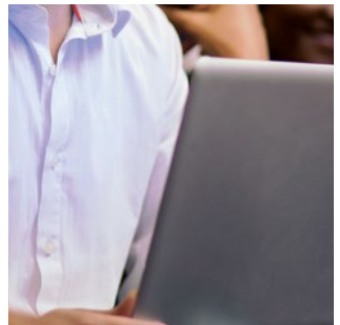
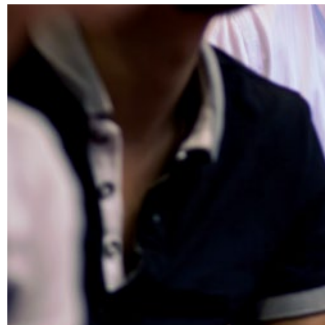
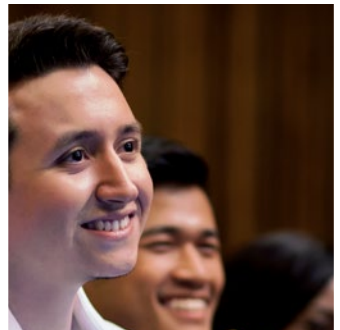
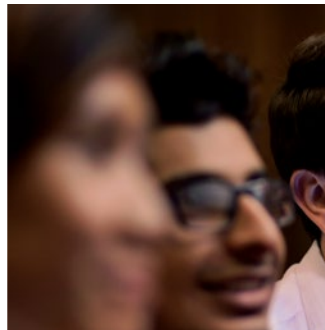
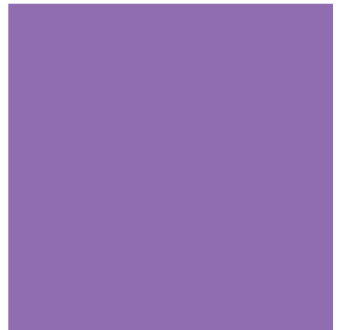


**BUSINESS
FINANCE
ACCOUNTING
MANAGEMENT
ECONOMICS**



CONTENTS

- 03** Why Business at HELP
- 04** Multiple Areas of Specialisation in Business
- 05** Proven Performance: HELP Team - National Top 3
- 06** Multiple Areas of Specialisation in Business
- 08** Proven Performance: Champions in CIMB ASEAN Stock Challenge
- 09** Student Mobility Programme
- 10** Professional Recognition
- 11** Programme Structure
- 19** Achievers and Alumni
- 20** Gateway to International Universities
- 21** Achievers and Alumni
- 22** Progression Pathways & Credit Transfer
- 25** Achievers and Alumni
- 28** Student Clubs & Activities
- 29** Academic Team



Welcome to the largest academic faculty in HELP University

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

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

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

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

The curriculum is broad-based in nature. It emphasises active learning through problem-solving and 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 in Australia, UK and New Zealand, including The University of Queensland, University of Melbourne, Australian National University, University of New South Wales, Macquarie University, University of Western Australia, University of Essex, Cardiff University, University of Otago and many others. Our business programme is one of the very few business programmes in the world which students are able 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 Binder. 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.

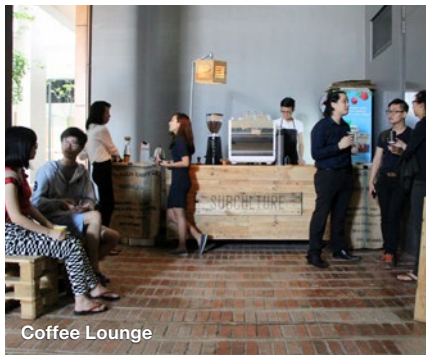
We sincerely welcome you to join our programmes and achieve excellence with us.

Stephen Wu
Dean, Faculty of Business, Economics and Accounting

ENJOY OUR BRAND NEW PURPOSE BUILT CAMPUS



Rooftop Garden



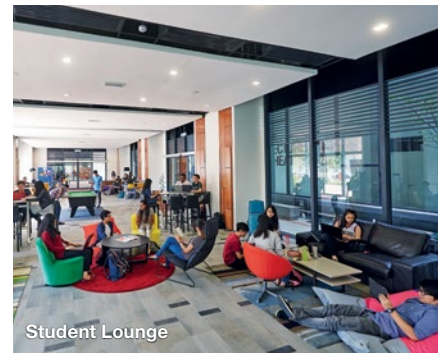
Coffee Lounge



Multipurpose Hall



Lecture Hall



Student Lounge



Library



Library

WHY BUSINESS AT HELP

Largest academic faculty at HELP University

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

Qualified and remarkable lecturers

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

Industry Advisory Board

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

Multiple areas of specialisations

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

Career Readiness & Competitiveness

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

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

Research and Development

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

Proven performance

Our students actively participate in business and accounting competitions and have garnered various awards: National Top 3 in the The CPA AUSTRALIA-KPMG CASE COMPETITION 2018 "Student to Strategist: Career Take-Off", Champion of the CIMB ASEAN Stock Challenge 2014, Champion for HELP-QUT Case Competition 2015, First runner-up (International) for Maybank Go Ahead. Challenge 2014, National Champion and World Top 6 for EY Young Tax Professional of the Year 2013, Champion (International) for Maybank Go Ahead. Challenge 2013, and Regional First Runner-up for Way Forward with CIMB Trading Competition 2011.

