

HELP APEL.Q

DEGREE QUALIFICATIONS FOR
SELF-ACTUALIZING ACHIEVERS
**THROUGH WORK EXPERIENCE
AND PRIOR LEARNING**

APPROVED AND RECOGNIZED BY MQA



HELP UNIVERSITY APEL.Q PROGRAMMES

Doctor of Business Administration

KPT/JPS (R2/340/8/0379) (A8927) 06/23

Master of Business Administration

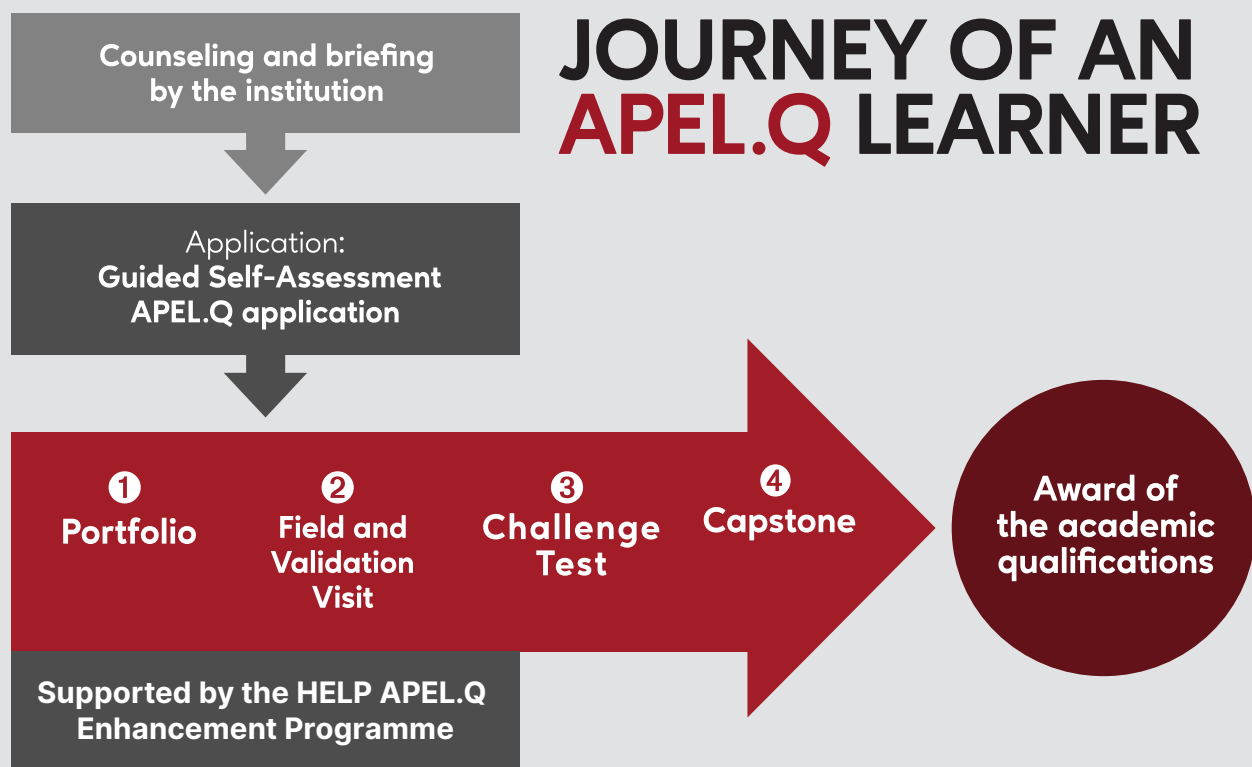
(KPT/JPS (R2/340/7/0769) (A5957) 05/27)

Master of Entrepreneurship

KPT/JPS (R2/345/7/0598) (A6246) 03/25

Master of Science in Economic Crime Management

KPT/JPS (R2/345/7/0335) (A8877) 06/23



1. Portfolio

- Formal document that contains a compilation of evidence: Portfolio submission form > Learning statements > Documentary Evidence
- Assessment Criteria
Authenticity, Acceptability, Sufficiency, Currency, Specificity

