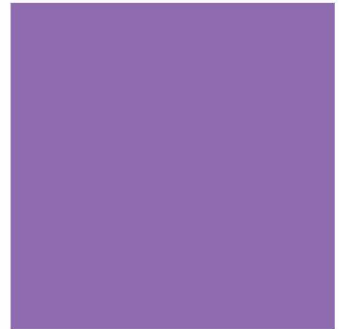


**BUSINESS  
FINANCE  
ACCOUNTING  
MANAGEMENT  
ECONOMICS**



# HELP: THE ANALYTICS-DRIVEN ENTREPRENEURIAL UNIVERSITY



The new Business Analytics and Technology Innovation Centre at HELP's Subang 2 campus



Phase Three expansion of Subang 2 which will add the signature Green-Digital Technology campus

## Creating the A\*Gen \*The Analytics Generation

To prepare for the future we are transforming to become the Analytics-Driven Entrepreneurial University. Our effort is recognised by MDEC which conferred us the Premier Digital Tech University Award. We also received the MDEC Recognition for Certificate Training in data science for students.

To support this transformation HELP invested RM25 million in the Business Analytics and Technology Innovation Centre (BATIC), which will be used to innovate and incubate techno-entrepreneurship. In addition, Phase Three expansion of Subang 2 is being planned and it will include the signature Green-Digital Technology Campus. We are getting bigger, better, bolder in our innovative education investment.

Besides using analytics to drive our management and teaching, we are also building our research capability in analytics application. Part of the research grant from the Ministry of Education and internal funding is allocated for analytics research.

To complement the above development, we have signed up with Bloomberg to set up the largest Bloomberg Finance Lab in Malaysia. This resource facility boosts the economics, business, financial and analytics training in our Faculty of Business, Economics and Accounting, the ELM

Graduate School, and the Faculty of Computing and Digital Technology. In addition, we have internship collaboration with AI companies and techno-entrepreneurs.

During the last 33 years HELP has been exploring and experimenting with innovative ways to evolve our education philosophy, principles and practices. To achieve the 3 Cs, we

### All HELP students are eligible for the free Certificate in Big Data and Business Analytics course

Each of these is supported by a programme of skills training and attitude development: viz, the Critical Thinking Skills Programme, the Entrepreneurship-Leadership-Management Programme (ELM), and the Analytics Certificate Programme. This is the core education culture of HELP University as we prepare our students to be IR 4.0 future ready.

have designed the TEA culture to nurture the right skills and predisposition in our students.

TEA is the acronym for Thinking mind, Entrepreneurial attitude, Analytics skills: T is about robust thinking skills; E is about having a problem-solving mindset; A is about the skills in



# WELCOME TO THE LARGEST ACADEMIC FACULTY IN HELP UNIVERSITY

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

Among the valuable skills that they learn are: 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.

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 Liverpool, University of Leeds, Cardiff University, University of Essex, University of Otago and many others. Our business programme is one of the very few in the world 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 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



Student Lounge



Student Lounge



Computer Lab

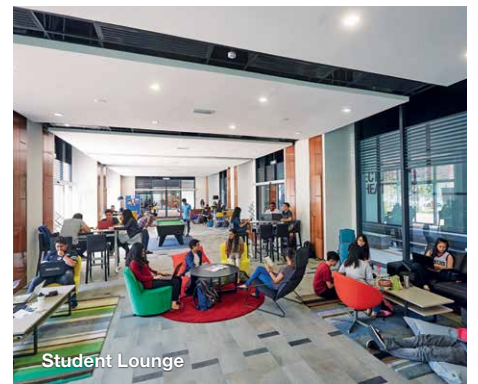


Multipurpose Hall





Student Lounge



Student Lounge



Rooftop Garden



Coffee 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 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 at the inception of HELP in the same year. At present, it is the largest academic faculty at HELP University with more than 2,500 undergraduate students.

## Qualified and remarkable lecturers

Experienced faculty members with an excellent track record of nurturing top achievers - 172 scholarship recipients from The University of Queensland to date (placed #48 in the QS World Ranking 2019). 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.

## Multiple areas of specialisation

The Bachelor of Business (Hons) programme 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 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. Our newly minted tracks for 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.

## Research and development

The faculty encourages research among its academic staff. We believe such initiatives will contribute significantly to the 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 publication of a scholarly paper by two of our lecturers in the International Journal of Housing Markets and Analysis which received the Emerald Literati Award 2017.

## Proven performance

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

## Internship and graduate training

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 Binder 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, 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 of England, University of Essex, Bangor University, University of Leeds and University of Liverpool. Furthermore, HELP University is the only university in Malaysia with the exclusive 2+1 credit transfer arrangement with the University of Queensland.

## 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, limited to third year final semester students with a 3.20 CGPA. The HELP team competed against 7 other teams and emerged as one of the National Top 3. All the winning team members were offered employment at KPMG Malaysia.



### **Terrell Thu Jyee Chen**

- 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 (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 (2019)
- 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 (2019)
- 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

# 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.

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.

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.

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, 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.

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.

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

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.

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.