Internship and graduate training

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

Gateway to International Universities

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



MULTIPLE AREAS OF SPECIALISATION IN BUSINESS

1

Diploma in Business

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

Available at both campuses

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

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.

This programme has been structured and developed in 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.

2

Bachelor of Business (Accounting) (Hons)

KPT/JPS (R/344/6/0235) (A10833) 10/19

Available at both campuses

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.

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

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.

3

Bachelor of Business (Entrepreneurship) (Hons)

KPT/JPS (R/340/6/0388) (A10830) 10/19

Available at ELM campus only

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 they identify and assess opportunities, and enable action to be taken to pursue these opportunities.

of those content, skill, and critical areas that uniquely define entrepreneurship. Through a combination of academic and clinical experiences, students is 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.

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

4

Bachelor of Business (Finance) (Hons)

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

Available at both campuses

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.

related quantitative techniques and methodologies, economics and management.

On completion of this programme, graduates will understand:

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

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



NATIONAL TOP 3 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 attracted 29 teams of competitors from various universities in the country. Only third year final semester students with a 3.20 CGPA were allowed to participate in the competition. HELP team competed against 7 other teams and emerged as one of the National Top 3. All winning team members were offered confirmed positions at KPMG Malaysia.



Terrell Thu Jyee Chen

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

Jasmyn Lee Jia Min

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

Owen Puah Ting Wei

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

5

Bachelor of Business (Human Resource Management) (Hons)

KPT/JPS (R/340/6/0387) (A10832) 10/19

Available at
ELM campus only

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

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

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

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

6

Bachelor of Business (International Business) (Hons)

KPT/JPS (R/340/6/0386) (A6238) 10/19

Available at
both campuses

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.

7

Bachelor of Business (Marketing) (Hons)

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

Available at
both campuses

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

Upon completion of the programme, graduates would 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.

8

Bachelor of Business Psychology (Hons)

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

Available at Subang 2
campus only

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 personal management, training and development, human resource management and employee & customer relations.

Upon completion of the programme, students will have:

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

9

Bachelor of Management (Hons)

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

Available at ELM
campus only

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, critically develop critical skills for a wide range of real-world business and professional situations and be prepared for a career in business administration and management.

10

Bachelor of Economics (Hons)

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

Available at ELM
campus only

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

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.

11

Bachelor of Business (Hospitality Management) (Hons)

KPT/JPS (R/811/6/0287) (A6839) 03/21

Available at ELM
campus only

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

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

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

Hospitality Management is a vibrant 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.

12

Bachelor of Tourism Management (Hons)

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

Available at ELM
campus only

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.

PROVEN PERFORMANCE



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

HELP TEAM – CHAMPIONS IN THE CIMB ASEAN STOCK CHALLENGE

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

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

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

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



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 in 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 into the local life as they experience studying with other local students in their classes. Universities in different countries will have different intakes:

- March-June/September-December in Korea
- February-June/July -November in Australia
- Sept-Jan or Jan-June in UK

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



CAREER PROSPECTS*

Accounting

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

Entrepreneurship

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

Finance

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

Hospitality Management / Tourism Management

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

Human Resource Management

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

International Business

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

Marketing

- Brand Manager
- Business Development Manager
- Market Researcher

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

Business Psychology

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

Management

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

Economics

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

Our graduates are preferred employees for top companies

*Partial list of career prospects



PROFESSIONAL RECOGNITION

First CPA Australia accreditation in Malaysia

For a Malaysian private university's Accounting programme

Certified Practising Accountants (CPA) Australia

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

Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)

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

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

The Association of Chartered Certified Accountants (ACCA)

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

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

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

Malaysian Institute of Accountants (MIA)

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

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

The Chartered Financial Analyst® (CFA)

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

Society of Actuaries (SOA)

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

Financial Planning Association of Malaysia (FPAM)

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



Diploma in Business

Programme Details

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

Subjects

Level 1

Academic Subjects

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

Choose 1 elective from the following

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

4 Compulsory MPU Subjects

MPU1

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

MPU2 (Choose 1)

MPU2213	Bahasa Kebangsaan A*
MPU2223	Communication and Writing Skills

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

MPU3

MPU2313	Introduction to Malaysian Tourism
---------	-----------------------------------

MPU4 (Choose 1)

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

Level 2

Academic Subjects

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

Assessment

Most subjects follow the assessment pattern below:

Continuous assessment - 40%

Final examination - 60%

Entry Requirement

Any one of the following:

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

Intakes

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

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



Diploma in Business student Wu Yuen Theng, a winner of the Hong Leong Foundation's ROAR Scholarship, has participated in the Cultural Exchange Programme at Kuokmin University, Korea.



SPM 10 As top scorer, Daniel Gabriel George from SMK Methodist (ACS), Sitiawan chose to further his education in HELP's Diploma in Business. He has won 12 book prizes at HELP University since 2016.