2. Field and Validation Visit

- Assesses and validates that the learner has the appropriate knowledge and competencies
- Conducted in the workplace of the learner or environment/ location that is conducive and appropriate
- Allows the learner to demonstrate their learning in a particular job

3. Challenge Test

A comprehensive evaluation in the form of a written assignment or a project

4. Capstone Course

- Amalgamates key learning outcomes of the programme and demonstrates that learners have mastered the core discipline of his studies
- Capstone will commence upon the successful completion of the three assessments
- Includes a comprehensive oral examination

PIONEERING

LIFELONG EXPERIENTIAL AND EXPERIMENTAL LEARNING (LXXL)

INTENTIONAL
EXPERIMENTATION

CONSCIOUS
EXPERIENCING

LIFELONG
EXPERIENTIAL
AND
EXPERIMENTAL
LEARNING
(LXXL)

FOCUSED
FRAMING

DELIBERATE
REFLECTION

APEL.Q ENHANCEMENT PROGRAMMES

Enabling Programme:

Skill-driven for research and business applications

Enrichment Programme:

Cultural and aesthetics: spiritual workplace

Exploratory Course:

Business modeling and entrepreneurial business explorations

Evolutionary Course:

Experience-Driven Personal Development: lifelong learning for life management

THE APEL.Q RESEARCH DISCOVERY: ONTOLOGICAL, EPISTEMOLOGICAL, AXIOLOGICAL

- Perspectives of Philosophy and Practice of Research: Philosophy, Methodology, Methods: the ongoing Discourse
- The Research Question: What Matters; Why it Matters
- Critical Literature Review: Critical Reading, Critical Thinking, Critical Writing
- Interrogating the Research Gap: Breaking Frame in Intellectual Thinking
- Research Proposal: Claims in Logic and Imagination
- Research Design: Conceptualizing, Theorizing and Hypothesizing
- Executing Data Collection and Management: Relevance and Quality of Data
- Data Processing and Analysis
- Interpretation: What is Reality and Truth

SUPPORTED BY **MICRO-CREDENTIAL** SKILL CLUSTERS

- The ELM Framework (Entrepreneurship-Leadership-Management)
- Leadership during Crises
- Entrepreneurship in the Digitalized World
- Digital Compliance
- Cybersecurity
- Global Disruption Scenarios
- The New Power World: Post Ukraine
- Current Critical Priorities in Decision-making
- Anthropology and Sociology: why they matter
- Why Epistemology matters

APEL.Q **ESEG*** RESEARCH AGENDA

*Economic, Social, Environmental, Governance

- The Metaphor of Regenerative Leadership
- The New Entrepreneurship and Innovation Axis
- Digitalization and Human Empowerment
- The New Power Order: Post Ukraine
- Redesigning Business in the Post Pandemic World
- Responding to the Global Crisis: Climate, Ecology and the Circular Economy
- Mastering the Digitalization of the Financial World
- Designing New SME Business Models for Strategic Differentiation
- Values and Governance in Ethical Management
- Emerging New Industries and Services: The New Digital Space

ESTEEMED MEMBERS OF THE APEL BOARD

HELP University has established the APEL Board that guides the governance and policy of the APEL Center. It also advises the Vice Chancellor on APEL matters related to MQA and MOHE policies. The Board currently has two senior academic members of the University Senate and three esteemed external members with the relevant academic, professional and corporate background.



YBhg Prof Emeritus Tan Sri Datuk Seri Panglima Dr Abu Hassan Othman
Chairman of the APEL Board

Tan Sri Dr Abu Hassan Othman holds a PhD in Sociology from Michigan State University, U.S.A., a MA and Bachelor of Arts (Hons) from University of Malaya ("UM"), a D.Agr. SC. (Honorary) from Kinki University, Japan and D. Mgmt. (Honorary) from Open University Malaysia.

