

# BUSINESS

FINANCE • ACCOUNTING • MANAGEMENT • ECONOMICS





## OUR MISSION

To help people succeed in life and to live a life of significance through education

## OUR VISION

- To be a university with a strong culture of quality and leadership that focuses on sound academic standards, continuous improvements, and the talent development of students and staff
- To be a university that offers a learning experience that enhances career development, lifetime values and personal fulfilment
- To be a university with a strong research focus in our key areas of excellence
- To be a university that shares our success with the stakeholders and communities we serve

## OUR VALUES

- Pride of Achievement
- Sharing Success
- The Courage to Be
- To be Compassionate
- To be Significant

# WELCOME TO THE LARGEST ACADEMIC FACULTY AT HELP UNIVERSITY

In the 21st century, 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 while also nurturing critical skills to ensure their success in the career world.

Among the valuable skills they learn are: uncertainty management, teamwork, conflict resolving, effective presentation and negotiation, and entrepreneurship.

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 the Bachelor of Economics (Hons), Bachelor of Management (Hons), Bachelor of Tourism Management and Bachelor of Business Psychology and the Diploma in Business programmes, including a newly minted Bachelor of Business Analytics (Hons) programme for our graduates to thrive in the IR4.0 era.

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

Our accounting programme is the first Malaysian university programme 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, including The University of Queensland, Australian National University, Macquarie University, Queensland University of Technology, University of Liverpool, University of Bristol, Queen's University of Belfast, University of Leeds, Cardiff University, University of Essex, and many others. Our business programme is the only one in Malaysia which permits students to transfer their credits to the final year of The University of Queensland Business/Commerce programme.

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

HELP is a popular choice for students who wish to pursue business, tourism and hospitality studies not only because of its academic excellence but also its teaching quality. We also provide students with 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**  
**Pro-Vice Chancellor**  
**Dean, Faculty of Business, Economics & Accounting,**  
**HELP University**





# 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 breadth and 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 during the inception of HELP in the same year. At present, it is the largest academic faculty at HELP University with more than 2,000 undergraduate students.

## QUALIFIED AND REMARKABLE LECTURERS

Experienced faculty members with an excellent track record of nurturing top achievers - more than 200 scholarship recipients from The University of Queensland to date (Placed #47 in the QS World Ranking 2022). More than 40% of our lecturers have doctoral degrees in their specialised fields and most of our lecturers have more than 10 years of teaching experience at HELP University and substantial 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 expectations 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, who advise the faculty on its 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 employment upon graduation.

## DEDICATED FACILITIES

We are located at HELP University's award-winning green digital technology campus, fully equipped with facilities for our students. Our learning spaces are designed to encourage our students to collaborate. They are equipped with built-in technology and can be customised to suit different

classes. Besides, we have a dedicated career guidance centre to prepare our graduates for their employment and career in the job market. Professional mental health services are also available for all our students and staff members through the Centre for Psychological and Counselling Services (CPCS).

## RESEARCH AND DEVELOPMENT

Our research is founded on collaboration – including partnerships with industry and government and we shall focus on Business Analytics, Digital Business, Investment Management, Fin Tech and Accounting. Our faculty members have won various research grants including from the Ministry of Education, Malaysia. Many of them have published in international journals and some of them have been invited to be key note speaker or moderator at international conferences and seminars. A few of them have won the Emerald Literati Award.

## CAREER READINESS AND COMPETITIVENESS

The curriculum is broad-based in nature; it emphasises active learning through team-based projects and 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 rapid developments in computer technology, and to keep up with the times, we realise the need to transform the undergraduate business education by incorporating relevant subjects that ensure readiness for survival in the Digital Frontier. The career tracks introduced in the marketing major which include the Digital Business track and the E-Commerce track will fulfil this Digital Transformation by equipping our students with effective skills and an efficient mindset.

Furthermore, industry and technology-based modules such as Fin Tech, Business Analytics, Artificial Intelligence, Block

Chain, Cryptocurrency, eCommerce Start-ups, Digital Business, Cybersecurity are embedded in the curricula thus producing analytics-driven graduates who are innovative, entrepreneurial, global mindedness and future skilled.

## PROVEN PERFORMANCE

Our students have won numerous scholarships from top universities such as UQ, Melbourne, ANU, UNSW, Macquarie, Cardiff, Essex, University of the West of England, and many others. Furthermore, our students have won various competitions such as CPA Australia-KMPG Case Competition, CIMB ASEAN Stock Challenge, Maybank Go Ahead. Challenge, EY Young Tax Professional of the Year, OSK Stock Market Challenge and many others.

## WORKPLACE EXPERIENCE & INTERNSHIP

We integrate work experience into our programmes thus enabling our students to make strong connections with industry leaders from EY, KPMG, Deloitte, PwC, HSBC, OCBC, L'Oréal, Unilever, GE, Accenture, BCG and many others. We have various internship and graduate training programmes with many leading multinational companies. These include Affin-Hwang Asset Management, Fave Malaysia, AIA, KPMG, Eastin Hotel, Unisem, Ogilvy & Mather, BDO and more. Hence, our graduates are preferred employees of global companies.

## GATEWAY TO INTERNATIONAL UNIVERSITIES

HELP University is a gateway to many international universities, enabling students to transfer credits to top universities in Australia and the UK, including the University of Queensland, Australian National University, Macquarie University, Queensland University of Technology, Cardiff University, University of the West of England, University of Bristol, Queen's University of Belfast, University of Essex, Bangor University, and University of Leeds. Furthermore, HELP University is the only university in Malaysia with an exclusive 2+1 credit transfer arrangement with the University of Queensland.



# NATIONAL TOP THREE CPA AUSTRALIA-KPMG COMPETITION

The HELP team emerged in the Top 3 teams (not ranked) at the national level in the CPA AUSTRALIA-KPMG Case Competition 2018 "Student to Strategist: Career Take-Off". This competition, restricted to third year final semester students with a CGPA of 3.20 and above, attracted 29 teams from various universities in the country.

The HELP team emerged as one of the National Top 3. All the winning team members were offered employment at KPMG Malaysia.



**Terrell Thu Jyee Chen**

**Business Consulting Associate – Ernst & Young**

- Bachelor of Business (Accounting) (Hons), HELP University (2019)
- Awarded the HELP-Chong Hwa Independent School Scholarship (Full Scholarship)
- Chong Hwa Independent High School, Jalan Ipoh (2015), 8 As in UEC
- Chong Hwa Independent High School, Jalan Ipoh (2014), 9 As in SPM

**Jasmyn Lee Jia Min**

**Audit Associate - PwC**

- Bachelor of Business (Accounting) (Hons), HELP University (2019)
- HELP University Merit Award (2017)
- HELP University Distinction Award (Partial Scholarship) (2016)
- SMK Desa Mahkota (2015)
- SMK Kepong Baru, KL (2013), 10 As in SPM

**Owen Puah Ting Wei**

**Transport and Warehouse Manager in the logistic industry**

- Bachelor of Business (Accounting) (Hons), HELP University (2019)
- Awarded the HELP-Chong Hwa Independent School Scholarship (Full Scholarship)
- Chong Hwa Independent High School, KL (2015), 7 As in UEC
- Chong Hwa Independent High School, KL (2014), 7 As in SPM

## DIPLOMA IN BUSINESS **ELM** **SBC**

(R2/0410/4/0424) (01/25) (A6487)

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 HELP and internationally recognised universities. It is widely accepted by Australian, British and New Zealand universities as being equivalent to their first year course of studies.

Furthermore this is a fast track programme to complete a bachelor degree in business at HELP University and some of its overseas partner universities as students will only require about another 1.5 years instead of 2 years to complete a bachelor degree in business after completing a Diploma in Business programme. The saving in duration to complete a bachelor degree in business will enable the graduates to enter the workforce about 6 months ahead of others.

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 is 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. Upon 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.

## BACHELOR IN ACCOUNTING (HONOURS) **ELM** **SBC**

(R3/0411/6/0053) (10/29) (A10833)

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 fulfill the requirements of professional accounting bodies like CPA Australia, ACCA, ICAEW, MIA and many others where 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 bring real-world perspectives into the classroom setting.

## BACHELOR OF BUSINESS (ENTREPRENEURSHIP) (HONOURS) **ELM**

(R2/340/6/x0388) (10/24) (A10830)

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

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

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

## BACHELOR OF BUSINESS (FINANCE) (HONOURS) **ELM** **SBC**

(R2/343/6/0121) (10/24) (A5951)

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.

Upon 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.

## **BACHELOR OF BUSINESS (HUMAN RESOURCE MANAGEMENT) (HONOURS) ELM**

(R3/0414/6/0207) (10/29) (A10832)

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.

These emphasise 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.

Upon completion of the programme, graduates will 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.

## **BACHELOR IN INTERNATIONAL BUSINESS (HONOURS) ELM SBC**

(R2/0410/6/0019) (10/24) (A6238)

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.

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

## **BACHELOR IN MARKETING (HONOURS) ELM SBC**

(R2/0415/6/0041) (10/24) (A5952)

With great competition in markets arising from deregulation, technological change and globalisation, an understanding of marketing is becoming increasingly crucial for professionals in both private and public business areas. In a 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 exponential growth of computer technology, 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 tracks for the marketing

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

Upon completion of the programme, graduates will acquire decision-making skills and be innovative in their approach in problem-solving. 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.

