



Diploma in Business

Program Handbook August 2025

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The conditions outlined in this Program Handbook refers to the HELP University's own programs unless otherwise mentioned. All programs conducted by HELP University with its partners shall be subjected to the terms and conditions stated by the partners. In the absence of certain terms and conditions by the partners, HELP University's terms and conditions shall prevail.

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1.0 General Information

1.1 The University

HELP University was founded in 1986 to provide affordable quality educational opportunities for Malaysians. It has since developed into a leading institution of higher learning in Malaysia with an international reputation among universities, research organisations, scholars, business, corporate leaders, and governments. HELP University offers a wide and diverse range of programmes covering business, law, management, economics, IT, the social sciences, and the humanities at undergraduate and graduate levels.

HELP University has over a period of 37 years established itself as a premier institution of higher learning in Malaysia with over 8,000 students and 570 staff. Its programmes are especially strong in majors such as Psychology, Law, Accounting, Business, and IT. It also offers graduate programmes from Master to Doctorate level.

HELP is an international university with a large foreign student population from various countries such as Maldives, India, Indonesia, China, South Korea, and Vietnam to name a few reflecting the prestige and recognition that HELP has gained in the international arena. The presence of these students contributes to a rich and fascinating cultural mix on campus and helps foster an open and global frame of mind for all students.

HELP is internationally recognised for its high and uncompromising standards which is evident from its partnerships with renowned universities in the world such as The University of Leeds, University of Liverpool, School of Oriental and African Studies, Cardiff University, and Derby University in the UK; top Australian universities such as the University of Queensland, University of Adelaide, University of Melbourne, University of Sydney, Australian National University and University of Western Australia; US universities such as the University of Maine, American University (Washington DC), and Université Francois Rabelais de Tours in France.

HELP has a distinguished and dedicated faculty. In addition to local faculty members, HELP retains numerous international scholars and academics, drawn from top universities from around the world who serve as lecturers, academic advisors, examiners or moderators, and who not only add an international flavour to the campus, but also disseminate cutting edge knowledge to the HELP community. This international cohort has grown over the years, forming a large and valuable network (both in human and geographic terms) which HELP is able to tap for the benefit of its students.

A unique achievement by HELP students is the large number of distinctions and awards that they receive every year, placing them among the best in the world. Students of HELP consistently attain outstanding results from, and win prestigious scholarships to, universities like Cambridge, Oxford, LSE, Stanford, Princeton, Harvard, Chicago, Queensland and HKUST.

Malaysia has gained a reputation in the Asia-Pacific region as a centre of educational excellence that offers students the opportunity to earn internationally recognised degrees and diplomas from sought after universities in Australia, Canada, UK and USA. Many international students from Europe, China, the Middle East, Indonesia, Korea, Africa, India and other countries choose Malaysia as an education destination for its high quality internationally-recognised programmes, competitive tuition fees, relatively low cost of living and a conducive living and learning environment.

HELP University was the pioneer of twinning programmes in Malaysia. It offered 3+0 or 4+0 degree programmes in Malaysia for UK and US universities. The benefit of such arrangements is the significant cost savings without any compromise in the quality and recognition of the degrees attained. In addition, students also have the option to transfer to universities in Australia, New Zealand, the UK and US for one or two years to complete their degree studies.

HELP's strategic location in the affluent suburb of cosmopolitan Kuala Lumpur gives students access to the best sporting and recreational facilities, as well as exposure to, and networking opportunities with, top corporations.

The HELP Group has won numerous awards. It was recognised by Forbes Asia in 2011 as one of the top 200 Top Performing companies in Asia Pacific with capitalization below USD 1 billion. It also won the KPMG Shareholder Value Award in 2010 and was ranked 43 among 1,000 public listed companies on the Malaysian Stock Exchange. HELP was also included in the Malaysian Corporate Governance Index by MSWG, and won the Brand Laureate Award for Best Brand Award for Private Tertiary Education in 2012. In 2011, Group CEO, Datin Chan-Low Kam Yoke, was named Woman Entrepreneur of the Year by Ernst & Young.

Business Analytics and Technology Innovation Centre (BATIC)

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

To support this transformation HELP invested RM25 million in the Business Analytics and Technology Innovation Centre (BATIC), which will be used to innovate and incubate techno-entrepreneurship.

1.2 Mission, Vision & Values

Mission

To help people succeed in life and to live a life of significance through education.

