

HELP APEL.Q

Degree Qualifications for Self-Actualising Achievers
through Professional Experience and Prior Learning

APPROVED AND RECOGNISED BY MQA

APEL.Q: CULTIVATING A NEW CULTURE OF LEARNING

The APEL.Q programme is an initiative of the Ministry of Higher Education, Malaysia. The recognition of HELP University to offer this experiential learning programme gives HELP an opportunity to transform it to include experimental learning.

Our programme is constructed around a research philosophy that draws from ontology, epistemology, and axiology, forming a robust framework for addressing the nuanced challenges presented by contemporary geo-economics and political complexities and business unknowables.

At the heart of APEL.Q lies a dynamic four-stage learning cycle, which includes Expansive Experiencing, Reflexive Reflection, Focused Framing, and Experiential Experimentation. This model not only facilitates deep learning but also encourages learners to continuously engage with and reflect upon their experiences.

The programme's methodology emphasises a dialogical and heterodox shared-learning environment, where constructivist epistemologies prevail. This approach is particularly pertinent in response to the ever-evolving business landscapes, demanding innovative thinking and adaptable research methodologies that can lead to practicable solutions.

APEL.Q challenges the conventional boundaries traditionally observed in academic research. It provides the mental dexterity to move between the realms of the researcher and the researched, theory and practice, as well as between knowledge creation and application. This leads to a more interactive, reflexive, and context-sensitive research process, ultimately fostering outcomes that are not only innovative but also highly relevant and impactful across various disciplines.

As we navigate an uncertain future with complex, so-called 'wicked' problems, it becomes essential to innovate through experiential and experimental learning. APEL.Q advocates a learning culture that is participative, collaborative, and adaptive, encouraging the integration of human-centric perspectives to enhance traditional positivist-quantitative methodologies.

The programme introduces and supports a variety of constructivist epistemologies, including phenomenology, auto-ethnography, user case studies, and critical realism. These methodologies are invaluable for their ability to yield deep insights and foster innovative solutions to challenging issues.

APEL.Q also promotes the selection of research themes that are not only academically robust but also practically applicable, ensuring relevance to multiple stakeholders. It encourages the use of iterative and agile research designs, particularly suited for emerging fields of study.

This transformative learning model is thoroughly explored in the APEL.Q Enhancement Programme, which serves as both a platform for discourse and a beacon for future research initiatives. Here, learners and researchers alike are equipped to tackle relevant issues with innovative tools and a forward-thinking mindset, contributing significantly to the field of experiential learning.

Vision

Sapere Aude: To create a learning experience that dares to be different

Mission

To excel beyond Success: To be Significant

Values:

- To be exemplary in our leadership
- To serve and to help unconditionally
- To enable others from our experience
- To honour our word by deeds
- To appreciate others' and our blessings
- To work with Nature for the common good
- To create the legacy of our Mission

HELP UNIVERSITY APEL.Q PROGRAMMES

• Doctor of Business Administration

(R3/340/8/0379) (06/30) (A8927)

• Master of Business Administration

(R2/0414/7/0147) (05/27) (A5957)

• Master of Entrepreneurship

(R3/0414/7/0199) (03/30) (A6246)

• Master of Science in Economic Crime Management

(R3/0400/7/0335) (06/28) (A8877)

• Bachelor in Hospitality Management (Honours)

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

• Bachelor of Management (Honours)

(R4/0414/6/0342) (08/31) (A6913)