## **BACHELOR OF BUSINESS ANALYTICS (HONOURS) SBC**

(N/340/6/0801) (07/25) (MQA/FA13819)

This programme aims at producing graduates who are not only knowledgeable in the business discipline but who are also data-driven, able to generate statistical outputs using a variety of analytical tools and techniques, interpret them, and make effective managerial decisions based on the findings.

Graduates of this programme will be able to assume a variety of positions such as business analyst, operations research analyst, market research analyst, operations analyst, quantitative analysts, project manager, digital marketing manager, transportation logistics manager, and others.

## **BACHELOR OF BUSINESS PSYCHOLOGY (HONOURS) SBC**

(R3/340/6/0706) (01/27) (A7364)

This programme is designed to provide skills in organizational and systems management reinforced with psychological insights 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 personnel management, training and development, human resource management and employee and 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





## **BACHELOR OF MANAGEMENT (HONOURS) ELM**

(R3/345/6/0097) (08/26) (A6913)

This programme will appeal to students who wish 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 logical analysis of social and individual decision-making process.

Upon completion of the programme, graduates will be able to analyze 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.

## **BACHELOR OF ECONOMICS (HONOURS) ELM**

(R3/314/6/0010) (09/27) (A7952)

This 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.

Upon completion of the programme, graduates will have an understanding of fundamental issues, debates and problems related to the operations of financial systems at both 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.

## **BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT) (HONOURS) ELM**

(R2/811/6/0287) (03/26) (A6839)

The hospitality industry encompasses diversified fields within the service industry, including hotels, resorts, restaurants, event planning, theme parks and others from the tourism industry. Hospitality Management does not only concern 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 and challenging career. Graduates can find employment in casinos, hotels, restaurants, convention centres and special event management companies. Hence, 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.

## **BACHELOR OF TOURISM MANAGEMENT (HONOURS) ELM**

(R2/1015/6/0012) (02/25) (A10692)

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, event, recreation 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.

## 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 in Accounting (Honours) 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. On completing the six segments and the Practical Experience Requirement (which usually consists of three years of relevant working experience), they can advance to CPA status and thereafter apply for membership of 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 in Accounting (Honours) 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 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 eight subjects.

### MALAYSIAN INSTITUTE OF ACCOUNTANTS (MIA)

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

Upon completion of the four papers and with three to four years of relevant working experience, students can apply for membership of 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 INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES (ICAEW)

Students who have completed the HELP University Bachelor in Accounting (Honours) degree programme and have taken relevant elective subjects in the programme are eligible for eight exemptions out of 15 subjects from ICAEW.

### THE ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA)

Students who have completed the HELP University Bachelor in Accounting (Honours) or Bachelor of Business (Finance) (Hons) degree programme and have taken relevant elective subjects in the programme are eligible for up to 9 or 7 exemptions out of 13 subjects from ACCA respectively. 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's degree programme.

### 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).

### THE CHARTERED FINANCIAL ANALYST® (CFA) INSTITUTE

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

### 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 DI2 or better in the VEE-approved courses. The courses that are approved include QBM101 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.

### SAS-HELP UNIVERSITY ACADEMIC SPECIALIZATION IN BUSINESS ANALYTICS

Students are awarded a SAS-HELP University joint certificate and digital badge in Business Analytics upon successful completion of BBA204 Descriptive Business Analytics, BBA205 Predictive Business Analytics, and BBA302 Prescriptive Business Analytics.

SAS (previously known as "Statistical Analysis Software") is used globally in the corporate world. SAS is a statistical software developed by SAS Institute for data management, advanced analytics, multivariate analysis, business intelligence, criminal investigation, and predictive analytics.

## CAREER PROSPECTS\*

\*PARTIAL LIST OF 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

### BUSINESS ANALYTICS

- Business Analyst
- Quantitative Analyst
- Market Research Analyst
- Data Scientist
- Transportation Logistics Manager
- Analytics Manager
- Chief Information Officer
- Chief Data Officer
- Research Analyst/Executive
- Business Consultant
- Operations Research Analyst
- HR Analyst

### 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
- Event Manager
- Logistics Specialist
- Digital Strategy Manager
- Digital Marketing Analyst

### BUSINESS PSYCHOLOGY

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

### 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

## STUDENT MOBILITY PROGRAMME



Students have the opportunity to join our Student Mobility Programme either on a short-term or long-term basis. This programme allows students to live and study in one of our partner universities 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

This programme is only made available to those who wish to take part in this programme on a short-term basis in one of our partner universities. It typically ranges from 2 to 4 weeks, where students will have the chance to mingle not only with the local students but also with international students from all over the world.

### THE LONG-TERM EXCHANGE PROGRAMME

This will be held during a regular semester of 16 weeks in one of our partner universities where students will have full immersion in the local life as they experience studying with other local students in their classes. Universities in different countries will have different intakes:

- a. March - June or September - December in Korea
- b. February - June or July - November in Australia
- c. September - January or January - June in UK

For further information on the above programme, please refer to the administration office of Faculty of Business, Economics and Accounting.



# DIPLOMA IN BUSINESS

## PROGRAMME DETAILS

- 2-year programme OR 2-year 1 semester programme\*
- 21 academic subjects, 1 University Compulsory Subject and 3 MPU subjects
- 14 weeks for full semester; 7 weeks for half semester

## ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous Assessment (50%-70%) & Final Assessment (30%-50%)

## ENTRY REQUIREMENT

Any one of the following:

- Possesses SPM with at least 3 credit and BM and Sejarah must pass
- Possesses SKM Level 3 in the related field
- A Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00
- A pass in Sijil Tinggi Pelajaran Malaysia (STPM) with at least Grade C (GP 2.0) in any subject
- A pass in Sijil Tinggi Agama Malaysia (STAM) with at least Grade Maqbul
- Other equivalent qualifications recognised by the Malaysian Government (e.g Senior Middle 3 (UEC) with at least 3Bs, O-levels with at least 3 credit).

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.0 or equivalent International English Language qualification

## INTAKES

January, May, July, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

- <sup>1</sup> For all other pathways
- <sup>2</sup> For Business Psychology pathway
- <sup>3</sup> For Tourism Management pathway

**SPM 10 As top scorer, Daniel Gabriel George from SMK Methodist (ACS) Sitiawan chose to further his education in HELP's Diploma in Business programme. He has won 13 book prizes at HELP University since 2016.**

## SUBJECTS AND CREDIT HOURS

### Level 1

DIP1ENG01	English 1
DIP1ITC03	Digital Information Technology
DIP1MAT01	Basic Business Mathematics I
DIP1ACC03	Basic Accounting
DIP1ENG02	English 2
DIP1MAT02	Basic Business Mathematics II
DIP1SSK04	Elementary Law
DIP1BUS01	Introduction Business Administration

### Level 2

D2ACC100	Financial Accounting
D2BAN100	Introduction to Business Analytics
D2MGT100	Organisations & Management
D2LAW110	Business Law
D2ECO110	Microeconomics
D2ECO120	Macroeconomics
D2HRM100	Introduction to Human Resource Management
D2QBM117	Business Statistics
D2ACC110	Accounting for Business Decisions
D2MKT110	Marketing Principles
D2FIN100	Introduction to Finance
D2MGT120	Introduction to Business Ethics

### Electives Choose 1

DIP1PR01	Introduction to Public Relations
D2PSY101	Introduction to Psychology
D2TRM101	Introduction to Tourism and Leisure Management
D2BIP300*	Diploma Internship Programme

### MPU Subjects

#### 1 MPU1

MPU2182	Penghayatan Etika dan Peradaban **
MPU2192	Falsafah dan Isu Semasa **
MPU2132	Bahasa Melayu Komunikasi 1 (International)

#### MPU2 / MPU3 Choose 1

MPU2212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU2382	Integrity and Anti-Corruption

To choose at least 1 MPU4 Subject

MPU2412	Co-curriculum – Sports 2
MPU2422	Co-curriculum – Community Service 2

### University Compulsory Subject

HGA101	Discovering Oneself
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- \* 2-year 1 semester programme if D2BIP300 is taken as elective course
- \*\* Local students to take either MPU2182 or MPU2192
- \*\* International students to take MPU2132



### Wu Yuen Theng

Financial Advisory Associate, Mazars Singapore

A winner of the Hong Leong Foundation's ROAR Scholarship, has participated in the Cultural Exchange Programme at Kuokmin University, Korea.

# BACHELOR IN ACCOUNTING (HONOURS)

## PROGRAMME DETAILS

- 3-year honours programme
- 34 subjects including a graduation project and internship (compulsory)
- 14 weeks for full semester; 7 weeks for half semester

## 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% - 50%) & Final Assessment (50% - 60%)

## INTAKES

January, March#, May, August, October#

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

## ENTRY REQUIREMENT

- A pass in STPM or its equivalent, with a minimum Grade C+ (GP 2.33) in any two subjects, and credits in Mathematics and a pass in English at SPM level
- A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, (good) and credits in Mathematics and a pass in English at SPM level
- A diploma in accounting or related field, or its equivalent with a minimum CGPA of 2.50, and credits in Mathematics and a pass in English at SPM level
- Matriculation/Foundation qualification or its equivalent with a minimum CGPA of 2.50, and credits in Mathematics and a pass in English at SPM level.
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT))

Note: The credit requirement for Mathematics and pass in English at SPM can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT

Minimum Malaysian University English Test (MUET) Band 2 [Malaysian Students] or minimum IELTS 5.5 or equivalent International English Language qualification [International Students]

## SUBJECTS

### Year 1

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
ENG101	English for Academic Purposes

### Year 2 & 3 Compulsory

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 and Practice
FIN202	Financial Management
HRM201	Managing Human Resources
LAW201	Company Law
MGT203	Business Research
MGT212	Business Analytics for Decision Making
TAX301	Taxation

MGT400	Graduation Project
AIP300	Accounting Internship Programme

### Electives

Choose 2 subjects from Year 2 & 3	
ACC291	Islamic Bank Management
ACC312	Reporting Framework and Accounting Practice
BKG301	Comparative Banking Structure
ECO203	International Economics
FIN203	Financial Institutions, Instruments and Markets
FIN204	Investments Analysis & Decision Making
FIN206	Introduction to Technical Analysis and Trading
FIN207	Mergers and Acquisitions
FIN301	Corporate Finance
LAW305	International Business Law
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT300	Managing People Across Cultures
MGT303	Corporate Policy & Strategy
MGT305	Business Ethics & Social Responsibility
QBM202	Applied Analytics in Business and Economics

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\* Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192





“The comprehensive curriculum in the HELP University Bachelor of Business (Accounting) (Hons) programme has provided me with a fast track to complete my ACCA programme and a strong foundation towards my career development in the investment industry. The programme has taught me to think strategically and strengthen my analytical skills.”

