduction to Industrial/Organisational Psychology
BPSY310	Cross Cultural Psychology
BPSY314	Introduction to Economic Psychology & Behavioural Economics
LAW309	Psychology & Law
MGT400	Graduation Project

### Elective Subjects

Students are required to do 3 elective subjects from Year 2 and 3 (at least one subject from Year 3)

BPSY221	Development Psychology
BPSY222	Learning and Cognition
BPSY309	Health Psychology
BPSY311	Psychological Testing for Business and Marketing
HRM202	Developing Human Resources
HRM302	Managing Occupational Health and Safety
HRM303	Managing Strategic Human Resources
INR201	Industrial Relations
LAW207	Law of Employment
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT204	Asian Entrepreneurship and Innovation
MGT300	Managing People Across Cultures
MGT305	Business Ethics and Social Responsibilities
MKT205	Sales Management
MGT206	Retail Management
MKT301	Integrated Marketing Communication
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationships
MKT306	Services Marketing

### Graduation Projects

All students are required to complete a graduation project in business psychology or related areas under supervision.

### 5 Compulsory MPU Subjects

<b>MPU1</b>	<b>(Choose 2)</b>
MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business

\*For Malaysian students without a credit in SPM Bahasa Melayu.

### MPU3 (Choose 1)

MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

### Assessment

Most subjects follow the assessment pattern below:

Continuous assessment – 50%  
Final examination – 50%  
Total – 100%

### Entry Requirement

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with minimum CGPA 2.0 out of 4.0\*\*\*
- HELP Diploma in Business with minimum CGPA 2.0 out of 4.0\*\*\*
- 2 Cs in STPM\*\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC) including Mathematics and English
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
- Equivalent qualification

\*\*\*The stated qualifications need to be supported with at least a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.

### Intakes

January, March\*\*, May, August, October\*\*

\*\* This intake is only applicable for those entering the programme without being granted any exemptions.



# Bachelor of Management (Hons)

## Programme Details

- 3-year honours programme
- 1 subjects including a graduation project
- 14 weeks for full semester;  
7 weeks for half semester

## Subjects

### Year 1

#### 9 compulsory subjects

ACC101	Financial Accounting 1
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics
QBM153	Mathematics 1

### Year 2

#### 5 compulsory subjects

FIN201	Business Finance
HRM201	Managing Human Resources
MGT201	Organisational Behaviour
MGT202	E-Business
MGT203	Business Research

#### Choose 3 electives from the following

ACC203	Financial Accounting 2
ECO255	Malaysian Economy
ECO257	Regional Studies
ECO280	Reflective Practice
MGT209	Production & Logistics Management

### Year 3

#### 8 compulsory subjects

MGT300	Managing People across Cultures
MGT301	Operations Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT356	Critical Issues in Management
MGT400	Graduation Project
BIP300	Business Internship Programme

#### Choose 1 elective from the following

ECO372	Development Economics
MGT302	Change Management
MGT376	Quality Management
MGT377	Comparative Business Systems

#### Graduation Project

All students are required to complete a graduation project in management or related areas under supervision.

#### 5 Compulsory MPU Subjects

##### MPU1

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

##### (Choose 2)

##### MPU2

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business

\*For Malaysian students without a credit in SPM Bahasa Melayu.

##### (Choose 1)

##### MPU3

MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

##### (Choose 1)

##### MPU4

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

##### (Choose 1)

#### Assessment

Most subjects follow the assessment pattern below:

Continuous assessment – 50%

Final examination – 50%

Total – 100%

#### Entry Requirement

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
- HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
- 2 Cs in STPM\*\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC) including Mathematics and English
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
- Equivalent qualification

\*\*\*The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.

#### Intakes

January, March\*\*, May, August, October\*\*

\*\* This intake is only applicable for those entering the programme without being granted any exemptions.

## Bachelor of Economics (Hons)

### Programme Details

- 3-year honours programme
- 31 subjects including an economics research project
- 14 weeks for full semester;  
7 weeks for half semester

### Subjects

#### Year 1

##### 7 compulsory subjects

ACC155	Elements of Accounting & Finance I
ECO155	Microeconomics I
ECO157	Macroeconomics I
ECO158	History of Economics Thought
QBM153	Mathematics I
QBM154	Statistics I
QBM175	Mathematics II

##### Choose 2 electives from the following

ACC177	Elements of Accounting & Finance II
ECO173	International Relations
ECO174	Human Geography
MGT101	Principles of Management
QBM176	Statistics II

#### Year 2

##### 6 compulsory subjects

ECO203	International Economics
ECO255	Malaysian Economy
ECO256	Research Methods
ECO260	Econometrics I
ECO286	Microeconomics II
ECO287	Macroeconomics II

##### Choose 3 electives from the following

ECO257	Regional Studies
ECO258	Public Finance
ECO293	Advanced Principles of Management
QBM276	Management Science Methods I
QBM277	Management Science Methods II
QBM278	Management Mathematics I
QBM279	Management Mathematics II

#### Year 3

##### 5 compulsory subjects

ECO353	Fiscal & Monetary Policy
ECO355	Econometrics II
ECO372	Development Economics
ECO373	Monetary Economics
ECO400	Economics Research Project

##### Choose 3 elective from the following

MGT305	Business Ethics & Social Responsibility
ECO387	Labour Economics
ECO388	Economics of Industry
QBM372	Further Mathematics I
QBM373	Further Mathematics II

##### Economics Research Project

All students are required to complete a research project in economics or related areas under supervision.