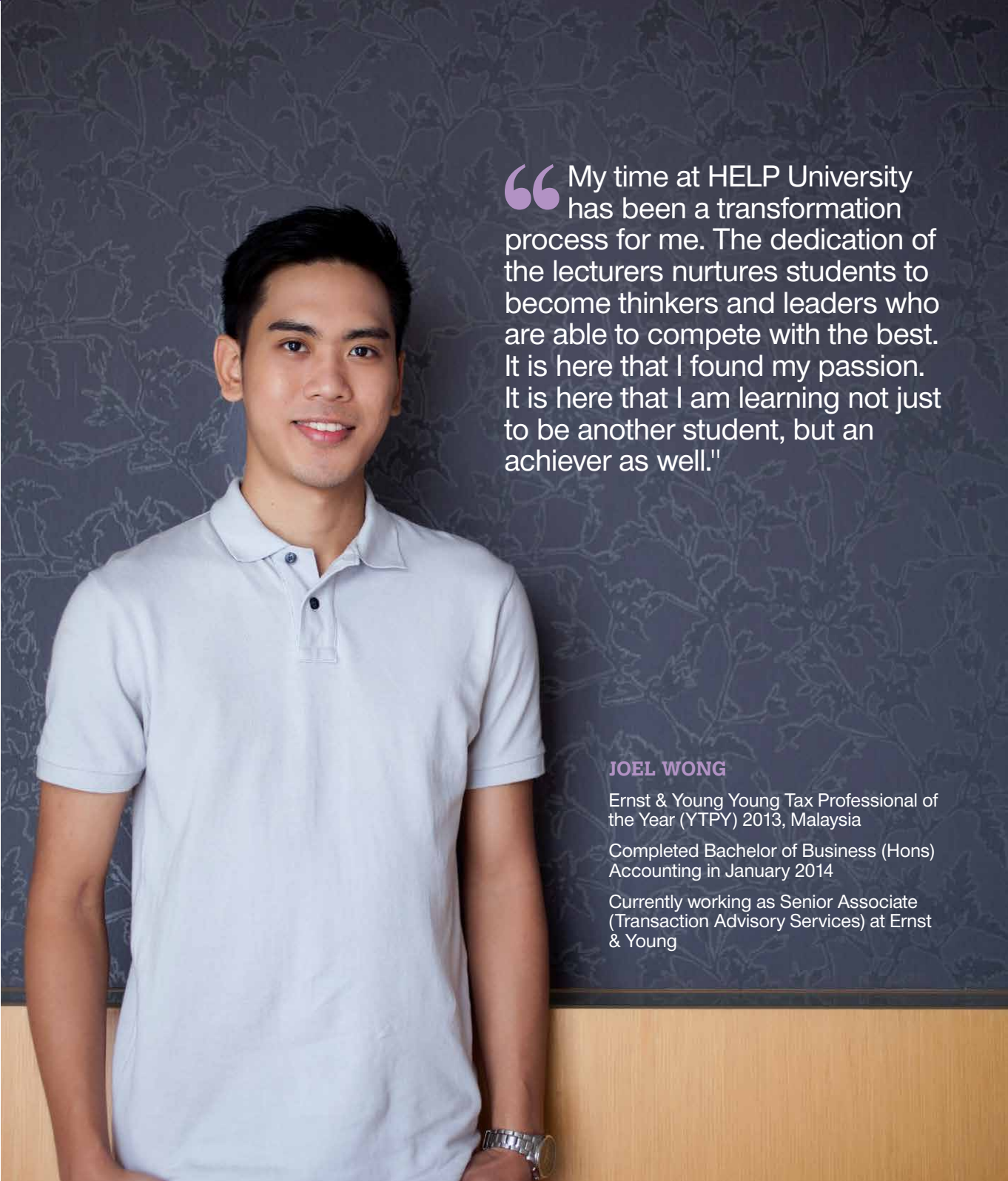
This programme provides rigorous training in the theory and applications of finance. The programme involves a core in mainstream finance supplemented with studies

in related quantitative techniques and methodologies, economics and management.

On completion of this programme, graduates will understand:

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



A portrait of a young man with dark hair, wearing a light blue polo shirt, standing against a dark blue background with a subtle floral pattern. He is smiling slightly and looking towards the camera. A silver watch is visible on his left wrist.