**KHAW CHING AI**

**Manager, Investment  
Asia Capital Reinsurance Malaysia**

**ACCA**

**MBA, HELP University (2015)**

**Bachelor of Business (Accounting) (First Class Hons),  
HELP University (2012)**

**HELP University President's Award Winner (2012)**

**Foundation in Arts, HELP University (2008)**

**SMK Puteri Ampang (2006)**



# BACHELOR OF BUSINESS (HONOURS) FINANCE

## PROGRAMME DETAILS

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

## 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 (50%-60%) & Final Assessment (40%-50%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- Pass STPM (or any equivalent qualification) with a minimum Grade C+ (GP 2.33) in any 2 subjects; and pass SPM (or any equivalent qualification) with credit in Mathematics and pass in English
- Pass STAM with a minimum grade of Jayyid; and pass SPM (or any equivalent qualification) with credit in Mathematics and pass in English
- Matriculation/Foundation qualification (or any equivalent qualification) with a minimum CGPA of 2.50 out of 4.00, and pass SPM (or any equivalent qualification) with credit in Mathematics and pass in English
- Any qualification equivalent to Diploma in Finance, Banking, Insurance or related field (Level 4, MQF) with a minimum CGPA of 2.50 out of 4.00.
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT))

Note: The credit requirement for Mathematics and pass in English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 6.0 or equivalent International English Language qualification

## SUBJECTS

### Year 1

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

MGT212	Business Analytics for Decision Making
MGT400	Graduation Project

MGT305	Business Ethics & Social Responsibility
QBM202	Applied Analytics in Business and Economics

### Electives

Choose 1 subject from Year 3 and 2 subjects from Year 2 or 3

ACC202	Financial Reporting
ACC291	Islamic Bank Management
ACC302	Corporate Accounting
BIP300	Business Internship Programme
BKG301	Comparative Banking Structure
ECO203	International Economics
FIN206	Introduction to Technical Analysis and Trading
FIN207	Mergers and Acquisitions
FIN208	Introduction to Financial Technology
LAW201	Company Law
LAW305	International Business Law
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT300	Managing People Across Cultures
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192

# BACHELOR OF BUSINESS (HONOURS) ENTREPRENEURSHIP

## PROGRAMME DETAILS

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

## 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 (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>  
<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*
- A pass in STAM with at least Grade Jayyid\*
- Matriculation or Foundation with at least CGPA of 2.00
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT).

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1

ACC101	Financial Accounting 1	MGT301	Operations Management
ACC103	Management Accounting 1	MGT307	Strategic Planning For Entrepreneurs
ECO101	Principles of Microeconomics	MGT310	Corporate Venturing
ECO102	Principles of Macroeconomics	MGT311	Entrepreneurship Business Plan
ITC101	Information Technology for Business	MKT305	Strategic Marketing Relationship
LAW101	Business Law	MGT400	Graduation Project
MGT101	Principles of Management		
MKT101	Principles of Marketing		
QBM101	Business Statistics		

### Electives

(Choose 1 Year 3 subjects and 2 subjects from Year 2 or 3)

### Year 2 & 3 Compulsory

FIN201	Business Finance (4)	ACC201	Management Accounting 2
HRM201	Managing Human Resources	BIP300	Business Internship Programme
MGT200	Small Business Management	ECO203	International Economics
MGT203	Business Research	LAW305	International Business Law
MGT204	Asian Entrepreneurship & Innovation	MGT205	Asian Business Environment
MGT206	Introduction to Entrepreneurial Behaviour	MGT300	Managing People Across Cultures
MGT207	New Venture Creation	MGT304	Strategic International Business Management
MGT208	Franchising	MGT305	Business Ethics & Social Responsibility
MGT212	Business Analytics for Decision Making	MKT302	Strategic Global Marketing

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

#### To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

#### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192; International students to take MPU3142 and MPU3192

# BACHELOR IN MARKETING (HONOURS)

## PROGRAMME DETAILS

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

## 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 (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*
- A pass in STAM with at least Grade Jayyid\*
- Matriculation or Foundation with at least CGPA of 2.00
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT))

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1

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

MKT306	Services Marketing
MKT311	Innovative Product Development and Management
MGT400	Graduation Project

### Electives Choose 2

ECO203	International Economics
ITC201	Principles of Web Design
BBA303	Marketing Analytics
ITC304	Digital Payment and Security
LAW305	International Business Law
LAW311	Cyberlaw and Ethics
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT300	Managing People Across Cultures
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT312	e-Commerce Strategies
MKT206	Retail Management
MKT212	Social Media Marketing
MKT213	Mobile Marketing
MKT313	Digital Product Management
MKT314	Search Marketing

### Year 2 & 3 Compulsory

FIN201	Business Finance
HRM201	Managing Human Resources
MGT212	Business Analytics for Decision Making
MKT201	Consumer Behaviour
MKT203	Distribution & Logistics Management
MKT205	Sales Management
MKT207	Product Management
MKT209	Digital Marketing
MGT301	Operations Management
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT303	Marketing Research
MKT304	Competitive Marketing Planning & Strategy

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

#### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192





Hailing from the quaint town of Brunei, Freda Liu emerged as a dynamic force, navigating her academic journey through the corridors of HELP University and the University of Southern Queensland, Australia, where she zealously pursued a Bachelor's Degree in Business with a focus on Marketing. In the present, she seamlessly dons a multitude of business roles - a captivating radio DJ host, an inspiring educator, and a compelling motivational speaker. It is the fusion of her expertise in broadcasting and corporate marketing that has ignited her fervor for championing social enterprises, advocating environmental sustainability, and propelling impactful businesses to the forefront of the global stage. Freda Liu is not merely a product of her academic achievements; she is an embodiment of entrepreneurial prowess and an influential voice shaping the landscape of socially conscious business endeavors.

**FREDA LIU**

**Broadcast Journalist | Speaker | Author | Moderator | Adjunct Professor**  
Leading Sustainable Corporations Programme (Oxford)  
Post Graduate Diploma in Innovation & Design Thinking, Emeritus  
Certified Training Professional (ITOL)  
Bachelor of Business (Marketing) (USQ)  
Bachelor in Marketing (HELP University)  
St Margaret's School, Brunei



# BACHELOR OF BUSINESS (HONOURS) HUMAN RESOURCE MANAGEMENT

## PROGRAMME DETAILS

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

## 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 (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>  
<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*
- A pass in STAM with at least Grade Jayyid\*
- Matriculation or Foundation with at least CGPA of 2.00
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT))

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1

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 Compulsory

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
MGT212	Business Analytics for Decision Making
MGT301	Operations Management
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT305	Business Ethics & Social Responsibility
MGT400	Graduation Project

### Electives Choose 2

BBA301	Human Resource Analytics
BIP300	Business Internship Programme
ECO203	International Economics
LAW305	International Business Law
MAT201	Business Mathematics
MGT201	Organisational Behaviour
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT300	Managing People Across Cultures
MGT301	Operations Management
MGT304	Strategic International Business Management

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least **1 MPU4** subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

#### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192

# BACHELOR IN INTERNATIONAL BUSINESS (HONOURS)

## PROGRAMME DETAILS

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

## 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 (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*
- A pass in STAM with at least Grade Jayyid\*
- Matriculation or Foundation with at least CGPA of 2.00
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT))

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1

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 Compulsory

FIN201	Business Finance
HRM201	Managing Human Resources
ECO203	International Economics
ECO204	International Trade
FIN308	Multinational Corporate Finance
LAW305	International Business Law
MGT201	Organisational Behaviour
MGT203	Business Research
MGT212	Business Analytics for Decision Making
MGT301	Operations Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MKT302	Strategic Global Marketing
MGT400	Graduation Project

### Electives Choose 3

COM200	Managerial Communication
FIN301	Corporate Finance
MAT201	Business Mathematics
MGT200	Small Business Management
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT300	Managing People Across Cultures
MGT302	Change Management
MKT301	Integrated Marketing Communications
MKT305	Strategic Marketing Relationship
QBM201	Advanced Business Statistics

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

#### To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192

# BACHELOR OF BUSINESS ANALYTICS (HONOURS)

## PROGRAMME DETAILS

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

## 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 (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

Bachelor of Business Analytics (Honours)

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*
- A pass in STAM with at least Grade Jayyid\*
- Matriculation or Foundation with at least CGPA of 2.00
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval

- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT)

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1 compulsory

ACC155	Elements of Accounting and Finance I
BBA100	Introduction to Modern Programming
BBA101	Fundamentals of Database Management System
ECO100	Introduction to Economics
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics
QBM153	Mathematics I

### Year 2 & 3 Compulsory

BBA202	Business Analytics and Information Systems
BBA204	Descriptive Business Analytics
BBA205	Predictive Business Analytics
FIN201	Business Finance
HRM201	Managing Human Resources
MGT203	Business Research
MGT212	Business Analytics for Decision Making
QBM201	Advanced Business Statistics
BBA301	Human Resource Analytics

BBA302	Prescriptive Business Analytics
BBA303	Marketing Analytics
BBA304	Data Insights and Visualisations
MGT301	Operations Management
BIP301	Business Practicum
BBA400	Final Year Project

### Electives Choose 2

BBA201	Advanced Database Management System
COM200	Managerial Communication
ITC201	Principles of Web Design
MGT204	Asian Entrepreneurship & Innovation
MKT206	Retail Management
MKT209	Digital Marketing
BBA305	Economic Analytics
MGT305	Business Ethics & Social Responsibility

OR

Any TWO Year 2 or Year 3 elective subjects offered by Faculty of Business, Economics and Accounting (pre-requisites must be met and must be of 4-credit value)

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192

# BACHELOR OF BUSINESS PSYCHOLOGY (HONOURS)

## PROGRAMME DETAILS

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

## ASSESSMENT

Most subjects follow the assessment pattern below:

Continuous Assessment (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*
- A pass in STAM with at least Grade Jayyid\*
- Matriculation or Foundation with at least CGPA of 2.00
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval

- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT)

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1 compulsory

ACC101	Financial Accounting 1
ECO100	Introduction to Economics
BPSY105	Introduction to Quantitative Methods
BPSY106	Introduction to Qualitative Methods
BPSY111	Introduction to Psychology 1
BPSY113	Psychology of Personal and Academic Development
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics

### Year 2 compulsory

BPSY205	Social Psychology
BPSY210	Conflict Theory and Resolution
BPSY212	Introduction to Psychology 2
FIN201	Business Finance
HRM201	Managing Human Resources
MGT212	Business Analytics for Decision Making
MKT201	Consumer Behaviour
MKT205	Sales Management

### Year 3 compulsory

BPSY302	Introduction to Industrial/Organisational Psychology
BPSY310	Cross Cultural Psychology
BPSY314	Introduction to Economic Psychology
LAW309	Psychology and Law
MGT301	Operations Management
MGT302	Change Management
MGT306	Research Methodology for Business Psychology
MGT400	Graduation Project

## MPU subjects

### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192



# BACHELOR OF MANAGEMENT (HONOURS)

## PROGRAMME DETAILS

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

## ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*
- A pass in STAM with at least Grade Jayyid\*
- Matriculation or Foundation with at least CGPA of 2.00
- A Diploma (Level 4, MQF) with at least CGPA of 2.00
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval

- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT)

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1 compulsory

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 I

### Year 2 compulsory

FIN201	Business Finance
HRM201	Managing Human Resources
MGT201	Organisational Behaviour
MGT202	E-Business
MGT203	Business Research
MGT212	Business Analytics for Decision Making

Choose 3 subjects from the following:

ACC203	Financial Accounting II
ECO356	Malaysian Economy

Or

Any Year 2 elective subjects offered by Faculty of Business, Economics and Accounting (pre-requisites must be met)

### Year 3 compulsory

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

### Elective Choose 1

ECO372	Development Economics
MGT302	Change Management

Or

Any Year 3 elective subjects offered by Faculty of Business, Economics and Accounting (pre-requisites must be met)

## MPU subjects

### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192

# BACHELOR OF ECONOMICS (HONOURS)

## PROGRAMME DETAILS

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

## ASSESSMENT

Most subjects follow the assessment pattern below:

Continuous assessment (30% - 70%) & Final Assessment (30% - 70%)

## INTAKES

January, May, August,

## ENTRY REQUIREMENT

- A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects\*;
- A pass in STAM with at least Grade Jayyid\*;
- Matriculation or Foundation with at least CGPA of 2.00;
- A Diploma (Level 4, MQF) with at least CGPA of 2.00;
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00;
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to Senate / Academic Board's approval;
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to Senate / Academic Board's approval

- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT)

\* Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualification. The pass requirement for Mathematics and English at SPM level can be waived should the qualifications contain Mathematics and English subjects with equivalent/higher achievement.

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.5 or equivalent International English Language qualification

## SUBJECTS

### Year 1 compulsory

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
ITC101	Information Technology for Business
MGT101	Principles of Management
MKT101	Principles of Marketing

### Choose 1 subject from the following

ACC177	Elements of Accounting & Finance II
QBM176	Statistics II

### Year 2 compulsory

ECO256	Research Methods
ECO286	Microeconomics II
ECO287	Macroeconomics II
ECO203	International Economics
FIN201	Business Finance
HRM201	Managing Human Resources
MGT212	Business Analytics for Decision Making

### Year 3 compulsory

ECO400	Economics Research Project
ECO353	Fiscal & Monetary Policy
ECO306	Econometrics
ECO356	Malaysian Economy
ECO373	Monetary Economics
ECO372	Development Economics
ECO388	Economics for Industry
MGT301	Operations Management

1 **Elective** from Year 2 or Year 3 (pre-requisites must be met)

## MPU subjects

### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least 1 **MPU4** subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192; International students to take MPU3142 and MPU3192

# BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT) (HONS)

## PROGRAMME DETAILS

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

## ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment (60% - 100%) & Final Assessment (0% - 40%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with a minimum of Grade C (GP 2.00) in any two (2) subjects, or its equivalent
- A pass in STAM with a minimum grade of Jayyid or its equivalent
- Matriculation/Foundation with a minimum CGPA of 2.00 or its equivalent
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00 or its equivalent.
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT)

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.0 or equivalent International English Language qualification

## SUBJECTS

### Year 1

ACC102	Accounting for Hospitality & Tourism	TRM301	Food & Beverage Management
ECO101	Principles of Microeconomics	TRM304	Research Methodology for Hospitality Industry
ITC101	Information Technology for Business	TRM306	Training & Development in Hospitality Industry
MKT101	Principles of Marketing	TRM316	Banqueting and Convention Management
TRM101	Principles of Management for Hospitality and Tourism	TRM317	Service Management & Customer Care in Hospitality Industry
TRM103	Fundamental of Food & Beverage Service	TRM330	Industry Placement Practicum
QBM101	Business Statistics	TRM323	Contemporary Issues in the Hospitality and Tourism Industry

### Year 2 & 3 compulsory

FIN201	Business Finance	TRM400	Graduation Project
MGT204	Asian Entrepreneurship & Innovation		
MGT212	Business Analytics for Decision Making		
TRM200	Introduction to Tourism, Leisure & Hospitality Management		
TRM202	Organisational Behaviour for Service Industry		
TRM204	Human Resource Management for the Hospitality and Tourism Industry		
TRM207	Room Division Management		
TRM233	Hotel Operations Management		
TRM214	Accommodation Operation Management		

### Electives

Choose THREE (3) subjects from Year 2 or Year 3

TRM205	Introduction to Kitchen Operations and Food & Beverage Services
TRM231	Bar, Beverage and Barista Management
TRM232	Patisserie and Baking

Or any free elective in Year 2/Year 3 level

### MPU subjects

<b>2 MPU1*</b>	
MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

To choose at least **1 MPU4** subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192

# BACHELOR OF TOURISM MANAGEMENT (HONOURS)

## PROGRAMME DETAILS

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

## ASSESSMENT

Most subjects follow the assessment pattern below:  
Continuous assessment (60% - 100%) & Final Assessment (0% - 40%)

## INTAKES

January, March<sup>#</sup>, May, August, October<sup>#</sup>

<sup>#</sup> This intake is only applicable for those entering the programme without being granted any exemptions.

## ENTRY REQUIREMENT

- A pass in STPM with a minimum of Grade C (GP 2.00) in any two (2) subjects, or its equivalent
- A pass in STAM with a minimum grade of Jayyid or its equivalent
- Matriculation/Foundation with a minimum CGPA of 2.00 or its equivalent
- A Diploma (Level 4, MQF) with a minimum CGPA of 2.00 or its equivalent.
- Other equivalent qualifications recognised by the Malaysian Government (e.g A-Levels, Senior Middle 3 (UEC), Canadian Pre-University (CPU), Australian Matriculation Programme (AUSMAT)

## ENGLISH REQUIREMENT (International Students)

Minimum IELTS 5.0 or equivalent International English Language qualification

## SUBJECTS

### Year 1

ACC102	Accounting for Hospitality & Tourism	TRM322	Sustainable Tourism Management
ITC101	Information Technology for Business	TRM323	Contemporary Issues in the Hospitality and Tourism Industry
TRM101	Principles of Management for Hospitality and Tourism	TRM340	Internship in the Travel and Tourism Industry
TRM102	Tourism Marketing	TRM410	Undergraduate Tourism Project
QBM101	Business Statistics		

