HELP
THE ANALYTICS-DRIVEN ENTREPRENEURIAL UNIVERSITY

To prepare for the future, we are transforming to become the Analytics-Driven Entrepreneurial University. Our effort is recognised by MDEC which conferred on 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. We are also planning the Phase 4.1 expansion of Subang 2 which will incorporate 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 (Character development, Competency in leadership, and Competency in a profession), we have designed the TEA culture to nurture the right skills and predisposition in our students.

ALL HELP STUDENTS ARE ELIGIBLE FOR THE FREE CERTIFICATE IN DATA AND BUSINESS ANALYTICS COURSE

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 applying evidence-based management using data analytics. 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.
WELCOME TO THE LARGEST ACADEMIC FACULTY AT HELP UNIVERSITY

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

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

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 Bristol, Queen’s University of Belfast, University of Leeds, Cardiff University, University of Essex, University of Otago and many others. Our business programme is the only one in Malaysia which permits students to transfer their credits to the final year of The University of Queensland Business/Commerce programme.

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

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

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

Stephen Wu
Dean, Faculty of Business, Economics and Accounting
WHY BUSINESS AT HELP

LARGEST ACADEMIC FACULTY AT HELP UNIVERSITY
The Faculty of Business, Economics and Accounting is a comprehensive business and hospitality and tourism management school distinguished for the quality of its academic staff, the 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.

DEDICATED FACILITIES
Our learning spaces are designed to encourage our students to collaborate. They’re equipped with built-in technology and can be customised to suit different classes. The Business Analytics and Technology Innovation Centre (BATIC) houses the largest Bloomberg laboratory in Malaysia, a trading room and an incubation hub to advance research and training in the area of financial securities trading, techno-entrepreneurship and business analytics. Our students have access to real-time global financial instruments and data in Bloomberg Laboratory and Trading room thus providing our students with hands-on experience on financial markets, products and trading activities and making HELP University the hub for Finance and Investment Education in the country.

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

CAREER READINESS AND COMPETITIVENESS
The curriculum is broad-based in nature; it emphasises active learning through team-based projects and business simulations, using real-life case studies to enhance problem-solving skills and hands-on experience. These skills and competencies are strengthened through student activities such as participating in various local and international competitions and conferences, and organising professional and social events. Many of our graduates are headhunted by global employers for their analytical skills and resourcefulness. In the face of rapid developments in computer technology, and to keep up with the times, we realise the need to transform the undergraduate business education by incorporating relevant subjects that ensure readiness for survival in the Digital Frontier. 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.

Furthermore, industry and technology-based modules such as Fin Tech, Business Analytics, Artificial Intelligence, Block Chain, Cryptocurrency, eCommerce Start-ups, Digital Business, Cybersecurity are embedded in the curricula thus producing analytics-driven graduates who are innovative, entrepreneurial, global mindedness and future skilled.

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

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

GATEWAY TO INTERNATIONAL UNIVERSITIES
HELP University is a gateway to many international universities, enabling students to transfer credits to top universities in Australia and the UK, including the University of Queensland, University of Melbourne, Australian National University, University of Otago, University of New South Wales, University of Western Australia, Macquarie University, Queensland University of Technology, Cardinal University, University of the West of England, University of Bristol, Queen’s University of Belfast, University of Essex, Bangor University, University of Leeds and University of Liverpool. Furthermore, HELP University is the only university in Malaysia with an exclusive 2+1 credit transfer arrangement with the University of Queensland.
The HELP team emerged in the Top 3 teams (not ranked) at the national level in the CPA AUSTRALIA-KPMG Case Competition 2018 “Student to Strategist: Career Take-Off”. This competition, restricted to third year final semester students with a CGPA of 3.20 and above, attracted 29 teams from various universities in the country. The HELP team emerged as one of the National Top 3. All the winning team members were offered employment at KPMG Malaysia.
DIPLOMA IN BUSINESS

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.

BACHELOR OF BUSINESS (ACCOUNTING) (HONS)

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.

BACHELOR OF BUSINESS (FINANCE) (HONS)

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.

BACHELOR OF BUSINESS (ENTREPRENEURSHIP) (HONS)

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 are able to develop an appreciation and understanding of the entrepreneurial process. Upon completion of the programme, graduates will understand the motivations, behaviours, and strategies necessary to create, implement, and sustain new ideas and ventures.

