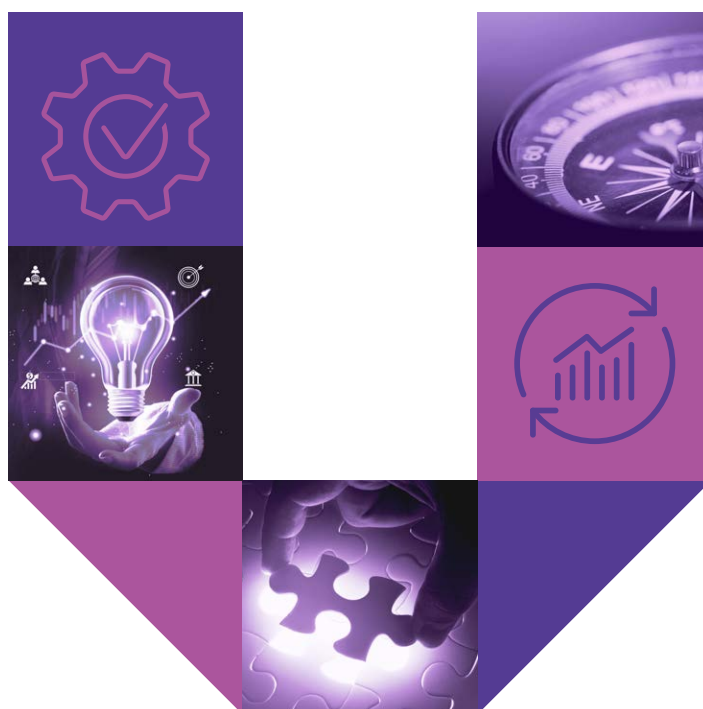




BUSINESS







OUR MISSION IS TO HELP EVERY STUDENT SUCCEED IN LIFE AND TO LIVE A LIFE OF SIGNIFICANCE

To accomplish this, we have developed 4 pillars that will encapsulate your university experience at HELP



ACADEMIC EXCELLENCE

Our dedicated team of educators will ensure you have an engaging and meaningful learning experience



LIFE AND CAREER PREPARATION

Our enhanced curriculum will give you the advantage you need to thrive and succeed in your career and your life



VIBRANT STUDENT LIFE

Our full and exciting campus experience will help you find your joy of life and passion



WELLNESS AND COMMUNITY

Our caring community of students and staff will make you feel welcome, safe and well

HOW **AI** IS CHANGING THE FUTURE OF WORK



CHALLENGES

By 2025:

85 million jobs to be displaced by AI

50% of all employees will need to reskill in order to remain relevant

OPPORTUNITIES

By 2025:

97 million new jobs will be created by new technologies, spurring innovation and growth across various sectors

*Source for all information on this page: World Economic Forum (WEF) Future of Jobs Report 2023

WHAT “**HUMAN SKILLS**” ARE NEEDED TO OPTIMIZE AI-HUMAN SYNERGY

- ▶ Digital agility
- ▶ Social skills
- ▶ Emotional Intelligence (EQ)
- ▶ Mental agility & critical thinking
- ▶ Social intelligence and people skills
- ▶ Communication skills
- ▶ Analytical thinking
- ▶ Resilience and Adaptability

HOW WE ARE PREPARING YOU TO SUCCEED IN AN AI WORLD

1 8 HELP GRADUATE ATTRIBUTES

(page 4)

Equipping you with
key human skills:

- ▶ Digital Agility
- ▶ Social Intelligence
- ▶ Strategic Communication
- ▶ Mental Agility
- ▶ Environmental & Global Literacy
- ▶ Moral Courage
- ▶ Resilience & Wellness
- ▶ Clarity of Purpose

2 REAL WORLD PROJECTS

(page 6)

- ▶ Develop cutting edge professional skills by completing real work projects designed by real companies

3 INDUSTRY RELEVANT MICRO CREDENTIALS

(page 7)

Strengthen your CV
with Micro Credentials
from top global
companies

4 MENTORING AND TALKS BY INDUSTRY EXPERTS

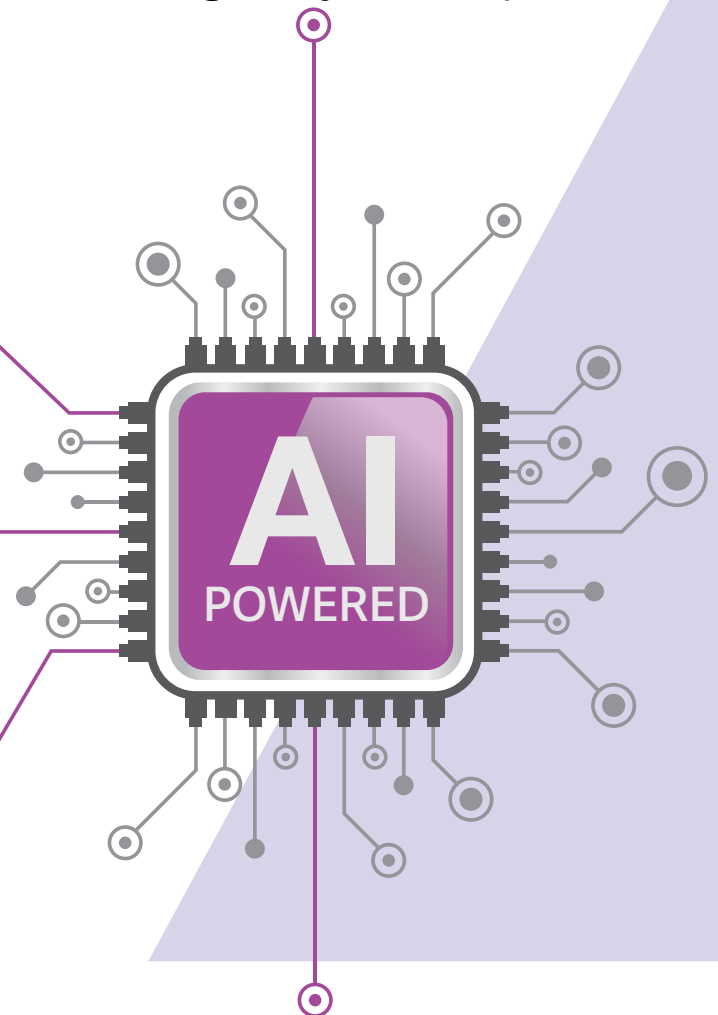
(page 6)

Learn the latest ideas and skills
from global thought leaders

5 INTERNSHIPS WITH TOP ORGANIZATIONS

(page 10)

- ▶ Internship programmes with over 1,000 companies





HELP GRADUATE ATTRIBUTES



Gayathri Vadivel
Head of Employment
Services Division
Social Security Organisation
Malaysia (PERKESO)

“ In today's dynamic world, filled with much complexity and rapid changes, attributes including digital agility, social intelligence and mental agility particularly empowers us to thrive in an ever evolving world of work. ”



Venon Tian
Chief Operating Officer
ZUS Coffee

“Cultivating these attributes today empowers you to thrive tomorrow, as you become a leader, a problem-solver, and a lifelong learner in an ever-changing world. ”



1 DIGITAL AGILITY

- Python for beginners

Offered by
Microsoft

- Introduction to Generative AI
- Getting Started with Data
- Getting Started with Cybersecurity

Offered by
Google

- Level up with CHATGPT

Offered by
Jobstreet



2 SOCIAL INTELLIGENCE

- Brainstorm Ideas in a Group

Offered by
Google

- Becoming a Changemaker: Introduction to Social Innovation

Offered by
University of Capetown

- Understanding People / Behaviour Insight

Offered by
HELP University

- Developing your Emotional Intelligence

Offered by
LinkedIn Learning



5 ENVIRONMENTAL & GLOBAL LITERACY

- Global Citizenship
- Planetary Health

Offered by
World Vision

- ESG awareness

Offered by
HRDC



6 MORAL COURAGE

- Community engagement and humanitarian programmes

Offered by
UNICEF

- Volunteerism

Offered by
World Vision

***Disclaimer:** Some of these short courses are offered through open-source platforms and are compulsory for all HELP students.