##### 5 Compulsory MPU Subjects

###### MPU1

###### (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

###### MPU2

###### (Choose 1)

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business

*\*For Malaysian students without a credit in SPM Bahasa Melayu.*

###### MPU3

###### (Choose 1)

MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

###### MPU4

###### (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

### Assessment

Most subjects follow the assessment pattern below:

Continuous assessment – 50%  
Final examination – 50%  
Total – 100%

### Entry Requirement

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
- HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
- 2 Cs in STPM\*\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC) including Mathematics and English
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
- Equivalent qualification

*\*\*\*The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.*

### Intakes

January, May, August

# Bachelor of Business (Hospitality Management) (Hons)

## Programme Details

- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

## Subjects

### Year 1

#### 8 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
ITC101	Information Technology for Business
LAW101	Business Law
MKT101	Principles of Marketing
QBM101	Business Statistics
TRM101	Principles of Management for Hospitality & Tourism

### Year 2 & 3

#### 16 compulsory subjects

FIN201	Business Finance
MGT204	Asian Entrepreneurship & Innovation
TRM200	Introduction to Tourism, Leisure & Hospitality Management
TRM202	Organisational Behaviour for Service Industry
TRM204	Human Resource Management for the Hospitality and Tourism Industry
TRM211	Hotel Operation Management
TRM213	Hospitality Small Business Operations
TRM214	Accommodation Operation Management
TRM304	Research Methodology for Hospitality Industry
TRM305	Leadership & Management in Hospitality Industry
TRM312	Services Management in Hospitality
TRM313	Culinary and Restaurant Management

TRM320	Industry Placement Practicum
TRM321	Strategic Customer Care in Hospitality & Tourism
TRM323	Contemporary Issues in the Hospitality and Tourism Industry
TRM400	Graduation Project

## 2 Elective Subjects

### Choose 1 elective from the following

TRM205	Introduction to Kitchen Operations and Food and Beverage Services
TRM207	Room Division Management, And 1 elective from any Year 2 or Year 3 subjects

## Graduation Project

All students are required to complete a graduation project in hospitality management or related areas under supervision.

## 5 Compulsory MPU Subjects

### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business

*\*For Malaysian students without a credit in SPM Bahasa Melayu.*

### MPU3 (Choose 1)

MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

## Assessment

Most subjects follow the assessment pattern below:  
Continuous assessment – 40%  
Final examination – 60%  
Total – 100%

## Entry Requirement

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
- HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
- 2 Cs in STPM\*\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC)
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
- Equivalent qualification

*\*\*\* The stated qualifications need to be supported with a pass in Sejarah and Bahasa Melayu at SPM level.*

## Intakes

January, March\*\*, May, August, October\*\*

*\*\* This intake is only applicable for those entering the programme without being granted any exemptions.*

## Bachelor of Tourism Management (Hons)

### Programme Details

- 3-year honours programme
- 33 subjects including an undergraduate tourism project
- 14 weeks for full semester; 7 weeks for half semester

### Subjects

#### Year 1

##### 7 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
LAW101	Business Law
QBM101	Business Statistics
TRM101	Principles of Management for Hospitality & Tourism
TRM102	Tourism Marketing

#### Year 2 & 3

##### 20 compulsory subjects

TRM201	Introduction to Tourism & Travel Management
TRM202	Organisational Behaviour for Service Industry
TRM203	Tourism Research Methodology
TRM204	Human Resource Management for the Hospitality and Tourism Industry
TRM213	Hospitality Small Business Operations
TRM220	Heritage Interpretation Management
TRM221	Tourism Management Technology Application
TRM222	Intercultural Studies
TRM223	Tourism Operations
TRM225	E-Tourism
TRM226	Computer Reservation Systems
TRM227	Destination Marketing
TRM228	Special Interest Tourism
TRM229	International Tour Operations
TRM305	Leadership & Management in Hospitality Industry
TRM310	Internship in the Travel and Tourism Industry
TRM321	Strategic Customer Care in Hospitality & Tourism
TRM322	Sustainable Tourism Management

TRM323	Contemporary Issues in the Hospitality & Tourism Industry
TRM410	Undergraduate Tourism Project

### Choose 1 elective from the following

TRM301	Food & Beverage Management
TRM312	Services Management in Hospitality
TRM314	Communication Strategies Skills
TRM315	Introduction to Special Event Management

### Undergraduate Tourism Project

All students are required to complete an undergraduate tourism project under supervision.

### 5 Compulsory MPU Subjects

#### MPU1 (Choose 2)

MPU3113	Hubungan Etnik (Malaysian students)
MPU3123	Tamadun Islam dan Tamadun Asia (Malaysian students)
MPU3143	Bahasa Melayu Komunikasi 2 (International students)
MPU3173	Pengajian Malaysia 3 (International students)

#### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business

*\*For Malaysian students without a credit in SPM Bahasa Melayu.*

#### MPU3 (Choose 1)

MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

#### MPU4 (Choose 1)

MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

### Assessment

Most subjects follow the assessment pattern below:

Continuous assessment – 40%  
Final examination – 60%  
Total – 100%

### Entry Requirement

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
- HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
- 2 Cs in STPM\*\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC)
- 5 CPU passes with a minimum average of 50%
- University Aggregate of 50% or ATAR score of at least 50 for various Australian Matriculation Programmes
- Equivalent qualification

*\*\*\*The stated qualifications need to be supported with a pass in Sejarah and Bahasa Melayu at SPM Level.*

### Intakes

January, March\*\*, May, August, October\*\*

*\*\* This intake is only applicable for those entering the programme without being granted any exemptions.*