Bachelor of Business (Hons)

Programme Details

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

Subjects

Year 1

9 compulsory subjects

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

Year 2 & 3

Accounting (14 compulsory subjects)

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

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

Finance (14 compulsory subjects)

ACC203	Financial Accounting 2
ECO202	Macroeconomic Analysis
FIN202	Financial Management
FIN203	Financial Institutions, Instruments & Markets
FIN204	Investment Analysis & Decision Making
FIN205	Wealth Management
FIN302	Analysis of Equity & Fixed Income Investments

FIN304	Global Financial Management
FIN305	Strategic Issues in Financial Management
FIN306	Derivative Securities & Risk Management
FIN307	Portfolio Management
HRM201	Managing Human Resources
MGT203	Business Research
MGT400	Graduation Project

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

Marketing (14 compulsory subjects)

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

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

Entrepreneurship (13 compulsory subjects)

FIN201	Business Finance
HRM201	Managing Human Resources
MGT200	Small Business Management
MGT203	Business Research
MGT204	Asian Entrepreneurship & Innovation
MGT206	Introduction to Entrepreneurial Behaviour
MGT207	New Venture Creation
MGT208	Franchising
MGT307	Strategic Planning for Entrepreneurs
MGT310	Corporate Venturing
MGT311	Entrepreneurship Business Plan
MKT305	Strategic Marketing Relationship
MGT400	Graduation Project

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

International Business

(14 compulsory subjects)

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

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

Human Resource Management (14 compulsory subjects)

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

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

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

Partial List of Electives (for all specialisations)

ACC201	Management Accounting 2
ACC291	Islamic Bank Management
ACC305	Corporate Governance
ACC312	Reporting Framework & Accounting Practice
BKG301	Comparative Banking Structure
COM200	Managerial Communication

ECO203	International Economics
FIN203	Financial Institutions, Instruments and Markets
FIN204	Investment Analysis & Decision Making
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
FIN301	Corporate Finance
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
ITC391	Business Analytics for Decision Making (<i>strongly recommended</i>)
LAW201	Company Law
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce
MGT300	Managing People across Cultures
MGT302	Change Management
MGT303	Corporate Policy & Strategy
MGT304	Strategic International Business Management
MGT305	Business Ethics & Social Responsibility
MGT309	Project Management
MGT312	E-Commerce Strategies
MKT206	Retail Management
MKT208	Brand Management
MKT212	Social Media Marketing
MKT213	Mobile Marketing
MKT301	Integrated Marketing Communications
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationship
MKT307	Environmental Marketing
MKT308	B2B Marketing
MKT309	Marketing Engineering
MKT313	Digital Product Management
MKT314	Search Marketing
QBM201	Advanced Business Statistics

Graduation Project

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

5 Compulsory MPU Subjects

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

Seminars (Career Skills)

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

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

Assessment

Most subjects follow the assessment pattern below:

Continuous assessment - 40%
Final Examination - 60%

Entry Requirement

Any one of the following:

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

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

Intakes

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

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



Bachelor of Business Psychology (Hons)

Programme Details

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

Subjects

Year 1

11 compulsory subjects

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

Year 2

6 compulsory subjects

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

Year 3

6 compulsory subjects

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

Partial List of Electives

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

BPSY221	Development Psychology
BPSY222	Learning and Cognition
BPSY309	Health Psychology
BPSY311	Psychological Testing for Business and Marketing

HRM202	Developing Human Resources
HRM302	Managing Occupational Health and Safety
HRM303	Managing Strategic Human Resources
INR201	Industrial Relations
ITC 391	Business Analytics for Decision Making (<i>strongly recommended</i>)
LAW207	Law of Employment
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT204	Asian Entrepreneurship and Innovation
MGT300	Managing People Across Cultures
MGT305	Business Ethics and Social Responsibilities
MKT205	Sales Management
MKT206	Retail Management
MKT301	Integrated Marketing Communication
MKT302	Strategic Global Marketing
MKT305	Strategic Marketing Relationships
MKT306	Services Marketing

Graduation Projects

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

5 Compulsory MPU Subjects

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

MPU2	(Choose 1)
MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business
<i>*For Malaysian students without a credit in SPM Bahasa Melayu.</i>	

MPU3	(Choose 1)
MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation

MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

MPU4

(Choose 1)	
MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

Assessment

Most subjects follow the assessment pattern below:
Continuous assessment – 50%
Final examination – 50%
Total – 100%

Entry Requirement

Any one of the following:

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

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

Intakes

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

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

Bachelor of Management (Hons)

Programme Details

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

Subjects

Year 1

9 compulsory subjects

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

Year 2

5 compulsory subjects

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

Choose 3 electives from the following

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

Year 3

8 compulsory subjects

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

Choose 1 elective from the following

ECO372	Development Economics
MGT302	Change Management
MGT376	Quality Management
ITC 391	Business Analytics for Decision Making (<i>strongly recommended</i>)

Graduation Project

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

5 Compulsory MPU Subjects

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

MPU2	(Choose 1)
MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business
<i>*For Malaysian students without a credit in SPM Bahasa Melayu.</i>	

MPU3	(Choose 1)
MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

MPU4	(Choose 1)
MPU3412	Co-curriculum – Sports 2
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

Assessment

Most subjects follow the assessment pattern below:
Continuous assessment – 50%
Final examination – 50%
Total – 100%

Entry Requirement

Any one of the following:

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

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

Intakes

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

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



Bachelor of Economics (Hons)