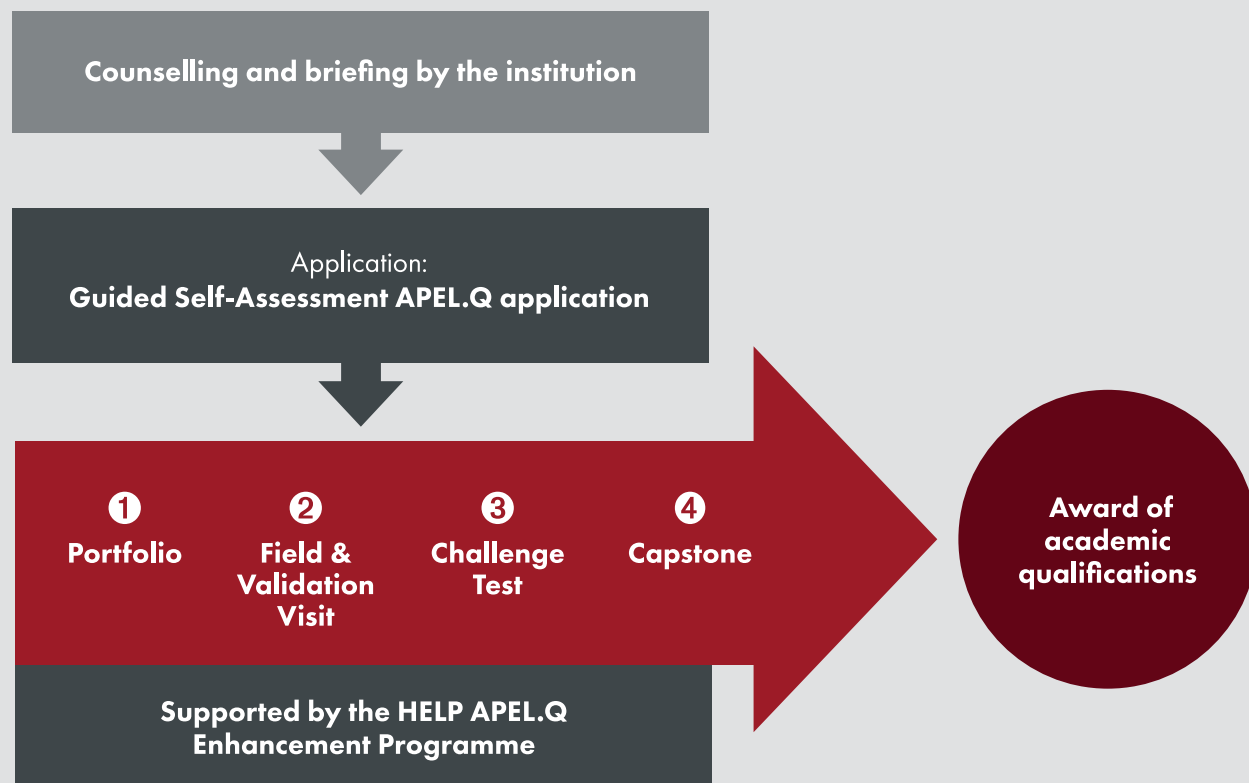
• Diploma in Early Childhood Education

(R2/0112/4/0100) (06/28) (MQA/FA2145)

• Master of Education (Teaching and Learning)

(R/0110/7/0036) (04/29) (MQA/FA8168)

JOURNEY OF AN APEL.Q LEARNER



1. Portfolio

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

2. Field and Validation Visit

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

3. Challenge Test

- A comprehensive evaluation in the form of a written assignment, project or research proposal

4. Capstone Course

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

PIONEERING

**LIFELONG
EXPERIENTIAL
AND
EXPERIMENTAL
LEARNING
(LXXL)**

EXPERIENTIAL
EXPERIMENTATION

EXPANSIVE
EXPERIENCING

**LIFELONG
EXPERIENTIAL
AND
EXPERIMENTAL
LEARNING
(LXXL)**

FOCUSED
FRAMING

REFLEXIVE
REFLECTION

APEL.Q ENHANCEMENT PROGRAMMES

Enabling Programme:

Skill-driven for research and business applications

Enrichment Programme:

Cultural and aesthetics: spiritual workplace

Exploratory Course:

Business modelling and entrepreneurial business explorations

Evolutionary Course:

Experience-driven Personal Development: lifelong learning for life management

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

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

SUPPORTED BY **MICRO-CREDENTIAL** SKILL CLUSTERS

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

APEL.Q **ESEG*** RESEARCH AGENDA

*Economic, Social, Environmental, Governance

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

ESTEEMED MEMBERS OF THE APEL BOARD

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



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

Tan Sri Dr Abu Hassan Othman holds a PhD in Sociology from Michigan State University, an MA and a Bachelor of Arts (Hons) from University of Malaya, a DAgr Sc (Honorary) from Kinki University, Japan and DMgmt (Honorary) from Open University Malaysia.

Tan Sri was a Distinguished Fulbright-Hays scholar. From 1994 to 2005, he served as the Founding and First Vice Chancellor of Universiti Malaysia Sabah (UMS), simultaneously holding distinguished appointments both nationally and internationally.

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

Currently, Tan Sri is Chairman of the Board of Governors of YTL International College of Hotel Management (YTL-ICHM).