# GATEWAY TO INTERNATIONAL UNIVERSITIES



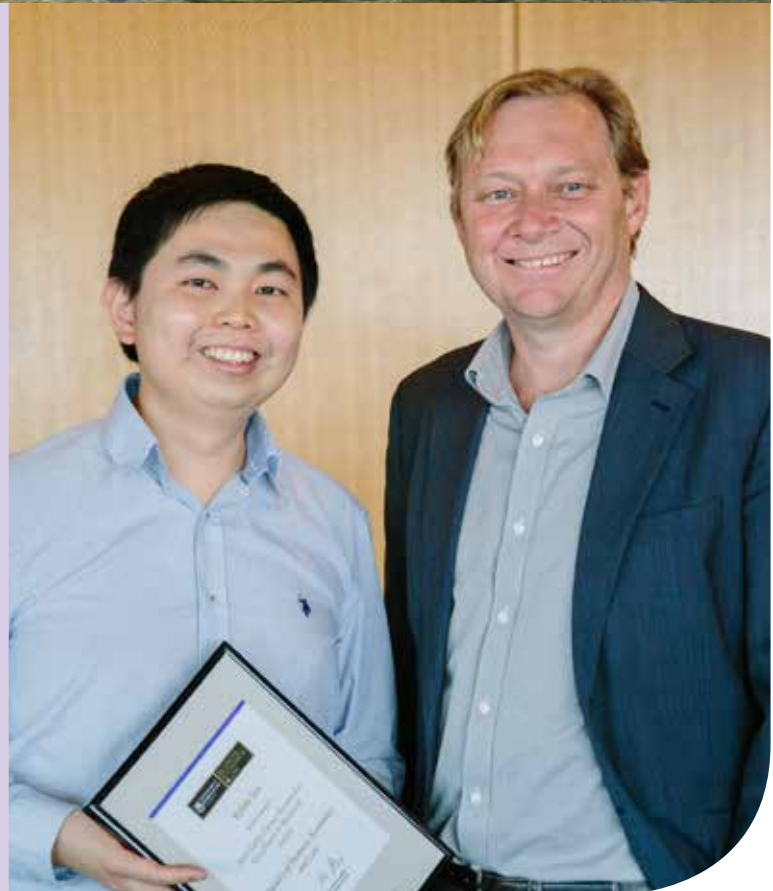
HELP University has strong partnerships with many international universities. Our links extend to universities in Australia, UK, US and New Zealand. Our bachelor degree students have the flexibility to plan for a 1+2 or 2+1 arrangements with many high-ranking universities that have collaborations with HELP University while our diploma students can plan for a 2+2 or even a 2+1+1 arrangements.



## Dr Kelvin Tan Jui Keng

A former student of Foon Yew High School, Johor Bahru, Kelvin completed his Diploma in Business at HELP with Distinction. He also completed his Bachelor of Commerce with Honours, majoring in Accounting & Finance and was awarded the Dean's Commendation for Achievement at The University of Queensland for two consecutive years. Kelvin was one of the first students from HELP to gain his PhD at UQ Business School and he won a Dean's Award for Research Higher Degree Excellence.

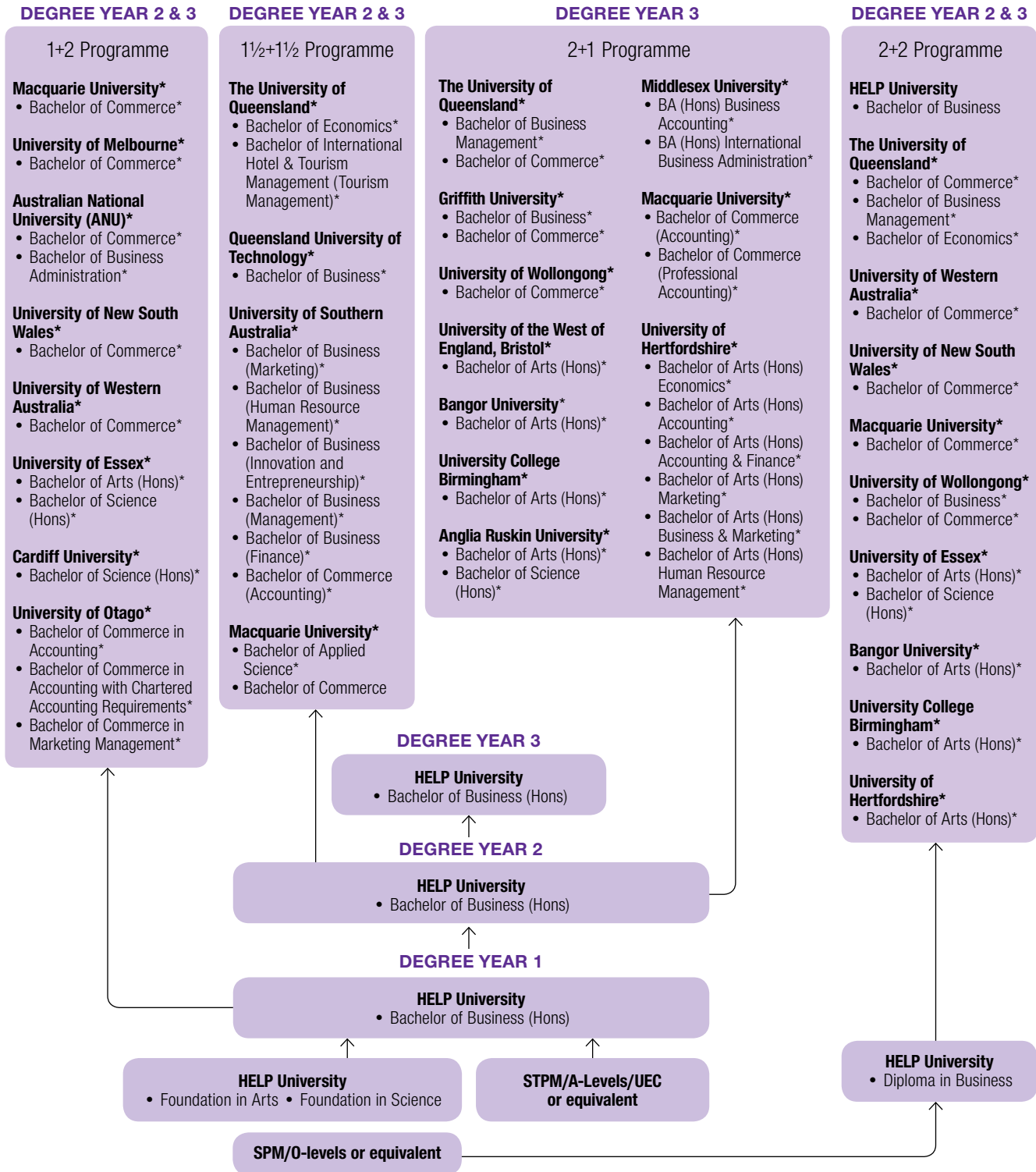
He is now a full-time senior lecturer in Finance at UQ Business School with research interests including capital structure, mergers and acquisitions and corporate governance. He is also one of the recipients of the Award for Excellence in Teaching in 2013 and Early Career Researcher Excellence in Research Award in 2016.