Vision

- a) To be a university with a strong culture of quality and leadership that focuses on sound academic standards, continuous improvement, and the talent development of students and staff
- b) To be a university that offers a learning experience that enhances career development, lifetime values and personal fulfilment
- c) To be a university with a strong research focus in key areas of excellence
- d) To be a university that shares our success with the stakeholders and the communities we serve

Corporate Values

The educational and corporate philosophy of HELP University is:

- a) Pride of Achievement
- b) Sharing Success
- c) The Courage to Be
- d) To be Compassionate
- e) To be Significant

1.3 Teaching Philosophy & Pedagogy

Teaching Philosophy

At HELP University, we focus on:

- a) The Skill of Conceptualisation
- b) The Science of Organisation
- c) The Art of Articulation
- d) The Practice of Application

Pedagogy

HELP's success lies in its unique educational philosophy and pedagogy. Firmly believing that education is an opportunity for an individual to realise his fullest potential in order to reach the pinnacle of his vocation and to lead a meaningful and fulfilling life, we utilise our faculty's impeccable academic credentials and vast experience in all levels and modes of education to design and deliver programmes that live up to the highest standards.

Moreover, the quality of instruction and delivery is benchmarked against the highest standards and criteria, and is guaranteed by an elaborate system of quality assurance

imposed by examining boards, external examiners, peer evaluators and statutory regulations.

Our educational philosophy is holistic. On campus, there are sophisticated and unique programmes and services offered by qualified and experienced counsellors and psychologists for pastoral care and personal development of students to enable them to undertake their rigorous studies in the best psychological and emotional frames of mind for maximum achievement.

1.4 Quality Assurance

Preserving the Best There Is

HELP's unique reputation as a university of achievers has ensured it a worldwide reputation. The high standards that it has painstakingly achieved are guaranteed, and where necessary, enhanced through a system of Quality Assurance by HELP's partner universities and statutory requirements. In addition, HELP was the first private institution of higher learning to obtain the ISO 9001:2000 under AJA. Currently, the certification body for HELP's ISO 9001:2015 is NQA. In addition, since June 2020, HELP has been certified to ISO 45001:2018.

Quality assurance in HELP is based on a system of internal and external peer scrutiny. The principles of quality assurance in HELP is based on a developmental approach and viewed as a shared responsibility executed in a centralised and decentralised manner. Whilst the Vice Chancellor and senior management staff play a major role in steering the University's quality assurance system, all members of the University community are entrusted to recognise and promulgate best quality practices.

Driving Quality through Unity in Diversity

Quality is everyone's job. It is the shared responsibility of every member of HELP University. The University has put in place a robust internal quality assurance mechanism to develop and nurture a quality culture. Quality enhancement requires programmes to be regularly monitored, reviewed, and evaluated. These include the responsibility of the department and faculty to monitor, review, and evaluate the procedures and processes, curriculum components, student progress, student performance, completion of study, and graduate employability.

2.0 Faculty of Business, Economics and Accounting

2.1 Introduction to the Faculty of Business, Economics and Accounting

We are a comprehensive business school differentiated by the quality of our academic staff, the depth of our programs, recognition by world class universities, accreditation by professional bodies and close links with industry. We were formed in 1986 at the same time when HELP was started.

We offer the Diploma in Business, Bachelor in Accounting (Honours)¹, Bachelor in International Business (Honours)², Bachelor in Marketing (Honours)³, Bachelor of Business (Honours), Bachelor of Business Analytics (Honours), Bachelor of Business Psychology (Honours), Bachelor of Management (Honours), Bachelor of Economics (Honours), Bachelor in Hospitality Management (Honours)⁴ and Bachelor of Tourism Management (Honours) which provides students an opportunity to specialise in particular areas of business and economics. The program equips students with the necessary knowledge, skills and self-confidence to assist their organisations in effective and successful management in a constantly changing and highly competitive national and international business environment.

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

The Bachelor of Business (Honours) program is taken with a specialisation in one of these three areas:, Entrepreneurship, Finance, and Human Resource Management.

We have always been recognised as a leading provider of quality business education. Our accounting program is the first accounting program offered by a University College in Malaysia to be accredited by CPA, Australia. Furthermore, our accounting program is granted maximum exemptions by prestigious accounting bodies such as, ACCA, ICAEW and MAICSA.

Our students are able to transfer their credits to many of the top universities in Australia, UK and New Zealand and this include the University of Queensland, Australian National University, and many others. Our business program is one of the two business programs in the world where students are able to transfer their credits into the final year of the University of Queensland Business/Commerce program

¹ Bachelor of Business (Accounting)(Honours)- entry prior to May 2024

² Bachelor of Business (International Business)(Honours)- entry prior to May 2024

³ Bachelor of Business (Marketing)(Honours)- entry prior to May 2024

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

Mission

Our mission is to achieve national and international recognition as one of the best business schools in Asia. Our goals are to:

- Be recognised for teaching excellence
- Use research to lead and provide excellence in teaching
- Be the preferred business school in Malaysia and Asia
- Attract outstanding national and international students

Passion

All of our activities are underpinned by a shared passion for:

- Excellence
- Innovation
- Industry-relevance
- International focus
- Ethical conduct

Accreditation & Recognition

Professional

HELP Bachelor in Accounting (Honours)¹ is the first accounting program offered at a university college in Malaysia to be accredited by CPA, Australia.