**Prof Dr Andy Liew
Teik Kooi**
Member of the APEL Board

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

He is currently Vice Chancellor of HELP University, where he oversees education innovation and quality assurance (QA). He has held senior management positions in conventional and Open Distance Learning (ODL) institutions. His experience of more than 25 years in education covers QA in higher education, strategic planning of the university, ODL, OER, APEL as well as breeding and cloning of plants.

Andy was Chair of the MQA panel of experts who developed the GGP for APEL.C and APEL.Q as well as the COPPA-ODL. He was also a member of the team involved in the

development of GGP APEL.A, GGP MOOCs for Credit Transfer and GGP Micro-credentials.

His involvement with international organizations has enabled him to build an extensive network with peers from renowned Open Distance Learning (ODL) institutions across Asia, Commonwealth of Learning, International Council for Open & Distance Education and UNESCO Bangkok.

He was the Secretary General of the Asian Association of Open Universities (2010-2012) comprising over 60 open universities/institutions across Asia.

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



**YBhg Professor Dato' Sri
Dr Akhbar Satar**
Member of the APEL Board

Professor Dato' Sri Dr Akhbar Satar is a criminologist, a Certified Fraud Examiner, Forensic Polygraph Examiner and crime analyst. He obtained his MA in Criminal Justice Studies from the University of Detroit.

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

He has 37 years of investigative experience including 18 years of experience with the Anti-Corruption Agency (ACA), now known as Malaysian Anti-Corruption Agency (MACC).

He has held numerous senior management positions, including State ACA Director and Director of Training at ACA.

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

At HELP University, Dato' Sri Akhbar serves as Director and Professorial Chair of the Institute of Crime & Criminology.



Ir Dr Karl Ng
Member of the APEL Board

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

Currently, he is the Vice President of Special Project Office at Malaysia Digital Economy Corporation where he drives strategic digital transformation projects. Dr Karl holds a Bachelor degree in Engineering from the University of Birmingham, United Kingdom and MBA with Distinction and Doctor of Business Degrees from Charles Sturt University, Australia. He has also attended executive programmes from Harvard Business School, Said Business School at University of Oxford and Carnegie.



Dr Ting-Seng Ho
Member of the APEL Board

Dr Ting Ho is the founder of Ting Ho Aquaculture. He is President of SATA Foundation and Global Agro Innovation Limited. Dr Ho created two entities in Malaysia, Back to Nature Enterprise and Going Back to Nature Sdn Bhd. Both are focused on innovative agro-farming using new technology.

Dr Ho's special interests are in identifying business opportunities. He was an advisor to the Guangdong Provincial government on logistics planning and the digital revolution.

He helped to set up the Southern China Logistics Platform and was also the first Chief

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

Dr Ho obtained his PhD in Economics from the University of Pennsylvania. He graduated from Universiti Malaya with a Bachelor of Economics with first class honours.

He was a Bank Negara scholar and worked as a research fellow at the Malaysian Institute of Economic Research, as Associate Director of the Institute of Development Sabah and in various management capacities in the banking sector.

DISTINGUISHED APEL.Q PANEL OF EXPERTS



PROFESSOR DATUK DR PAUL CHAN

**Advisor, APEL Centre
BA (Hons), MEd (Malaya),
MA(McMaster), PhD (ANU),
HonDLitt (Oxford Brookes),
Hon DBA (CSturt)**

Datuk Chan is the Co-Founder of HELP University and of the HELP Education

Group. Currently, he is the Chancellor of HELP University. He was formerly Chairman of the Division of Applied Economics at Universiti Malaya. Dr Chan was trained in advanced leadership in the Center for Creative Leadership, USA. He has received honorary doctoral degrees from British and Australian universities and awards from prestigious institutions.

Dr Chan has consulted for many organizations and has assumed advisory roles in government and private organizations in Malaysia and China. He was a board member of EMGS and has served on the MQA Council.

He has initiated a few start-ups, including IPOs. He is a regular speaker in international seminars and is a columnist for some Malaysian news media and for the China-ASEAN Panorama, sponsored by the ASEAN-China Expo Secretariat.