“ 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) at Ernst & Young

# MULTIPLE AREAS OF SPECIALISATION IN BUSINESS

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

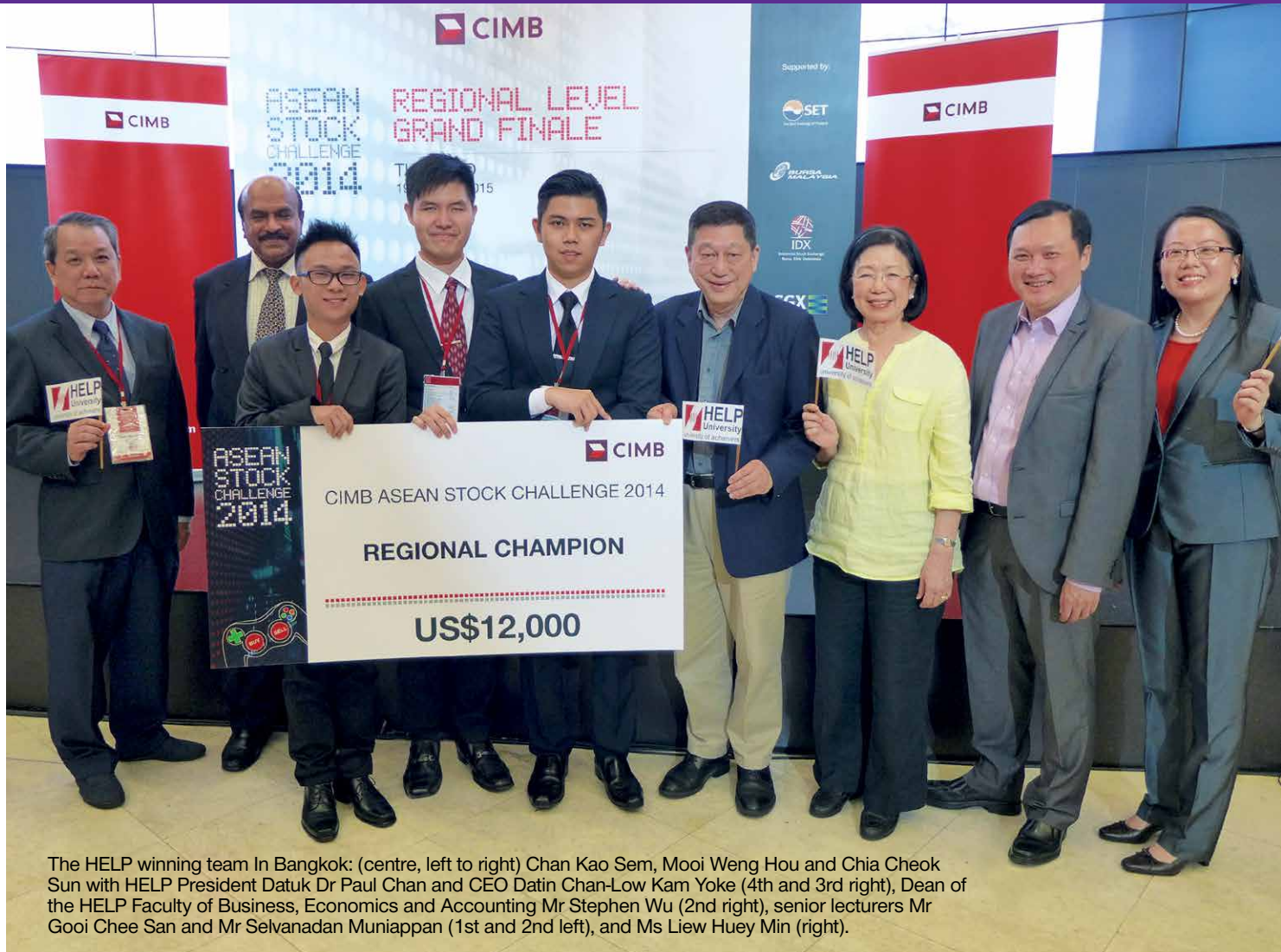
Available at  
ELM campus only

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.

# 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 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 in 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 above programme, please refer to the administration office of Faculty of Business, Economics and 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) 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 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 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.

### **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 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's 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 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 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 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 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 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

#### 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
MPU2253	Computerised Accounting System

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

#### MPU3

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

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

#### LEVEL 2

#### Academic Subjects

D2ACC100	Financial Accounting
D2ACC110	Accounting for Business Decisions
D2ECO110	Microeconomics
D2ECO120	Macroeconomics
D2FIN100	Introduction to Finance
D2HRM100	Introduction to Human Resource Management

D2LAW110	Business Law
D2MGT100	Organisations & Management
D2MGT120	Introduction to Business Ethics
D2MKT110	Marketing Principles
D2QBM117	Business Statistics

Choose 1 elective from the following

DIP1BUS01	Introduction to Business Administration
DIP1PR01	Introduction to Public Relations
D2BIP200	Diploma Internship Programme
D2ACC210	Intermediate Financial and Management Accounting <sup>1</sup>
D2PSY101	Introduction to Psychology <sup>2</sup>
D2MAT101	Intermediate Business Mathematics <sup>3</sup>
D2TRM101	Introduction To Tourism and Leisure Management <sup>4</sup>

### 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<sup>#</sup>, May, 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 Accounting pathway

<sup>2</sup> For Business Psychology pathway

<sup>3</sup> For Economics pathway

<sup>4</sup> For Tourism Management pathway



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 13 book prizes at HELP University since 2016.

# PROGRAMME STRUCTURE

## Bachelor of Business (Hons) Accounting

### PROGRAMME DETAILS

- 3-year to 3-year 1 semester honours programme
- 32 subjects including a graduation project and internship (compulsory)
- 14 weeks for full semester; 7 weeks for half semester

### SUBJECTS

#### YEAR 1

##### 10 compulsory subjects

ACC101	Financial Accounting 1
ACC103	Management Accounting 1
ECO101	Principles of Microeconomics
ECO102	Principles of Macroeconomics
ENG 101	English for Academic Purposes
ITC101	Information Technology for Business
LAW101	Business Law
MGT101	Principles of Management
MKT101	Principles of Marketing
QBM101	Business Statistics

#### YEAR 2 & 3

##### 15 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
AIP300	Accounting Internship Programme
FIN202	Financial Management
HRM201	Managing Human Resources
LAW201	Company Law
TAX301	Taxation
MGT203	Business Research
MGT400	Graduation Project

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

##### Electives (partial list) (for all specialisations)

ACC291	Islamic Bank Management
ACC305	Corporate Governance
ACC312	Reporting Framework & Accounting Practice
BKG301	Comparative Banking Structure
COM200	Managerial Communication
ECO203	International Economics
FIN203	Financial Institutions, Instruments and Markets

FIN204	Investment Analysis & Decision Making
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
FIN301	Corporate Finance
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
LAW201	Company Law
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce
<b>MGT212</b>	<b>Business Analytics for Decision Making (strongly recommended)</b>
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 field 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
MPU3243	Personal Branding and Career Management

\* 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 – 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%



“ I am indebted to the lecturers who have guided me throughout my Diploma and Bachelor's degree studies at HELP University. They inspired me in my quest for knowledge. The HELP Diploma in Business covers the whole spectrum of business: Accounting, Finance, Economics, Management, Marketing, Law, Quantitative Methods, Ethics and Human Resource Management. The wide coverage of the Diploma syllabus built a strong foundation for my Bachelor's degree studies in Accounting”.