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.

The curriculum has been designed to fulfill the requirements of professional accounting bodies like CPA Australia, ACCA, ICAEW, CIMA, MIA and many others where exemptions can be obtained. At the same time, the curriculum provides a student with a broad-based education, thus enabling success in the highly competitive work environment. Furthermore, top accounting professionals from the Big 4 accounting firms are invited to participate in teaching as adjunct staff. They bring real-world perspectives into the classroom setting.
"The comprehensive curriculum in the HELP University Bachelor of Business (Accounting) (Hons) programme has provided me with a fast track to complete my ACCA programme and a strong foundation towards my career development in the investment industry. The programme has taught me to think strategically and strengthen my analytical skills."

KHAW CHING AI
Manager, Investment Asia Capital Reinsurance Malaysia (Current)
ACCA
MBA, HELP University (2015)
Bachelor of Business (Accounting) (First Class Hons), HELP University (2012)
HELP University President’s Award Winner (2012)
Foundation in Arts, HELP University (2008)
SMK Puteri Ampang (2006)
## Bachelor of Business (Human Resource Management) (Hons)  
**ELM**

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.

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

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

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

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

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.

## Bachelor of Business Psychology (Hons)  
**S2C**

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
**BACHELOR OF MANAGEMENT (HONS)**

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.

**BACHELOR OF ECONOMICS (HONS)**

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.

**BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT) (HONS)**

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.

**BACHELOR OF TOURISM MANAGEMENT (HONS)**

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.
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.

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 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.

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 13 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.

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

THE CHARTERED FINANCIAL ANALYST® (CFA)
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 DI2 or better in the VEE-approved courses. The courses that are approved include QBM101 Business Statistics, ECOI01 Principles of Microeconomics, ECOI02 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.
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:
- a. March-June/September-December in Korea
- b. February-June/July -November in Australia
- c. 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.
ACHIEVERS AND ALUMNI

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

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

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

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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
Year 1 - Academic Subjects
DIPIACC03 Basic Accounting
DIPIBUS01 Introduction to Business Administration
DIPIECO03 Basic Economics
DIPIENG01 English 1
DIPIENG02 English 2
DIPIITC01 Introduction to Information Technology
DIPIMAT01 Basic Business Mathematics I
DIPIMAT02 Basic Business Mathematics II
DIPISSK04 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

MPU4 (Choose 1)
MPU2412 Co-curriculum – Sports 1
MPU2422 Co-curriculum – Community Service 1
MPU2432 Co-curriculum – Event Management 1

Year 2 - Academic Subjects
D2ACC100 Financial Accounting
D2ACC110 Accounting for Business Decisions
D2ECO110 Microeconomics
D2ECO120 Macroeconomics
D2FIN100 Introduction to Finance
D2LAW110 Business Law
D2MG100 Organisations & Management
D2MG210 Introduction to Business Ethics
D2MKT110 Marketing Principles
D2QBM117 Business Statistics
Choose 1 elective from the following
DIPIPR01 Introduction to Public Relations
D2BIP200 Diploma Internship Programme
D2ACC210 Intermediate Financial and Management Accounting ^
D2HIRM100 Introduction to Human Resource Management
D2MG201 Organisational Behaviour
D2PSY101 Introduction to Psychology ²
D2TRM101 Introduction To Tourism and Leisure Management ³

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 (UCE) with at least 3 Bs
• Equivalent qualification

INTAKES
January, March¹, May, August, October⁴

¹ This intake is only applicable for those entering the programme without being granted any exemptions.
² Students who plan to do an ACCA qualification are required to take this subject.
³ For Accounting pathway
⁴ For Business Psychology pathway
⁵ For Tourism Management pathway

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

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.
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

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
• 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 (UCE)**
• 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*, May, August, October*

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

SUBJECTS
Year 1 - 10 compulsory subjects
ACC101  Financial Accounting 1
ACC103  Management Accounting 1
ECO101  Principles of Microeconomics
ECO102  Principles of Macroeconomics
ENG101  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)
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
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)
The HELP Diploma in Business programme 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 curriculum has built a strong foundation for my Bachelor’s degree 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)
PROGRAMME DETAILS
- 3-year honours programme
- 31 subjects including a graduation project
- 14 weeks for full semester; 7 weeks for half semester

SEMINARS (CAREER SKILLS)
Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduates must be trained in the following essential skills:
- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

ASSESSMENT
Most subjects follow the assessment pattern below:
Continuous assessment - 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 A-level passes
- 5 Bs in Senior Middle 3 (UCE)**
- 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.