Programme Details

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

Subjects

Year 1

7 compulsory subjects

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

Choose 2 electives from the following

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

Year 2

6 compulsory subjects

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

Choose 3 electives from the following

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

Year 3

5 compulsory subjects

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

Choose 3 elective from the following

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

Economics Research Project

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

5 Compulsory MPU Subjects

MPU1

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

MPU2

(Choose 1)	Bahasa Kebangsaan A*
MPU3213	
MPU3233	Leadership in Business
<i>*For Malaysian students without a credit in SPM Bahasa Melayu.</i>	

MPU3

(Choose 1)	Comparative Ethics for Malaysia
MPU3313	
MPU3323	Malaysian Constitution
MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

MPU4

(Choose 1)	Co-curriculum – Sports 2
MPU3412	
MPU3422	Co-curriculum – Community Service 2
MPU3432	Co-curriculum – Event Management 2

Assessment

Most subjects follow the assessment pattern below:
Continuous assessment – 50%
Final examination – 50%
Total – 100%

Entry Requirement

Any one of the following:

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

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

Intakes

January, May, August

Bachelor of Business (Hospitality Management) (Hons)

Programme Details

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

Subjects

Year 1

8 compulsory subjects

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

Year 2 & 3

16 compulsory subjects

FIN201	Business Finance
MGT204	Asian Entrepreneurship & Innovation
TRM200	Introduction to Tourism, Leisure & Hospitality Management
TRM202	Organisational Behaviour for Service Industry
TRM204	Human Resource Management for the Hospitality and Tourism Industry
TRM211	Hotel Operation Management
TRM213	Hospitality Small Business Operations
TRM214	Accommodation Operation Management
TRM304	Research Methodology for Hospitality Industry
TRM305	Leadership & Management in Hospitality Industry
TRM312	Services Management in Hospitality
TRM313	Culinary and Restaurant Management
TRM320	Industry Placement Practicum
TRM321	Strategic Customer Care in Hospitality & Tourism
TRM323	Contemporary Issues in the Hospitality and Tourism Industry
TRM400	Graduation Project

2 Elective Subjects

Choose 1 elective from the following

TRM205	Introduction to Kitchen Operations and Food and Beverage Services
TRM207	Room Division Management
ITC 391	Business Analytics for Decision Making (<i>strongly recommended</i>)

And 1 elective from any Year 2 or Year 3 subjects

Graduation Project

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

5 Compulsory MPU Subjects

MPU1 (Choose 2)

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

MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business

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

MPU3 (Choose 1)

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

MPU4 (Choose 1)

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

Assessment

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

Entry Requirement

Any one of the following:

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

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

Intakes

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

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



Bachelor of Tourism Management (Hons)

Programme Details

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

Subjects

Year 1

7 compulsory subjects

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

Year 2 & 3

20 compulsory subjects

TRM201	Introduction to Tourism & Travel Management
TRM202	Organisational Behaviour for Service Industry
TRM203	Tourism Research Methodology
TRM204	Human Resource Management for the Hospitality and Tourism Industry
TRM213	Hospitality Small Business Operations
TRM220	Heritage Interpretation Management
TRM221	Tourism Management Technology Application
TRM222	Intercultural Studies
TRM223	Tourism Operations
TRM225	E-Tourism
TRM226	Computer Reservation Systems
TRM227	Destination Marketing
TRM228	Special Interest Tourism
TRM229	International Tour Operations
TRM305	Leadership & Management in Hospitality Industry
TRM310	Internship in the Travel and Tourism Industry
TRM321	Strategic Customer Care in Hospitality & Tourism
TRM322	Sustainable Tourism Management
TRM323	Contemporary Issues in the Hospitality & Tourism Industry
TRM410	Undergraduate Tourism Project

Choose 1 elective from the following

TRM312	Services Management in Hospitality
TRM314	Communication Strategies Skills
TRM315	Introduction to Special Event Management
ITC 391	Business Analytics for Decision Making (<i>strongly recommended</i>)

Undergraduate Tourism Project

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

5 Compulsory MPU Subjects

MPU1 (Choose 2)

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

MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business

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

MPU3 (Choose 1)

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

MPU4 (Choose 1)

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

Assessment

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

Entry Requirement

Any one of the following:

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

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

Intakes

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

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



Family of Achievers



“ 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

Audit Associate, KPMG

Bachelor of Business (Accounting) (First Class Hons), HELP University (2017)

2017 HELP University President’s Award Winner

Foundation in Arts, HELP University

SMK Kepong Baru, KL

“ Studying at HELP 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 grown tremendously.”

Ong Wu Sheng

Audit Associate, KPMG

Bachelor of Business (Accounting) (First Class Hons), HELP University (2018)

2018 HELP University President’s Award Winner

HELP Business Student Ambassador (2016-2017)

Foundation in Arts, HELP University

SMK Kepong Baru, KL



GATEWAY TO INTERNATIONAL UNIVERSITIES

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



Dr Kelvin Tan Jui Keng

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

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



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



First Class Honours for HELP BBus Students at Leading UK Universities



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.



“ 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.”

“ 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.”