Dr Kelvin Tan receiving an award from ► Professor Andrew Griffiths.



# PROGRESSION PATHWAYS



\* Please refer to the Faculty of Business, Economics and Accounting administration office and Student Placement Centre for admission requirements.



# CREDIT TRANSFER FOR BACHELOR DEGREES

## AUSTRALIA (February & July Intakes)

### The University of Queensland\*

- Bachelor of Business Management (Marketing / International Business / Human Resources) (2+1)\*
- Bachelor of Commerce (Accounting / Accounting & Finance / Finance (2+1)\*
- Bachelor of Economics (1½+1½)\*
- Bachelor of International Hotel & Tourism Management (Tourism Management) (1½+1½)\*
- Bachelor of International Hotel & Tourism Management (Hospitality / Event Management) (1½+2)\*

### University of Melbourne\*

- Bachelor of Commerce (1+2)\*

### Australian National University\*

- Bachelor of Commerce (1+2)\*

### University of New South Wales\*

- Bachelor of Commerce (1+2)\*
- Bachelor of Economics (1+2)\*

### University of Western Australia\*

- Bachelor of Commerce (1+2)\*

### University of Southern Australia\*

- Bachelor of Business (Marketing/Human Resource Management/ Innovation and Entrepreneurship/ Management/ Finance) (1½+1½)\*
- Bachelor of Commerce (Accounting) (1½+1½)\*

### Griffith University\*

- Bachelor of Business (Human Resource Management / Marketing / Management) (2+1)\*
- Bachelor of Commerce (Accounting / Finance) (2+1)\*
- Bachelor of International Tourism and Hotel Management (2+1)\*

### Macquarie University\*

- Bachelor of Commerce (Economics / Entrepreneurship\*\* / Human Resource Management / International Business\*\* / Marketing) (1+2)\*
- Bachelor of Applied Finance (1½ + 1½)\*
- Bachelor of Commerce (Finance) (1½ + 1½)\*
- Bachelor of Commerce (Accounting / Professional Accounting) (2+1)\*

### Queensland University of Technology\*

- Bachelor of Business (Accountancy / Accountancy with Professional Recognition / Economics / Finance / Human Resource Management / International Business / Management / Marketing) (1½+1½)\*

### University of Wollongong\*

- Bachelor of Commerce (Accountancy / Human Resource Management / International Business) (2+1)\*

## New Zealand (February & July Intakes)

### University of Otago\*

- Bachelor of Commerce in Accounting (1+2)\*
- Bachelor of Commerce in Accounting with Chartered Accounting Requirements (1+2)\*
- Bachelor of Commerce in Marketing Management (1+2)\*

\* Please refer to the Faculty of Business, Economics and Accounting administration office and Student Placement Centre for admission requirements.

\*\* Only applicable for February Intake

## UNITED KINGDOM (September Intake)

### University of the West of England, Bristol\*

- BA (Hons) Accounting & Finance / Business Studies / Business Studies with Human Resource Management / Marketing / Business Studies with Marketing / Business Enterprise (2+1)\*

### University of Essex\*

- BA / BSc (Hons) Economics (2+1)\*
- BSc (Hons) Accounting / Banking / Finance / Management / Marketing / Entrepreneurship (1+2)\*
- BSc (Hons) Actuarial Science (1+2)\*

### Anglia Ruskin University\*

- BSc (Hons) Accounting & Finance (2+1)\*
- BA (Hons) Business Management (2+1)\*
- BA (Hons) Marketing (2+1)\*
- BA (Hons) Human Resource Management (2+1)\*

### Bangor University\*

- BA (Hons) Business Studies / Business Studies & Marketing / Accounting & Finance / Banking & Finance (2+1)\*
- BA (Hons) Business Economics (2+1)\*

### Cardiff University\*

- BSc (Hons) Business Management (1+2)\*
- BSc (Hons) Business Management (Human Resource Management) (1+2)\*
- BSc (Hons) Business Management (Marketing) (1+2)\*
- BSc (Hons) Business Management (International Management) (1+2)\*
- BSc (Hons) Business Management (Logistics & Operations)(1+2)\*