Our curriculum integrates these attributes to prepare students with essential life skills and professional competencies for success in work and life



3 STRATEGIC COMMUNICATION

- Communicate your Ideas through Storytelling and Design

Offered by
Google Garage

- Effective Presentation Communication

Offered by
HP Life

- Digital Content Creation

Offered by
HELP University



4 MENTAL AGILITY

- Effective Learning Skills

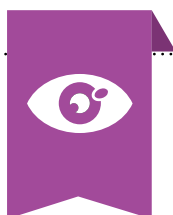
Offered by
HELP University

- Solving Problems with Creative and Critical Thinking

Offered by
IBM

- Time Management

Offered by
HRDC



7 RESILIENCE & WELLNESS

- Stress Management
- Psychology First Aid

Offered by
HELP University

- First aid and CPR

Offered by
St. John Ambulance



8 CLARITY OF PURPOSE

- Personality Testing

Offered by
HELP University

- Career Readiness
- Interviewing and Resume Writing

Offered by
Jobstreet



Ho Sau Fong
Senior Partnerships Manager
Jobstreet by SEEK

“With these skills and certs, students will be ready to crush industry challenges, stand out, and make an impact in their careers.”



Vinesh Naidu
Director - Human Capital
PwC Malaysia

“Staying resilient in pursuit of success comes with tenacity. For young people, the secret lies in balancing digital agility with the timeless strength of human connection and empathy - both for self and others, and these attributes are aligned with the needs.”

”

REAL WORLD PROJECTS

Develop cutting edge professional skills by completing real work projects designed by real companies



Comprehensive market research project to analyse preferences, perceptions, and potential demand within a target market.



A regional feasibility study conducted for a company launching a product in Asia.

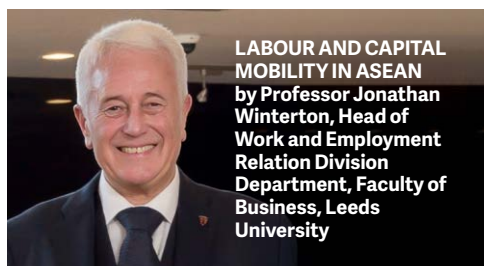


Market research consulting project on employability preferences and financial literacy.



Developing promotional materials and events for a company's new product launch.

MENTORING AND TALKS BY INDUSTRY EXPERTS



LABOUR AND CAPITAL MOBILITY IN ASEAN
by Professor Jonathan Winterton, Head of Work and Employment Relation Division Department, Faculty of Business, Leeds University



BUSINESS STRATEGIES IN DEVELOPING COUNTRIES
by Professor Rekha Rao-Nicholson, Professor of Management at the University of Essex



Dr Xiaoxiang Zhang (Associate Professor) of Finance and Director of Recruitment at the University of Sussex Business School, delivered an engaging talk on ESG and Sustainable Governance: The Case of Tesla's CEO Billion-Dollar Compensation Battle.



Professor Yee Hun Leek, Adjunct Professor at YHL & Associates, presented insights on the Implementation of E-Invoicing in Malaysia.



The Bloomberg Finance Lab at HELP University provides opportunities for students to train in online live stock-trading



Data analysis conducted at the Bloomberg Finance Lab at the Business Analytics and Technology Innovation Centre, HELP University

BUSINESS ANALYTICS AND TECHNOLOGY INNOVATION CENTRE (BATIC)

- 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



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

“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, Chancellor and Co-Founder, HELP University

INDUSTRY CERTIFICATIONS

Strengthen your CV with these certificate courses from top global companies

- ▶ **Data Fundamentals**
 - ▶ **AI Fundamentals**
 - ▶ **Sustainability & Technology**
- Offered By **IBM**

- ▶ **Data Analytics**
- Offered By **SAS**

- ▶ **Power BI**
- Offered By **Microsoft**

- ▶ **Bloomberg Market Concept (BMC)**
- Offered By **Bloomberg**



AWS expert Mr Eric from SG Code Camps delivered an interactive workshop on 'Empowering Future Business Leaders with Cloud Literacy'.

Sherman Lam, Co-Founder of The Boring Careers, shared valuable trade insights in his talk on 'Business Careers: Tips and Tricks'.

WELCOME TO THE LARGEST ACADEMIC FACULTY AT HELP UNIVERSITY



HELP University's business programmes are the only one in Malaysia which permits students to transfer their credits to the final year of The University of Queensland Business/Commerce programme.

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

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

We offer a wide range of business majors, including

- **Accounting**
- **Entrepreneurship**
- **Economics**
- **Finance**
- **Business Psychology**
- **Business Analytics**
- **Marketing**
- **International Business**
- **Management**
- **Human Resource Management**
- **Hospitality Management**
- **Tourism Management**

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

Our accounting programme is the first Malaysian university programme to be accredited by CPA, Australia. Furthermore, our accounting programme is granted maximum exemptions by professional bodies such as ACCA, ICAEW and MAICSA.

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

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

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

EXPLORE OUR DIVERSE
AND ACCOMPLISHED
ACADEMIC TEAM





CAREER PROSPECTS*

*Partial list of career prospects

ACCOUNTING

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

BUSINESS ANALYTICS

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

ENTREPRENEURSHIP

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

FINANCE

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

HOSPITALITY MANAGEMENT/TOURISM MANAGEMENT

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

HUMAN RESOURCE MANAGEMENT

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

INTERNATIONAL BUSINESS

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

MARKETING

- Brand Manager
- Business Development Manager
- Market Researcher
- Marketing Communications Manager
- Product Manager
- Retail Manager
- Sales and Promotion Manager
- Event Manager
- Logistics Specialist
- Digital Strategy Manager
- Digital Marketing Analyst

BUSINESS PSYCHOLOGY

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

MANAGEMENT

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

ECONOMICS

- Researchers
- Accountancy
- Banking and Insurance
- Telecommunication
- Financial Management
- Consultancy
- Information Management
- Education
- Federal, State and Local Government

START YOUR CAREER WITH TOP GLOBAL ORGANISATIONS

The HELP Business Programmes offers you the unique opportunity to secure internships and full-time employment with over 300 business corporations and social work organisations. These are some of the organisations that have employed HELP Business graduates.

IPSOS Malaysia **Leaderonomics** **Jobstreet**
Public Bank **CGS International** **Alliance Bank**
FIND Talent **Omnicom** **Hawley & Hazel** **OSK**
UOB **Ler Lum Advisory** **GENTING** **Accoris**
Public Mutual **Meliá KL** **ECOVIS** **NielsenIQ**
PayNet **YYC Group** **Hiredly** **Allianz Malaysia**
Star Media **Lonpac Insurance** **SearchGuru**
EQ Hotel **Pacific World Travel(PWT)** **HATA**
Shangri-La KL **Wendy Travel** **The St Regis KL**
Westin Langkawi **Apple Vacations Malaysia**
BDO **SONY** **Sofitel KL Damansara** **Crowe**
BMC Travel **Shopee** **FSTEP** **EMQ Singapore**

“HELP University provides a supportive and flexible environment with approachable lecturers.

It's okay to feel lost sometimes—stay close to your lecturers and peers, and they'll help guide your path while you pursue your passion.”

Venice Tan Yee Kheng
HELP Bachelor of Business Psychology (Hons)
HR Manager ; Hawley & Hazel Marketing Sdn Bhd (Darlie)



“ The Diploma in Business programme has provided me with a strong foundation to do my Bachelor of Business (Accounting) degree programme.

The academic faculty in the diploma and bachelor degree programme are made up of high level industry professionals and academics with active consultancy portfolios.

Their invaluable work expertise honed from years of experience have trained me well for my current job.”