BACHELOR OF BUSINESS (HONS) FINANCE

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 (with usage of Bloomberg embedded into the subject)
FIN305 Strategic Issues in Financial Management
FIN306 Derivative Securities & Risk Management
FIN307 Portfolio Management (with usage of Bloomberg embedded into the subject)
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
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
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

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

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

GRADUATION PROJECT
All students are required to complete a graduation project in their related field under supervision.
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
MKT400 Graduation Project

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

Entrepreneurship (13 compulsory subjects)
FIN201 Business Finance
HRM201 Managing Human Resources
MGT200 Small Business Management
MGT203 Business Research
MGT204 Asian Entrepreneurship & Innovation
MGT206 Introduction to Entrepreneurial Behaviour
MGT207 New Venture Creation
MGT208 Franchising
MGT307 Strategic Planning for Entrepreneurs
MGT310 Corporate Venturing
MGT311 Entrepreneurship Business Plan
MKT305 Strategic Marketing Relationship
MKT400 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

*** 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.

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 (UCE) **
• 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.
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)**
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
LAW207 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
MKT309 Project Management
MKT312 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

**MPU4 (Choose 1)**
MPU3412 Co-curriculum – Sport 2
MPU3422 Co-curriculum – Community Service 2
MPU3432 Co-curriculum – Event Management 2
PROGRAMME DETAILS
• 3-year honours programme
• 31 subjects including a graduation project
• 14 weeks for full semester; 7 weeks for half semester

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

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 (UCE)**
• 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 BUSINESS PSYCHOLOGY (HONS)

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)
MPU313 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

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

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

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#, May, August, October#

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

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

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 Komunikasi 2 (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

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

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

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

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

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
MGT212 Business Analytics for Decision Making (strongly recommended)
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

MPU4 (Choose 1)
MPU3412 Co-curriculum – Sports 2
MPU3422 Co-curriculum – Community Service 2
MPU3432 Co-curriculum – Event Management 2
BACHELOR OF BUSINESS (HOSPITALITY MANAGEMENT) (HONS)

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
TRM325  Room Division Management
TRM400  Graduation Project

2 Elective Subjects
Choose 1 elective from the following
MGT212  Business Analytics for Decision Making (strongly recommended)
TRM205  Introduction to Kitchen Operations and Food and Beverage Services

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

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

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

ASSESSMENT
Most subjects follow the assessment pattern below:
Continuous assessment – 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 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 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

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 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.

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

MPU4 (Choose 1)
MPU3412 Co-curriculum – Sports 2
MPU3422 Co-curriculum – Community Service 2
MPU3432 Co-curriculum – Event Management 2
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, he completed his Diploma in Business programme at HELP University with Distinction. He then went on to the University of Queensland (UQ) to complete his Bachelor of Commerce degree with a 1st Class Honours and a PhD in Finance. During his studies at UQ, he was awarded with numerous scholarships and academic awards such as the Dean’s Award for Research Higher Degree Excellence. He was one of the first students from HELP University to obtain a PhD at the UQ Business School.

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

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

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

Ong Wu Ping
Audit Associate, KPMG (Current)
Bachelor of Business (Accounting) (First Class Hons), HELP University (2017)
HELP University President’s Award Winner (2017)
Foundation in Arts, HELP University (2013)
SMK Kepong Baru, KL (2011)

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

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

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

Liu Pow Leng
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)

“... 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 (Current)
BBus (International Business) (Hons) (HELP University) (2015)
1st runner-up (Team), Maybank GO Ahead. Challenge 2014.
SMK Convent, Jalan Peel, KL (2008)
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): Ng Jing Kai, Andrean Lim Shih Yee, Harsheenarit Kaur, Reyshma Selva Kumar, Lum XuFern

FIRST CLASS HONOURS FOR HELP BBUS STUDENTS AT LEADING UK UNIVERSITIES

The HELP Bachelor of Business programme was a life-changing experience. Not only did I obtain a full scholarship to enter the University of the West of England in Bristol, UK and graduate with First Class Honours; the lecturers and the teaching standard at the Faculty of Business, Economics & Accounting were superlative. They genuinely care for your academic and personal well-being. I loved all the subjects. Their advice: ‘If you have any problems, come and talk to me’ was reassuring and provided us the emotional stability to excel in our studies.”