HELP Bachelor in Accounting (Honours)¹ receives maximum exemptions from ACCA, ICAEW & MAICSA.

HELP Bachelor in Accounting (Honours)¹ graduates are eligible to apply to do the Malaysia Institute of Accountants (MIA) Qualifying Examination.

HELP Bachelor of Business (Finance) Hons receives maximum exemptions from MAICSA.

¹ Bachelor of Business (Accounting)(Honours)- entry prior to May 2024

Teaching

We aim to provide students with excellent learning experiences and career outcomes.

Our teaching is industry-relevant, globally-focussed and informed by the latest research. Our teaching staff are amongst the best in Malaysia. Many of our teaching staff have also been involved in various consultancy projects for national and international firms.

Our research expertise and consulting experience combined with innovative teaching practices continues to enhance students' learning experiences and contributes to superior career outcomes.

Programs Offered

Approved & Accredited Programs

- HELP Diploma in Business
- HELP Bachelor in Accounting (Honours)¹
- HELP Bachelor of Business (Finance) Honours
- HELP Bachelor in International Business (Honours)²
- HELP Bachelor in Marketing (Honours)³
- HELP Bachelor of Business (Human Resource Management) Honours
- HELP Bachelor of Business (Entrepreneurship) Honours
- HELP Bachelor of Management (Honours)
- HELP Bachelor of Economics (Honours)
- HELP Bachelor of Business Psychology (Honours)
- HELP Bachelor in Hospitality Management (Honours)⁴
- HELP Bachelor of Tourism Management (Honours)
- HELP Bachelor of Business Analytics (Honours)

¹ Bachelor of Business (Accounting)(Honours)- entry prior to May 2024

² Bachelor of Business (International Business)(Honours)- entry prior to May 2024

³ Bachelor of Business (Marketing)(Honours)- entry prior to May 2024

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

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2.3 Diploma in Business

2.3.1 The Course

The Diploma in Business Program is designed to prepare students for admission into year 2 of HELP, Australian or UK degree courses in the areas of business, commerce and management. Upon successful completion of the diploma program, students can choose to complete a Bachelor Degree of HELP University or its partner universities in Australia or UK. (Please refer to The Faculty of Business, Economics and Accounting for more information).

2.3.2 Rationale

This programme aims to equip students with strong business knowledge and skills, with the focus on developing their creative and critical thinking skills with a global mindset. The programme has a mixed of conceptual knowledge and applications that will provide students with the different types of business disciplines so that they will be prepared for the supervisory level roles in this dynamic environment to fulfil our nation's aspirations of attaining a sustainable, competitive and high-income economy. This programme is also design to provide students with the platform to continue their education in the degree programme.

Programme Educational Objectives (PEOs)

PEO 1: Possess knowledge and competence in business field and able to perform business related skills.

PEO 2: Demonstrate good interpersonal skills, effective communication, and able to lead responsibly in their place of work.

PEO 3: Use digital applications and numeracy skills to support business functions.

PEO 4: Portray good personal and entrepreneurial skills with high ethical and professionalism in their works place.

Programme Learning Outcomes (PLOs)

PLO1: Describe broad-based principles and theories in business.

PLO2: Apply broad-based business knowledge to solve routine and non-routine problems in different organisations.

PLO3: Perform routine and non-routine tasks/operations ethically and flexibly within business organisations

PLO4: Show good interpersonal skills when dealing with others.

PLO5: Demonstrate effective written and oral communication and collaborative skills.

PLO6: Demonstrate relevant digital skills for work/study.

PLO7: Interpret numerical and graphical data with relevant tools

PLO8: Demonstrate leadership, autonomy and responsibility in their workplace.

PLO9: Demonstrate self-improvement for academic and career development

PLO10: Demonstrate broad entrepreneurship skills in workplace.

PLO11: Show good ethical and professionalism when performing task in their daily operations.