CHAI MING TAK

Senior Associate at one of the Big Four professional services firms

Bachelor of Business (Accounting) First Class Honours, HELP University

Diploma in Business, HELP University



Megan Gail Ventura

Regional Queensland

MA (Intl Relations & Affairs) (QMUL), Grad Cert (Intl Relations & Affairs) (UQ), BBus (Acc & Fin) (UQ), BBus (Marketing) (HELP University)

Awarded 100% Tuition Fee scholarship to complete her final year at University of Queensland



Calvin Tee Voon Sheng

Account Manager at a leading global social media company in Singapore

BBus Mgmt (Marketing) (UQ), BBus (Marketing) (HELP University)

Awarded 100% Tuition Fee scholarship: UQ International Undergraduate Scholarship



Ng Ju Ynn

Manager, Financial Services Advisory at one of the Big Four professional services firms

CPA (Aust.), BCom (Acc & Fin) (UQ), BBus (Fin) (HELP University), UQ International Undergraduate Scholarship



Koh Kang Swee

Business Development Manager at a leading financial institution in Malaysia

BBus (Fin) First Class Hons (HELP University)



Choi Pui Mun

Internal Audit - Business, MariBank Singapore

CPA, CAMS, BCom (Acc & Fin) (UQ), BBus (Acc) (HELP University), Awarded 100% Tuition Fee scholarship: UQ International Undergraduate Scholarship



Crystal Gan Tze Jin

Product Manager at a leading financial institution in Malaysia

BCom (Fin) (UQ), BBus (Fin) (HELP University), Foundation in Arts (HELP University), HELP-UQ Scholarship Holder



Yip Chee Meng

Finance Professional ACCA, MBA (HELP University), BBus (Acc) First Class Hons (HELP University), Foundation in Arts (HELP University), HELP University President's Award



Phua Jing Wen

AVP (Treasury Operations Department) at a leading financial institution in Malaysia

BBus (Fin) First Class Hons (HELP University), Affin Hwang Scholarship Holder



Ong Vincent

Team Head SME at a top-tier financial institution in Malaysia

BBus (Fin) First Class Hons (HELP University), Foundation in Arts (HELP University)



Carmen Chan Sze Ern

Manager, M&A Transaction Services at one of the Big Four professional services firms in Australia

CPA (Aust.), BCom (Fin) (UQ), BBus (Fin) (Hons) (HELP University), A-Levels (HELP University), HELP-UQ Scholarship Holder



Wong Wei Qi

Senior Investment Analyst at a major investment management company in Malaysia

BBus (Fin) First Class Hons (HELP University)

DIPLOMA IN BUSINESS

(R3/0410/4/0024) (01/30) (A6487)

INTAKES: January, February*, May August, October# **AVAILABILITY:** Subang Bestari and Damansara Heights campuses

Intakes are only applicable for those entering the programme without being granted any exemptions.

Fast-track Your Journey to Success in the Business World

HELP University's Diploma in Business is a two-year programme designed for students looking to launch or advance their careers in business. This comprehensive diploma equips students with a blend of theoretical knowledge and practical skills essential for success in finance, marketing, management, and other related fields. Recognised by top universities in Australia, the UK, New Zealand and China, HELP Diploma allows students to enter directly into the final 2-year of business-related bachelor's degrees. Students may also earn their bachelor's degrees in just 1.5 years locally upon completion of the diploma, joining the workforce six months earlier than peers in traditional programmes. The curriculum has been developed in consultation with international academic partners to meet rigorous global standards, ensuring a well-rounded education that balances academic rigor with real-world application.

Beyond academics, HELP University's Diploma in Business focuses on fostering hands-on skills crucial for today's competitive job market. Students gain valuable experience working with industry-relevant technology, enhancing their

problem-solving, teamwork, and leadership capabilities—qualities highly sought after by employers. The programme offers a dynamic learning environment, enriched by experienced faculty and modern resources that support students' personal and professional growth. The HELP faculty is committed to nurturing each student's potential, creating a supportive setting that encourages resilience and innovative thinking.

This diploma serves as an ideal pathway for those planning to specialize in business, providing the foundational knowledge and skills to pursue advanced studies or enter the workforce with confidence. By blending strong academic foundations with practical applications, the HELP Diploma in Business prepares students to tackle real-world challenges and make meaningful contributions to the business world from day one. For students who are eager to make a swift and impactful entry into the business field, HELP University's Diploma in Business offers an excellent start and a smart pathway to future success.

PROGRAMME DETAILS

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

ASSESSMENT

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

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the diploma programme:

☆ Microsoft Power BI



YEAR 1

- English 1
- Digital Information Technology
- Basic Business Mathematics I
- Basic Accounting
- English 2
- Basic Business Mathematics II
- Elementary Law
- Introduction Business Administration

YEAR 2

- Financial Accounting
- Introduction to Business Analytics#
- Organisations & Management
- Business Law
- Microeconomics
- Macroeconomics
- Introduction to Human Resource Management
- Business Statistics
- Accounting for Business Decisions
- Marketing Principles
- Introduction to Finance
- Introduction to Business Ethics

ELECTIVES Choose 1

- Introduction to Public Relations
- Introduction to Psychology
- Introduction to Tourism and Leisure Management
- Diploma Internship Programme*

MPU SUBJECTS

One MPU1

- Penghayatan Etika dan Peradaban **
- Falsafah dan Isu Semasa **
- Bahasa Melayu Komunikasi 1 (International)

MPU2 / MPU3

- Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu), and
- Integrity and Anti-Corruption (Malaysian and International)

To choose at least 1 MPU4 Subject

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

University Compulsory Subject

- Communication I
- Discovering Oneself

* 2-year 1 semester programme if D2BIP300 is taken as elective course

** Local students to take either MPU2182 or MPU2192

** International students to take MPU2132

BACHELOR OF BUSINESS (FINANCE) (HONOURS)

(R3/0412/6/0026) (10/29) (A5951)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Subang Bestari and Damansara Heights campuses

* Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Shape Your Future in Finance with Expertise and Excellence

The financial world is evolving rapidly, and HELP University's Bachelor of Business (Finance) (Honours) programme equips you to stay ahead. Combining finance fundamentals with advanced financial technology, our programme prepares students for careers in traditional and emerging finance sectors.

Programme HIGHLIGHTS:

International Finance and Global Market Dynamics: Explore global market dynamics with a focus on Asian markets. Learn about currency risk, exchange rates, and international corporate finance—essential for careers in banking, asset management, or corporate finance.

Portfolio Management: Gain hands-on experience in portfolio construction, risk modeling, and asset allocation using tools like Excel and our Bloomberg Finance and Intelligence Hub

FinTech: Blockchain, Digital Currency and AI: Dive into Fintech innovations, including blockchain, AI, and big data, and learn to integrate these into strategic business plans.

Sustainable Finance: Understand how sustainability impacts financial decisions, focusing on ESG roles and impact investing.

Introduction to Technical Analysis and trading: Develop practical skills in analysing financial markets, preparing for roles in trading and market analysis.

Introduction to Financial Technology: Study the evolution of Fintech, government regulations, and future trends, equipping you to leverage Fintech in today's finance world.

Bloomberg Certification:

Students graduate with the Bloomberg Market Concept certification from Bloomberg, a valuable credential in the finance industry. It provides hands-on experience with real-time financial data, enhancing employability.

Join HELP University's Bachelor of Business (Finance) (Honours) and gain the knowledge and skills to excel in a tech-driven, sustainable financial future.

PROGRAMME DETAILS

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

SEMINARS (CAREER SKILLS)

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

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

ASSESSMENT

Most subjects follow the assessment pattern below:
Continuous Assessment (50%-60%) & Final Assessment (40%-50%)

The following industry certifications and digital badges will be awarded upon the successful completion of the respective subjects in the Finance programme:

- ☆ Microsoft Power BI
- ★ Bloomberg Market Concept (BMC)



YEAR 1

- Financial Accounting 1
- Management Accounting 1
- Principles of Microeconomics
- Principles of Macroeconomics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics

YEAR 2 & 3 COMPULSORY

- Financial Accounting 2
- Macroeconomic Analysis
- Financial Management
- Financial Institutions, Instruments and Markets ★
- Investment Analysis & Decision Making
- Wealth Management
- Managing Human Resources
- Analysis of Equity & Fixed Income Investments
- International Finance and Global Market Dynamics
- Strategic Issues in Financial Management
- Derivative Securities & Risk Management
- Portfolio Management
- Business Research
- Business Analytics for Decision Making ☆
- Graduation Project

ELECTIVES

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

- Financial Reporting
- Islamic Bank Management
- Corporate Accounting
- Business Internship Programme
- Comparative Banking Structure

- International Economics
- Introduction to Technical Analysis and Trading
- Mergers and Acquisitions
- Introduction to Financial Technology
- Company Law
- International Business Law
- Sustainable Finance
- FinTech: Blockchain, Digital Currency & AI
- Managing People Across Cultures
- Corporate Policy & Strategy
- Strategic International Business Management
- Business Ethics & Social Responsibility
- Applied Analytics in Business and Economics

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR IN ACCOUNTING (HONOURS)

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

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Subang Bestari and Damansara Heights campuses

Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Your Path to a High-Impact Career in Accounting Begins Here!

HELP University's Bachelor in Accounting (Honours) is designed to prepare students for success in the dynamic field of accounting. The programme combines foundational theory, advanced technologies, and industry insights to equip graduates with the skills needed for impactful financial decision-making in business and government.