### University College Birmingham\*

- (the degree is awarded by the University of Birmingham)
- BA (Hons) Marketing Management / Business Enterprise / Digital Marketing (2+1)\*
  - BA (Hons) International Hospitality & Tourism Management (2+1)\*

### Middlesex University\*

- BA (Hons) Business Accounting (2+1)\*
- BA (Hons) International Business Administration (2+1)\*

### University of Hertfordshire\*

- Bachelor of Arts (Hons) (Accounting / Accounting & Finance / Marketing / Business & Marketing / Human Resource Management (2+1)\*

## Student Placement Centre

At the Student Placement Center, our professional staff offers free advice and clear guidance on the following:

- Universities in Australia, UK, New Zealand and other countries
- Detailed information on entry requirements
- English language proficiency requirements
- Estimated cost of studying abroad
- Overview of the university/college application process

- Recommendations for overseas accommodation
- Visa requirements and documentations
- Flight reservations
- Pre-departure briefings
- Application fees to universities may be waived if applications are made through the HELP Student Placement Center.

For more details or info, please call 03 2716 2000 ext 2230 or 2239 or email: [spc@help.help.edu.my](mailto:spc@help.help.edu.my)



# ACHIEVERS AND ALUMNI



(From left to right) Liau Kai Xin, Wong Jo Ann, Wong Hoong Jack, Khong Li Min, Low Jia Qi gained admission to The University of Queensland with scholarships ranging from 50% to 100% as awarded by the university.



## CHOI PUI MUN

**Bachelor of Commerce (Accounting & Finance) (UQ) (2011)**

A former student of HELP University Bachelor of

Business (Accounting) & SMK Seri Bintang Utara, KL

**She was awarded the UQ International Undergraduate Scholarship 2011 (covers 100% tuition fees) through HELP University.**

She is currently an Assistant Manager in KPMG Singapore.



## CHANG ROU LIN

**Bachelor of Commerce (Accounting & Finance) (Melb)**

A former student of HELP University Bachelor of

Business (Accounting) & Wesley Methodist School.

**She had achieved a CGPA of 4.0 in her Edexcel A-levels. She achieved High Distinctions in all nine subjects in Year 1 and won several book prizes.**

She has been awarded The Melbourne International Fee Remission Scholarship (MIFRS) which will cover 50% of the tuition fees at the University of Melbourne for the duration of her studies at the university.



## LOO HUAY YIEN

**Bachelor of Commerce (Hons) (UQ) (2007)**

A former student of HELP University Bachelor of Business (Accounting) &

Chong Hwa Independent High School KL.

**Huay Yien was awarded the United Chinese School Committees' Association of Malaysia Award and the Charles Sturt University Scholarship to study at HELP. She was also awarded the CPA Australia Prize and MICPA Award during her studies at HELP.**

She was awarded The University of Queensland full scholarship to pursue her final year in Australia and graduated with a First Class Honours in Bachelor of Commerce. She was also awarded a University Medal for the Year 2007.

In addition, she was one of the recipients of the HELP President's Commendation in 2008.

**Huay Yien has completed the ICAA programme and she is currently working as a Corporate Accountant at the Anglo American Metallurgical Coal, Australia.**



## Khaw Ching Ai

**Bachelor of Business (Accounting) (Hons) (2011)**

A former student of HELP University Bachelor of Business (Marketing) & SMK

Aminuddin Baki

**She was awarded the President Award and won numerous scholarships and awards.**

**She received nine papers exemption from ACCA and completed the remaining five papers in HELP CAT within one year.**

She is currently working as an Equity Capital Markets Analyst at RHB Investment Bank.



## MEGAN GAIL VENTURA

**Bachelor of Business (Accounting & Finance) (UQ)**

A former student of HELP University Bachelor of Business (Marketing) & SMK

Ketari, Bentong, Pahang.

**She completed the first 2 years studies with a CGPA of 3.66 and was awarded 100% scholarship to complete her final year at University of Queensland.**



## NG JU YNN

**Bachelor of Commerce (Accounting & Finance) (UQ) (2013)**

A former student of HELP University Bachelor of

Business (Finance) & SMK Kepong Baru

**She was awarded the UQ International Undergraduate Scholarship 2012 (covers 90% tuition fees) through HELP University.**

She is currently an external auditor with EY Malaysia.



## HAN PEI WUN

**Bachelor of Business (Finance) (UQ) (2013)**

A former student of HELP University Bachelor of Business (Accounting) & SMK

Convent Bukit Nanas, Kuala Lumpur.

**Pei Wun was awarded Top Academic Achiever and completed her Foundation in Arts at HELP. She progressed into HELP Bachelor of Business (Hons), majoring in Accounting and then transferred to The University of Queensland to pursue a Finance degree.**

She received numerous scholarships and awards, and graduated in December 2013.

**Pei Wun is currently working as a tutor in the UQ Business School.**



## CALVIN TEE VOON SHENG

**Bachelor of Business Management (Marketing) (UQ) (2016)**

A former student of HELP

University Bachelor of Business (Marketing) & SMK Aminuddin Baki

**He was awarded the UQ International Undergraduate Scholarship 2015 (covers 100% tuition fees) through HELP University.**

He is currently attached to the Graduate Development Program at Hewlett Packard Enterprise.





**KOH KANG SWEE**  
**Bachelor of Business**  
**(Finance), First Class Hons.**  
**(2014)**

A former student of Hin Hua High School, Klang

**He is currently a business development manager with RHB Bank Berhad Malaysia.**



**PHUA JING WEN**  
**Bachelor of Business**  
**(Finance), First Class Hons.**  
**(2015)**

A former student of Chong Hwa High School, KL

**Affin Hwang Scholarship holder**

She is currently working on MIS and Reporting (Treasury Operations Department) with the OCBC Bank (M) Berhad.