2.3.4 Program Structure

The program structure applies to students enrolling in the 2025-08 and 2025-10 intake (please read Clause 2.3.3.2)

Level 1 [8 courses]

Academic Courses		Credit Hours
DIP1ENG01	English 1	4
DIP1ITC03	Digital Information Technology	4
DIP1MAT01	Basic Business Mathematics I	4
DIP1ACC03	Basic Accounting	4
DIP1ENG02	English 2	4
DIP1MAT02	Basic Business Mathematics II	4
DIP1SSK04	Elementary Law	4
DIP1BUS01	Introduction Business Administration	4

Level 2 [12 courses]

D2ACC100	Financial Accounting	4
D2BAN100	Introduction to Business Analytics	4
D2MGT100	Organisations & Management	4
D2LAW110	Business Law	4
D2ECO110	Microeconomics	4
D2ECO120	Macroeconomics	4
D2HRM100	Introduction to Human Resource Management	4
D2QBM117	Business Statistics	4
D2ACC110	Accounting for Business Decisions	4
D2MKT110	Marketing Principles	4
D2FIN100	Introduction to Finance	4
D2MGT120	Introduction to Business Ethics	4

Elective Courses (choose 1) ^

DIP1PR01	Introduction to Public Relations	4
D2PSY101	Introduction to Psychology	4
D2TRM101	Introduction to Tourism and Leisure Management	4
D2BIP200	Diploma Internship Programme	6

MPU Courses*

One 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)
- Integrity and Anti-Corruption^ (Local and International)

To choose at least one MPU4 subject

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

*** Please refer to the MPU Guidelines**

University Compulsory Course

D2HGA101 Discovering Oneself

2

Minimum duration to complete **2 years**

Minimum duration to complete is **2 years and 1 semester** if a student takes **D2BIP200 Diploma Internship Programme** as elective

2.3 Credit Transfer Procedures

2.4.1 Credit Transfer Policy

- (a) For partial fulfilment of course requirements, the Department will consider a student's prior studies from another institution or course.
- (b) Credit Transfer will be considered for relevant studies successfully completed in the last two years.
- (c) Credit Transfer will be considered on a course to course matching based on the following criteria:
 - Entry requirements for the prior studies program match the entry requirements of the program the student has chosen to enrol in;
 - Courses completed from prior studies match 80% of the contents of the courses offered in the program.

2.4.2 Credit Transfer Regulations

- (a) It is the responsibility of a student applying for credit transfer to submit:
 - A verified transcript of past academic record indicating the unit(s)/course(s) completed, year completed and grade(s) obtained (including details of the grading system and weightage of the unit(s)/course(s) as a portion of the total programme to justify the amount of credits that can be transferred at the point of entry);
 - A copy of the unit/course descriptions, including the syllabus or programme/course outline;
 - A copy of the programme/course structure; and
 - Any other information required by the Head of Department.
- (b) HELP University accepts no responsibility for obtaining such documentation from other institutions.
- (c) Decisions on the credit transfer will be at the discretion of the Head of Department and are final. No appeal of the decisions will be entertained.
- (d) Courses taken after admission into HELP University shall not entitle the student for any further credit transfer.

Credit Transfer from HELP Diploma in Business to Bachelor's Degree Programme offered by Faculty of Business, Economics and Accounting :

- Normally 30%* worth of credits earned in the Diploma programme can be transferred into a three years bachelor's degree programme
- Those who want to transfer more than 30% of the credits earned in a diploma programme are required to indicate this on the Progression Form that is available in the Registry. A payment of RM1000 per course is to be paid for any successful application. Additional credit transfer will only be considered for courses with a B grade (at the first attempt) or GPA score of 3.0 or better (depending on the grading scheme of the programme) and meeting the requirement of 1.4.5.1 (c).

** equivalent to one year of academic studies (9 courses)*

2.4 Policies and Regulations

2.5.1 Maximum Course / Credit Load

The student can enroll in courses for up to a maximum of 20 credit hours in each long semester and up to a maximum of 10 credit hours in each short semester.

A student who has been awarded supplementary examination or assessment grade for a course is considered to be enrolled in half of its credits until the grade is replaced with a final grade.

2.5.2 Cancellation of Courses Offered

The Faculty of Business, Economics and Accounting makes every reasonable effort to offer courses as indicated in the Courses Availability List which is posted at hlms portal. However, the faculty reserves the right to make changes or cancel courses in the proposed schedule because of insufficient enrolment or for any other reasons deemed valid. Students are responsible to keep themselves posted by viewing the web site periodically.

2.5.3 Program Structure

Programs are assigned a specific Course Code and a certain number of Credit Hours.

2.5.3.1 Courses Numbering System

Courses are numbered so as to indicate the level of advancement. In general, Courses with lower numbers are those which should be completed first. Courses with DIP1 and D2 courses are Level 1 and Level 2 courses respectively.

DIP1 Level 1
D2 Level 2

2.5.4 Prerequisites

Courses prerequisites are listed in this handbook in the Course Descriptions. These requirements are intended to ensure students have a reasonable chance of completing a course without a low or fail grade. A prerequisite is a course that must be taken and passed prior to registering for any of the courses that require it.

Any student who has failed in the first of a sequence of courses is not allowed to enrol for the subsequent course until the fail grade has been changed to a pass grade.