### Year 2 & 3

MGT204	Asian Entrepreneurship & Innovation	<b>Electives</b>	Choose FIVE (5) from the following (at least THREE (3) subjects from Year 3)
MGT212	Business Analytics for Decision Making	ITC201	Principles of Web Design
TRM200	Introduction to Tourism, Leisure & Hospitality Management	MKT212	Social Media Marketing
TRM202	Organizational Behaviour for Service Industry	TRM220	Heritage Interpretation Management
TRM203	Tourism Research Methodology	TRM227	Destination Marketing
TRM204	Human Resource Management for the Hospitality and Tourism Industry	LAW311	Cyberlaw and Ethics
TRM216	Tourism Geography	TRM314	Communication Strategies Skills
TRM222	Intercultural Studies	TRM315	Introduction to Special Event Management
TRM223	Tourism Operations	TRM316	Banqueting and Convention Management
TRM225	E-Tourism	TRM334	Wellness Tourism
TRM226	Computer Reservation System	TRM331	Nature and Adventure Tourism
TRM228	Special Interest Tourism	TRM332	Culinary Tourism
TRM229	International Tour Operations	TRM333	Theme Park Management

### MPU subjects

#### 2 MPU1\*

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

#### MPU2 / MPU3 Choose 1

MPU3212	Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
MPU3372	A* Gen Careers in Malaysia and Beyond
MPU3382	Integrity and Anti-Corruption

#### To choose at least 1 MPU4 subject

MPU3412	Co-curriculum – Sports 2
MPU3432	Co-curriculum – Event Management 2

### University Compulsory Subjects

HGA101	Discovering Oneself
HGA201	Engaging the World

\*Local students to take both MPU3182 and MPU3192 ; International students to take MPU3142 and MPU3192



## ACHIEVERS AND ALUMNI

### ASSOCIATE PROFESSOR DR KELVIN TAN JUI KENG

A former student of Foon Yew High School, Johor Bahru, he completed his Diploma in Business programme at HELP University with Distinction. He then went on to the University of Queensland (UQ) to complete his Bachelor of Commerce degree with a 1st Class Honours and a PhD in Finance. During his studies at UQ, he was awarded with numerous scholarships and academic awards such as the Dean's Award for Research Higher Degree Excellence. He was one of the first students from HELP University to obtain a PhD at the UQ Business School.

He is now an Associate Professor in Finance at UQ Business school with research interests in corporate finance. His work has been published in leading academic journals - A\* journals (ABDC ranked). He is also a member of UQ Business School (UQBS) Research Committee, the Vice President (membership) and a board member for the Asian Finance Association, which is one of the top finance associations in Asia and also an Associate Editor at the Accounting Research Journal. Besides being an excellent researcher, his teaching has also been well recognized by students and the school. In addition to being an inspiring teaching instructor, he is also a great research mentor for junior faculty and PhD students.



Associate Professor Dr Kelvin Tan receiving the teaching excellence award from Professor Andrew Griffiths, Executive Dean of the UQ Business School.



"The HELP BBus (Accounting) programme taught me how to communicate effectively, as well as developed my teamwork, leadership and time management skills. The technical and soft skills that I learnt have also prepared me for my career."

**Ong Wu Ping**  
Senior Financial Analyst, CBRE Malaysia  
Bachelor of Business (Accounting) (First Class Hons),

HELP University (2017)  
HELP University President's Award Winner (2017)  
Foundation in Arts, HELP University (2013)  
SMK Kepong Baru, KL (2011)



"Studying at HELP University has definitely helped gear me towards my current career goals. Besides, I had plenty of opportunities to be more confident and to speak effectively in public. My soft skills such as interpersonal communication have improved tremendously."

**Ong Wu Sheng**  
Assistant Audit Manager, KPMG Malaysia

Bachelor of Business (Accounting) (First Class Hons),  
HELP University (2018)  
HELP University President's Award Winner (2018)  
HELP Business Student Ambassador (2016-2017)  
Foundation in Arts, HELP University (2014)  
SMK Kepong Baru, KL (2012)



"Majoring in accountancy does not restrict my studies to financial and management accounting/ reporting, taxation and audit; it also covers economics, marketing, management, finance, law, information technology etc. My lecturers always share their

experiences and latest issues in the business world to make the class more interesting and prepare us for 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, the 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**  
AVP, DBS Bank (China) Limited  
BBus (Acc) (Hons) (HELP University) (2013)  
Grand finalist, Maybank GO Ahead 2012  
1st Runner-up, CIMA Global Business Challenge 2012 (Malaysia)  
SMJK Chong Hwa Jalan Gombak KL (2007)

## TO DATE MORE THAN 200 STUDENTS FROM HELP UNIVERSITY HAVE GRADUATED FROM PARTNER UNIVERSITIES UNDER VARIOUS SCHOLARSHIPS SCHEMES.



### HELP UNIVERSITY - UNIVERSITY OF QUEENSLAND SCHOLARSHIP WINNERS (JULY 2019 BATCH).

(Left to right): Ng Jing Kai, Andrean Lim Shih Yee, Harsheerit Kaur, Reyshma Selva Kumar, Lum XuFern



#### Ng Chun Ping

BCom (Acc), Macquarie University  
BBus (Fin) (HELP University) (2017-2018)  
Macquarie University Vice-Chancellor's International Scholarship – HELP University Elite (100%)  
Chong Hwa Independent High School KL



#### Yong Liang Wei

BCom (UNSW)  
BBus (Mkt) (HELP University) (2017-2018)  
International High Achievers Scholarship (2018), University of New South Wales Business School  
Foon Yew High School, Johor



#### Shalini a/p Arokiasamy Rajkumar

BCom (Fin) (ANU)  
BBus (Fin), HELP University (2017 - 2018)  
Awarded full scholarship by Australian National University (ANU) 2018  
SMK Tinggi Kluang, Kluang

## FIRST CLASS HONOURS FOR HELP BBUS STUDENTS AT LEADING UK UNIVERSITIES



“The HELP Bachelor of Business programme was a life-changing experience. Not only did I obtain a full scholarship to enter the University of the West of England in Bristol, UK and graduate with First Class Honours; the lecturers and the teaching standard at the Faculty of Business, Economics & Accounting were superlative. They genuinely care for your academic and personal well-being. I loved

all the subjects. Their advice: 'If you have any problems, come and talk to me' was reassuring and provided us the emotional stability to excel in our studies.”

#### Ginny Ngai Pik Gin

Digital Lending Lead, HSBC Bank in Digital Banking  
BA International Business Management (First Class Hons), University of the West England, Bristol (2018)  
University of the West of England-HELP University International Undergraduate Scholarship (Full Scholarship)  
BBus (International Business) (Hons), HELP University (2015 - 2017)  
A-Levels, Methodist College Kuala Lumpur (2014)  
SMK Seri Bintang Selatan KL (2012)



“The BBus programme at HELP prepared me well for studies at UCB because it honed my writing skills, and contributed to my success in the UCB programme which was completely assignment based. But it was the compulsory module on Business Research in HELP University that

really made a difference for me. The drilling in methodology and accurate referencing helped me cope with the rigorous demands of my dissertation on Risk Management under the supervision of an expert in the field.”

#### Adriana Ang Mei Chu

BA Business Enterprise (First Class Hons), University College Birmingham (2018)  
BBus (International Business) (Hons), HELP University (2015 - 2017)  
A-Levels, Methodist College Kuala Lumpur (2015)  
SMK (P) Seri Aman PJ (2013)

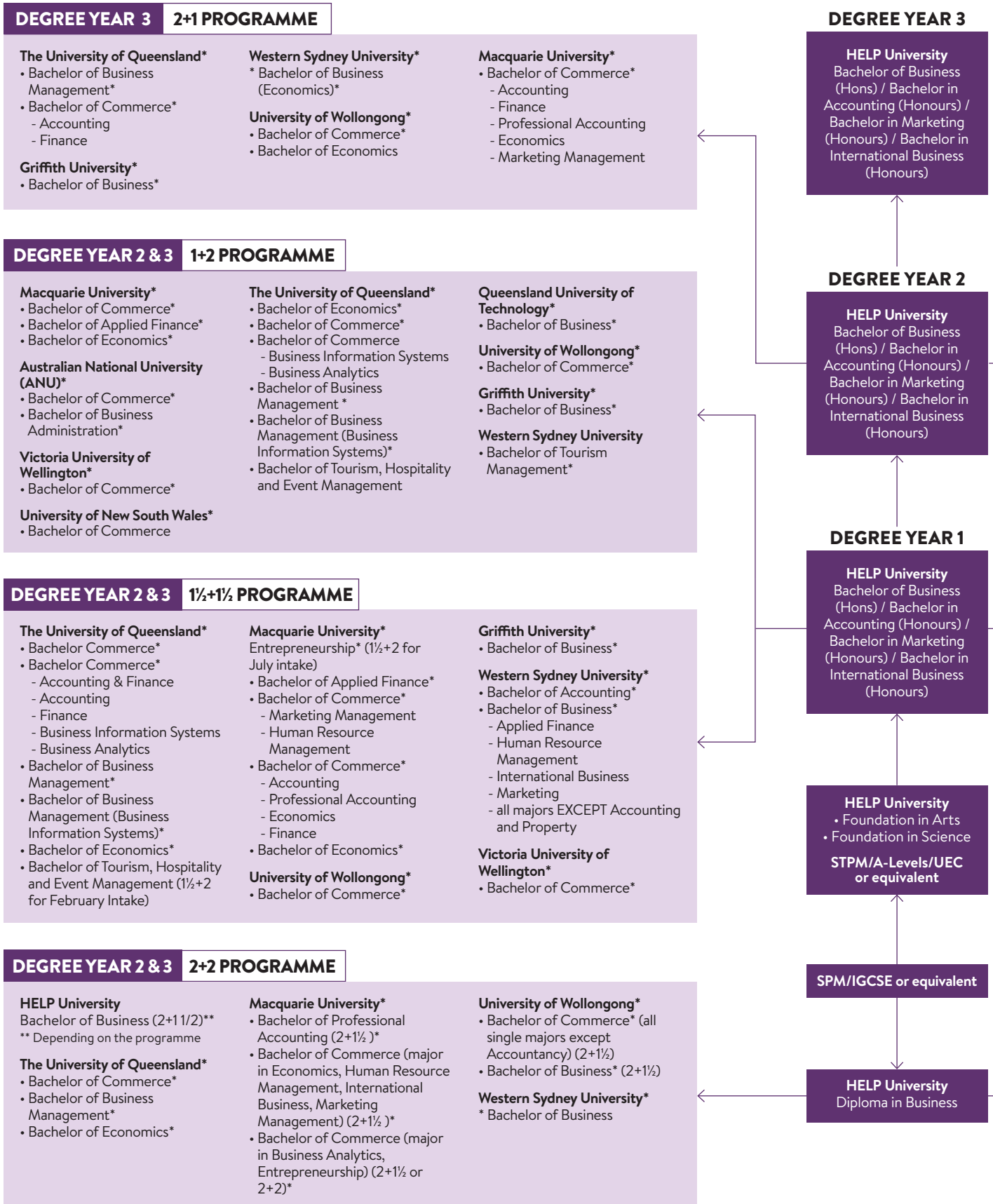
Both Ginny Ngai (left) and Adriana Ang (right) scored First Class Hons at the University of the West of England, Bristol and University College Birmingham respectively -- testimony to the strong foundation provided by the HELP Faculty of Business, Economics and Accounting.