## Kueh Wan May

KPMG Associate in Accounting and Advisory Outsourcing Service (current)

Table Tennis Malaysia National Player (2015)

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

Diploma In Business, HELP University (2015)

Chung Hua Middle School, Kuching (2008)

## ENTRY REQUIREMENT

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.5 out of 4.0\*\*
- HELP Diploma in Business with a minimum CGPA score of 2.5 out of 4.0\*\*
- 2 C+ 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

## ENGLISH REQUIREMENT

- MUET Band 2 (Malaysian students) ^ or IELTS 5.5 (international students) or equivalent international English Language qualification

\*\* *The stated qualifications must be supported with a credit in Mathematics and a pass in English at SPM level. This requirement can be waived should the qualification contain Mathematics and/or English subject(s) with equivalent/higher achievement.*

\*\*\* *Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.*

^ *Waived if students have completed a pre-university or diploma programme that is conducted in English.*

## 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.*

# PROGRAMME STRUCTURE

## Bachelor of Business (Hons) Finance

### 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
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

#### 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)

#### 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
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
FIN301	Corporate Finance
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
LAW201	Company Law
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce
<b>MGT212</b>	<b>Business Analytics for Decision Making (strongly recommended)</b>
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 field 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
MPU3243	Personal Branding and Career Management

\* 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 – 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 2.5 out of 4.0\*\*
- HELP Diploma in Business with a minimum CGPA score of 2.5 out of 4.0\*\*
- 2 C+ 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

### ENGLISH REQUIREMENT

- IELTS 6.0 (international students) or equivalent international English Language qualification

\*\* The stated qualifications must be supported with a credit in Mathematics and a pass in English at SPM level. This requirement can be waived should the qualification contain Mathematics and/or English subject(s) with equivalent/higher achievement.

\*\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### INTAKES

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

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

# PROGRAMME STRUCTURE

## Bachelor of Business (Hons)

### PROGRAMME DETAILS

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

##### 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\*

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

##### 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

##### Electives (partial list) (for all specialisations including Accounting and Finance)

ACC201	Management Accounting 2
ACC291	Islamic Bank Management
ACC305	Corporate Governance
ACC312	Reporting Framework & Accounting Practice
BKG301	Comparative Banking Structure
COM200	Managerial Communication
ECO203	International Economics
FIN203	Financial Institutions Instruments and Markets
FIN204	Investment Analysis & Decision Making
FIN206	Introduction to Technical Analysis & Trading
FIN207	Mergers & Acquisitions
FIN301	Corporate Finance
ITC201	Principles of Web Design
ITC304	Digital Payment and Security
LAW201	Company Law
LAW305	International Business Law
LAW311	Cyberlaw & Ethics
MAT201	Business Mathematics
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT202	E-Business
MGT204	Asian Entrepreneurship & Innovation
MGT205	Asian Business Environment
MGT209	Production & Logistics Management
MGT211	E-Commerce
MGT212	Business Analytics for Decision Making (strongly recommended)
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 field 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
MPU3243	Personal Branding and Career Management

\*\* 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 – 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) \*\*\*
- 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.

\*\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### 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.

# PROGRAMME STRUCTURE

## Bachelor of Business Psychology (Hons)

### PROGRAMME DETAILS

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

### SUBJECTS

#### YEAR 1

##### 11 compulsory subjects

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

#### YEAR 2

##### 6 compulsory subjects

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

#### YEAR 3

##### 6 compulsory subjects

MGT302	Change Management
BPSY302	Introduction to Industrial/Organisational Psychology
BPSY310	Cross Cultural Psychology
BPSY314	Introduction to Economic Psychology
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
LAW207	Law of Employment
MGT200	Small Business Management
MGT201	Organisational Behaviour
MGT204	Asian Entrepreneurship and Innovation

##### MGT212 Business Analytics for Decision Making (strongly recommended)

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
MPU3243	Personal Branding and Career Management

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

#### MPU3 (Choose 1)

MPU3313	Comparative Ethics for Malaysia
MPU3323	Malaysian Constitution

MPU3333	Malaysian Digital Transformation
MPU3343	Career Pathways in the field of Behavioural Sciences in Malaysia
MPU3353	Personal Financial Planning in Malaysia
MPU3373	Goods & Services Tax in Malaysia

#### MPU4 (Choose 1)

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

### ASSESSMENT

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

### ENTRY REQUIREMENT

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with minimum CGPA 2.0 out of 4.0\*\*
- HELP Diploma in Business with minimum CGPA 2.0 out of 4.0\*\*
- 2 Cs in STPM\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC)\*\*\*
- 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.

\*\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### 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

#### MGT212 Business Analytics for Decision Making (strongly recommended)

### 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

#### 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
MPU3243	Personal Branding and Career Management

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

### MPU3 (Choose 1)

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

### MPU4 (Choose 1)

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

## ASSESSMENT

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

## ENTRY REQUIREMENT

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
- HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
- 2 Cs in STPM\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC)\*\*\*
- 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.