2.5.5 Assessment and Evaluation

- a) Each course is assessed by a continuous assessment component and a final examination.
- b) The continuous assessment is in the form of written assignments/tests/mid-semester examination and/or projects.
- c) The final assessment can be a 3-hour written examination, project or case study
- d) Most courses follow the assessment pattern below:
 - Continuous assessments - 40%
 - Final Examination/ Assessment - 60%
 - Total - 100%
- e) **To pass a course, a student must pass BOTH continuous assessments and final examination / assessment and score an aggregate mark of 50%**

2.5.6 Award

Local and International Students

Upon successful completion of the required 25 or 26 courses, a student will be awarded a Diploma.

Minimum duration to complete **2 years**

Minimum duration to complete is **2 years and 1 semester** if a student takes **D2BIP200 Diploma Internship Programme** as elective

Students “at risk” (applicable for students who joined Diploma in Business from May 2012 intake and onwards)

Students who have failed a second attempt in any course will be considered “at risk” and they will be advised and counselled by the relevant academic department as soon as possible.

Exhausting all attempt

(i) Exhausted all **three** attempts in a course

This group of students should not be allowed to enrol for the course which they had failed for the third time as a colling off period. However, the students are allowed to enroll for other courses with a lower load.

2.5.7 Academic Advising

Academic advising is an integral part of a student’s academic experience. Academic advisors are able to give support and guidance to students who seek their service, but it is the responsibility of each student too to be familiar with academic policies and regulations and to take responsibility for his or her study at HELP University.

Graduation/program requirements vary greatly from one university to another. It is especially important for students to learn about the universities’ academic policies and procedures thoroughly. New students will be informed on the education system and its requirements through a series of seminars conducted every semester.

An academic advisor offers students information, guidance and advice throughout their diploma program. Specifically, academic advisors assist students in identifying diploma requirements and help students balance their course load each semester, so they do not take too many demanding classes in one semester. Students will also be informed on classes that require prerequisites or other restrictions before registration.

Students are encouraged to contact businessfaculty@help.edu.my to seek advice from an academic advisor to discuss important educational issues and matters pertaining to transfer to foreign institutions. Students can also do their own research under the guidance of an academic advisor on universities and their requirements, ranks, profile etc.

2.6 Course Descriptions

DIP1ACC03 Basic Accounting

This course covers financial accounting as well as managerial accounting. It provides students with a basic understanding of how accountants develop financial data from business transactions, categorise and summarise them, and present the accounting information to various interest groups for them to make economic decisions.

DIP1BUS01 Introduction to Business Administration

This course covers issues related to business, e.g. administration of business, types of business ownership, management of business finance, etc

It provides students with understanding on types of banking facilities, international trade, basic marketing knowledge etc.

It enables students to evaluate an overall picture about business operation.

DIP1ENG01 English 1

This course is designed for students who require the necessary skills for tertiary studies. Some basic grammatical concepts are taught which students will apply in their writing. Writing will focus on the development of coherent paragraphs. Reading skills will cover such strategies as scanning, skimming, main ideas, contextual clues and inferences.

DIP1ENG02 English 2

Pre-Requisite(s): DIP1ENG01

This course is designed for students who already have the basic grammatical concepts. Writing will focus on the various types of academic essays that will be required at a tertiary level. Reading skills will cover aspects such as identification of opinions and arguments, differences between facts and opinions and the use of facts and opinions in research.

DIP1ITC03 Digital Information Technology

This course is designed to introduce fundamental computer concepts, terminology and basic productivity applications. The student will be able to learn an in-depth look at how today's business use information technologies and systems to achieve the corporate objectives. Current real-world business cases illustrate how companies have identified and ultimately solved, key business challenges using information systems and technologies. Furthermore, students will be able to learn how MIS concepts will help them succeed in their future careers.

DIP1MAT01 Basic Business Mathematics 1

This course encompasses the central mathematical concepts required for successful future application in social and business studies. As such, this course includes an introduction to elements of finite mathematics such as linear functions, inequalities, matrices, sets, and combinatorics, coupled with basic arithmetic applications in business such as payroll computation, markups, and trade discounts.

DIP1MAT02 Basic Business Mathematics 2**Pre-Requisite(s): DIP1MAT01**

This course is designed to complement and serve as a continuation of Basic Business Mathematics I. It includes topics on linear inequalities, sequences and series, the mathematics of finance and functions and their graphs. The course also includes various methods employed in differentiation and integration.

DIP1PR01 Introduction to Public Relations

This course is designed to introduce students to some of the basic elements of contemporary public relations. The course provides information about its history, principles, practices and the fundamental responsibilities of public relations practitioners.