# PROGRESSION PATHWAYS

## AUSTRALIA / NEW ZEALAND

HELP University has strong partnerships with many international universities. Our links extend to universities in Australia, UK, Ireland and New Zealand. Our bachelor's degree students have the flexibility to plan



\* Please refer to the Faculty of Business, Economics and Accounting administration office and Student Placement Centre for admission requirements.  
Notes: Progression Pathway 1½ +1½ : Student can also opt for a 1+2 arrangement. Progression Pathway 2+1: Student can also opt for a 1+2 or 1½ +1½ arrangement.

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 2+1½ or even a 2+½+1 or 2+1+1 arrangements.

## PROGRESSION PATHWAYS UK / US / IRELAND

### DEGREE YEAR 3 2+1 PROGRAMME

#### University of Hertfordshire\*

- Bachelor of Arts (Hons)\*
  - Accounting
  - Accounting and Finance
  - Business and Marketing
  - Economics
  - Human Resource Management
  - Marketing (Business Administration / Economics)

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

- Bachelor of Arts (Hons)\*

#### Bangor University\*

- Bachelor of Science (Hons)\*
  - Accounting and Finance
  - Banking and Finance
  - Business Management

#### University of Essex\*

- Bachelor of Science (Hons)\*
  - Business Economics
  - Business Management
  - Economics
  - Financial Economics
  - International Business and Entrepreneurship
  - Management Economics
  - Management and Marketing
  - Marketing

- Bachelor of Arts (Hons)\*
  - Business Administration
  - Business Economics
  - Economics
  - Financial Economics
  - International Economics
  - Management Economics

### DEGREE YEAR 2 & 3 1+2 PROGRAMME

#### University of Bristol\*

- Bachelor of Science (Hons)\*
  - Management
  - International Business Management
  - Marketing
  - Economics
  - Economics and Econometrics
  - Economics and Finance

#### Queen's University of Belfast\*\*

- Bachelor of Science (Hons)\*
  - Accounting
  - Economics

#### University of Portsmouth\*

- Bachelor of Arts (Hons)\*
  - Accountancy with Finance
  - Business and Human Resource Management
  - Business and Management
  - Business and Systems Management
  - Entrepreneurship and Business Marketing

#### University of Essex\*

##### Essex Business School / Essex Department of Economics

- Bachelor of Arts (Hons)\*
- Bachelor of Science (Hons)\*
- Bachelor of Science (Hons)\*
  - Actuarial Science
- BA/BSc Psychology

#### University of Leeds\*

- Bachelor of Arts (Hons)\*
  - Management
  - Management with Marketing
- Bachelor of Science (Hons)\*
  - Accounting & Finance
  - Economics
  - Business Economics

#### Cardiff University\*

- Bachelor of Science (Hons)\*
  - Business Management
  - Business Management (Human Resource Management / international Management / Logistics and Operations / Marketing)\*

#### University of Liverpool\*

- Bachelor of Arts (Hons)\*
  - Business Management
  - Business Economics
- Bachelor of Science (Hons)\*
  - Economics

#### Bangor University\*

- Bachelor of Science (Hons)\*
  - Accounting and Finance
  - Banking and Finance
  - Business Management

#### University of Sussex\*

- Bachelor of Science (Hons)\*
  - Accounting and Finance
  - Banking and Digital Finance (entry in 2023 onwards)
  - Economics
  - Economics and Management Studies
  - Finance (entry in 2022)
  - Finance and Business
  - Finance and Technology
  - International Business
  - Marketing and Management
  - Management Studies
- Bachelor of Arts (Hons)
  - Economics

#### University of Hertfordshire\*

- Bachelor of Arts (Hons)\*
  - Accounting
  - Accounting and Finance
  - Business & Accounting
  - Business Administration
  - Business and Marketing
  - Business Studies with Information Systems
  - Business Studies with Leadership Management
  - Economics
  - Finance
  - Human Resource Management
  - Marketing

#### University of West of England\*

- Bachelor of Science (Hons)
  - Accounting
  - Economics
- Bachelor of Arts (Hons)\*
  - Accounting and Finance
  - Accounting and Business Management
  - Business Management with Marketing
  - Economics
  - International Business Management
  - Business and Management
  - Accounting and Finance (Top Up)
  - Business Management with Accounting and Finance (Top Up)
  - Business Management with Marketing (Top Up)
  - Business and Human Resource Management (Top-Up)
  - International Business Management (Top-Up)
  - Business and Management (Top-Up)
  - Economics (Top Up)

\* The following programmes come with 1-year industry placement:

- BSc (Hons) Business Management with Placement (1+3)
- BSc (Hons) Finance with Placement (1+3)

### DEGREE YEAR 2 & 3 2+2 PROGRAMME

#### University of Essex\*

##### Essex Business School

- Bachelor of Science (Hons)\*
  - Banking and Finance
  - Data Science and Analytics
  - Finance
  - Finance and Management
  - International Business and Finance
  - Business Administration
  - Marketing
  - International Business and Entrepreneurship
  - Management and Marketing
  - Business Management

#### Bangor University\*

- Bachelor of Science (Hons)\*
  - Accounting and Finance
  - Banking and Finance
  - Business Management

#### University of Hertfordshire\*

- Bachelor of Arts (Hons)\*
  - Business & Accounting
  - Business Administration
  - Business Studies with Information Systems
  - Business Studies with Leadership Management

#### University of Leeds\*

- Bachelor of Arts (Hons)\*
  - Management\*
  - Management with Marketing\*

- Bachelor of Science (Hons)\*
  - Accounting & Finance\*

#### University of Liverpool\*

- Bachelor of Science (Hons)\*
  - Economics
- Bachelor of Arts (Hons)\*
  - Business Economics
  - Business Management

#### University of Sussex\*

- Bachelor of Science (Hons)\*
  - International Business
  - Marketing and Management
  - Business and Management Studies
  - Economics and Management Studies
  - Accounting and Finance

- Finance
- Bachelor of Science (Hons)\* / Bachelor of Arts (Hons)\*
  - Economics

#### University of Maine\*

- Bachelor of Science\*
  - Business Administration in Finance\*
  - Business Administration in Management\*
  - Business Administration in Marketing\*

\* Please refer to the Faculty of Business, Economics and Accounting administration office and Student Placement Centre for admission requirements.  
Note: Progression Pathway 2+1: Student can also opt for a 1+2 arrangement.