**WONG WEI QI**  
**Bachelor of Business**  
**(Finance), First Class Hons.**  
**(2014)**

A former student of SMK (P) Pudu, KL

**She is currently working as an investment analyst with one of the local fund management companies.**



**YEO SING YEE**  
**Bachelor of Economics, First**  
**Class Hons. (2014)**

A former student of SMK Bukit Baru, Melaka

**She was awarded the**

**President's Award in 2016 for her outstanding achievements in her studies.**

She is currently working with an international bank.



**CHONG KAR MUN**  
**Bachelor of Business**  
**(Accounting), First Class**  
**Hons. (2014)**

A former student of SMK St. Mary, KL

**She is currently working as a Tax Associate with Ernst & Young Tax Consultants.**

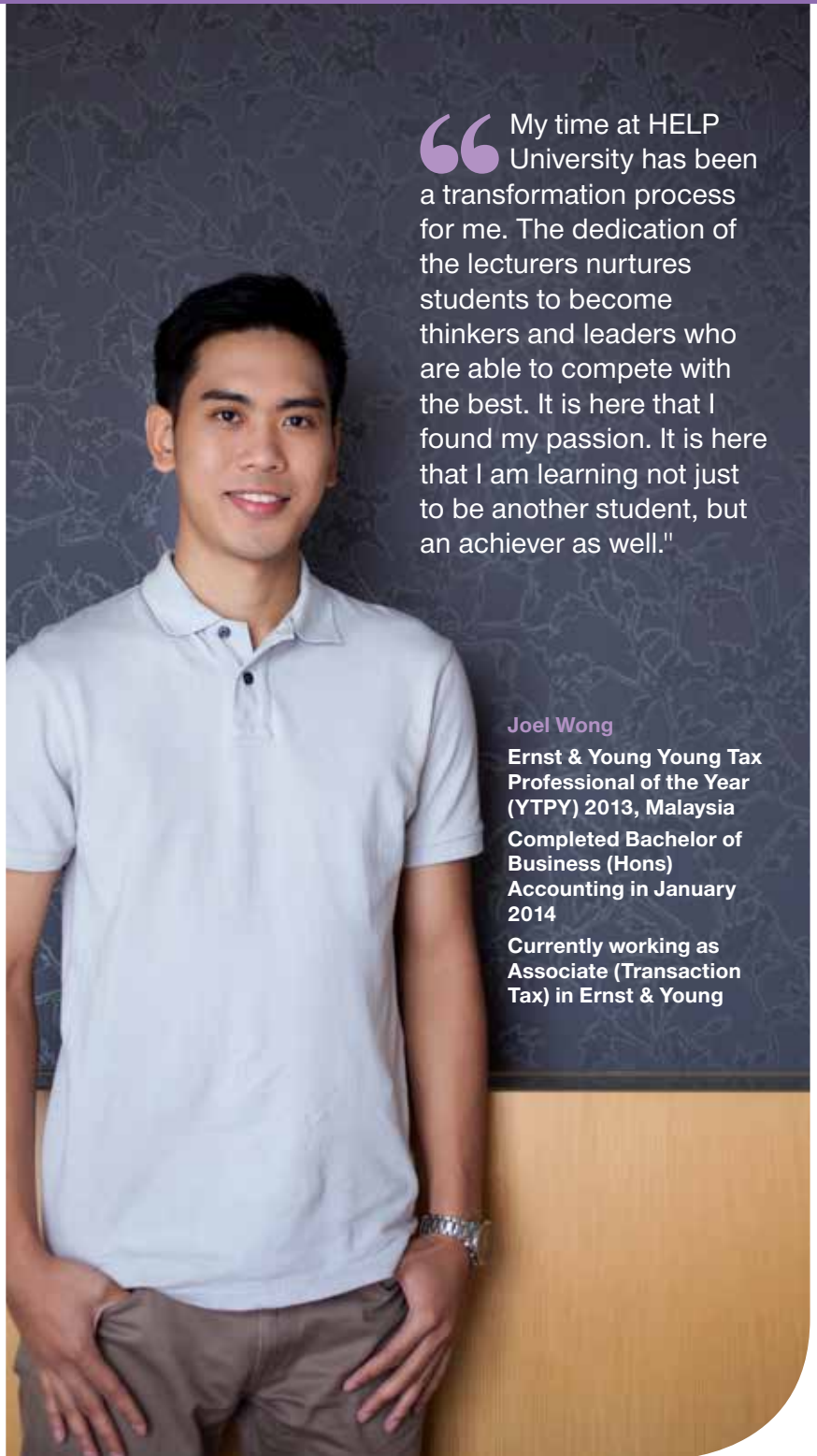


**ONG WU PING**  
**Bachelor of Business**  
**(Accounting), First Class**  
**Hons. (2017)**

A former student of SMK Kepong Baru

**He was awarded the President's Award in 2017 for his outstanding academic achievements.**

He is currently an auditor with KPMG.



“ My time at HELP University has been a transformation process for me. The dedication of the lecturers nurtures students to become thinkers and leaders who are able to compete with the best. It is here that I found my passion. It is here that I am learning not just to be another student, but an achiever as well.”

**Joel Wong**

**Ernst & Young Young Tax Professional of the Year (YTPY) 2013, Malaysia**

**Completed Bachelor of Business (Hons) Accounting in January 2014**

**Currently working as Associate (Transaction Tax) in Ernst & Young**



# ACHIEVERS AND ALUMNI



Maybank GO Ahead. Challenge 2014

Shana Teh Soo Ann (center) and team were the first runner-up and received a cash prize of USD20,000. She secured a position as a Maybank Apprentice alongside former students Liu Pow Leng (left) and Ng Ka Jeng (right).