\*\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

## 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.

# PROGRAMME STRUCTURE

## 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
<b>MGT212</b>	<b>Business Analytics for Decision Making (strongly recommended)</b>
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 a related area 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
MPU3243	Personal Branding and Career Management

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

#### MPU3 (Choose 1)

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

#### MPU4 (Choose 1)

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

### ASSESSMENT

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

### ENTRY REQUIREMENT

Any one of the following:

- HELP Foundation in Arts / Foundation in Science with a minimum CGPA score of 2.0 out of 4.0
- HELP Diploma in Business with a minimum CGPA score of 2.0 out of 4.0
- 2 Cs in STPM\*\*
- 2 A-Level passes
- 5 Bs in Senior Middle 3 (UEC)\*\*\*
- 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.

\*\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English Requirement.

### 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

<b>MGT212</b>	<b>Business Analytics for Decision Making (strongly recommended)</b>
TRM205	Introduction to Kitchen Operations and Food and Beverage Services
TRM207	Room Division Management

And 1 elective from any Year 2 or Year 3 subjects

## GRADUATION PROJECT

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

## 5 COMPULSORY MPU SUBJECTS

### MPU1 (Choose 2)

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

### MPU2 (Choose 1)

MPU3213	Bahasa Kebangsaan A*
MPU3233	Leadership in Business
MPU3243	Personal Branding and Career Management

\* 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.

\*\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

## 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.

# PROGRAMME STRUCTURE

## 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

### 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
MPU3243	Personal Branding and Career Management

\* 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.

\*\*\* Please refer to the Faculty of Business, Economics and Accounting on the Mathematics and English requirement.

### 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.

## 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 Peng

Audit Associate, KPMG (Current)  
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 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

Audit Associate, KPMG (Current)  
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's 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 the UQ Business School; he also won the 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 a recipient of the Award for Excellence in Teaching in 2013 and the 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.”