Ginny Ngai Pik Gin

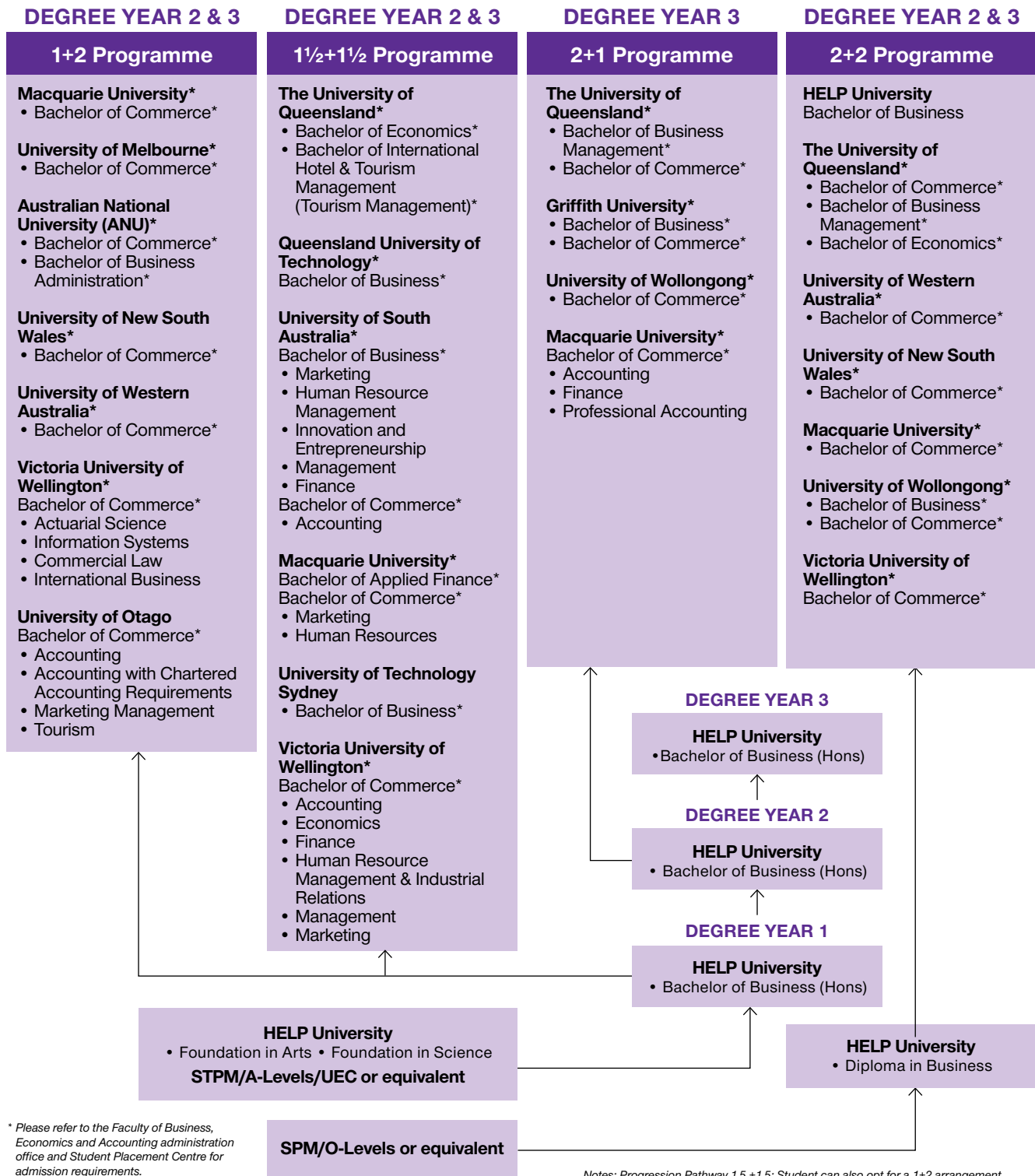
BA International Business Management (First Class Hons), University of the West England, Bristol (2018)
University of the West of England-HELP University International Undergraduate Scholarship (full scholarship)
BBus (International Business) (Hons), HELP University (2015 - 2017)
A-Levels, Methodist College Kuala Lumpur (2014)
SMK Seri Bintang Selatan KL (2012)

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)