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

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



PROFESSOR DR YAP KIM LEN
**Academic Director, APEL Centre
PhD (Acct) (Otago), MA (Int'l Bus &
Int'l Fin Mgmt) (Reading), BA (Acct)
(Preston), Dip Bus (Canterbury),
CPA Australia, MIA (Malaysia)**

Prof Yap Kim Len obtained her BA (Hons) in Accounting, and MA (International Business and

International Financial Management) in the UK, and her PhD in Accounting from the University of Otago, New Zealand.

Dr Yap is a CPA Fellow of Australia and a Chartered Accountant (CA) of the Malaysia Institute of Accountants (MIA). She was MIA's technical director and served on its Accounting Committee.

Prof Yap is the Head of Accounting & Finance at the ELM Graduate School at HELP University. She is the lead facilitator of the Accounting, Corporate Governance and Business Ethics courses of the HELP Master of Accounting and Finance

and Master of Corporate Governance programmes, as well as supervisor of Doctor of Business Administration (DBA) candidates. Her research areas are expectation gaps on reporting and auditing, ethics and governance, risks and assurance and Asian corporate culture. She helps to oversee the development of Accreditation of Prior Experiential Learning (APEL.C) and Accreditation of Prior Experiential Learning (APEL.Q) programmes at HELP University.



PROFESSOR DR ROZAINUN ABDUL AZIZ

Prof Dr Rozainun Haji Abdul Aziz is a distinguished academician with a diverse educational background. She holds a PhD from Salford University and an MSc (Econ) in Accounting and Finance from Aberystwyth University. She is a fellow of CIMA (UK), a CPA

(Aust), CGMA, ISACA Gold member and academic associate and a member of MACD and ICDM.

Currently, Prof Rozainun holds the esteemed position of President at the ASEAN Accounting Education Workgroup (AAEW). She has served as the Dean of the Faculty of Business at UNITAR, as well as Academic Director and Head of Postgraduate Studies at IUMW. She has also served as the Dean of the Faculty of Accountancy at UiTM.

As a member the Board of Directors of Bank Simpanan Nasional (BSN) and a board member of the Kingsley Edugroup, she made valuable contributions to the audit and risk committee, tender board, and the nomination and remuneration committee (NRC). At BSN, she was chair of the NRC and at Kingsley she was Chairman of the Audit & Risk Committee.

Prof Rozainun is known for her passionate commitment to nation-building and talent development and she actively engages in initiatives that contribute to achieving these goals. Her interests also extend to sustainability, ESG (Environmental, Social and Governance), and the achievement of Sustainable Development Goals (SDGs), reflecting a forward-thinking approach to business and societal challenges.

Her substantial contributions to the accounting profession include serving as a council member of the Malaysian Institute of Accountants (MIA), where she was involved in key sub-committees focusing on Education, Financial Statements Review, Investigations, Disciplinary Appeal Board and Anti-Money Laundering. She continues to contribute to the profession by serving as a member of the Disciplinary Committee of the Malaysian Institute of Certified Public Accountants (MICPA).



**DATO' TS DR HAJI AMIRUDIN
ABDUL WAHAB**

CEO, CyberSecurity Malaysia

Dato' Dr Amir has more than 25 years of experience in the telecom and IT fields. He led CyberSecurity Malaysia to achieve successes like top 10 world ranking in the International Telecom Union (ITU) Global Cyber

Security Index; Best Cyber Security Innovation Award 2015 from FireEye Malaysia; Championships at the World Summit of the Information Society (WSIS); and being named Permanent Secretariat to the Organisation of Islamic Cooperation Computer Emergency Response Team.

He received an Outstanding Award at the ASEAN CIO-CSO Summit. He was a board member of The Economist Intelligence Unit's Asia Smart City Program.

Dato' Dr Amir is an Adjunct Professor at leading local universities. He is Professorial Chair for Cyber Security at HELP University.

member at HELP University and had prior Board of Director roles at Malaysian Global Innovation and Creative Centre (MaGIC) and Astro Go Shop.

Dr Grace Lee started her career as a Consultant at PricewaterhouseCoopers Malaysia. She is an External Assessor for the APEL.Q DBA programme.

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



PROFESSOR ABU BAKAR MUNIR
President, Malaysian Association of Cybersecurity and Privacy Professionals (MACPP)

Prof Abu Bakar is an internationally renowned scholar, expert and consultant on ICT law and data protection law.

He is Professor of Law and former Dean of the Faculty of Law, University of Malaya. He is also a Visiting Professor at universities in Asia, Australia, NZ, the Middle East and Europe.