“ The university has prepared me in starting my career by offering guidance through talks and campus activities. They also organised campus career fairs for students to explore job opportunities, but most importantly, my lecturers have offered me their genuine advice and help during times of need. My course of study is not related to what I am doing now, however, the subjects offered in the course did provide me with the foundation that I need in the working world. ”

## SHANA TEH SOO ANN

**Bachelor of Business (International Business) (Hons), 2016 (HELP University)**

A former student of SMK Convent, Jalan Peel, KL

She was a member of the team that emerged as the 1st runner-up in the Maybank GO Ahead. Challenge 2014.

She is now a Maybank Apprentice with Malayan Banking Berhad (Maybank).

“ Major in accountancy does not restrict my studies to revolve around financial and management accounting/reporting, taxation and audit but also economics, marketing, management, finance, law, information technology and etc. My lecturers always share their experiences and latest issues in the business world to make the class more interesting and prepare us to the business world. I especially enjoyed the process of completing my independent graduation project which gave me the best opportunity to meet with directors and managers of a number of MNCs, Big Four, renowned local companies and independent parties. This experience of meeting corporate leaders has prepared me to enter the corporate world. ”

## LIU POW LENG

Country Desk, DBS Bank (China) Limited

Grand finalist, Maybank GO Ahead 2012

1st Runner-up, CIMA Global Business Challenge 2012 (Malaysia)

BBus (Acc) (Hons), HELP University (2013)

Foundation in Arts, Universiti Tunku Abdul Rahman (2008)

SMJK Chong Hwa Jln Gombak KL (2007)



## SIMONE NGAM YEE PING

Master of International Business, University of Wollongong, NSW, 2014

Bachelor of Business (International Business) (Hons), 2013 (HELP University)

A former student of SMK Perempuan, Jalan Ipoh, KL

She was a member of the team that emerged as the 2nd runner-up in the L'Oreal Brandstorm 2012 (National).

She was a Senior Human Resource Executive with the Korean Airlines Co. Ltd, Regional HQ of Southeast Asia & Oceania from 2013-2017.

She is now a Group HR Executive with iProperty.com Malaysia Sdn Bhd.



(From left to right) Lee Kok Chern, Lee Weng Hoe, Liu Pow Leng and Chester Tay Choon Huat won second place in the CIMA Global Business Challenge 2012.

# QUALIFIED AND REMARKABLE TEACHING FACULTY

## **Dean, Faculty of Business, Economics and Accounting** **Mr Stephen Wu Ghee Kean**

BSc (Econ) Hons (London),  
MSc (Fin Mgmt) (SOAS, London)

## **Head, Department of Business Studies**

### **Dr Cheah Sin Chye**

BEd (UPM), MBA (UKM),  
DBA (Northumbria)

## **Head, School of Hospitality & Tourism**

### **En Abd Aziz Bin Abd Majid**

Dip in Hotel and Catering Mgmt (ITM),  
BBA (Travel Industry Mgmt) (Hawaii),  
MA (Edu & Human Dev) (George Washington)

## **Deputy Head, Department of Business Studies**

### **Ms Liew Huey Min**

BBA (Mktg) (UPM), MBA (Fin) (Malaya)

## **ACADEMIC TEAM**

### **Adjunct Professor**

#### **Prof Dr Tan Siew Ee**

BEcon Hons, MEcon (UM),  
PhD (Regensburg)

### **Senior Lecturers**

#### **Dr Ang Eng Sieng**

BA (Soc) (Winnipeg), MBA (Mgt)  
(Oklahoma City), PhD (Bulacan)

#### **Dr Angeline Yap Kiew Heong**

CA (M), MBA (Accountancy),  
PhD (Accounting) (Malaya)

#### **Dr Chew Eng Khuan**

Dip. Mgmt Prac (UK), B.Sc  
(Biochemistry & Chemistry) Hons  
(Malaya), MBA (UKM), MD (AUF,  
Philippines), CFP, RFP

#### **Dr David Ng Ser Heong**

BSc (Fin) (Oklahoma State), MBA (Fin)  
(UM), DBA (UniSA)

#### **Dr Harjeet Kaur**

BSc (Resource Econ) Hons (UPM),  
MSc (UPM), DBA (UniSA)

#### **Dr John Murugesu**

MBA (Edinburgh), PhD (MMU), ACCA  
(Fellow), CIMA (Associate), MIA (CA)

#### **Dr K Harikrishnan Kanthen**

BSc Ed (Maths) Hons (UM),  
ME (Osaka), PhD (Osaka)

#### **Dr Kishen Tulsidas Adnani**

BSc (Comp Sc) Hons (UPM),  
MBA (Nottingham Trent)

#### **Dr Lee Teck Heang**

BA (Acct) Hons (Kent), MCom (Acct)  
(CSturt), DBA (UniSA), CPA Australia

#### **Dr Melissa Teoh**

CA (M), ACMA, MFin (RMIT),  
PhD (Malaya)

#### **Dr Ooi Kok Kee**

B.A. (Psych), MBA (Strathclyde),  
DBA (UniSA)

#### **Dr Teh Chin Hoe**

BSc (Chem) Hons, Dip Ed (UM),  
MBA (Heriot-Watt), DBA (UniSA)

#### **Dr Tharunika@Chithra Latha Ramalingam**

LLB Hons (Wolverhampton),  
LLM (Staffordshire), PhD (Malaya)

#### **Dr Wong Siew Chin**

BEcon Hons (UUM), MBA (Malaya),  
PhD (HRD) (UPM)