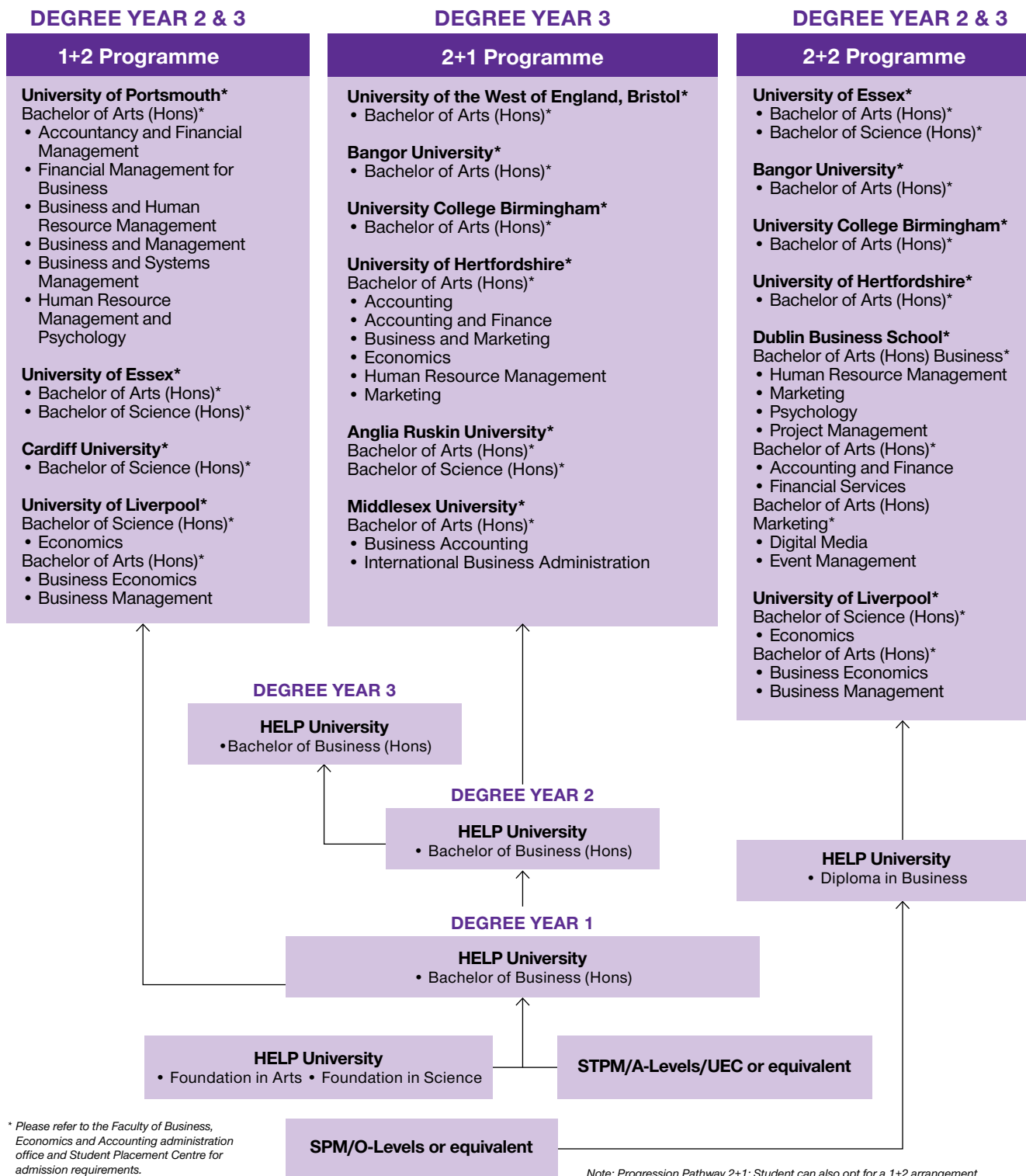


PROGRESSION PATHWAYS (AUSTRALIA / NEW ZEALAND)



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

Notes: Progression Pathway 1.5+1.5: Student can also opt for a 1+2 arrangement. Progression Pathway 2+1: Student can also opt for a 1+2 or 1.5+1.5 arrangement.





CREDIT TRANSFER FOR BACHELOR DEGREES

AUSTRALIA (February & July Intakes)

THE UNIVERSITY OF QUEENSLAND*

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

UNIVERSITY OF MELBOURNE*

- Bachelor of Commerce (1+2)*

AUSTRALIAN NATIONAL UNIVERSITY*

- Bachelor of Commerce (1+2)*

UNIVERSITY OF NEW SOUTH WALES*

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

UNIVERSITY OF WESTERN AUSTRALIA*

- Bachelor of Commerce (1+2)*

UNIVERSITY OF SOUTH AUSTRALIA*

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

GRIFFITH UNIVERSITY*

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

MACQUARIE UNIVERSITY*

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

QUEENSLAND UNIVERSITY OF TECHNOLOGY*

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

UNIVERSITY OF WOLLONGONG*

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

UNIVERSITY OF TECHNOLOGY SYDNEY

- Bachelor of Business (1½ + 1½)

UNITED KINGDOM (September Intake)

UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL*

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

UNIVERSITY OF ESSEX*

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

ANGLIA RUSKIN UNIVERSITY*

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

BANGOR UNIVERSITY*

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

CARDIFF UNIVERSITY*

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

UNIVERSITY COLLEGE BIRMINGHAM*

the degree is awarded by the University of Birmingham

- BA (Hons) Marketing Management / Business Enterprise / Digital Marketing (2+1)*
- BA (Hons) International Hospitality & Tourism Management (2+1)*

MIDDLESEX UNIVERSITY*

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

UNIVERSITY OF HERTFORDSHIRE*

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

UNIVERSITY OF PORTSMOUTH*

- BA (Hons) (Accountancy and Financial Management / Financial Management for Business / Business and Management / Business and Systems Management /Human Resource Management and Psychology / Business and Human Resource Management) (1+2)

UNIVERSITY OF LIVERPOOL*

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

NEW ZEALAND (February & July Intakes)

UNIVERSITY OF OTAGO*

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

VICTORIA UNIVERSITY OF WELLINGTON

- Bachelor of Commerce (Actuarial Science / Information Systems / Commercial Law / International Business) (1+2)
- Bachelor of Commerce (Accounting / Economics / Finance / Human Resource Management and Industrial Relations / Management / Marketing) (1½+1½)

* 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, PwC, CIMB, Maybank, OCBC, DHL, Tesco.