Ginny Ngai Pik Gin
BA International Business Management (First Class Hons), University of the West of 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)

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 BBus programme at HELP prepared me well for studies at UCB because it honed my writing skills, and contributed to my success in the UCB programme which was completely assignment based. But it was the compulsory module on Business Research in HELP University that really made a difference for me. The drilling in methodology and accurate referencing helped me cope with the rigorous demands of my dissertation on Risk Management under the supervision of an expert in the field.”

Adriana Ang Mei Chu
BA Business Enterprise (First Class Hons), University College Birmingham (2018)
BBus (International Business) (Hons), HELP University (2015 - 2017)
SMK (P) Seri Aman PJ (2013)

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 Arakiasamy Rajkumar
BCom (Fin) (ANU) (Current)
BBus (Fin), HELP University (2017 - 2018)
Awarded full scholarship by Australian National University (ANU) 2018
SMK Tinggi Kluang, Kluang
PROGRESSION PATHWAYS
AUSTRALIA / NEW ZEALAND

1+2 PROGRAMME

HELP University
Diploma in Business

STPM/A-Levels/UEC or equivalent

HELP University
Bachelor of Business (Hons)

DEGREE YEAR 3

HELP University
Bachelor of Business (Hons)

DEGREE YEAR 2

HELP University
Bachelor of Business (Hons)

DEGREE YEAR 1

HELP University
Bachelor of Business (Hons)

HELP University
Foundation in Arts
Foundation in Science
STPM/A-Levels/UEC or equivalent

SPM/O-Levels or equivalent

HELP University
Bachelor of Business

1+2 PROGRAMME

Macquarie University*
• Bachelor of Commerce*
University of Melbourne*
• Bachelor of Commerce*
Australian National University (ANU)*
• Bachelor of Commerce*
• Bachelor of Business Administration*
University of New South Wales*
• Bachelor of Commerce*
University of Western Australia*
• Bachelor of Commerce*
Victoria University of Wellington*
Bachelor of Commerce*
• Actuarial Science
• Information Systems
• Commercial Law
• International Business
University of Otago
Bachelor of Commerce*
• Accounting
• Accounting with Chartered Accounting Requirements
• Marketing Management
• Tourism

1½+1½ PROGRAMME

The University of Queensland*
• Bachelor of Economics*
• Bachelor of International Hotel & Tourism Management (Tourism Management)*
Queensland University of Technology*
Bachelor of Business*
University of South Australia*
Bachelor of Business*
• Marketing
• Human Resource Management
• Innovation and Entrepreneurship
• Management
• Finance
• Accounting
Macquarie University*
Bachelor of Applied Finance*
• Bachelor of Commerce*
• Marketing
• Human Resources
University of Technology Sydney
• Bachelor of Business*
Victoria University of Wellington*
Bachelor of Commerce*
• Accounting
• Economics
• Finance
• Human Resource Management & Industrial Relations
• Management
• Marketing

2+1 PROGRAMME

The University of Queensland*
• Bachelor of Business Management*
• Bachelor of Commerce*
Griffith University*
• Bachelor of Business*
• Bachelor of Commerce*
University of Wollongong*
• Bachelor of Commerce*
Macquarie University*
Bachelor of Commerce*
• Accounting
• Finance
• Professional Accounting

2+2 PROGRAMME

HELP University
Bachelor of Business
The University of Queensland*
• Bachelor of Commerce*
• Bachelor of Business Management*
• Bachelor of Economics*
University of Western Australia*
• Bachelor of Commerce*
University of New South Wales*
• Bachelor of Commerce*
Macquarie University*
• Bachelor of Commerce*
University of Wollongong*
• Bachelor of Commerce*
Victoria University of Wellington*
Bachelor of Commerce*