From 1994 to 2005, Tan Sri who was a Distinguished Fulbright Hays scholar, served as the Founding and First Vice Chancellor of Universiti Malaysia Sabah (UMS). While serving as Vice Chancellor of UMS for ten years, he also held distinguished appointments both nationally and internationally.

He was also the Vice Chancellor of Berjaya University College. On the corporate front, Tan Sri sits as an Independent Non-Executive Director within the YTL Group of Companies. Notably, from 2013 to 2018 Tan Sri was appointed by the Minister of Higher Education and served two-terms as Chairman of the Council of the Malaysian Qualifications Agency (MQA). Currently, Tan Sri is Chairman of the Board of Governance of YTL International College of Hotel Management (YTL-ICHM).



Prof Dr Andy Liew Teik Kooi
Member of the APEL Board

Prof Dr Andy Liew holds a PhD in Biotechnology (In-Vitro Culture) from Universiti Sains Malaysia (2000) and Bachelor of Horticulture Science (First Class Honours) (1994) from Universiti Pertanian Malaysia.

He is currently the Deputy Vice Chancellor in HELP University overseeing education innovation and quality assurance (QA). He has held senior management positions in conventional and ODL institutions. His experience of more than 25 years in education covers QA in higher education, strategic planning of the university, ODL, OER, APEL as well as breeding and cloning of plants. Andy was the Chair to the MQA panel of experts who developed the GGP for APEL.C and APEL.Q as well as the COPPA-ODL. He was also part of the team members involved in the development of GGP APEL.A, GGP MOOCs for Credit Transfer and GGP Micro-Credentials.

Through his involvement at the various international level organizations and collaborations, he has built an extensive network with peers from renowned Open Distance Learning (ODL) institutions across Asia, Commonwealth of Learning, International Council for Open & Distance Education and UNESCO Bangkok.

He was the Secretary General for Asian Association of Open Universities (2010 – 2012) with 60 over open universities/ institutions across the Asia Region.

His current interests and involvement include digital transformation of higher education institutions, quality assurance in online learning, accreditation of prior experiential learning and change management.



YBhg Dato' Sri Akhbar Satar
Member of the APEL Board

Dato' Sri Akhbar Satar is the founder and President of the Association of Certified Fraud Examiners (ACFE)-Malaysia Chapter. ACFE in Austin, Texas is the world's largest anti-fraud organization. He is the former immediate President of Transparency International Malaysia.

He has 37 years of investigative experience including 18 years of experience with the Anti-Corruption Agency (ACA), now known as Malaysian Anti Corruption Agency. He held numerous senior management positions, including State ACA Director and Director of Training at ACA.

He read his MA in Criminal Justice Studies at the University of Detroit. Akhbar is a criminologist, a Certified Fraud Examiner, Forensic Polygraph Examiner

and crime analyst. He is the Director, with a professorial chair, and Senior Research Fellow of the Institute of Crime & Criminology at HELP University. The Institute conducts Master of Science in Economic Crime Management programme.

Akhbar was appointed by the government as a member of National Consultative Committee on Political Funding and committee member of Investigative Committee for Governance, Procurement and Governance Finance. He has been appointed as a board member in the Anti-Corruption Advisory Board, Malaysian Anti-Corruption Commission (MACC) by Seri Paduka Baginda Yang di-Pertuan Agong.