Aligned with global standards, the curriculum provides exemptions from professional bodies like CPA Australia, ACCA, ICAEW, and MIA. As part of the prestigious ACCA Accelerate Programme, students can sit for ACCA's Strategic Professional exams before graduation. Recognition by the Institute of Singapore Chartered Accountants (ISCA) further enhances regional career prospects.

The programme integrates future-focused topics like AI, blockchain, and digital currency with hands-on training in leading accounting software, culminating in a Microsoft certification to boost employability. Adjunct faculty from top accounting firms offer real-world insights and mentorship, bridging classroom learning with industry practice.

With a curriculum blending technical expertise and business acumen, HELP's Bachelor in Accounting (Honours) prepares you to lead in the accounting profession.

PROGRAMME DETAILS

- 3-year Honours programme
- 34 subjects including graduate 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 (50%-60%) & Final Assessment (40%-50%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Accounting programme:

☆ Microsoft Power BI



YEAR 1

- Financial Accounting 1
- Management Accounting 1
- Principles of Microeconomics
- Principles of Macroeconomics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics

YEAR 2 & 3 COMPULSORY

- Accounting Information Systems
- Business Ethics & Social Responsibility
- Investments Analysis & Decision Making
- Management Accounting 2
- Financial Reporting
- Financial Accounting 2
- Management Accounting 3
- Corporate Accounting
- Auditing & Assurance Services
- Accounting Theory and Practice
- Financial Management
- Managing Human Resources
- Company Law
- Business Research
- Business Analytics for Decision Making ☆
- Taxation
- Graduation Project
- Accounting Internship Programme

ELECTIVES

Choose 1 subject

- Islamic Bank Management
- Reporting Framework and Accounting Practice
- Comparative Banking Structure
- International Economics

- Financial Institutions, Instruments and Markets
- Introduction to Technical Analysis and Trading
- Mergers and Acquisitions
- Corporate Finance
- International Business Law
- Asian Entrepreneurship & Innovation
- Asian Business Environment
- Managing People Across Cultures
- Corporate Policy & Strategy
- Applied Analytics in Business and Economics

MPU SUBJECTS

Two MPU1*

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one MPU4 subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

“ The comprehensive curriculum in the HELP University Bachelor of Business (Accounting) (Honours) 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 at a top-tiered investment management company in Australia

ACCA

MBA, HELP University

Bachelor of Business (Accounting) (Honours)

First Class Hons, HELP University

HELP University President's Award Winner

Foundation in Arts, HELP University



“ Majoring in accountancy extends beyond financial and management accounting, taxation, and audit to include economics, marketing, management, finance, law, and IT. My lecturers enhance learning by sharing real-world experiences and current business issues. Completing my independent graduation project was particularly rewarding, as it allowed me to engage with directors and managers from MNCs, the Big Four, and leading local companies. This exposure has prepared me well for the corporate world.”

Liu Pow Leng

Vice President at a prominent financial institution in China

Bachelor of Business (Accounting) (Honours), HELP University

Grand finalist, Maybank GO Ahead 1st Runner-up, CIMA Global Business Challenge (Malaysia)

SMJK Chong Hwa Jalan Gombak KL



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

Ong Wu Ping

Senior Financial Analyst at a prominent global real estate consultancy in Malaysia

Bachelor of Business (Accounting) (Honours) First Class Honours, HELP University

HELP University President's Award Winner

Foundation in Arts, HELP University

SMK Kepong Baru, KL



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

Ong Wu Sheng

Assistant Audit Manager at a Big Four professional services firm in Malaysia

Bachelor of Business (Accounting) (Honours) First Class Honours, HELP University

HELP University President's Award Winner

HELP Business Student Ambassador

Foundation in Arts, HELP University

SMK Kepong Baru, KL

RECOGNITION & ACCREDITATION



HELP University's Bachelor of Accounting (Honours) is now accredited by the Institute of Singapore Chartered Accountants (ISCA), granting graduates a maximum exemption of 5 out of 6 modules required for entry into the Singapore Chartered Accountant (CA) Qualification Foundation Programme. This places HELP among the select few institutions in Malaysia to receive the maximum exemption awarded by ISCA to date. Eligible graduates can apply directly to the Foundation Programme and receive exemptions as listed on the official Singapore CA Qualification website. These exemptions offer a significant advantage to students aspiring to obtain the highly respected CA (Singapore) designation, which is widely recognised across ASEAN and globally.

ISCA further supports HELP students who successfully complete the SCAQ Foundation Programme specifically by passing the TXF and Ethics & Professionalism modules by awarding the ISCA Professional Business Accountant (PBA) designation. These students are also given the opportunity to interview with ISCA-affiliated employers, providing valuable exposure to potential career opportunities.

HELP graduates enjoy substantial benefits from these exemptions, including a faster route to professional

qualification, reduced certification costs, increased employability, and greater international recognition especially in the ASEAN region. The exemptions also provide a clear pathway toward becoming a Chartered Accountant (Singapore), paving the way for enhanced global career mobility.



In addition to academic and professional advancements, HELP University celebrates the remarkable achievement of Ms Chew Kay Ling, a Bachelor of Business (Accounting) student who became the first Malaysian recipient of the ISCA Best Accounting Student Award. This prestigious award, which recognises outstanding accounting talent across the region, includes a cash prize, a full scholarship to pursue the ISCA Foundation Programme, a Gold Medal of Excellence, a Certificate of Achievement, and a Letter of Recommendation from ISCA to support her future career. This milestone highlights HELP University's commitment to nurturing competent, ethical, and globally competitive accounting professionals through robust academic and professional collaborations like that with ISCA.

ACCA

THE ASSOCIATION OF
CHARTERED CERTIFIED
ACCOUNTANTS

HELP University's Bachelor in Accounting (Honours) is accredited by ACCA for 9 exemptions for the Applied Knowledge and Applied Skill level exams which makes it eligible for the ACCA Accelerate programme. This offers an exceptional opportunity for aspiring accountants to get a head start in their professional journey by working towards their ACCA qualification while completing their Bachelor in Accounting (Honours) degree.

The ACCA Accelerate Programme offers a wealth of benefits designed to fast-track students on their journey to becoming a Chartered Certified Accountants. One of the most significant advantages is the opportunity to claim exemptions for up to nine ACCA papers at the Applied Knowledge and Applied Skills levels. This substantially reduces the number of papers students need to complete after graduation, saving time and effort.

In addition, students in their third year have the option to begin the Strategic Professional exams such as Strategic Business Reporting (SBR) and Strategic Business Leader (SBL) which are embedded into the undergraduate curriculum through equivalent courses, allowing students to complete essential ACCA modules ahead of schedule. This early exposure not only accelerates their professional qualification but also builds a strong foundation in advanced accounting principles.

Graduates of the programme gain a dual progression advantage, earning both an academic qualification, a bachelor's degree and substantial progress toward their ACCA membership. This powerful combination enhances their appeal in the competitive job market, giving them a distinct edge over their peers.

The programme also provides exclusive professional support. Participants benefit from tailored ACCA learning resources, career development sessions, and academic guidance from experienced lecturers who possess both deep ACCA knowledge and valuable industry insights.

Furthermore, students with completed ACCA papers become highly sought after by employers, often securing premium internships and graduate roles before they even finish their degrees. Their advanced standing in the ACCA pathway makes them attractive candidates for top accounting and finance positions.

Finally, the ACCA Accelerate Programme is a cost-effective choice. Students enjoy a waiver of the initial ACCA registration fee, saving £69, and are exempted from paying the annual subscription fee until they complete their degree. Most notably, they save approximately £717 in exemption fees for up to nine papers. Additionally, students have the flexibility to defer payment of these exemption fees for up to one year, making financial planning easier and more manageable.



PROVEN PERFORMANCE

CERTIFIED PRACTISING ACCOUNTANTS (CPA) AUSTRALIA

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

MALAYSIAN INSTITUTE OF CHARTERED SECRETARIES AND ADMINISTRATORS (MAICSA)

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

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

MALAYSIAN INSTITUTE OF ACCOUNTANTS (MIA)

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

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

THE INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES (ICAEW)

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

FINANCIAL PLANNING ASSOCIATION OF MALAYSIA (FPAM)

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

FIRST CPA AUSTRALIA ACCREDITATION IN MALAYSIA

For a Malaysian private university's Accounting programme

THE CHARTERED FINANCIAL ANALYST® (CFA) INSTITUTE

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

SOCIETY OF ACTUARIES (SOA)

Students who have completed the HELP University Bachelor of Business (Hons) degree programme are eligible to apply for Validation by Educational Experience (VEE) credit with the Society of Actuaries (SOA) if they have received a score of DI2 or better in the VEE-approved courses. The courses that are approved include QBM101 Business Statistics, ECO101 Principles of Microeconomics, ECO102 Principles of Macroeconomics and FIN202 Financial Management. This will allow the students to meet part of the necessary requirements in acquiring the Associateship with SOA.