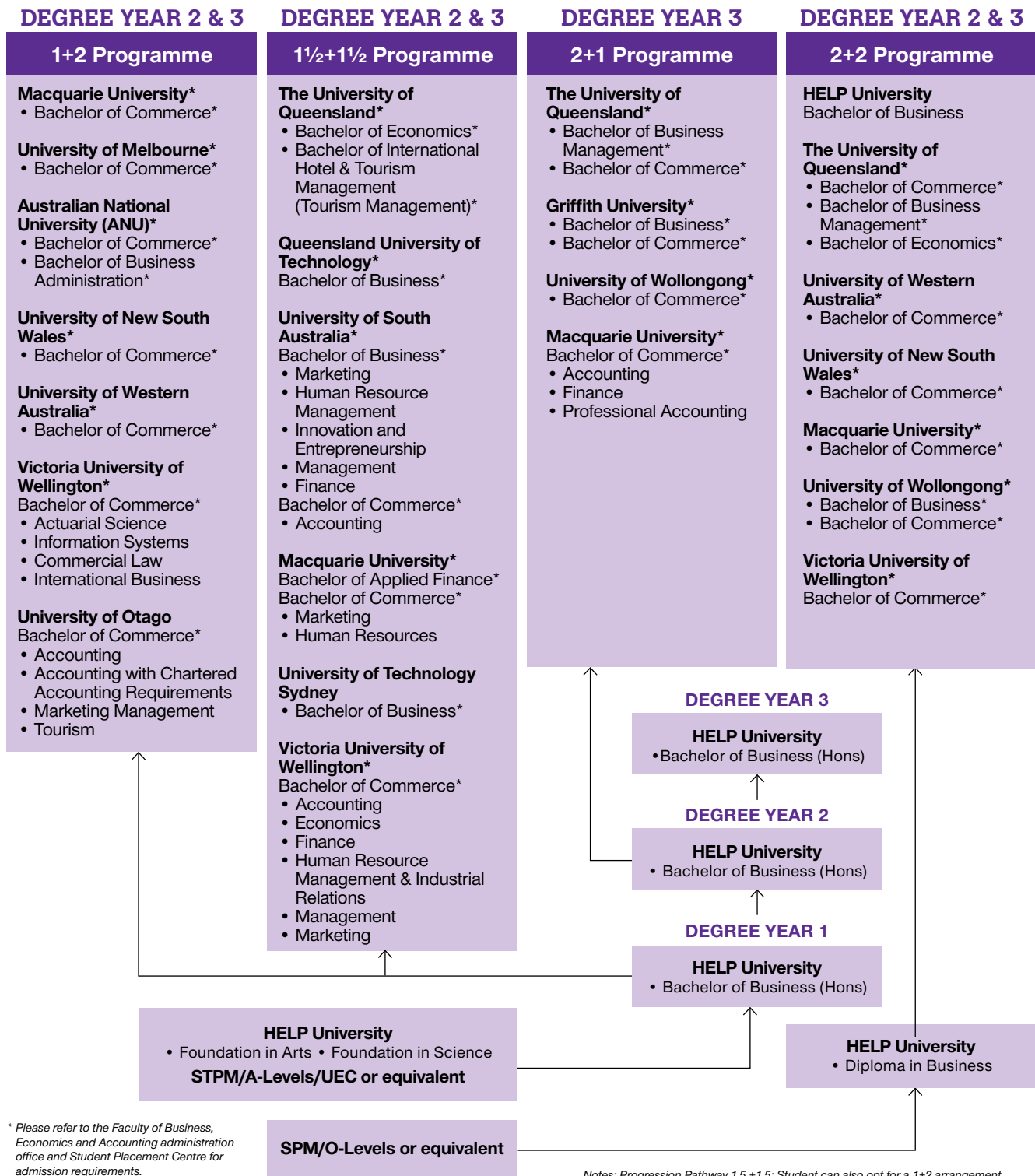
### **Ginny Ngai Pik Gin**

**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.

# PROGRESSION PATHWAYS (UK / IRELAND / CHINA)

## DEGREE YEAR 2 & 3

1+2 Programme
<p><b>University of Portsmouth*</b> Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Accountancy and Financial Management</li> <li>Financial Management for Business</li> <li>Business and Human Resource Management</li> <li>Business and Management</li> <li>Business and Systems Management</li> </ul> <p><b>University of Leeds*</b> Bachelor of Arts (Hons)</p> <ul style="list-style-type: none"> <li>Management*</li> <li>Management with Marketing*</li> </ul> <p>Bachelor of Science (Hons)</p> <ul style="list-style-type: none"> <li>Economics*</li> <li>Business Economics*</li> </ul> <p><b>University of Essex*</b> • Bachelor of Arts (Hons)* • Bachelor of Science (Hons)*</p> <p><b>Cardiff University*</b> • Bachelor of Science (Hons)*</p> <p><b>University of Liverpool*</b> Bachelor of Science (Hons)*</p> <ul style="list-style-type: none"> <li>Economics</li> </ul> <p>Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Business Economics</li> <li>Business Management</li> </ul> <p><b>Bangor University*</b> Bachelor of Science (Hons)*</p> <ul style="list-style-type: none"> <li>Psychology with Business</li> </ul>

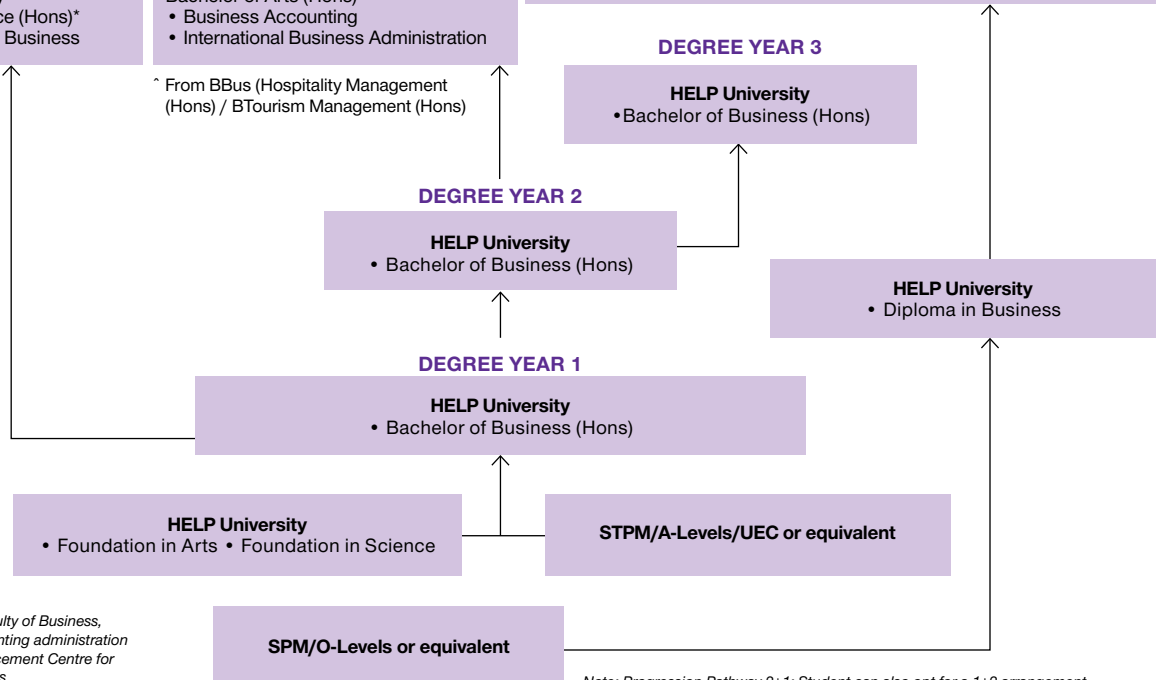
## DEGREE YEAR 3

2+1 Programme
<p><b>University of the West of England, Bristol*</b> • Bachelor of Arts (Hons)*</p> <p><b>Bangor University*</b> • Bachelor of Arts (Hons)*</p> <p><b>University College Birmingham*</b> • Bachelor of Arts (Hons)*</p> <p><b>University of Hertfordshire*</b> Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Accounting</li> <li>Accounting and Finance</li> <li>Business and Marketing</li> <li>Economics</li> <li>Human Resource Management</li> <li>Marketing</li> </ul> <p><b>Robert Gordon University Aberdeen*</b> Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Management</li> <li>Management with Marketing</li> <li>International Business Management</li> <li>Public Relations</li> <li>Fashion Management</li> <li>International Hospitality Management ^</li> <li>International Tourism Management ^</li> </ul> <p><b>Anglia Ruskin University*</b> Bachelor of Arts (Hons)* Bachelor of Science (Hons)*</p> <p><b>Middlesex University*</b> Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Business Accounting</li> <li>International Business Administration</li> </ul>