Ir Dr Karl Ng
Member of the APEL Board

As a national digital transformation leader, Dr Karl has been leading Malaysia's effort in building a thriving digital economy and data ecosystem that leverage on the power of data for value creation, innovation and new sources of growth. He has more than 25 years of experience in Government, ICT & Manufacturing sector driving numerous initiatives in areas of Innovation, business strategy, risk capital, startup, corporate innovation, capability development, R&D and digital transformation. Currently, he is the Vice President of Special Project Office at Malaysia Digital Economy Corporation

where he drives strategic digital transformation projects. Dr Karl holds a Bachelor degree in Engineering from The University of Birmingham, United Kingdom and MBA with Distinction and Doctor of Business Degrees from Charles Sturt University, Australia. He has also attended executive programs from Harvard Business School, Said Business School at University of Oxford and Carnegie



Dr Ting-Seng Ho
Member of the APEL Board

Dr Ting Ho is the founder of Ting Ho Aquaculture. HE is also President of SATA foundation and Global Agro Innovation Limited. Recently, Dr Ho has created two new entities in Malaysia, Back to Nature Enterprise and Going Back to Nature Sdn. Bhd. All these are focused on innovative agro-farming using new technology.

Dr Ho's special interests are in identifying business opportunities. He was an advisor to the Guangdong Provincial government on logistics planning and the digital revolution. He helped to set up the Southern China Logistics Platform and was also the first Chief Economist of

FedEx Corp headquartered in Memphis, Tennessee. He helped to set up the FedEx global logistics networks in Asia.

Dr Ho did his PhD in Economics with the University of Pennsylvania, obtained a Bachelor of Economics (First Class) from the University of Malaya. He was a central bank scholar. He was a research fellow of Malaysian Institute of Economic Research, Associate Director of Institute of Development Sabah and had worked in various management capacities as in the banking industry. Dr Ho is in the HELP University APEL.Q programme.

DISTINGUISHED APEL.Q PANEL OF EXPERTS

Advisor, Internal & External Assessor and Moderator



PROFESSOR DATUK DR PAUL T. H. CHAN
BA (Hons), M. Ec (UM); MA (McMaster); PhD (ANU), Hon. D.Litt (Oxford Brookes); Hon. DBA (CSU).

APEL.Q Advisor for the DBA and MBA programmes

Datuk Chan is Co-Founder, Vice Chancellor and President of HELP University (Malaysia) and the HELP Education Group. He was formerly Chairman, Division of Applied Economics, University of Malaya. Dr Chan was also trained in advanced leadership in the Center for Creative Leadership, USA. Dr Chan has received honorary doctoral degrees from British and Australian universities and other prestigious awards.

Dr Chan has consulted to many organizations and has assumed advisory roles in government and private organizations in Malaysia and China. He is a board member of EMGS and has served the MQA Council. Dr Chan has initiated a few start-ups, including IPOs. He is a regular speaker in international seminars and is a columnist for some Malaysian news media and for the China-ASEAN Panorama, sponsored by ASEAN-China Expo Secretariat.

Dr Chan leads the Enhancement and Lifelong Experiential and Experimental Learning programmes of the APEL.Q.

His latest publication is 'Framing the 5Ls for Personal and Corporate Strategizing' for the Journal of Modern Management Research, a China journal. He is also preparing a book on the ELM Framework that he conceptualized and uses in guiding his entrepreneurial thinking and mentoring.



PROF YAP KIM LEN
PhD (Acct) (Otago), MA (Int'l Bus & Int'l Fin Mgmt) (Reading), BA (Acct) (Preston), Dip Bus (Canterbury), CPA

Australia, MIA (Malaysia)

APEL.Q Internal Assessor for the DBA, MBA, MER and MECM programmes

Prof Yap Kim Len obtained her BA (Hons) in Accounting, and MA (International Business and International Financial Management) in the United Kingdom, and her PhD in Accounting from the University of Otago, New Zealand. A qualified accountant with a CPA Fellowship from Australia, and a Chartered Accountant (CA) of Malaysia

Institute of Accountants (MIA). She was MIA's technical director and served on its Accounting Committee.

Prof Yap is the Head of Accounting & Finance at the ELM Graduate School (ELMGS), HELP University. She is the lead facilitator of the Accounting, corporate governance and Business Ethics courses of the HELP Master's in Accounting and Finance and Master of Corporate Governance. She is a supervisor for the Doctor of Business Administration (DBA) students. Her research areas are expectation gaps on reporting and auditing, ethics and governance, risks and assurance and Asian corporate culture.