# CREDIT TRANSFER INTO 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)(2+1)\*
- Bachelor of Commerce (Accounting & Finance)(1½+1½)\*
- Bachelor of Commerce (Finance)(2+1)\*
- Bachelor of Business Management (Business Information Systems) (1½+1½)
- Bachelor of Commerce (Business Information Systems / Business Analytics) (1½+1½)
- Bachelor of Tourism, Hospitality and Event Management (Hotel and Hospitality Management Major)\*(1½+1½)/(1½+2)\*

### AUSTRALIAN NATIONAL UNIVERSITY\*

- Bachelor of Commerce (1+2)\*
- Bachelor of Business Administration (1+2)

### GRIFFITH UNIVERSITY\*

- Bachelor of Business

### MACQUARIE UNIVERSITY\*

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

### QUEENSLAND UNIVERSITY OF TECHNOLOGY\*

- Bachelor of Business (2+1)\*

### UNIVERSITY OF WOLLONGONG\*

- Bachelor of Commerce (Accountancy / Human Resource Management / International Business) (2+1)\*
- Bachelor of Commerce\* (all single majors except Accountancy) (2+1½)
- Bachelor of Business\* (2+1½)

### WESTERN SYDNEY UNIVERSITY

- Bachelor of Accounting (1½+1½)
- Bachelor of Business (1+2) / (1½+1½) / (2+1)
- Bachelor of Tourism Management (1+2)

## UNITED KINGDOM

SEPTEMBER INTAKE

### UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL\*

- BSc (Hons) Accounting / Economics (1+2)\*
- BA (Hons) Accounting and Finance / Accounting and Business Management / Business Management with Marketing / International Business Management / Business and Management (1+2)\*
- BA (Hons) Accounting and Finance / Business Management with Accounting and Finance / Business Management with Marketing / Economics / International Business Management / Business and Management (Top Up) (2+1)\*

### UNIVERSITY OF ESSEX\*

- BSc (Hons) Business Management / International Business and Entrepreneurship / Management and Marketing / Marketing (2+1)\*
- BA (Hons) Business Administration (2+1)\*
- BA / BSc (Hons) Business Economics / Economics / Financial Economics / Management Economics (1+2)\*
- BSc (Hons) Banking and Finance / Business Administration / Business Management / Data Science and Analytics / Finance / Finance and Management / International Business and Entrepreneurship / International Business and Finance / Management and Marketing / Marketing (1+2)\*
- BA / BSc (Hons) Psychology (2+1)\*
- Bachelor of Art (Hons) (2+2)\*
- Bachelor of Science (Hons) (2+2)\*
- BSc Actuarial Science (1+2)\*

### BANGOR UNIVERSITY\*

- BSc (Hons) Accounting and Finance / Banking and Finance / Business Management (2+1)\*

### CARDIFF UNIVERSITY\*

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

### UNIVERSITY OF BRISTOL

- BSc (Hons) Management / International Business Management / Marketing / Economics / Economics and Econometrics (1+2)\*

### UNIVERSITY OF HERTFORDSHIRE\*

- BA (Hons) Business & Accounting / Business Studies with Information Systems / Business Studies with Leadership Management (1+2)\*
- BA (Hons) Accounting / Accounting & Finance / Business Administration / Economics / Finance / Human Resource Management / Marketing / Business & Marketing (2+1)\*

### QUEEN'S UNIVERSITY OF BELFAST\*

- BSc (Hons) Accounting / Economics (1+2)\*
- BSc (Hons) Business Management with Placement (1+3)\*
- BSc (Hons) Finance with Placement (1+3)\*

### UNIVERSITY OF LEEDS\*

- BSc (Hons) Accounting & Finance / Economics / Business Economics (1+2)\*
- BA (Hons) Management with Marketing (1+2)\*

### UNIVERSITY OF LIVERPOOL\*

- BA (Hons) Business Management / Business Economics (Hons) (1+2)\*
- BSc (Hons) Economics (1+2)\*

### UNIVERSITY OF SUSSEX\*

- BSc (Hons) Accounting and Finance / Banking and Digital Finance / Economics and Management Studies / Finance and Business / International Business / Management Studies / Marketing and Management (1+2)
- BA / BSc (Hons) Economics (1+2)

### SWANSEA UNIVERSITY\*

- BSc (Hons) Economics\* (1+2)\*
- BSc (Hons) Economics and Business (1+2)\*

## CHINA

MARCH & SEPTEMBER INTAKES

### BEIJING JIAO TONG UNIVERSITY

- Bachelor of Management in Business Management (2+2)

### BEIJING FOREIGN STUDIES UNIVERSITY

- Bachelor of Business Management in Business Administration (International Marketing) (2+2)
- Bachelor of Business Management in E-Commerce (2+2)
- Bachelor of Business Management in International Business (2+2)
- Bachelor of Business Management in International Business (Chinese Business Studies) (2+2)
- Bachelor of Economics in Finance (International Finance) (2+2)
- Bachelor of Economics in International Economics and Trade (2+2)

## UNITED STATES

JANUARY & AUGUST INTAKES

### UNIVERSITY OF MAINE

- BSc Business Administration in Finance (2+2)\*
- BSc Business Administration in Management (2+2)\*
- BSc Business Administration in Marketing (2+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

**HELP BUSINESS GRADUATES ARE NOW WITH LEADING MULTINATIONAL COMPANIES INCLUDING ERNST & YOUNG, KPMG, DELOITTE'S, PWC, CIMB, MAYBANK, OCBC, DHL, TESCO AND MORE.**

“The Diploma in Business programme has provided me with a strong foundation to do my Bachelor of Business (Accounting) degree programme. The academic faculty in the diploma and bachelor degree programme are made up of high level industry professionals and academics with active consultancy portfolios. Their invaluable work expertise honed from years of experience have trained me well for my current job.”

**CHAI MING TAK**

Senior Associate, Ernst & Young  
Bachelor of Business (First Class Hons) Accounting (2018)  
Diploma in Business (2016)  
Hong Leong Foundation ROAR Scholarship Holder (2014-2018)



**Megan Gail Ventura**  
Regional Account Manager ,  
The Access Group UK,  
Australia branch  
BBus (Acc & Fin) (UQ)  
BBus (Marketing) (HELP)  
Awarded 100% Tuition Fee  
scholarship to complete her  
final year at University of  
Queensland  
SMK Ketari, Bentong, Pahang



**Choi Pui Mun**  
AVP, Internal Audit, Mizuho  
Bank Singapore  
BCom (Acc & Fin) (UQ)  
BBus (Acc) (HELP)  
Awarded 100% Tuition Fee  
scholarship: UQ International  
Undergraduate Scholarship  
SMK Seri Bintang Utara, KL



**Ong Vincent**  
Business Development  
Executive, Maybank  
BBus (Fin) First Class Hons  
(HELP) (2014)  
Foundation in Arts (HELP)  
Chong Hwa Independent  
High School KL



**Calvin Tee Voon Sheng**  
Account Manager, Facebook  
Singapore  
BBus Mgmt (Marketing)  
(UQ) (2016)  
BBus (Marketing) (HELP)  
UQ International  
Undergraduate Scholarship  
(covers 100% tuition fees)  
SMK Aminuddin Baki



**Phua Jing Wen**  
MIS and Reporting (Treasury  
Operations Department),  
OCBC Bank (M) Berhad  
BBus (Fin) First Class Hons  
(HELP) (2015)  
Affin Hwang Scholarship  
Holder  
Chong Hwa High School, KL



**Chan Sze Ern**  
Senior Analyst, Regional  
Business Finance, SEA Ltd  
Singapore  
BCom (Fin) (UQ) (2016)  
BBus (Fin) (Hons) (HELP)  
(2015)  
HELP-UQ Scholarship Holder  
A-Levels (HELP University)  
SMK Seri Mutiara KL



**Ng Ju Ynn**  
External Auditor, Ernst &  
Young Malaysia  
BCom (Acc & Fin) (UQ)  
(2013)  
BBus (Fin) (HELP)  
UQ International  
Undergraduate Scholarship  
SMK Kepong Baru



**Crystal Gan Tze Jin**  
Assistant Manager, OCBC  
Bank Malaysia  
BCom (Fin) (UQ) (2016)  
BBus (Fin) (HELP)  
HELP-UQ Scholarship Holder  
Foundation in Arts (HELP)  
SMK St Mary, KL



**Chong Kar Mun**  
Senior Tax Associate, PwC  
Singapore  
BBus (Acc) (HELP)  
SMK St Mary, KL



**Koh Kang Swee**  
Business Development  
Manager, RHB Bank Berhad  
Malaysia  
BBus (Fin) First Class Hons  
(HELP) (2014)  
Hin Hua High School, Klang



**Yip Chee Meng**  
Senior Analyst, RAM Rating  
Services Berhad  
MBA (HELP) (2018)  
BBus (Acc) First Class Hons  
(HELP University) (2014)  
HELP University President's  
Award  
Foundation in Arts (HELP)  
SMK Taman SEA KL



**Wong Wei Qi**  
Investment Analyst  
BBus (Fin) First Class Hons  
(HELP) (2014)  
SMK (P) Pudu, KL



## STUDENT CLUBS & ACTIVITIES

### AT THE FACULTY, WE PROVIDE FACULTY-SPECIFIC SUPPORT SERVICES AND PROGRAMMES TO SUPPORT STUDENTS.



#### COUNSELLING SERVICES

Counselling services are offered as a form of early intervention to assist students in various situations during their studies with the University. We believe we can help students when they:

- think they might have chosen the wrong field of study
- face challenging or distressing circumstances that may interfere with their studies
- require help to deal with various administrative issues e.g. appeals, feedbacks etc.
- require help on academic matters but do not know where to go to.

We may refer students to Centre for Psychological and Counselling Services (CPCS) colleagues when needed.

#### MENTORING

Our academic team provides one-to-one guidance during office hours for students who require additional coaching and guidance in their studies.

#### PEER TUTORING

Peer tutors are outstanding students who aspire to help their fellow juniors to deal with subject-specific issues. Peer tutors are available for selective subjects and/or upon request.

#### STUDENT BUDDY PROGRAMME

This programme matches the new students with senior students studying in the Faculty with the intention to assist the new students to adapt into the HELP culture and to allow the junior and senior

buddies to improve their listening and conversational skills in an informal and fun way. This programme will last for a period of one semester. Each new student will be assigned to a senior student as his/her buddy during his/her first semester in the Faculty.

#### EMPLOYABILITY & CAREER DEVELOPMENT

We create and maintain collaboration with Industrial partners. Our industry partners are invited to attend and provide feedback at the Final Year Project presentation by our students. Many of our students were offered jobs on-the-spot after their presentation. Our industry partners include KPMG, Deloitte, Frost & Sullivan, Amanah Raya, Nielsen, Wipro-Unza, OSK Group, Mediabrands, Huttons OneWorld, BDO, Leaderonomics, Warisan TC and many more.