## DEGREE YEAR 2 & 3

2+2 Programme
<p><b>University of Essex*</b> • Bachelor of Arts (Hons)* • Bachelor of Science (Hons)*</p> <p><b>Bangor University*</b> Bachelor of Arts (Hons)*</p> <p><b>University College Birmingham*</b> Bachelor of Arts (Hons)*</p> <p><b>University of Hertfordshire*</b> Bachelor of Arts (Hons)*</p> <p><b>University of Leeds*</b> Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Management</li> <li>Management with Marketing</li> </ul> <p>Bachelor of Science (Hons)*</p> <ul style="list-style-type: none"> <li>Accounting and Finance</li> </ul> <p><b>Dublin Business School*</b> Bachelor of Arts (Hons) Business*</p> <ul style="list-style-type: none"> <li>Human Resource Management</li> <li>Marketing</li> <li>Psychology</li> <li>Project Management</li> </ul> <p>Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Accounting and Finance</li> <li>Financial Services</li> </ul> <p>Bachelor of Arts (Hons) Marketing*</p> <ul style="list-style-type: none"> <li>Digital Media</li> <li>Event Management</li> </ul>

<p><b>Robert Gordon University Aberdeen*</b> Bachelor of Arts (Hons)*</p> <ul style="list-style-type: none"> <li>Management (Taught Route)</li> <li>Management with Marketing (Taught Route)</li> <li>Management with HRM (Taught Route)</li> <li>International Business Management (Taught Route)</li> <li>Event Management</li> <li>Fashion Management</li> <li>International Hospitality Management (Taught Route)</li> <li>Media</li> <li>Public Relations</li> </ul> <p><b>University of Liverpool*</b> Bachelor of Science (Hons)*</p> <ul style="list-style-type: none"> <li>Economics</li> <li>Bachelor of Arts (Hons)*</li> <li>Business Economics</li> <li>Business Management</li> </ul> <p><b>Dongbei University of Finance and Economics</b> Bachelor of Science (Hons)*</p> <ul style="list-style-type: none"> <li>Business Management</li> <li>Tourism Management</li> </ul> <p>(All programmes are taught in English)</p>
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\* 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 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 / Marketing / Human Resource Management (2+1)\*

### BANGOR UNIVERSITY\*

- BSc (Hons) Psychology with Business (1+2)\*
- BA (Hons) Business Studies / Business Studies & Marketing / Accounting & Finance / Banking & Finance / 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 / International Hospitality & Tourism Management (2+1)\*

### MIDDLESEX UNIVERSITY\*

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

### UNIVERSITY OF HERTFORDSHIRE\*

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

### UNIVERSITY OF LEEDS\*

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

### UNIVERSITY OF LIVERPOOL\*

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

### UNIVERSITY OF PORTSMOUTH\*

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

### ROBERT GORDON UNIVERSITY ABERDEEN\*

- BA (Hons) Management / Management with Marketing / International Business Management / Public Relations / Fashion Management / International Hospitality Management / International Tourism Management (2+1)\*
- BA (Hons) Management / Management with Marketing / Management with HRM / International Business Management / Event Management/ Fashion Management / International Hospitality Management / Media / Public Relations (2+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)

## CHINA (MARCH & SEPTEMBER INTAKES)

### DONGBEI UNIVERSITY OF FINANCE & ECONOMICS\*

- BSc in Business Management (2+2)
- BSc in Tourism Management (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



# ACHIEVERS AND ALUMNI

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 (HELP University) (2011)**  
HELP President Award and won numerous scholarships and awards  
Nine papers exemption from ACCA  
SMK Aminuddin Baki



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



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



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



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



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



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



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



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



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



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



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



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



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



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

# OVERSEA SCHOLARSHIPS

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

The latest batch of HELP Business students who received prestigious scholarships from the University of Queensland.



(Left to right): Wong Yee Min, Lee Jet, Grace Lim Yen Bing, Nicholas Hoe Zi Zai and Lau Wai Ling.

(Left to right): Tey Xin Yi, Chor Jia Jenn, Maggie, Wong Ching Voon and Lin Pey Ru.



**NG CHUN PING**

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

**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) (Current)**

**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) (Current)**

**BBus (Fin), HELP University (2017-2018)**

Awarded full scholarship by Australian National University (ANU) 2018  
SMK Tinggi Kluang, Kluang

# ACHIEVERS AND ALUMNI

“ The university has prepared me to start 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 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.”

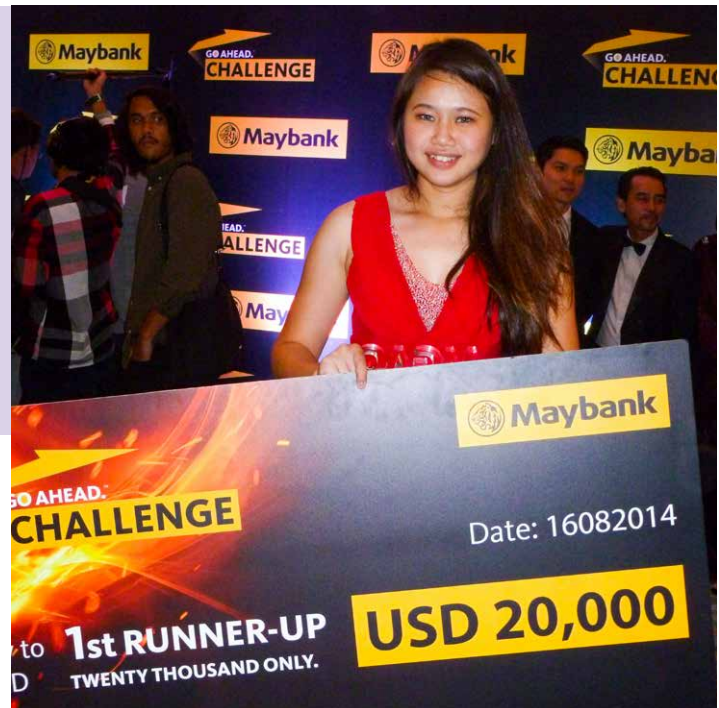
## Shana Teh Soo Ann

**Maybank Apprentice, Malayan Banking Berhad (Maybank) (Current)**

**BBus (International Business) (Hons) (HELP University) (2015)**

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

**SMK Convent, Jalan Peel, KL**



“ 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

**Country Desk, DBS Bank (China) Limited (Current)**

**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)**



# STUDENT CLUBS & ACTIVITIES



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 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