She is overseeing the development of Accreditation of Prior Experiential Learning (APEL) C and Accreditation of Prior Experiential Learning (APEL.Q) programmes of HELP University.



ASSOCIATE PROF DR NICHOLAS LUM YEW CHOE
APEL.Q Advisor for the DBA programme

Dr Lum is the Dean of ELM Graduate School at HELP

University. He was appointed by HELP University as the first external assessor of APEL.Q for the DBA programme in Malaysia. He is also currently an Advisor to a few APEL.Q DBA candidates. Dr Lum has more than twenty-five years of finance industry and academic experience. Dr Lum, as the Head of Investor Relations, was part of the team that spearheaded the successful RM2 billion worth of Initial Public Offering (IPO) of Sunway Real Estate Investment Trust (Sunway REIT) in Bursa Malaysia in year 2010. He provided training and consulting services in financial risk management to senior Executives of international corporations.

Dr Lum completed his PhD in Financial Economics from Victoria University (Australia). The Commonwealth Government of Australia awarded him a Merit Scholarship to complete his undergraduate studies with Bachelor of Commerce (Hons) in Economics from The University of Melbourne (Australia) in 1994. Dr Lum completed his Master of Commerce (Hons) in Financial Econometrics from the same University in 1995. Dr Lum is currently a Fellow member of Global Association of Risk Professionals (GARP) and was the Regional Director of GARP Malaysia chapter from year 2005-2017



DR GRACE LEE
APEL.Q External Assessor for the DBA and MBA programmes

Dr Grace Lee is the Chief Financial Officer of AEON

Co. (M) Bhd. Prior to this, she was with Astro Malaysia Holdings Berhad ("AMH") Group. She held various senior leadership roles within AMH Group, including as Group Chief Transformation Officer. Dr Grace Lee is currently an Independent Non-Executive Director for the Board of Tune Protect Group Berhad, an Industry Advisory Board member at HELP University and had prior Board of Director roles at Malaysian Global Innovation and Creative Centre (MaGIC) and Astro Go Shop.

Dr Grace Lee started her career as a Consultant at PricewaterhouseCoopers Malaysia. She is an external assessor of the APEL.Q programme.

Dr Grace Lee earned her Doctorate in Business Administration from HELP University, ELM Graduate School and had also won the inaugural Distinguished Alumni Award 2018. She has a MBA with Distinction from Charles Sturt University, Australia, and holds a degree in Accounting and Finance from Curtin University, Australia. She is an Australian Fellow of Certified Practising Accountant, an International Certified Professional Accountant, a Certified Information Systems Auditor and is Certified in the Governance of Enterprise IT.



PROF DR. ROZAINUN ABDUL AZIZ
APEL.Q External Assessor for the DBA, MER and MECM programmes

Prof Dr Rozainun Hj Abdul

Aziz is the Dean for the UNITAR Graduate School, UNITAR International University, Selangor. She was formerly the Dean of Faculty of Accountancy, Universiti Teknologi MARA. She is a Chartered Accountant of Malaysia and was a council member of the Malaysian Institute of Accountant. She is a fellow member of the CIMA (UK), a CGMA (AICPA) and fellow member of CPA (Aust.). She was also a board member of the Bank Simpanan Nasional (BSN). She has also on the Board of a Hong Kong listed company, Kingsley Edugroup Inc. She is also a member of the ICDM and MACD. She also sits on the Disciplinary Board for MICPA.

Prof Rozainun is a regular speaker in conferences. She has won several awards, including the Sultan of Kelantan, PMK (Paduka Mahkota Kelantan), Best Professor of Accountancy 2018 by Golden Globe Tigers Award (Education Leadership) and Trailblazer Award by European Women Payments Network (EWPN) Amsterdam. Other awards include Education Leadership Award by CMO Asia Education Excellence Awards, 251 Fabulous Global Education Leaders Citation Award by World Sustainability Congress 2019, and Best Presenter Award for paper titled "An Empirical Study on Challenges and Strategies to Employability for Graduates: A Bilinear Cost Function" at the ICSHT, Penang.