DIP1SSK04 Elementary Law

This course aims to build a basic foundation in the different areas, concepts, and elements of law. Students will gain a working knowledge of the Malaysian legal system as well as the knowledge to exercise their basic legal and consumer right.

D2ACC100 Financial Accounting**Pre-Requisite(s): DIP1ACC03**

The course introduces students to the basic concepts on financial accounting. This includes identifying, measuring, classifying and recording of transactions in the journal and ledger and the preparation of financial statements.

D2BAN100 Introduction to Business Analytics**Pre-Requisite(s): DIP1ITC03 and D2QBM117**

This course provides students with significant understanding of analytics and the increasingly important role it plays in organisations. The topics covered will expose students to the role of business analytics and how it is used to get the insights required for making better business decisions and strategic moves as well as to the role of big data in decision making. This course will also provide the basis for going deeper into more advanced analytics tools and techniques.

D2MGT100 Organisations & Management**Pre-Requisite(s): DIP1BUS01 (for March 2020 intake students and onwards)**

This course is concerned with principles of managing business organisations. Management is important to organisations' business and survival. The dynamic nature of today's organisations means that managers require certain knowledge, skills and competencies to manage organisations effectively. The aim of this course is to provide students with an introduction and overview of management within organisations. The course will examine management principles, concepts and theories of management, and give students an appreciation and understanding of various challenges facing managers in organisations in today's competitive global environment.

D2LAW110 Business Law**Pre-Requisite(s): DIP1SSK04**

This course is designed to provide a sound knowledge of the core elements of Malaysian Business law. The course commences with a review of the important components of the Malaysian Legal System in comparison with the Australian and English Legal System, the judicial process and the means by which the disputes are

resolved or litigated. While the course concentrates on civil aspects mainly commercial, contract and torts, other areas of importance are also dealt with.

D2ECO110 Microeconomics

The study of Microeconomics focuses mainly on how households and firms make decisions and the interactions of these decision makers in the resource and goods markets. It seeks to explain the prices and quantities of individual goods and services produced. It also provides insights into how the economy works, the economics of the environment, microeconomic reforms and an understanding of the effects of government intervention (regulations and taxes) on the economy and on various groups in society.

D2ECO120 Macroeconomics

Co-Requisite(s): D2ECO110 Microeconomics

This course introduces the students to Macroeconomics. Macroeconomics is the branch of economics that is concerned with broader, economy-wide processes, problems and issues including economic growth, economic fluctuations, unemployment, inflation and the National Income. This course explores the economic problems and issues in which governments face and the use of techniques to resolve them.

D2QBM117 Business Statistics

Students will be introduced to the concepts involved in descriptive and inferential statistics. Topics include the role of statistics in a scientific investigation, methods of condensing, displaying, describing and presenting data, elementary descriptive statistics, elementary probability, binomial, Poisson and normal distributions, single-sample inference, comparison of frequencies, regression and correlation.

D2ACC110 Accounting for Business Decisions

Pre-Requisite(s): D2ACC100

This course consists of a mixture of topics designed to introduce accounting concepts to all students for all majors. It builds upon the knowledge gained from Accounting 1, and accordingly continues with further financial accounting topics. These include accounting for receivables, inventory, non-current assets and intangible assets. This course also considers environmental accounting and the effects of globalisation on accounting. The course will introduce the student to the basic cost concepts and behaviours as well as the manufacturing statement. The student will also gain basic skills in budgeting, cost-volume-profit analysis and understanding contemporary management practices. The course ends with a look at finance, and capital investment analysis and appraisal decisions.

D2MKT110 Marketing Principles

This course has been designed to provide students with an introduction to the field of marketing. The course focuses on the relationship between organizations and the consumer, expressed through the marketing mix. Essentially, studies are concentrated on the nature and behaviour of supplying organizations, nature and behaviour of the consumer and the various marketing mix elements (product, price, place, promotion) which are used by organizations to satisfy needs and wants of consumers. While the course has a theoretical base, practical application of the marketing concepts to 'real world' situations via a specific project is an essential part of the course.

D2ACC210 Intermediate Financial and Management Accounting**Pre-Requisite(s): D2ACC100 & D2ACC110**

This course covers further topics in financial and management accounting. Students will understand accounting of a limited liability companies by applying selected Malaysian Financial Reporting Standard.

D2FIN100 Introduction to Finance**Pre-Requisite(s): D2ECO110 & D2ECO120**

The course introduces students to the essential foundations of finance. It will introduce basic corporate and personal finance concepts, including business mathematics, the time value of money, financial markets, shares and bonds, financial risks and returns, raising money, and the elements of investment.