His international conference appearances include Oxford, Cambridge and MIT. He was instrumental in the development of Malaysia's Personal Data Protection Act 2010 and also advised the Indonesian government on drafting the personal data protection law.

He has received numerous awards for service excellence and international recognition for his expertise.

Prof Abu Bakar is Professorial Chair for Privacy and Data Security Protection at HELP University.



**ASSOCIATE PROFESSOR DR
NICHOLAS LUM YEW CHOE**

Dr Lum has more than twenty-five years of finance industry and academic experience.

As Head of Investor Relations, he was part of the team that spearheaded the successful RM2 billion worth of Initial Public Offering (IPO) of Sunway Real

Estate Investment Trust (Sunway REIT) in Bursa Malaysia in 2010. He has provided training and consulting services in financial risk management to senior executives of international corporations.

Dr Lum completed his PhD in Financial Economics at Victoria University, Australia. He completed his Bachelor of Commerce (Hons) in Economics from the University of Melbourne in 1994 on an Australian government merit scholarship. In 1995, he completed his Master of Commerce (Hons) in Financial Econometrics from the same University.

Dr Lum is currently a Fellow of the Global Association of Risk Professionals (GARP). He served as the Regional Director of GARP Malaysia Chapter from 2005-2017.



DR GRACE LEE

Dr Grace Lee re-joined Astro Malaysia Holdings Berhad ("Astro") Group on 1 August 2023 as Group Chief Operating Officer. She was appointed as Group Chief Financial Officer on 1 January 2024. Prior to rejoining Astro Group, she was the Chief Financial and Sustainability Officer of Aeon Co. (M)

Bhd from 2021 to 2023. When she was last at Astro, she held various senior leadership roles within AMH Group, including as Group Chief Transformation Officer. Dr Grace Lee is currently an Independent Non-Executive Director for the Board of Tune Protect Group Berhad and Chairman of the Audit Committee of Tune Protect Group Berhad, an Industry Advisory Board



DR STEPHEN MOSS
Chairman, DAI Capital

Dr Moss is a consultant and adviser with a background in law, psychology and business. He is also an early-stage entrepreneurial investor in start-ups and growth companies in financial and professional services, law and biotechnology. He held leading roles

in PwC, IBM Consulting and Cardno Acil, as well as managed company sales, acquisitions and mergers.

He has consulted for over 25 years with international, UK and Australian law firms in the legal and health services industries. Dr Moss's commitment to social justice and human rights has led him to work with Pathways Foundation, Child Fund and Amnesty International.



PROFESSOR PHILIP C ZERRILLO

Professor of Marketing Strategy and Innovation, Thammasat University

Prof Zerrillo has worked globally in numerous industries and fields. He has served on the board of directors of startups and public listed companies (including as Chairman) while holding

senior academic and management positions in business schools in the US, Thailand, Singapore and India.

As the founding editor of *Asian Management Insights*, he provided editorial insight and thought leadership to one of the fastest emerging business publications in Asia, as a platform for Asia’s brightest thought leaders to address challenges and examine trends in innovation and creativity in Asian management. He received an Honorary PhD in Marketing from King Rama X of Thailand.

Prof Zerrillo is Professorial Chair of Research Philosophy, Methodology and Methods at HELP University.



PROFESSOR DR LEE JIWON

BS, MS, PhD (Kyung Hee)

Prof Lee Jiwon is a cross-cultural researcher whose interest is in discovering general patterns about cultural traits by investigating consumer behaviour through online and offline interaction.

Her specialisation includes international business, entrepreneurship and international marketing, such as B2B commerce and brand management. Her research articles have appeared in key journals like *International Journal of Mobile Communications*, *International Journal of Technology and Management*, *Journal of Hospitality and Tourism Research*, *Service Business*, *Asia Pacific Business Review*, and *Sustainability*.

She teaches and supervises graduate students in statistics, research methodology and marketing management. She is a director of the Doctor of Philosophy (Business, Management and Entrepreneurship) programme at HELP University. She also helps in the student exchange programme with South Korea.



PROFESSOR DR EVA LATHAM

Founder & President, Human Rights Teaching International, The Hague

Dr Eva Latham has been recognised by Unesco for her research, teaching, training and publications in the field of Human Dignity, Ethics and Human Rights.

She has written articles and published books aimed at educating people and organisations in ethics and human dignity as a *conditio sine qua non* for peace. She is the recipient of a Unesco award for her work in teaching Human Rights.