THE ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA)

Students who have completed the HELP University Bachelor in Accounting (Honours) or Bachelor of Business (Finance) (Hons) degree programme and have taken relevant elective subjects in the programme are eligible for up to 9 or 7 exemptions out of 13 subjects from ACCA respectively. ACCA has allowed HELP University's Bachelor of Business (Accounting) (Hons) programme students' conditional exemption (CE) into the ACCA Programme. The CE offering will allow our second and final year students of the Bachelor of Business (Accounting) (Hons) programme to take their ACCA Professional Level subjects prior to completion of their Bachelor's degree programme.

SAS-HELP UNIVERSITY ACADEMIC SPECIALISATION IN BUSINESS ANALYTICS

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

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



**THE UNIVERSITY
OF QUEENSLAND**
AUSTRALIA

CREATE CHANGE

The University of Queensland's Faculty of Business, Economics & Law (UQ BEL) is a proud partner of the Faculty of Business, Economics and Accounting (FBEA) at HELP University.

For more than two decades, UQ BEL has welcomed driven and high achieving students from FBEA. Our long-standing success together is reflected in the quality of FBEA students articulating into BEL undergraduate programs. They have been a wonderful addition to the BEL student community.

We are grateful for FBEA's support throughout these years, and we look forward to our continuing partnership with HELP University.

**PROFESSOR
ANDREW GRIFFITHS**

Executive Dean
Faculty of Business,
Economics and Law

**PARTNER'S
TESTIMONIAL**

BACHELOR OF BUSINESS (ENTREPRENEURSHIP) (HONOURS)

(R3/0410/6/0016) (10/29) (A10830)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Damansara Heights campus

Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Your Pathway to Entrepreneurial Leadership

Ignite your entrepreneurial spirit with the Bachelor of Business (Entrepreneurship) (Honours) at HELP University—a dynamic programme crafted for aspiring entrepreneurs and business leaders. This programme combines foundational business knowledge with hands-on experience and knowledge in AI, blockchain, and digital currency, setting you up for success in both start-ups and established companies.

Our curriculum is designed to bridge theory and practice, blending essential topics in finance, marketing, and operations with innovation, leadership, and strategic thinking. Through project-based learning, internships, and direct engagement with industry experts, you'll gain valuable real-world experience and establish a professional network while earning a Microsoft certification to demonstrate your technical skills.

Entrepreneurship is about creating value and driving progress. This programme prepares you to identify opportunities, assess risks, and take actionable steps to pursue innovative ideas. With a focus on practical applications, students gain the critical skills to lead ventures from ideation to launch, and beyond. You'll graduate with a solid understanding of the entrepreneurial process, equipped with the mindset, strategies, and determination to bring new ideas to life.

Join the Bachelor of Business (Entrepreneurship) (Honours) at HELP and transform your passion for innovation into a career that makes an impact.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%)
& Final Assessment (40%-60%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Entrepreneurship programme:

☆ Microsoft Power BI



YEAR 1

- Financial Accounting 1
- Management Accounting 1
- Principles of Microeconomics
- Principles of Macroeconomics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics

YEAR 2 & 3 COMPULSORY

- Business Finance
- Managing Human Resources
- Small Business Management
- Business Research
- Asian Entrepreneurship & Innovation
- Introduction to Entrepreneurial Behaviour
- New Venture Creation
- Franchising
- Business Analytics for Decision Making ☆
- Operations Management
- Strategic Planning For Entrepreneurs
- Corporate Venturing
- Entrepreneurship Business Plan
- Strategic Marketing Relationship
- Graduation Project

ELECTIVES

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

- Management Accounting 2
- Business Internship Programme
- International Economics
- International Business Law

- Asian Business Environment
- Managing People Across Cultures
- Strategic International Business Management
- Business Ethics & Social Responsibility
- Strategic Global Marketing

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR IN MARKETING (HONOURS)

(R3/0415/6/0041) (10/29) (A5952)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Subang Bestari and Damansara Heights campuses

Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

From Insights to Impact: Become a Marketing Trailblazer

Our curriculum is crafted to equip you with a deep understanding of modern marketing and its vital role within and between organizations. You'll develop essential skills in consumer behavior, sales, digital marketing, and strategic planning—key areas that empower you to deliver value in dynamic markets. Gain hands-on experience in digital marketing, social media strategy, and e-commerce, as well as the technical expertise in AI, blockchain, and digital currencies that employers are seeking in today's tech-savvy landscape. Our programme even allows you to earn a Microsoft certificate, demonstrating your technological proficiency before you graduate.

Beyond technical know-how, this programme hones your critical thinking, communication, and decision-making skills, preparing you to solve complex problems creatively and strategically. You'll master practical applications in retail, services, and distribution management, while courses in marketing analytics and research will teach you how to leverage data to make informed, impactful decisions.

Graduate with a Bachelor in Marketing (Honours) and enter the workforce with the skills, insights, and credentials to thrive in a digital, data-driven global economy. Join us to turn your passion for marketing into a career built for the future.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%)
& Final Assessment (40%-60%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Marketing programme:

☆ **Microsoft Power BI**



YEAR 1

- Financial Accounting 1
- Management Accounting 1
- Principles of Microeconomics
- Principles of Macroeconomics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics

YEAR 2 & 3 COMPULSORY

- Business Finance
- Managing Human Resources
- Business Analytics for Decision Making ☆
- Consumer Behaviour
- Distribution & Logistics Management
- Sales Management
- Product Management
- Digital Marketing
- Introduction to Operations Management
- Integrated Marketing Communications
- Strategic Global Marketing
- Marketing Research
- Competitive Marketing Planning & Strategy
- Services Marketing
- Innovative Product Development and Management
- Graduation Project

ELECTIVES

Choose 2

- International Economics
- Principles of Web Design
- Marketing Analytics
- Digital Payment and Security
- International Business Law

- Cyberlaw and Ethics
- Asian Entrepreneurship & Innovation
- Asian Business Environment
- Managing People Across Cultures
- Corporate Policy & Strategy
- Strategic International Business Management
- Business Ethics & Social Responsibility
- e-Commerce Strategies
- Retail Management
- Social Media Marketing
- Mobile Marketing
- Digital Product Management
- Search Marketing

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR OF BUSINESS (HUMAN RESOURCE MANAGEMENT) (HONOURS)

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

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Damansara Heights campus

* Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Lead with Purpose, Manage with Expertise

Shape the future of modern organisations with the Bachelor of Business (Human Resource Management) (Honours) at HELP. This programme is crafted to prepare you for a high-impact career in personnel management, organizational development, and industrial relations—areas crucial to the success of any business. You'll gain a comprehensive understanding of human resource functions, from recruitment and training to performance appraisal and staff planning, positioning you as a valuable asset to both public and private sectors.

Our curriculum is grounded in both practical and conceptual learning, giving you the skills to lead effectively in real-world HR settings. You'll also gain knowledge in emerging fields like AI, blockchain, and digital currency, ensuring you're prepared for the technological changes reshaping human resources today. In addition, you'll earn a Microsoft certification, giving you a

technical advantage and practical tools to streamline HR processes.

This programme emphasizes the importance of effective human resource management in fostering organizational success. With in-depth courses in personnel management, industrial relations, and organizational behavior, you'll learn to address complex people-management challenges, from staff planning and job design to evaluating training needs and managing employee relations.