Khaw Ching Ai
Equity Capital Markets Analyst, RHB Investment Bank
BBus (Accounting) First Class Hons (2011)
 HELP President Award and won numerous scholarships and awards
 Nine papers exemption from ACCA
 SMK Aminuddin Baki



Choi Pui Mun
Assistant Manager, KPMG (Singapore)
BCom (Acc & Fin) (UQ)
BBus (Acc) (HU)
 UQ International Undergraduate Scholarship 2011 (covers 100% tuition fees)
 SMK Seri Bintang Utara, KL



Yip Chee Meng
Senior Associate, KPMG
MBA (HU) (2018)
BBus (Acc) First Class Hons (HU) (2014)
 HELP University President's Award (2014)
 Foundation in Arts (HU)
 SMK Taman SEA KL



Megan Gail Ventura
BBus (Acc & Fin) (UQ)
BBus (Marketing) (HU)
 Awarded 100% scholarship to complete her final year at University of Queensland
 SMK Ketari, Bentong, Pahang



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



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



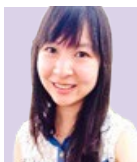
Calvin Tee Voon Sheng
Graduate Development Program, Hewlett Packard Enterprise
BBus Mgmt (Marketing) (UQ) (2016)
BBus (Marketing) (HU)
 UQ International Undergraduate Scholarship 2015 (covers 100% tuition fees)
 SMK Aminuddin Baki



Shalini a/p Arokiasamy Rajkumar
Associate, Ernst & Young
BCom (Fin) (ANU)
BBus (Fin) (HU)
 Awarded full scholarship by Australian National University (ANU) 2018
 SMK Tinggi Kluang, Kluang



Han Pei Wun
Tutor, UQ Business School
BBus (Fin) First Class Hons (UQ) (2013)
BBus (Acc) (HU)
 Foundation in Arts (HU)
 SMK Convent Bukit Nanas, Kuala Lumpur



Ng Ju Ynn
External Auditor, Ernst & Young Malaysia
BCom (Acc & Fin) (UQ) (2013)
BBus (Fin) (HU)
 UQ International Undergraduate Scholarship 2012
 SMK Kepong Baru



Lai Chee Cheng
Executive, Business & Corporate Banking, Hong Leong Bank
BCom (Fin) (UQ) (2015)
BBus (Fin) (HU)
 HELP-UQ Scholarship Holder 2014
 Chong Hwa Independent High School KL



Chan Sze Ern
Associate, PwC
BCom (Fin) (UQ) (2016)
BBus (Fin) (Hons) (HU) (2015)
 HELP-UQ Scholarship Holder 2016
 A-Levels (HU)
 SMK Seri Mutiara KL



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



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



Chong Kar Mun
Tax Associate, Ernst & Young Tax Consultants
BBus (Acc) (HU)
 SMK St Mary, KL



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



ACHIEVERS AND ALUMNI



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

JOEL WONG

Ernst & Young Young Tax Professional of the Year (YTPY) 2013, Malaysia
Completed Bachelor of Business (Hons) Accounting in January 2014
Currently working as Senior Associate (Transaction Advisory Services) in Ernst & Young

To-date more than 200 students from HELP University have graduated from partner universities under various scholarships schemes.



(Left to right): Leong Fong Yin, Cheong Jie Yao, Yong An Win, Ng Boon Ho, Ng Qi Yuan, Woon Jie Xiong and Lee Sujin are the latest batch of HELP Business students who received prestigious scholarships from the University of Queensland.



NG CHUN PING

**BCommerce (Acc),
Macquarie University
(Current)**

BBus (Fin) (HU) (2017-2018)

Macquarie University
Vice-Chancellor’s International
Scholarship – HELP University
Elite (100%)

Chong Hwa Independent High
School KL



YONG LIANG WEI

**BCommerce (UNSW
(Current)**

**BBus (Mkt) (HU) (2017-
2018)**

International High Achievers
Scholarship (2018), University
of New South Wales Business
School

Foon Yew High School, Johor



Maybank GO Ahead. Challenge 2014

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

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

SHANA TEH SOO ANN

Maybank Apprentice, Malayan Banking Berhad (Maybank)

BBus (International Business) (Hons) (HU)

1st runner-up (Team), Maybank GO Ahead. Challenge 2014.

SMK Convent, Jalan Peel, KL

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

LIU POW LENG

BBus (Acc) (Hons) (HU) (2013)

Country Desk, DBS Bank (China) Limited
Grand finalist, Maybank GO Ahead 2012

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

Foundation in Arts (UTAR) (2008)

SMJK Chong Hwa Jln Gombak KL (2007)



SIMONE NGAM YEE PING

**Group HR Executive, iProperty.com Malaysia Sdn Bhd
Senior Human Resource Executive, Korean Airlines Co. Ltd,
Regional HQ of Southeast Asia & Oceania (2013-2017)**

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

BBus (International Business) (Hons) (HU)

2nd runner-up (Team), L'Oreal Brandstorm 2012 (National)

SMK Perempuan, Jalan Ipoh, KL



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



STUDENT CLUBS & ACTIVITIES



1



2



3

The Faculty 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 avenues available is through joining the various clubs and societies in the university.