* 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

University of Bristol*
- Bachelor of Science
  Economics*
Queen’s University of Belfast**
Bachelor of Arts (Hons)*
  - Accounting*
  - Economics*
University of Portsmouth*
Bachelor of Arts (Hons)*
  - Accountancy and Financial Management
  - Financial Management for Business
  - Business and Human Resource Management
  - Business and Management
  - Business and Systems Management
University of Leeds*
Bachelor of Arts (Hons)
  - Business Management*
  - Business Management with Marketing*
  - Bachelor of Science (Hons)*
  - Accounting and Finance*
  - Economics*
  - Business Economics*
University of Essex*
Bachelor of Arts (Hons)*
  - Bachelor of Science (Hons)*
Cardiff University*
Bachelor of Science (Hons)*
University of Liverpool*
Bachelor of Science (Hons)*
  - Economics
  - Bachelor of Arts (Hons)*
  - Business Economics
  - Business Management
Bangor University*
Bachelor of Science (Hons)*
  - Psychology with Business

DEGREE YEAR 3
2+1 PROGRAMME

University of the West of England, Bristol*
- Bachelor of Arts (Hons)*
Bangor University*
- Bachelor of Arts (Hons)*
University College Birmingham*
- Bachelor of Arts (Hons)*
University of Hertfordshire*
Bachelor of Arts (Hons)*
  - Accounting
  - Accounting and Finance
  - Business and Marketing Economics
  - Human Resource Management
  - Marketing
Robert Gordon University Aberdeen*
Bachelor of Arts (Hons)*
  - Management
  - Management with Marketing*
  - Bachelor of Science (Hons)*
  - Business Management
  - Business and Management
  - Business and Systems Management
Anglia Ruskin University*
Bachelor of Arts (Hons)*
  - Bachelor of Science (Hons)*
Middlesex University*
Bachelor of Arts (Hons)*
  - Business Accounting
  - International Business Administration

DEGREE YEAR 2 & 3
2+2 PROGRAMME

University of Essex*
- Bachelor of Arts (Hons)*
  - Bachelor of Science (Hons)*
Bangor University*
- Bachelor of Arts (Hons)*
University College Birmingham*
- Bachelor of Arts (Hons)*
University of Hertfordshire*
Bachelor of Arts (Hons)*
University of Leeds*
Bachelor of Arts (Hons)*
  - Business Management*
  - Business Management with Marketing*
  - Bachelor of Science (Hons)*
  - Accounting & Finance*
Dublin Business School*
Bachelor of Arts (Hons)*
  - Business* Accounting & Finance*
  - Business Economics*
  - Business Management
  - Business and Human Resource Management
  - Business and Management
  - Business and Marketing
Robert Gordon University Aberdeen*
Bachelor of Arts (Hons)*
  - Management (Taught Route)
  - Management with Marketing (Taught Route)
  - Bachelor of Science (Hons)*
  - Business Management
  - International Business Management (Taught Route)
  - Event Management
  - Fashion Management
  - International Hospitality Management (Taught Route)
  - Media
  - Public Relations
University of Liverpool*
Bachelor of Science (Hons)*
  - Economics
  - Business (Hons)*
  - Business Management
Dongbei University of Finance and Economics
Bachelor of Science (Hons)*
  - Business Management
  - Tourist Management
  - All programmes are taught in English

HELP University Bachelor of Business (Hons)
HELP University Diploma in Business
HELP University
  - Foundation in Arts
  - Foundation in Science
  - STPM/A-Levels/UEC or equivalent
  - SPM/O-Levels or equivalent

* 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.

From BBus (Hospitality Management (Hons)) / BTourism Management (Hons)

The following programmes come with 1-year industry placement:
- BSc (Hons) Business Management with Placement (1+3)
- BSc (Hons) Finance with Placement (1+3)
# 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)*

- Queen’s University of Belfast*  
  - BSc (Hons) Accounting / Economics (1+2)*  
  - BSc (Hons) Business Management with 1-year Placement (1+3)*  
  - BA (Hons) Finance with 1-year Placement (1+3)*

## 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)

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

** Only applicable for February Intake.
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.

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, Mediabrands, Huttons OneWorld, BDO, Leaderonomics, Warisan TC and many more.

STUDENT CLUBS
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.