She is External Assessor with HELP University for the APEL.Q programme.



DR KHAIRUDDIN OTHMAN
PhD (UiTM), MSc (Mass Comm) (Boston), BA (Mass Comm) (UiTM)
APEL.Q Advisor for the DBA programme

Dr Khairuddin Othman is a senior lecturer and Head of the Department of Communication, Faculty of Arts and Communication, HELP University. He has over two decades of experience in the communication industry, having worked in the market and media research firm AC Nielsen (M) Sdn Bhd, New Straits Times Press Bhd, and TV3. He was Chief Executive of Akademi TV3, and CEO of TV3 Ghana Ltd. In education, Dr Khairuddin was Head of Advertising and Broadcasting Department at Universiti Teknologi MARA (UiTM). Dr Khairuddin earned his BA from UiTM, his MSc from the University of Boston, and his PhD from UiTM. He teaches and supervises in the ELM Graduate School and is also in the APEL.Q programme.



PROF DR BERNARD LEW SHIAN LOONG
BSc (Econ) (London), MFinEcon (UPM), PhD (UPM), Professor
APEL.Q Advisor for DBA and Moderator for the MBA programmes

Prof Lew is currently an Advisor for the HELP APEL.Q DBA and has served as a Moderator for the HELP APEL.Q MBA. In 1997, in the wake of the Asian Financial Crisis, Dr Lew embarked on an academic career after completing a BSc (Econ) from the University of London. In 2000, he took a Master's in Financial Economics at UPM, investigating the correlation between size, book-to-market ratio and the portfolio returns of Malaysian industrial stocks. His 2012 PhD thesis stressed the need for an algorithmic representation of urban destination resilience, while advancing agent-based computational modelling of tourist destinations. His on-going interests is in market design and entrepreneurial ecosystem resilience which is evident in the postgraduate courses he facilitates

on entrepreneurial and current issues in economics. Outside his academic pursuits, Dr Lew pursues his interests in algorithmic composition.



DR ROY SHANKER
BEng Hons (Salford), MBA (Reading), DBA (C.Sturt), Senior Lecturer
APEL.Q Advisor for the DBA and Internal Assessor for the MBA programmes

Dr Roy Shanker completed his degree in Engineering in the UK on a Malaysian government scholarship (JPA) and has a DBA in the area of Organisational Psychology. He has almost 30 years of experience in industry. His last corporate role was as the Group Head of Talent Management covering Asia, Europe and the Middle East and Regional Vice President (Asia)- HR of a European MNC. Dr Roy has also worked in various multinationals including Sime Darby, British American Tobacco and ICI Paints. He has published in international journals and has presented papers in international conferences. He is a reviewer for renowned journals such as the Journal of Vocational Behaviour, Current Psychology and the Journal of Organisational Change Management. He is involved in the post graduate programmes at ELMGS and the APEL.Q programme.

Dr Roy is currently also a non-executive director of four foreign MNCs with businesses in Malaysia.



DR EDDIE PHUN
BA Hons (Malaya), MBA (UPM), DBA (UniSA), Associate Professor
APEL.Q Advisor for the DBA and MBA programmes

Dr Eddie Phun has over 12 years' experience lecturing at the Masters and Doctoral level. His areas of specialisation include marketing, branding, retailing and international business. Dr Phun's 15 years of industrial experience in positions like Marketing Manager, Vice President and General Manager enhances the learning dynamics of his classes at the ELM Graduate School. He lists his reading interests as marketing analysis, branding and consumer behaviour. He is also active in Lions Clubs International. He is involved in the APEL.Q programme.