Graduate from HELP University with a Bachelor of Business (Human Resource Management) (Honours), ready to make a meaningful difference in any organisation by building, supporting, and inspiring high-performing teams. Start your journey to becoming an HR leader today.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%) & Final Assessment (40%-60%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Human Resource Management programme:

☆ Microsoft Power BI



YEAR 1

- Financial Accounting 1
- Management Accounting 1
- Principles of Microeconomics
- Principles of Macroeconomics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics

YEAR 2 & 3 COMPULSORY

- Labour Economics
- Business Finance
- Managing Human Resources
- Human Resources Development
- Human Resource Research
- Managing Occupational Health & Safety
- Managing Strategic Human Resources
- Industrial Relations
- Comparative Industrial Relations
- Law of Employment
- Business Analytics for Decision Making ☆
- Operations Management
- Change Management
- Corporate Policy & Strategy
- Business Ethics & Social Responsibility
- Graduation Project

ELECTIVES

Choose 2

- Human Resource Analytics
- Business Internship Programme
- International Economics
- International Business Law
- Business Mathematics
- Organisational Behaviour
- Asian Entrepreneurship & Innovation
- Asian Business Environment
- Managing People Across Cultures
- Strategic International Business Management

MPU SUBJECTS

Two MPU1*

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one MPU4 subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR IN INTERNATIONAL BUSINESS (HONOURS)

(R3/0410/6/0019) (10/29) (A6238)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Subang Bestari and Damansara Heights campuses

Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Inspiring Innovation and Leadership in International Business

Unlock your global business potential with the Bachelor in International Business (Honours) programme— a dynamic pathway to becoming a leader in the world of international business. This program is designed for students eager to specialize in international management and marketing while gaining a comprehensive foundation in business principles.

Through this programme, you'll develop critical skills for the global marketplace, including negotiation, leadership, and interpersonal communication, setting you up for success in managing teams and driving strategies across borders. Gain hands-on experience in generating creative strategies tailored to both local and global markets, and learn how to implement them effectively in diverse business environments.

You'll also explore emerging fields such as AI, blockchain, and digital currency, ensuring you are prepared for the technological shifts shaping the future of international business. Plus, students will earn a Microsoft certificate during

the programme, enhancing your technical proficiency and making you an attractive candidate for top employers.

In courses like Multinational Corporate Finance, you'll dive deep into the global financial system, with a special emphasis on Asian markets. Understand complex concepts such as currency risk, exchange rate determination, and international capital budgeting—skills vital for those aiming for careers in international banking, asset management, or corporate finance.

Graduates of this programme will have the skills to lead cross-cultural teams, negotiate effectively across international borders, and create innovative solutions to global business challenges. If you're ready to take your business career to the next level on the international stage, the Bachelor in International Business (Honours) is your gateway to a future-proof career.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%) & Final Assessment (40%-60%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the International Business programme:

☆ Microsoft Power BI



YEAR 1

- Financial Accounting 1
- Management Accounting 1
- Principles of Microeconomics
- Principles of Macroeconomics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics

YEAR 2 & 3 COMPULSORY

- Business Finance
- Managing Human Resources
- International Economics
- International Trade
- Multinational Corporate Finance
- International Business Law
- Organisational Behaviour
- Business Research
- Business Analytics for Decision Making ☆
- Operations Management
- Corporate Policy & Strategy
- Strategic International Business Management
- Business Ethics & Social Responsibility
- Strategic Global Marketing
- Graduation Project

ELECTIVES

Choose 3

- Managerial Communication
- Corporate Finance
- Business Mathematics
- Small Business Management
- E-Business

- Asian Entrepreneurship & Innovation
- Asian Business Environment
- Production & Logistics Management
- Managing People Across Cultures
- Change Management
- Integrated Marketing Communications
- Strategic Marketing Relationship
- Advanced Business Statistics

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

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

BACHELOR OF BUSINESS ANALYTICS (HONOURS)

(R/0410/6/0023) (07/30) (MQA/FA13819)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Subang Bestari campus

* Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Turning Data into Strategic Business Decisions

Gain a competitive edge with the Bachelor of Business Analytics (Honours) at HELP University—a unique programme that merges business acumen with advanced analytics to prepare you for success in the data-driven economy. Unlike traditional analytics degrees, this integrated programme empowers you with both business insights and analytical expertise, giving you the ability to make impactful decisions based on real-world data.

Throughout the programme, you'll earn industry-recognised certifications from Microsoft, SAS, and IBM, setting you apart and opening doors to targeted career opportunities right after graduation. Our curriculum also incorporates essential skills in AI, blockchain, and digital currency, ensuring you're ready to tackle the tech challenges of tomorrow.

With the prestigious MDEC Premier Digital Tech Institution status, our programme delivers an education recognised for its excellence in digital technology. You'll benefit from real-world internships, hands-on experience with the latest analytical tools, and a focus on sustainable business practices.

As a graduate, you'll have the skills to analyse complex data, generate statistical insights, and make strategic decisions across various business fields. This degree opens doors to diverse career paths, including roles like business analyst, quantitative analyst, project manager, and digital marketing manager.

Join the Bachelor of Business Analytics (Honours) programme at HELP University and prepare to lead in both business and technology, equipped with a forward-thinking mindset and the tools to drive meaningful change in any organisation.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%) & Final Assessment (40%-60%)

YEAR 1 COMPULSORY

- Elements of Accounting and Finance I
- Introduction to Modern Programming
- Fundamentals of Database Management System ★
- Introduction to Economics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics
- Mathematics I

YEAR 2 & 3 COMPULSORY

- Business Analytics and Information Systems
- Descriptive Business Analytics ★
- Predictive Business Analytics ★
- Business Finance
- Managing Human Resources
- Business Research
- Business Analytics for Decision Making ☆
- Advanced Business Statistics
- Human Resource Analytics
- Prescriptive Business Analytics
- Marketing Analytics ☆
- Data Insights and Visualisations ★
- Operations Management
- Business Practicum
- Final Year Project

ELECTIVES

Choose 2

- Advanced Database Management System
- Managerial Communication
- Principles of Web Design

- Asian Entrepreneurship & Innovation
- Retail Management
- Digital Marketing
- Economic Analytics
- Business Ethics & Social Responsibility

OR

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

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

The following industry certifications and digital badges will be awarded upon the successful completion of the respective subjects in the Business Analytics programme:

- ★ IBM AI Fundamentals certificate
- ★ IBM Data Fundamentals
- ☆ IBM Sustainability and Technology
- ☆ Microsoft Power BI
- ★ SAS® Joint Certificate in Business Analytics



BACHELOR OF BUSINESS PSYCHOLOGY (HONOURS)

(R3/0410/6/0025) (01/27) (A7364)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Subang Bestari campus

Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Understanding Minds, Building Better Businesses

Unlock the power of human behavior in business with the Bachelor of Business Psychology (Hons) at HELP University - a unique programme that combines business strategy with the insights of psychology to create leaders who can drive meaningful organisational change. This degree programme is crafted for those aiming to excel in fields such as human resources, employee training and development, and customer relations. Through a blend of management expertise and behavioral science, you'll gain a deep understanding of what motivates people, enhances performance, and fosters a supportive, productive workplace culture.

Graduates of this programme develop a strong foundation in psychology, learning to analyse the psychological forces that shape individual and group behavior within organisations. You'll also acquire practical skills in leadership, team dynamics, and organisational development—tools essential for fostering positive work environments that boost motivation and well-being.

In addition, this forward-thinking programme integrates knowledge in AI, blockchain, and digital currency, ensuring you're equipped with insights into the technologies transforming today's business landscape. You'll also have the chance to earn a Microsoft certification during the programme, demonstrating your proficiency in essential business tools and enhancing your career readiness.

Upon completion, you'll be prepared for roles such as human resource manager, training and development specialist, and customer relations manager, bringing both psychological insight and practical management skills to any team or organisation. Join the Bachelor of Business Psychology (Hons) programme at HELP University and step into a career that balances people-centered leadership with strategic impact.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%)
& Final Assessment (40%-60%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Business Psychology programme:

☆ **Microsoft Power BI**



YEAR 1 COMPULSORY

- Financial Accounting 1
- Introduction to Economics
- Introduction to Quantitative Methods
- Introduction to Qualitative Methods
- Introduction to Psychology
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics

YEAR 2 COMPULSORY

- Social Psychology
- Conflict Theory and Resolution
- Human Personality
- Abnormal Psychology
- Business Finance
- Managing Human Resources
- Business Analytics for Decision Making ☆
- Consumer Behaviour
- Sales Management

YEAR 3 COMPULSORY

- Introduction to Industrial/Organisational Psychology
- Cross Cultural Psychology
- Introduction to Economic Psychology
- Psychology and Law
- Operations Management
- Change Management
- Research Methodology for Business Psychology
- Graduation Project

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR OF MANAGEMENT (HONOURS)

(R3/0414/6/0342) (08/26) (A6913)

INTAKES: January, February[#], May, August, October[#] **AVAILABILITY:** Damansara Heights campus

[#] Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Shaping Tomorrow's Managers for a Dynamic World

This programme will appeal to students who wish to obtain a general education in the disciplines which underlie the theory and practice of management. The degree aims to cover the analysis of a specific set of topics but also to teach logical analysis of social and individual decision-making process.