• 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 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.
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 Datuk Dr Paul Chan, Vice Chancellor and President, HELP University
BATIC Lounge

Rooftop garden

Common Area

Multipurpose Hall

Library

Spacious student lounge
ACADEMIC TEAM

MR STEPHEN WU GHEE KEAN  
BSc (Econ) Hons (London),  
MSc (Fin Mgmt) (SOAS, London)  
Dean, Faculty of Business, Economics and Accounting

DR CHEAH SIN CHYE  
BEd (UPM), MBA (UKM),  
DBA (Northumbria)  
Head, Department of Business Studies

MS ALICE LIM SOO MANG  
BBUS (Southern Queensland), MBA (Hull)  
Head, School of Hospitality & Tourism

MS LIEW HUEY MIN  
BBA (Mktg) (UPM), MBA (Fin)  
(Malaya), FCMI  
Deputy Head, Department of Business Studies

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 ERNEST LIM KOK SENG  
BA Hons (Western Michigan), MEnvr  
(UPM), EdD (USM)

DR GOPAL KRISHNA A/L VEERIAH  
BA (Acc & Fin) First Class Hons  
(Greenwich), MSc (Fin) (Leicester),  
DBA (Malaya)

DR HARJEET KAUR  
BSc (Resource Econ) Hons (UPM),  
MSc (UPM), DBA (UniSA)

DR HEMALATA A/P ALAGAN  
BCompSc (Info Eng) Hons (USM),  
MED (OUM), PhD (UNIMAS)

DR JAMES NAYAGAM @ JAMES A/L  
VETHANAYAGAM  
BA (Econ) Hons (Sussex), MA (Rural  
Social Development) (Reading),  
PhD (Malaya), Dip Labour Studies  
(Oxon), AIMIM

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

DR KHIR TULSIDAS ADNANI  
BSc (Comp Sc) Hons (UPM),  
MBA (Nottingham Trend),  
DBA (HELP University)

DR LEE TECK HEANG  
BA (Acc) 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  
BSc (Chem) Hons, Dip Ed (UM),  
MBA (Heriot-Watt), DBA (UniSA)

DR TEH CHIN HOE  
BSc (Chem) Hons, Dip Ed (UM),  
MA (Strathclyde), MBA (Hull)

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  
BEd Hons (OUM), MBA (Malaya),  
PhD (HRD) (UPM)

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

MR ALAN YAP CHENG TAT  
Master in ICT Management  
(Information Security) (AeU)

MR FOO KOK THYE  
BEd Hons (Malaya), MBA (Hull)

MR GOOI CHEE SAN  
CertiEd, ACMA (UK), MBA (Fin) (UPM),  
CA (M), CGMA

MR STEPHEN WU GHEE KEAN  
BSc (Econ) Hons (London),  
MSc (Fin Mgmt) (SOAS, London)  
Dean, Faculty of Business, Economics and Accounting

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BSc (Econ) Hons (London),  
MSc (Fin Mgmt) (SOAS, London)  
Dean, Faculty of Business, Economics and Accounting

MR STEPHEN WU GHEE KEAN  
BSc (Econ) Hons (London),  
MSc (Fin Mgmt) (SOAS, London)  
Dean, Faculty of Business, Economics and Accounting
<table>
<thead>
<tr>
<th>Name</th>
<th>Degree Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MR HARKIRANPAL SINGH A/L KARPAL SINGH</strong></td>
<td>LLB Hons (London), MBA (Leicester), LLM (Malaya)</td>
</tr>
<tr>
<td><strong>MR JACOB KULLEH</strong></td>
<td>BPublic Admin Hons (UUM), MBA (UPM)</td>
</tr>
<tr>
<td><strong>MR JAMES NG KIAN SENG</strong></td>
<td>Post Grad Cert (Bus), MBA (Southern Queensland)</td>
</tr>
<tr>
<td><strong>MS JOYCE LEU FONG YUEN</strong></td>
<td>BA (Econ) Hons (UKM), MSc (HRD) (UPM)</td>
</tr>
<tr>
<td><strong>MS KAREN LEE SIEW YEN</strong></td>
<td>BBus (Swinburne), MBA (E-Commerce) (CSturt)</td>
</tr>
<tr>
<td><strong>MR K CHANDRA SAKARAN A/L KANAN</strong></td>
<td>BCom (Agr &amp; Res Econ) Hons (UKM), MTech Mgmt (HR Dev) (UTM)</td>
</tr>
<tr>
<td><strong>MR K CHANDRAN KARUPPAN</strong></td>
<td>BAcct Hons, MEd (Malaya)</td>
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<td><strong>MR IKE KOK KEONG</strong></td>
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<td><strong>MR BRIAN TAN FOO TEOONG</strong></td>
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<td>ACCA, PhD (IUKL)</td>
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