D2MGT120 Introduction to Business Ethics**Pre-Requisite(s): D2MGT100**

This course is designed to introduce the student to basic concepts and theories that are relevant to resolving ethical issues in business; to develop key reasoning and simple analytical skills needed to apply the concepts and theories to business decisions; to identify central moral issues connected with the practice of business in modern society; to identify the moral issues involved in specific areas of business; and to develop case analysis skills for the analysis of practical reasoning in business ethics. Issues to be discussed include, among others, the moral responsibility of business, the moral argument for free enterprise, ethical obligations of business to employees and consumers. This course will educate students in the essential concepts, central issues, history, and methodologies of ethical reasoning. The purpose of this course is to enable participants to strengthen and develop their understanding of ethics so as to enhance their ability to recognize and respond to ethical issues in a wide variety of social settings.

D2HRM100 Introduction to Human Resource Management**Pre-Requisite(s): D2MGT100**

This course is concerned with people at work, their relationships and their quality of life within the organisation. It is the vital factor in organisations' quest for corporate survival and competitive advantage. HR managers are expected to be active players and partners in the challenge of making organisations more competitive. The aim of this course is to provide students with an introduction and overview of human resource management within organisations. The course will examine various functions and theories of human resource management, and give students an appreciation and understanding of the many challenges facing managers in organisations in today's very competitive business environment.

D2TRM101 Introduction to Tourism and Leisure Management

Student will explore the evolution of tourism and leisure trends and relate it to the tourism and services industry.

D2BIP200 Diploma Internship Programme**Pre-Requisite(s): Successfully completed 43 credits**

This module provides students with an awareness the current labour market developments and practices. Students will have the exposure of working in a company

where they will have the opportunity to apply theories learnt in class. This module will also prepare the students with the knowledge and requisite skills that would be used in an actual working environment.

D2PSY101 Introduction to Psychology

This course presents the field of psychology as a science. Students will be exposed to the fundamental understanding of psychology. The first part of the course introduces the field of biopsychology as the physiological basis of human behaviour. Students will be presented a basic overview of the structure and functions of the human nervous and sensory system. The second part of the course presents an overview to individual differences in human personality, motivation, emotions, and intelligence. The third part of the module focuses on the mental processes and human cognition. It also includes studies on learning, memory, decision-making and language. And the final part on mental health, stress and coping.

2.7 Credit Transfer Arrangements

On successful completion of HELP Diploma in Business, students can plan for a credit transfer arrangement. Please note that students are to consult the Faculty of Business, Economics and Accounting on the grades they need to obtain in order to transfer to these universities. Furthermore, the faculty reserves the right to make appropriate changes to the information presented in the next few pages. Thus, it is **important** for students to check with the faculty on any changes in the beginning of a new semester.

Progression path for students who successfully complete HELP Diploma in Business

HELP University

- HELP Bachelor in Accounting (Honours)^{1^}
- HELP Bachelor of Business (Finance) Honours
- HELP Bachelor in International Business (Honours)²
- HELP Bachelor in Marketing (Honours)³
- HELP Bachelor of Business (Human Resource Management) Honours
- HELP Bachelor of Business (Entrepreneurship) Honours
- HELP Bachelor of Management (Honours)
- HELP Bachelor of Economics (Honours)
- HELP Bachelor of Business Psychology (Honours)
- HELP Bachelor in Hospitality Management (Honours)⁴
- HELP Bachelor of Tourism Management (Honours)
- HELP Bachelor of Business Analytics (Honours)

¹ Bachelor of Business (Accounting)(Honours)- entry prior to May 2024

² Bachelor of Business (International Business)(Honours)- entry prior to May 2024

³ Bachelor of Business (Marketing)(Honours)- entry prior to May 2024

⁴ Bachelor of Business (Hospitality Management)(Honours)- entry prior to January 2025

Credit Transfer from HELP Diploma in Business to Bachelor's Degree Programme offered by Faculty of Business, Economics and Accounting:

- Normally 30%* worth of credits earned in the Diploma programme can be transferred into a three years bachelor's degree programme
- **Those who want to transfer more than 30%+ of the credits** earned in a diploma programme are required to indicate this on the Progression Form that is available in the Registry. A payment of RM1000 per course is to be paid for any successful application. **Additional credit transfer** will only be considered for courses with a B grade (at the first attempt) and meeting the requirement of 1.4.5.1 (c).