## STUDENT PLACEMENT CENTRE

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

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

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

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

# BUSINESS ANALYTICS AND TECHNOLOGY INNOVATION CENTRE (BATIC)

## We are Bigger, Better, Bolder

- ★ A RM25 million **Business Analytics and Technology Innovation Centre (BATIC)** for training in online live stock-trading
- ★ BATIC is Malaysia's largest finance lab in collaboration with **Bloomberg**, a global financial, software and data company
- ★ Collaboration with top venture and technology groups to develop the HELP Technology Hub.



“ Our business students can also get certified in Bloomberg Market Concepts (BMC) using the Bloomberg terminals. Such training and access to rich data, case studies, information resources and financial tools will accelerate our students to become global leaders in the financial and business world”

- Prof Dr Paul Chan, Vice Chancellor and President, HELP University



Prof Dr Paul Chan and Bloomberg Head of Sales, Malaysia, Wendnia Tan (right) at the opening of the Bloomberg finance lab.

# STUDENT SUPPORT SERVICES

At the Faculty, we provide faculty-specific support services and programmes to help students and to make their learning experiences more exciting and rewarding.



## 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
- facing face with challenging or distress 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 where 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 conversation 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 Industry partners. Our industry partners are invited to attend and to 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 but not limited to KPMG, Deloitte, Frost & Sullivan, Amanah Raya, Nielsen, Wipro-Unza, OSK Group, Mediabrand, Huttons OneWorld, BDO, Leaderonomics, Warisan TC and many more.

## INTERNSHIP OPPORTUNITY

Tailored made for experiential learning, the Business Internship Programme gives students a 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, Mediabrand, Ogilvy & Mather, UOB Bank, Chart Nexus and many more.

# DISTINGUISHED TEACHING FACULTY

## Dean, Faculty of Business, Economics and Accounting

**Mr Stephen Wu Ghee Keat**  
BSc (Econ) Hons (London),  
MSc (Fin Mgmt) (SOAS, London)

## Senior Lecturers

**Dr Ang Eng Sieng**  
BA (Soc) (Winnipeg), MBA (Mgt) (Oklahoma City), PhD (Bulacan)

**Dr Angeline Yap Kiew Heong**  
CA (M), MBA (Accountancy),  
PhD (Accounting) (Malaya)

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

**Dr David Ng Ser Heong**  
BSc (Fin) (Oklahoma State), MBA (Fin) (UM),  
DBA (UniSA)

**Dr 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 Hazrita binti Ab Rahim**  
BBA (Mktg) (Arkansas at Little Rock),  
MBA (UITM), PhD (USIM)

**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)

## Head, Department of Business Studies

**Dr Cheah Sin Chye**  
BEd (UPM), MBA (UKM),  
DBA (Northumbria)

**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 Vimala a/p Kadiresan**  
BMgmt Hons (MMU), MMgmt (Malaya),  
PhD (SEGi)

**Dr Wong Siew Chin**  
BEcon Hons (UUM), MBA (Malaya),  
PhD (HRD) (UPM)

**En Abd Aziz 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

**En 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 K Chandran Karuppan**  
BAcct Hons, MEd (Malaya)

**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)

## Head, School of Hospitality & Tourism

**James Ng Kian Seng**  
Post Grad Cert (Bus), MBA (Southern  
Queensland)

**Mr R Paneir Selvam**  
LLB Hons, LLM (UEL)

**Mr Rajender Singh a/I Ajit Singh**  
BA (History) Hons (USM), MA (Southeast  
Asian Studies) (Hull)

**Ms Rajesvare Rada**  
BSc Tourism Mgmt (Toulouse), MSc Int  
Tourism & Hosp. Mgmt (Toulouse)

**Mr Ravi Varman 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)

## Lecturers

**Dr Hong Kay Tze**  
BlntI Bus (Intl Fin) Hons (UMS), MBA, PhD  
(UPM)

**Dr Saadi bin Ahmad Kamaruddin**  
BMath Sc Hons (IUM), MSc (App Stats),  
PhD (UiTM)

**Dr Tan Shi Ai**  
BSc (Computational & Industrial Math)  
(Distinction), PhD (Malaya)

**Dr Vasanthan a/I Subramaniam**  
BAcct Hons, MSc (Fin), PhD (MMU), CA (M)

**Dr Vignes a/I Gopal Krishna**  
BEcon First Class Hons (UPM), PhD (Malaya)

## Deputy Head, Department of Business Studies

**Ms Liew Huey Min**  
BBA (Mktg) (UPM), MBA (Fin) (Malaya)

**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)

**Pn Firdous binti Mohd Farouk**  
BAcct Hons (IUM), MAcct (UiTM)

**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)

**Ms Jolyn Toh**  
LLB Hons (Reading), LLM (BPP)

**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)

**En Muhamad Syahir bin Muhamad Stamam**  
BSc (Hotel Mgmt) Hons, MHosp Mgmt  
(UiTM)

**Pn Sayidah Asma binti Basir**  
LLB Hons (Malaya), LLM (Malaya)

**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)



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