Upon completion of the programme, graduates will be able to analyze management issues, develop critical skills for a wide range of real-world business and professional situations and be prepared for a career in business administration and management.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%)
& Final Assessment (40%-60%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Management programme:

☆ Microsoft Power BI



YEAR 1 COMPULSORY

- Financial Accounting 1
- Principles of Microeconomics
- Principles of Macroeconomics
- Information Technology for Business
- Business Law
- Principles of Management
- Principles of Marketing
- Business Statistics
- Mathematics I

YEAR 2 COMPULSORY

- Business Finance
- Managing Human Resources
- Organisational Behaviour
- E-Business
- Business Research
- Business Analytics for Decision Making ☆

Choose 3 subjects from the following:

- Financial Accounting II
 - Malaysian Economy
- Or

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

YEAR 3 COMPULSORY

- Managing People Across Cultures
- Operations Management
- Corporate Policy and Strategy
- Strategic International Business Management
- Business Ethics & Social Responsibility
- Critical Issues in Management
- Business Internship Programme
- Graduation Project

ELECTIVE

Choose 1

- Development Economics
- Change Management

Or

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

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR OF ECONOMICS (HONOURS)

(R3/0311/6/0014) (09/27) (A7952)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Damansara Heights campus

Intakes are only applicable for those entering the programme without being granted any exemptions or credit transfer.

Mastering Economic Insights for a Thriving Career

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

Upon completion of the programme, graduates will have an understanding of fundamental issues, debates and problems related to the operations of financial systems at both micro and macro levels in the context of national and global economies. They will be ready for a career in various accounting, finance and banking professions.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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%-60%)
& Final Assessment (40%-60%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Economics programme:

☆ **Microsoft Power BI**



YEAR 1 COMPULSORY

- Elements of Accounting & Finance I
- Microeconomics I
- Macroeconomics I
- History of Economics Thought
- Mathematics I
- Statistics I
- Mathematics II
- Information Technology for Business
- Principles of Management
- Principles of Marketing

Choose 1 subject from the following

- Elements of Accounting & Finance II
- Statistics II

YEAR 2 COMPULSORY

- Research Methods
- Microeconomics II
- Macroeconomics II
- International Economics
- Business Finance
- Managing Human Resources
- Business Analytics for Decision Making ☆

YEAR 3 COMPULSORY

- Economics Research Project
- Fiscal & Monetary Policy
- Econometrics
- Malaysian Economy
- Monetary Economics
- Development Economics
- Economics for Industry
- Operations Management

One **ELECTIVE** from Year 2 or Year 3
(pre-requisites must be met)

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR IN HOSPITALITY MANAGEMENT (HONOURS)

(R3/1013/6/0032) (03/31) (A6839)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Damansara Height campus

* Intakes are only applicable for those entering the programme without being granted any credit transfer or exemption.

Empowering You to Excel in a Dynamic Hospitality World

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

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

career doors and helping managers to be more fully attuned to the culture, services and competitive aspects of the sector.

Hospitality Management is a vibrant and challenging career. Graduates can find employment in casinos, hotels, restaurants, convention centres and special event management companies. Hence, this programme is ideal for people who are mobile, free-spirited and eager for new experiences and cultures. This major delves into international hotel operations management, technological applications in hospitality management and large-scale services management, as well as small business operations.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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 (60%-100%)
& Final Assessment (0%-40%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Hospitality Management programme:

☆ Microsoft Power BI



YEAR 1

- Accounting for Hospitality & Tourism
- Principles of Microeconomics
- Information Technology for Business
- Principles of Marketing
- Principles of Management for Hospitality and Tourism
- Fundamental of Food & Beverage Service
- Statistics for Hospitality and Tourism Management

YEAR 2 & 3 COMPULSORY

- Introduction to Finance in Hospitality and Tourism
- Asian Entrepreneurship & Innovation
- Business Analytics for Decision Making ☆
- Introduction to Tourism, Leisure & Hospitality Management
- Organisational Behaviour for Service Industry
- Human Resource Management for the Hospitality and Tourism Industry
- Room Division Management
- Hotel Operations Management
- Accommodation Operation Management
- Food & Beverage Management
- Research Methodology for Hospitality Industry
- Training & Development in Hospitality Industry
- Banqueting and Convention Management
- Service Management & Customer Care in Hospitality Industry
- Industry Placement Practicum
- Contemporary Issues in the Hospitality and Tourism Industry
- Graduation Project

ELECTIVES

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

- Introduction to Kitchen Operations and Food & Beverage Services
 - Bar, Beverage and Barista Management
 - Patisserie and Baking
- Or

Any free elective in Year 2/Year 3 level

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

BACHELOR OF TOURISM MANAGEMENT (HONOURS)

(R3/1015/6/0012) (02/30) (A10692)

INTAKES: January, February*, May, August, October* **AVAILABILITY:** Damansara Height campus

Intakes are only applicable for those entering the programme without being granted any credit transfer or exemption.

Transforming Passion for Travel into a Thriving Career

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.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate 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 (60%-100%)
& Final Assessment (0%-40%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Tourism Management programme:

☆ Microsoft Power BI



YEAR 1

- Accounting for Hospitality & Tourism
- Information Technology for Business
- Principles of Management for Hospitality and Tourism
- Tourism Marketing
- Statistics for Hospitality and Tourism Management

YEAR 2 & 3

- Asian Entrepreneurship & Innovation
- Business Analytics for Decision Making ☆
- Introduction to Tourism, Leisure & Hospitality Management
- Organizational Behaviour for Service Industry
- Tourism Research Methodology
- Human Resource Management for the Hospitality and Tourism Industry
- Tourism Geography
- Intercultural Studies
- Tourism Operations
- E-Tourism
- Computer Reservation System
- Special Interest Tourism
- International Tour Operations
- Sustainable Tourism Management
- Contemporary Issues in the Hospitality and Tourism Industry
- Internship in the Travel and Tourism Industry
- Undergraduate Tourism Project

ELECTIVES

Choose FIVE (5) from the following (at least THREE (3) subjects from Year 3)

- Principles of Web Design
- Social Media Marketing
- Heritage Interpretation Management

- Destination Marketing
- Cyberlaw and Ethics
- Communication Strategies Skills
- Introduction to Special Event Management
- Banqueting and Convention Management
- Wellness Tourism
- Nature and Adventure Tourism
- Culinary Tourism
- Theme Park Management

MPU SUBJECTS

Two **MPU1***

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

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

To choose at least one **MPU4** subject

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

University Compulsory Subjects

- Discovering Oneself
- Engaging the World

PROGRESSION PATHWAYS

- AUSTRALIA
- NEW ZEALAND
- CHINA

HELP University has strong partnerships with many international universities. Our links extend to universities in the Australia, United States, the United Kingdom, Ireland, China and New Zealand.