Clubs & 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



4



5



6

STUDENT PLACEMENT CENTRE

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

- Universities in Australia, UK, New Zealand and other countries
- Detailed information on entry requirements
- English language proficiency requirements
- Estimated cost of studying abroad
- Overview of the university/college application process
- Recommendations for overseas accommodation
- Visa requirements and documentations
- Flight reservations
- Pre-departure briefings
- Application fees to universities may be waived if applications are made through the HELP Student Placement Center.

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



Dean, Faculty of Business, Economics and Accounting

Mr Stephen Wu Ghee Kean

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

Head, Department of Business Studies

Dr Cheah Sin Chye

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

Head, School of Hospitality & Tourism

James Ng Kian Seng

Post Grad Cert (Bus), MBA (Southern Queensland)

Deputy Head, Department of Business Studies

Ms Liew Huey Min

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

Senior Lecturers

Dr Ang Eng Sieng

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

Dr Angelina Yap Kiew Heong

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

Dr Chew Eng Khuan

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

Dr David Ng Ser Heong

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

Dr Gopal Krishna a/I Veeriah

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

Dr Harjeet Kaur

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

Dr Hemalata A/P Alagan

BCompSc (Info Eng) Hons (USM), MEd (OUM), PhD (UNIMAS)

Dr James Nayagam @ James a/I Vethanayagam

BA (Econ) Hons (Sussex), MA (Rural Social Development) (Reading), PhD (Malaya),
Dip Labour Studies (Oxon), AMIM

Dr John Murugesu

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

Dr Kishen Tulsidas Adnani

BSc (Comp Sc) Hons (UPM),
MBA (Nottingham Trend),
DBA (HELP University)

Dr Lee Teck Heang

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

Dr Lim Chui Seong

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

Dr Melissa Teoh

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

Dr Ooi Kok Kee

BA (Psych), MBA (Strathclyde),
DBA (UniSA)

Dr Teh Chin Hoe

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

Dr Tharunika@Chithra Latha Ramalingam

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

Dr Wong Siew Chin

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

En Abd Azis Bin Abd Majid

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

Mr Gooi Chee San

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

Mr Hairul Hisam bin Bujang

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

Mr Harkiranpal Singh a/I Karpal Singh

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

Mr Jacob Kulleh

BPublic Admin Hons (UUM), MBA (UPM)

Ms Joyce Leu Fong Yuen

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

Mr K Chandra Sakaran a/I Kanan

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

Mr Lye Kok Keong

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

En Mohd Jamil bin Jelani

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

Mr N Madhavan a/I Nanairan

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

Pn Norzan Abdullah

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

Mr R Paneir Selvam

LLB Hons, LLM (UEL)

Ms Rajesvare Rada

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

Mr Ravi Varmman Kaniappan

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

Ms See Yee Chen

BSc (Stats) Hons, MInstrTech (Malaya)

Mr Selvanadan Muniappan

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

Mr Simon Lim Chee Hooi

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

Ms Sridevi R.K. Narayanan

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

Mr Steven Toh Choon Yoong

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

Ms Sumathi Paramasivam

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

Mr Valliappan Kasi

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

Mr Wan Cheong Kin

BEcon (UUM), MBA (MMU)

Mr Rajender Singh a/I Ajit Singh

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

Lecturers

Dr Hong Kay Tze

Blntl Bus (Intl Fin) Hons (UMS), MBA,
PhD (UPM)

Mr Alan Yap Cheng Tat

Master in ICT Management (Information Security) (AeU)

Ms Andrea Wang Shuan Wern

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

Mr Brian Tan Foo Teong

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

Mr George Lau Liang Chuan

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

Mr Hoo Keh Yoong

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

Mr K Chandran Karuppan

BAcct Hons, MEd (Malaya)

Ms Firdous binti Mohd Farouk

BAcct Hons (IUUM), MAcct (UiTM)

Ms Lucy Valentine Eruthayam

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

Ms Macrina Francesca Stephen Yap

BSc (Hons) TESL, MEd (UM)

Ms Monica a/p Selvaraja

BFin Hons, MBA (UNITEN)

Mr Muhamad Syahir bin Muhamad Stamam

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

Ms Sayidah Asma binti Basir

LLB Hons (Malaya), LLM (Malaya)

Ms Tan Shi Ai

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

Ms Took Shir Li

BEcon Hons (UKM), MEcon (UKM)

Tutor

Ms Yuhaashini d/o Gunasagaren

BA (Acc Studies) Hons (Abertay Dundee)

Adjunct Faculty

Dr Alan Chew Fook Yew

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



**THE NEW BUSINESS
ANALYTICS AND
TECHNOLOGY INNOVATION
CENTRE, SUBANG 2**

Actualising
HELP University's
transformation into a
Digital University
(completion end 2019)



www.help.edu.my



facebook.com/HELPUniversity



twitter.com/HELPUni

HELP University Sdn Bhd (Co No: 84963-D) Registration No: JPT/BPP(D)1000-701/507 DU028(W)

No. 15, Jalan Sri Semantan 1, Off Jalan Semantan, Bukit Damansara, 50490 Kuala Lumpur. Registration No: DU028(W)

Tel: 03-2716 2000 Fax: 03-2095 7100 Email: marketing@help.edu.my

Persiaran Cakerawala, Subang Bestari, Seksyen U4, 40150 Shah Alam, Selangor

Tel: 03-7849 3000 Fax: 03-7849 3299 Email: marketing@help.edu.my