* equivalent to one year of academic studies (9 courses)

+ Please refer to Clause 2.4.5 Credit Transfer Procedures

^ students are required to check with relevant Accounting Professional Bodies on the acceptance of the credit transfer awarded for admission into HELP Bachelor in Accounting(Honours)

Progression path to second year second semester for students who have successfully complete HELP Diploma in Business (please refer to clause 1.3.4 for the HELP Diploma in Business Programme structure):

University of Wollongong

Bachelor of Commerce (except Accountancy)
Bachelor of Business

Progression path to second year second semester for students who have taken DIP1PR01 as elective course and successfully complete HELP Diploma in Business (please refer to clause 1.3.4 for the HELP Diploma in Business Programme structure):

Macquarie University

Bachelor of Commerce, Major in Economics
Bachelor of Commerce, Major in International Business
Bachelor of Commerce, Major in Marketing Management
Bachelor of Commerce, Major in Entrepreneurship (minimum 2 years to complete if join in February intake)

Progression path to second year for students who have successfully complete HELP Diploma in Business (please refer to clause 1.3.4 for the HELP Diploma in Business Programme structure):

University of Queensland

Bachelor of Commerce
Bachelor of Business Management
Bachelor of Economics

Macquarie University

Bachelor of Commerce, Major in Business Analytics (minimum 2.5 years to complete if join July intake)
Bachelor of Commerce, Major in Finance (minimum 2.5 years to complete)
Bachelor of Commerce, Major in Marketing

University of Leeds

BA Business Management (minimum Diploma in Business CGPA 3.25)
BA Business Management with Marketing (minimum Diploma in Business CGPA 3.25)
BSc Accounting and Finance (minimum Diploma in Business CGPA 3.50)

University of Liverpool

Bachelor of Science (Hons)

- Economics

Bachelor of Arts (Hons)

- Business Economics
- Business Management

University of Essex

Relevant undergraduate degree programmes offered by Essex Business School in the second and third year.

Note : Students intending to progress to Essex Accounting, Banking and Finance degrees must complete HELP module FIN202 Financial Management.

BSc Economics with Psychology

Bangor University

BSc Business Management

BSc Marketing

BSc Accounting and Finance

BSc Banking and Finance

University of Hertfordshire

BA (Hons) Business Administration / BA (Hons) Business & Accounting / BA (Hons) International Business

University of the West of England

BA (Hons) Business and Management

BA (Hons) Business Management and Economics

BA (Hons) Business and Human Resource Management

BA (Hons) Business Management with Marketing

BA (Hons) Business and Events Management

BA(Hons) International Business Management

Victoria University of Wellington

Bachelor of Commerce (Accounting Major)

Bachelor of Commerce (Actuarial Science Major)*

Bachelor of Commerce (Commercial Law Major)

Bachelor of Commerce (Economics Major)

Bachelor of Commerce (Finance Major)

Bachelor of Commerce (Human Resource Management & Industrial Relations Major)

Bachelor of Commerce (Information Systems Major)

Bachelor of Commerce (International Business Major)

Bachelor of Commerce (Management Major)

2.8 Extra Curricular Activities

2.10.1 Introduction

HELP University is an institute of learning as well as a centre for the development of human potential. The Faculty of Business, Economics and Accounting through the Faculty of Business, Economics and Accounting Student Council or better known as Biz Council adopts the holistic approach to education whereby students also develop social and interpersonal skills and gain the sporting spirit through their involvement in the various extra curricular activities.

2.10.2 BIZ Committee

The Biz Committee is a student body under the Faculty of Business, Economics and Accounting. The main responsibility of the council is to provide a wide range of cultural, social and welfare services to all students from the Faculty of Business, Economics and Accounting. It is non-religious and non-political in its objectives and services. The council acts to assist students on any academic or personal matter.

The council's primary goal is to serve its members – the students.

2.10.3 Accounting Club

The Accounting Club was established in November 1998. All students who are majoring in Accounting and/or Finance, are automatically members of the Accounting Club. However, other students who are interested are also welcome to participate in the club.

The Accounting Club was formed in the hope of creating opportunities for students to meet, communicate and share their academic differences and experiences. Hence, the Accounting Club could be thought of as a medium for students to foster close relationships amongst themselves. The Accounting Club can also be considered as a means to enhance the management skills of its members by giving them the opportunity to manage and organize activities for its members. Thus, the Accounting Club was established with part of its objective to equip members with communication and personal development knowledge.

Among the many activities organized by the club is the fun-loving social gathering which is held to give students the opportunity to increase their communication activities with one another.

Besides this, the Accounting Club also features other academic based activities. Among them were a trip organized to Royal Selangor Pewter and many seminars conducted by renowned Local & International Academic & Practitioners. The

members of the club were also involved in some of the activities organized by professional accounting bodies among them are the activities held by the Australian Club of Certified Practicing Accountants (CPA), which include the CPA Essay Writing Competition, Accounting Quiz and Accounting Games in all of which HELP University has emerged a winner.

The Accounting Club will continue its success by increasing its activities in the academic and social related areas. We will continue to organise social related activities to enable the members to communicate with one another, and academic related activities in the form of talks, seminars, trips and visits that could provide immense benefits to students. The club also has some career-related activities planned for those members who are about to step into the world of jobs.