DR HENRY LIM
APEL.Q Moderator for the DBA programme

Henry has been in higher education for 31 years. He was involved in the start-up of four private institutions of higher education in Malaysia, and the set-up of six others within Southeast and East Asia. As Vice President of a regional higher education group, he also consulted for several state and federal governments, private organizations and peak bodies within Southeast Asia on

the development of universities and other education projects. He has recently been involved in HELP University's postgraduate programmes as Deputy Dean, looking after the transformation of the ELM Graduate School. With the launch of HELP University's APEL.Q programmes, he has also contributed to the APEL.Q portfolio as Moderator for the DBA programme. He graduated with a Bachelor of Agricultural Engineering (UPM, Malaysia) degree, and completed a MBA (Finance) (Hull, UK) and a Graduate Diploma in Electronic Commerce (Aalto, Finland). His PhD, conferred by Curtin University, explored transnational education business models.



DR PAOLO CASADIO
BA (Stat Sc & Econ) (Rome), MA Econ & Econometrics (Southampton), PhD (Rome, La Sapienza), Associate Professor

APEL.Q Advisor for the DBA programme

Dr Casadio, an economist, specializes studies of financial markets and business cycles. He developed for Creditalia the econometric model of Italy. He helped to expand the bank's expansion to Eastern Europe. At HELP he headed the University of London programmes. He also headed the Wealth and Investment Centre, a collaboration with the Chartered Institute of Securities and Investment (CISI). He writes regularly on a wide range of economic, financial and digitalization issues. Dr Paolo is in the APEL.Q programme.



PROF LEE JIWON
BS, MS, PhD (Kyung Hee), Professor
APEL.Q Advisor for the DBA programme

Prof Lee Jiwon who holds a PhD from Kyung Hee University, South Korea is a cross-cultural researcher whose interest is in discovering general patterns about cultural traits by investigating consumer behavior through online and offline interaction. Jiwon's specialization includes international business, entrepreneurship and international marketing, such as B2B commerce and brand management. Her research articles have appeared in key journals like International Journal of Mobile Communications, International Journal of Technology and Management, Journal of Hospitality and Tourism Research, Service Business, Asia Pacific Business Review, and Sustainability.

Jiwon teaches and supervises graduate students in statistics, research methodology and marketing management. She is a director of Doctor of Philosophy (Business, Management and Entrepreneurship) programme. She also helps in the student exchange programme with South Korea. Recently, she has also been appointed as an Advisor to APEL.Q DBA learners.

TESTIMONIALS FROM APEL.Q LEARNERS

FIRST APEL.Q DBA GRADUATE

“APEL.Q is a life long journey that creates your highest spirit to succeed in the education spectrum. I thank HELP University’s APEL Centre and other stakeholders involved to experience this enriching journey. I encourage others to consider obtaining an academic qualification via the APEL.Q route.”

Dato’ Seri Dr Abdullah Khalid Salaudin
Senior Government Official, Kuala Lumpur, Malaysia



“APEL.Q is the best medium to further studies based on work experience. We also get to connect with other learners to share experiences. The new knowledge learned from this experience will be an asset for future generation to further their studies. The APEL team at HELP University is professional, accommodating and well-organized; making my APEL.Q journey a pleasant one!”

Datuk Izani bin Wan Ishak
Pegawai, Bahagian Pemeriksaan dan Perundingan
Suruhanjaya Pencegahan Rasuah Malaysia (SPRM)
APEL.Q Master of Science in Economic Crime Management programme
Kuala Lumpur, Malaysia



“I am really glad to embark on the unique APEL.Q learning journey at HELP University, I am hoping to pass on my wealth of life knowledge to the future generations with the publication of my dissertation as a book and also for my own self actualisation goal.”

Mr Ding Hong Sing
National President, SME Association of Malaysia
APEL.Q DBA programme



“APEL.Q provides me a platform to reflect on my past achievements in life, document them in a systematic manner and produce a dissertation that will help me in my future contributions to the society at large. It enables me to create and apply original business and management knowledge in ways which will benefits my organization, industry, and society. This will propel me towards my personal success and enhances higher level of cognitive skills of analysis, evaluation, and confidence that are typically associated with my field of interest as the Secretary General of SME Association. Finally, this APEL.Q will be a milestone achievement in my career, fulfilment of a lifelong dream, personal achievement, and self-satisfaction.