#### INTERNSHIP OPPORTUNITY

Tailor-made for experiential learning, the Business Internship Programme gives students real insight into the world of work. It allows the students to apply the theories they learned at HELP in a workplace environment. This programme gives students the chance to test their skills in real-life situations, explore their career options and gain an insight into an organization or career path. Our partners for internship are, inter alia, KPMG, Deloitte, Frost & Sullivan, Mediabrands, Ogilvy & Mather, UOB Bank, Chart Nexus, and many more.



## CLUBS & SOCIETIES

The University offers students an exciting and diverse learning experience. We emphasise active learning through real-life scenarios and industry-relevant experiences. Various opportunities and platforms are made available for students to apply what they have learnt in theory. One of the avenues available is to join the following clubs and societies.

- HELP Accounting Club
- HELP Business Student Ambassadors
- HELP Business Student Council
- HELP Business Peer Tutor Programme
- HELP Chinese Independent School Student Association
- HELP Investment Club
- Community Outreach Society
- Young Entrepreneur Club





Spacious student lounge



BATIC Lounge



Multipurpose Hall



Common Area



Rooftop garden



Library



## MANAGEMENT

### MR STEPHEN WU GHEE KEAN

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

#### Pro Vice-Chancellor

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

**Acting Head, Department of Business  
Studies**

### DR LIEW HUEY MIN

BBA (Mktg) (UPM), MBA (Fin)  
(Malaya), DBA (HELP), FCMI

**Acting Deputy Dean, Faculty of  
Business, Economics and Accounting  
Head, Department of Accounting and  
Finance**

### DR ALICE LIM SOO MANG

BBUS (Southern Queensland),  
MBA (Hull), PhD (Malaya)

**Head, School of Hospitality & Tourism**

### MR N MADHAVAN A/L NANAIRAN

Cert Bus Studies (Western Australian  
Dept of Training), Associate Dip Bus  
(Acct) (Northern Territory), DipEcon  
(London), BA Hons (Acct & Fin)  
(Abertay Dundee), M Acct & Fin  
(HELP), MIA (Associate)

**Acting Deputy Head, Department of  
Accounting and Finance**

## ASSOCIATE PROFESSORS

### ASSOC PROF DR ANGELINE YAP KIEW HEONG

MBA (Acct), PhD (Acct) (Malaya),  
CA (M), ACMI

### ASSOC PROF DR JOYCE LEU FONG YUEN

BA (Industrial Economics) Hons (UKM),  
MSc(HRD) (UPM), PhD (Business)  
(IUMW)

### ASSOC PROF DR LEE TECK HEANG

BA (Acct) Hons (Kent), MCom (Acct)  
(CSturt), DBA (UniSA), CA (M)

### ASSOC PROF DR MELISSA TEOH TENG TENK

CMA (CIMA), MFin (RMIT), PhD (Fin)  
(Malaya), CA (M)

## SENIOR LECTURERS

### DR BAYANI A/P CHANDRA KUMAR

BBA (Finance) Hons (UTN), MBA  
(Finance) (University of Southern  
Queensland), PhD (Finance) (UTAR)

### DR ERNEST LIM KOK SENG

BA Hons (Western Michigan),  
MSc (UPM), EdD (Maths, USM)

### DR FATIMAH BINTI PA'WAN

BIntBusMgmt Hons (UUM), MSc  
(InfoMgmt) (UITM), PhD (UTM)

### DR GOPAL KRISHNA A/L VEERIAH

BA (Acct & Fin) First Class Hons  
(Greenwich), MSc (Fin) (Leicester),  
DBA (UUM)

### DR HARJEET KAUR

BSc (Resource Econ) Hons, MSc  
(UPM),  
DBA (UniSA), ACMI, SAS Certified  
Data Scientist

### DR KISHEN TULSIDAS ADNANI

BComp Sc (UPM), MBA (Info Sys)  
(Nottingham Trent), DBA (HELP)

### DR MONICA A/P SELVARAJA

BFin Hons, MBA (UNITEN), PhD (UPM)

### DR OOI KOK KEE

BLiberal Arts (Psych & Sociology)  
(Spicer Adventist), MBA (Strathclyde),  
DBA (UniSA), ACMI

### DR SAFIAH BINTI RASHID

BA (Econs) (Lakehead), MBA, DBA  
(UTAR)

### DR SHENBAGAKULALVOYMOZHI K

BEd, BCom, MCom, Post Grad Dip  
(Journalism and Mass Comm), PhD  
(Com) (Madurai Kamaraj)

### DR SRIDEVI R.K. NARAYANAN

BA (Econ) Hons, MEcon (Malaya),  
PhD (UTAR)

### DR SUMATHI PARAMASIVAM

BA (History) Hons (UKM), Post Grad  
Dip (Mktg), MA (Mktg) (Northumbria),  
FCMI, DBA (HELP)

### DR VIMALA A/P KADIRESAN

BMgmt Hons (MMU), MMgmt  
(Malaya),  
PhD (SEGi)

### MR ABD AZIS BIN ABD MAJID

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

### MR ALAN YAP CHENG TAT

MInfo & Comm Tech Mgmt (AeU)

### MS ANDREA WANG SHUAN WERN

BScEd (TESL) Hons (UTM),  
MESL (Malaya)

### MR CHONG FATT FEI

BSc (Biochemistry) Hons (UPM),  
MSc (IT) (UPM)

**MR GEORGE LAU LIANG CHUAN**

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

**MR GOBINATH A/L S.SELVANAYAGAM**

Higher Dip Hotel Mgmt & Tourism, BHosp & Tourism Mgmt (Taylor's), MBA (Berjaya)

**MR GOOI CHEE SAN**

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

**MR HARKIRANPAL SINGH A/L KARPAL SINGH**

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

**MR JACOB KULLEH**

BPublic Admin Hons (UUM), MBA (UPM), FCMI

**MR JOHN RAJKUMAR**

BSc (CompSc) (Clemson), MSc (CompSysMgmt) (Maryland)

**MS KAREN LEE SIEW YEN**

BBus (Swinburne), MBA (E-Commerce) (CSturt)

**MR K CHANDRA SAKARAN A/L KANAN**

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

**MR K CHANDRAN KARUPPAN**

BAcct Hons, MEd (Malaya)

**MS MACRINA FRANCESCA STEPHEN YAP**

BSc TESL Hons (UNIMAS), MEd (Malaya)

**MS MARILYN KEW PEI LING**

BCom (ANU), MAcct&Fin (HELP), CPA (Australia)

**MR MOHD JAMIL BIN JELANI**

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

**MR MUHAMAD SYAHIR BIN MUHAMAD STAMAM**

BSc (Hotel Mgmt) Hons, MHosp Mgmt (UiTM)

**MR RAJENDER SINGH A/L AJIT SINGH**

BA (History) Hons (USM), MA (Southeast Asian Studies) (Hull), MHRM (OUM)

**MS RAJESVARE RADA**

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

**MR RAVI VARMMAN KANIAPPAN**

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

**MS SEE YEE CHEN**

BSc (Stats) Hons, MInstrTech (Malaya)

**MR SELVANADAN MUNIAPPAN**

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

**MR SELVA VISHNU CHELLIAH**

MBA (Law & HR) (University of Western Australia), LLB (University of North London)

**MR SIMON LIM CHEE HOOI**

BSc (Auckland), Dip TESOL (LTTC), MTESOL (Auckland), FCMI

**MR VALLIAPPAN KASI**

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

**MS WONG SHIAU SAN**

BSc (Math) First Class Hons (UPM), MSc (Stats) (Malaya)

**LECTURERS****DR NORZAYANA BT YUSOF**

BComm & Admin (Acct) (VUW), MBA (UiTM), PhD (Bus Mgmt) (UiTM)

**DR SHARMILA A/P THINAGAR**

BA (Bus & Mgmt) Hons (Sunderland), MEcon, PhD (UKM)

**DR VIGNES A/L GOPAL KRISHNA**

BEcon First Class Hons (UPM), PhD (Malaya)

**MR BRIAN TAN FOO TEONG**

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

**MS DEEPA A/P ALAGAPPAN**

BSc(Psych) Hons (Industrial & Organisational Psychology) (UM, Sabah), MHRM (UTM)

**MR HOO KEH YOONG**

BSc (Actuarial Science) First Class Hons (UTAR), MApp Stats (Malaya)

**MS KOK SWEE FONG**

BSc (Statistic), MCom (Marketing) (UNSW)

**MS NAZATUL NA'AIMAH BT ZULKIFLY**

BSc Hosp & Tourism Management (MSU), Master in Tourism Management (UiTM)

**MS PAVITRA A/P KALAISELVAN**

LLB Hons (MMU), MCriminal Justice (Malaya)

**MR SYAMSULANG BIN SARIFUDDIN**

BEcon Hons (UPM), MEcon (UM)

**ADJUNCT FACULTY****DR ALAN CHEW FOOK YEW**

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

**DR AMY LIM SWEE GEOK**

ASEAN CPA, FMAAT(UK), CPA, FCCA(UK), CA (M), PhD (Finance)



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#### ELM Business School

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Tel: 03-2716 2000

#### Subang Bestari Campus

Persiaran Cakerawala, Subang Bestari, Seksyen U4, 40150 Shah Alam, Selangor  
Tel: 03-7849 3000



+6012-928 0864



[university.help.edu.my](http://university.help.edu.my)



[study@help.edu.my](mailto:study@help.edu.my)