#### **Mr Gooi Chee San**

CertEd, ACMA (UK), MBA (Fin) (UPM),  
CA (M), CGMA

#### **Mr Hairul Hisam bin Bujang**

Master in Hosp. Mgmt (UiTM);  
BSc (Hons) Foodservice Mgmt (UiTM);  
Dip. Chef Training (ITM)

#### **Mr Harkiranpal Singh a/l Karpal Singh**

LLB Hons (London), MBA (Leicester),  
LLM (Malaya)

#### **Mr Jacob Kulleh**

BPublic Admin Hons (UUM), MBA (UPM)

#### **Ms Joyce Leu Fong Yuen**

BA (Econ) Hons (UKM), MSc (HRD)  
(UPM)

#### **Mr K Chandra Sakaran A/L Kanan**

BEcon (Agr & Res Econ) Hons (UKM),  
MTech Mgmt (HR Dev) (UTM)

#### **Mr Lye Kok Keong**

BA (Econ) Hons (Manchester),  
MBA (Finance) (UPM), CPA, CA (M)

#### **Mr Mohd Jamil bin Jelani**

Dip Acct (MARA), BAcct, MBA (App  
Fin & Inv't) (UKM), Grad Cert (Bus  
Research) (Newcastle), CA (M)

#### **Mr N Madhavan A/L Nanairan**

BA Hons (Acct & Fin) (Abertay  
Dundee), M Acct & Fin (HELP)

#### **Pn Norzan Abdullah**

BA (Malay Studies) Hons (UM), MPPA  
(Wisconsin), MBA (UUM), Professional  
Diploma in HRM (MIHRM)

#### **Mr R Paneir Selvam**

LLB Hons, LLM (UEL)

#### **Ms Rajesvare Rada**

BSc Tourism Mgmt (Toulouse), MSc  
Int Tourism & Hosp. Mgmt (Toulouse)

#### **Mr Ravi Varmman Kaniappan**

BSocSc (Mgmt) Hons (USM),  
MBA (Malaya)

#### **Mr Selvanadan Muniappan**

BCom (Acct) (Madras), CIMA (UK),  
MBA (Hull), MPhil (Middlesex)

#### **Mr Simon Lim Chee Hooi**

BSc (Auckland), Diploma in TESOL  
(LTTC), Masters in TESOL (Auckland)

#### **Ms Sridevi R.K. Narayanan**

BA (Hons) Econs (UM), MEcon (UM)

#### **Mr Steven Toh Choon Yoong**

BComm (Acct) (Distinction) (USQ),  
MBA (Distinction) (Heriot-Watt),  
CPA Australia, CA (M)

#### **Ms Sumathi Paramasivam**

BA in SocSc & Humanities (History)  
Hons (UKM), Post Grad Dip (Mkt),  
MA (Mkt) (Northumbria)

#### **Mr Valliappan Kasi**

BA (Econ) Hons (Portsmouth Poly),  
MA (Bkg & Fin) (Wales)

#### **Mr Wan Cheong Kin**

BEcon (UUM), MBA (MMU)

#### **Mr Yap Fu Chu**

BEcon Hons (Malaya)

### **Lecturers**

#### **Dr Lim Chui Seong**

BSc (Comp Sci & Physics) (Campbell,  
USA), MBA (RMIT), DBA (UKM)

#### **Dr Normala S. Govindarajo**

Dip Comp Studies (KBU), BA (Hons)  
Multimedia Computing (Conventry U),  
MBA (General management) (MMU),  
PhD (HR) (UUM)

#### **Dr Vinod Ramachandran**

BSc Mathematics First Class Hons  
(UTM), PhD (UTM)

#### **Ms Andrea Wang Shuan Wern**

BSc in Education (TESL) Hons (UTM).  
MESL (Malaya)

#### **Mr Alan Yap Cheng Tat**

Master in ICT Management  
(Information Security) (AeU)

#### **Mr Brian Tan Foo Teong**

BScBA (Southern New Hampshire),  
MBA (Southern Queensland)

#### **Mr George Lau Liang Chuan**

Dip Ed (MPTKL), BEd (TESL) Hons  
(UKM), MEd (Guidance & Counseling)  
(UPM)

#### **Mr K Chandran Karuppan**

BAcct Hons, MEd (Malaya)

#### **Pn Firdous binti Mohd Farouk**

BAcct Hons (IIUM), MAcct (UiTM)

#### **Mr Hassanudin bin Mohd Thas Thaker**

BBus (Fin) Hons (HELP), MSc (App Fin)  
(IIUM)

#### **Ms Hemalata a/p Alagan**

BCompSc (USM), MEd (OUM)

#### **Ms Lucy Valentine Eruthayam**

Prof Dip. in Training & Development  
(UM), Assoc Dip. (TESOL) (LTTC), MA  
Hospitality & Tourism (Bournemouth)

#### **Ms Macrina Francesca Stephen Yap**

BSc (Hons) TESL, MEd (UM)

#### **Ms Tan Shi Ai**

BSc (Applied Mathematics) (Hons)  
(UM), MIPMMs

#### **Ms Took Shir Li**

BEcon Hons (UKM), MEcon(UKM)

#### **Mr Wong Chee Weng**

BBA Hons (UKM), MBA (UPM)

### **Adjunct Faculty**

#### **Dr Alan Chew Fook Yew**

BEcon Hons, MEcon (Malaya), PhD (Hull)

#### **Dr Mooi Wah Kian**

Dip Public Mgmt (INTAN), BA (Hons)  
Mass Comm (USM), MSc HRM  
(Scranton), PhD (Business Admin) (AeU)



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