Mr CS Chin
Secretary General, SME Association of Malaysia
APEL.Q DBA programme



“APEL.Q has given me a different view and outlook on a “modern education system” of this time. The learning process under this program has allowed me to view my business from a different angle and to think more critically on how to lead my business as an entrepreneur. APEL.Q is more than just a paper qualification and definitely a life changing opportunity. See for yourself and explore the benefits of APEL.Q”.

Angela Wong Kai Hee
Managing Director, Merit Corporate Service Sdn Bhd
APEL.Q MER programme



“Embarking on APEL.Q with HELP was the best decision I made in terms of pursuing my higher education. APEL.Q suits me well as it recognizes my prior learnings and made my aspiration for continuous/higher education come true! The structure of APEL.Q in accommodating learners of different unique situation(s) including local or overseas students made this less painful for me. The APEL team, advisors and assessors at HELP are professional, respectful and well-organized; making my APEL.Q journey a pleasant one!”

Mr Richard Beh
Former Vice President of Sales, Shangri-la Hotel Shanghai, China
APEL.Q MBA programme



“Without APEL.Q, I would not be able to afford my time doing the DBA. APEL.Q appreciates my valuable learning via international business experience as part of the program and indeed contributes to the significant progress of my DBA. A great talent of MQA and HELP University in helping professional business people achieve an internationally recognised DBA with HELP University will be a dream come true for many passional professional businessmen wishing to enrich their lives in academic and business success”.

Max Lee Say Chyuan
International Education Consultant, Kuala Lumpur, Malaysia
APEL.Q DBA programme



“APEL.Q provides an opportunity to convert working experience into academic qualifications. It is a great personal satisfaction to obtain a higher qualification and gaining recognition. APEL.Q also creates a culture of lifelong learning and a scholarly fraternity among us who are key influencers in society. I shall be completing my APEL.Q DBA with HELP University soon”.

Dato' Sri Akhbar Satar
Director of the Institute of Crime and Criminology, HELP University
Former State ACA (now MACC) Director, Kuala Lumpur, Malaysia
APEL.Q DBA programme



“DBA qualification via the APEL.Q to date has been enriching in terms of learning experiences through sharing the knowledge with others in the programme. Knowledge gained from this programme enlightened me in how I observe the challenges within an organization and as a whole.”

Sivarajah a/I Subramaniam
Chief Operating Officer/Deputy Principal
Laksamana College of Business, Bandar Seri Begawan, Brunei
APEL.Q DBA programme

“I have been associated with the founders of HELP Group for 41 years.

At HELP, they live the mission: to HELP people succeed in life and to live a life of significance through education. Thus I was given the opportunity to be in the Pilot phase of the APEL.Q DBA programme. The lifelong experiential and experimental learning has helped me in numerous ways in how I think and strategize. My dissertation is on framing useable templates for transforming the HELP University. I do this topic because it is practicable and helpful to senior management.”

Fiona Woo
Vice President of International Marketing, Business Development and Student Mobility, HELP University
APEL.Q DBA programme

“I have a vast diverse background with several corporate groups. I am in the APEL.Q Pilot phase. I find the Enhancement Programme enlightening. There is a lot of sharing among top successful fellow classmates who are senior C-suite executives or founders of companies. I learn the practice of academic ideas and premise for business transformation. My DBA dissertation is on constructing measurables to strategize and monitor strategy execution for the HELP Group. The findings will be instrumental and useful.”

Liz Quah
Director of MIS, HELP University
APEL.Q DBA programme



INVESTING IN THE APEL.Q WITH QUALITY FACILITIES AND FACULTY



Mr Afdzal: 03-2700 5060

Administrative Director, APEL Centre

Ms Fiona: 017-306 6300

Vice President, International Marketing, Business Development and Student Mobility



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