DEGREE YEAR 3 (2+1 PROGRAMME)

The University of Queensland*

- Bachelor of Business Management*
- Bachelor of Commerce*
- Accounting
- Finance

Griffith University*

- Bachelor of Business*

Western Sydney University*

- Bachelor of Business (Economics)*

University of Wollongong*

- Bachelor of Commerce*
- Bachelor of Economics

Macquarie University*

- Bachelor of Commerce*
- Accounting
- Finance
- Professional Accounting
- Economics
- Marketing Management

DEGREE YEAR 2 & 3 (1+2 PROGRAMME)

Macquarie University*

- Bachelor of Commerce*
- Bachelor of Applied Finance*
- Bachelor of Economics*

Australian National University (ANU)*

- Bachelor of Commerce*
- Bachelor of Business Administration*

Victoria University of Wellington*

- Bachelor of Commerce*

The University of Queensland*

- Bachelor of Economics*
- Bachelor of Commerce*
- Bachelor of Commerce - Business Information Systems
- Business Analytics
- Bachelor of Business Management *
- Bachelor of Business Management (Business Information Systems)*
- Bachelor of Tourism, Hospitality and Event Management

Queensland University of Technology*

- Bachelor of Business*

University of Wollongong*

- Bachelor of Commerce*

Griffith University*

- Bachelor of Business*

DEGREE YEAR 2 & 3 (1½+1½ PROGRAMME)

The University of Queensland*

- Bachelor Commerce*
- Bachelor Commerce*
- Accounting & Finance
- Accounting
- Finance
- Business Information Systems
- Business Analytics
- Bachelor of Business Management*
- Bachelor of Business Management (Business Information Systems)*
- Bachelor of Economics*
- Bachelor of Tourism, Hospitality and Event Management (1½+2 for February Intake)

Macquarie University*

- Entrepreneurship* (1½+2 for July intake)
- Bachelor of Applied Finance*
- Bachelor of Commerce*
- Marketing Management
- Human Resource Management
- Bachelor of Commerce*
- Accounting
- Professional Accounting
- Economics
- Finance
- Bachelor of Economics*

University of Wollongong*

- Bachelor of Commerce*

Griffith University*

- Bachelor of Business*

Western Sydney University*

- Bachelor of Accounting*
- Bachelor of Business*
- Applied Finance
- Human Resource Management
- International Business
- Marketing
- all majors EXCEPT Accounting and Property

Victoria University of Wellington*

- Bachelor of Commerce*

DEGREE YEAR 2 & 3 (2+2 PROGRAMME)

HELP University

- Bachelor of Business (2+1½)**

** Depending on the programme

The University of Queensland*

- Bachelor of Commerce*
- Bachelor of Business Management*
- Bachelor of Economics*

University of Wollongong*

- Bachelor of Commerce* (all single majors except Accountancy) (2+1½)
- Bachelor of Business* (2+1½)

Macquarie University*

- Bachelor of Professional Accounting (2+1½)*
- Bachelor of Commerce (major in Economics, Human Resource Management, International Business, Marketing Management) (2+1½)*
- Bachelor of Commerce (major in Business Analytics, Entrepreneurship) (2+1½ or 2+2)*

Western Sydney University*

- Bachelor of Business

Beijing Jiao Tong University

- Bachelor of Management in Business Management

Beijing Foreign Studies University

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

HELP University Business Degree YEAR 3

HELP University Business Degree YEAR 2

HELP University Business Degree YEAR 1

HELP Foundation in Arts/Science

SPM / IGCSE

HELP Diploma in Business

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

PROGRESSION PATHWAYS

- UNITED KINGDOM
- UNITED STATES
- IRELAND

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 2+1+1 arrangements.

DEGREE YEAR 2 & 3 (2+1 PROGRAMME)

University of the West of England, Bristol*

- Subject to finalisation of formal agreement*
- Bachelor of Arts (Hons)*
 - Accounting and Finance (Top Up)
 - Business Management with Marketing (Top Up)
 - Business and Human Resource Management (Top-Up)
 - International Business Management (Top-Up)
 - Business and Management (Top-Up)

Bangor University*

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

University of Essex*

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

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

University of Portsmouth*

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

DEGREE YEAR 2 & 3 (1+2 PROGRAMME)

University of Bristol*

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

Queen's University of Belfast*#

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

University of Portsmouth*

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

University of Liverpool*

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

University of Essex*

Essex Business School / Essex Department of Economics

- Bachelor of Arts (Hons)*
- Bachelor of Science (Hons)*
- Bachelor of Science (Hons)*
 - Actuarial Science

University of Leeds*

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

Cardiff University*

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

Bangor University*

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

University of Sussex*

- Bachelor of Science (Hons)*
 - Accounting and Finance
 - Banking and Digital Finance
 - Economics
 - Economics and Management Studies
 - Finance
 - Finance and Business
 - Finance and Technology
 - International Business

- Marketing and Management
- Management Studies
- Bachelor of Arts (Hons)
 - Economics

University of West of England*

- Subject to finalisation of formal agreement*
- Bachelor of Arts (Hons)*
 - Accounting and Finance
 - Accounting and Business Management
 - Business Management with Marketing
 - Economics
 - Business and Management

University of Portsmouth*

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

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

DEGREE YEAR 2 & 3 (2+2 PROGRAMME)

University of Essex*

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

University of Leeds*

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

Bangor University*

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

University of Liverpool*

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

University of Sussex*

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

University of Maine*

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

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



CREDIT TRANSFER INTO BACHELOR DEGREES

AUSTRALIA

February & July Intakes

The University of Queensland*

- Bachelor of Business Management (Marketing / International Business / Human Resources)(2+1)*
- Bachelor of Commerce (Accounting)(2+1)*
- Bachelor of Commerce (Accounting & Finance)(1½+1½)*
- Bachelor of Commerce (Finance)(2+1)*
- Bachelor of Business Management (Business Information Systems) (1½+1½)
- Bachelor of Commerce (Business Information Systems / Business Analytics) (1½+1½)
- Bachelor of Tourism, Hospitality and Event Management (Hotel and Hospitality Management Major)*(1½+1½)/(1½+2)*

Australian National University*

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

Griffith University*

- Bachelor of Business

Macquarie University*

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

Queensland University of Technology*

- Bachelor of Business (2+1)*

University of Wollongong*

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

Western Sydney University

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

UNITED KINGDOM

September Intake

University of the West of England, Bristol*

Subject to finalisation of formal agreement

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

University of Essex*

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

Bangor University*

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

Cardiff University*

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

University of Bristol

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

Queen's University of Belfast*

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

University of Leeds*

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

University of Liverpool*

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

University of Sussex*

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

Swansea University*

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

University of Portsmouth*

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

CHINA

March & September Intakes

Beijing Jiao Tong University

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

Beijing Foreign Studies University

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

UNITED STATES

January & August Intakes

University of Maine

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

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

** Only applicable for February Intake

ACHIEVERS & ALUMNI

ASSOCIATE PROFESSOR DR KELVIN TAN JUI KENG

A former Foon Yew High School student, earned a Diploma in Business with Distinction from HELP University before completing a Bachelor of Commerce (1st Class Honours) and a PhD in Finance at the University of Queensland (UQ).

He received numerous scholarships and awards, including the Dean's Award for Research Higher Degree Excellence, and was among the first HELP University students to earn a PhD from UQ Business School.

Currently, he is an Associate Professor of Finance at UQ Business School, specialising in corporate finance research. His work is published in top-tier journals (A* ABDC ranked).

He serves on the UQBS Research Committee, is Vice President and board member of the Asian Finance Association, and is an Associate Editor of the Accounting Research Journal. Renowned for both research excellence and teaching, he is a recognised mentor for junior faculty and PhD students.

Freda Liu, originally from Brunei, is a HELP University and University of Southern Queensland graduate with a Bachelor's in Business (Marketing). Now a versatile professional, she excels as a radio host, educator, and motivational speaker.

Combining her broadcasting and marketing expertise, Freda champions social enterprises, sustainability, and impactful businesses, embodying entrepreneurial excellence and advocating for socially conscious ventures.

FREDA LIU

Broadcast Journalist | Speaker
Author | Moderator | Adjunct Professor
Leading Sustainable
Corporations Programme
(Oxford), PG Dip in Innovation
& Design Thinking, Emeritus
Certified Training Professional
(ITOL), BBus (Marketing) (USQ),
BMarketing (HELP)



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

HELP University - The University of Queensland Scholarship Winners (July 2019 batch).

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



Ng Chun Ping

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



Yong Liang Wei

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



Shalini a/p Arokiasamy Rajkumar

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



+6012-928 0864



university.help.edu.my



study@help.edu.my

HELP University Sdn Bhd

Company Registration Number: 198201005211 (84963-D)
MOHE Approval Number: DU028(W)

ELM Business School

No. 15, Jalan Sri Semantan 1,
Off Jalan Semantan, Bukit Damansara,
50490 Kuala Lumpur
Tel: 03-2716 2000

Subang Bestari Campus

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



SCAN TO FOLLOW US ON
SOCIAL MEDIA



ALUMNI HELP FOR LIFE



LIFELONG LEARNING

Complete your Masters and
Doctorates programmes
with us



MENTAL WELLNESS AND FAMILY

Marriage Counselling
Psychological support
services



RESKILLING AND UPSKILLING

Up-to-date Microcredential
courses for in-demand jobs



PARENTING

Free parenting workshops

NEED HELP WITH YOUR
CAREER DECISIONS?

Get free career counselling and testing services

- Career testing
- Career coaching
- Internship programmes
- Job placement



Scan
me for
a free
career
test