Dr Latham has championed women’s issues at the UN while serving as the Secretary General of the board of the Dutch Council of Women. Prof Latham is Professorial Chair of Human Dignity at HELP University.



PROFESSOR DR PAOLO CASADIO

BA (Stat Sc & Econ) (Rome), MA Econ & Econometrics (Southampton), PhD (Rome, La Sapienza)

Dr Casadio, an economist, specializes in the study of financial markets and business cycles.

He developed for Creditalia Italaio the econometric model of Italy. He helped to effect the bank’s expansion to Eastern Europe. At HELP he was head of the University of London external programmes. He also headed the Wealth and Investment Centre, a collaboration with the Chartered institute of Securities and Investment (CISI), UK. He writes regularly on a wide range of economic, financial and digitalization issues.

Dr Paolo serves as an advisor in the APEL.Q programme.



YBHG DATO' DR KHAIRUDDIN OTHMAN

PhD (UiTM), MSc (Mass Comm) (Boston), BA (Mass Comm) (UiTM)

Dr Khairuddin Othman has over two decades of experience in the communication industry, having worked in the market and media research firm AC Nielsen (M), New Straits Times

and TV3. He was Chief Executive of Akademi TV3, and CEO of TV3 Ghana Ltd. In education, Dr Khairuddin was Head of the Advertising and Broadcasting Department at Universiti Teknologi MARA (UiTM).

Dr Khairuddin earned his BA from UiTM, his MSc from the University of Boston, and his PhD from UiTM. He teaches and supervises graduate students in the ELM Graduate School and in the APEL.Q programme.



ASSOCIATE PROFESSOR DR EDDIE PHUN

BA Hons (Malaya), MBA (UPM), DBA (UniSA), Associate Professor

Dr Eddie Phun has over 12 years’ experience lecturing at Master’s and Doctoral level programmes. His areas of specialisation include marketing, branding, retailing and international

business.

Dr Phun’s 15 years of industrial experience in positions like Marketing Manager, Vice President and General Manager enhances the learning dynamics of his classes at the ELM Graduate School. His reading interests are marketing analysis, branding and consumer behaviour. He is also active in Lions Clubs International.



DR THAM SENG KONG
PhD, MD (PRC)
Chief Executive Officer, ALPS Group

Dr Tham Seng Kong, MD, PhD, is the Group Chief Executive Officer of ALPS Global Holding and a prominent figure in precision and regenerative medicine, particularly in Cellular Therapy. He holds a Bachelor of

Medicine from Xiamen University and dual Doctor of Medicine degrees in Integrated Chinese and Western Clinical Medicine (Oncology) from Guangzhou University of Chinese Medicine and Biomedical Engineering.

Dr Tham has been involved in anti-ageing cellular therapy research since 2006 and works closely with Swiss and Asian counterparts. He is recognised for his work in cancer research and developing a retroviral transfection system for gene therapy. He frequently educates clinical professionals and the public on best practices in cellular medicine.



DR P SELLAPPAN
PhD (Interdisciplinary Information Science), University of Pittsburgh
Professor of IT, HELP University

Dr. P. Sellappan has over 30 years of academic experience, teaching a wide range of IT and related courses.

His research interests include Cybersecurity, Artificial Intelligence, Machine Learning, Data Science, and their applications across various fields.

Dr. Sellappan has published more than 100 research papers and authored multiple IT textbooks. He has supervised over 25 PhD theses and 30+ MSc theses, and has secured numerous research grants. He is also a member of the Chartered Engineering Council (UK) and several other professional bodies.



PROFESSOR MANICKAM RAVICHANDRAN
Chief Scientific Officer (CSO), ALPS Group

Professor Manickam Ravichandran, with a PhD in Biotechnology, is an expert in genetic engineering, vaccine development, molecular diagnostics, and phage therapy. He has 84

publications, 2797 citations, an h-index of 25, and 15 patents.

Formerly the Vice-Chancellor of AIMST University, Malaysia, he is also on the board of Vax Biotech Sdn Bhd and has commercialized a diagnostic product. He has mentored 55 postgraduate students and is the chief scientific officer of ALPS Global Holding. Prof. Ravichandran has received 50 awards for his academic and research excellence.



PROFESSOR DR BERNARD LEW SHIAN LOONG
BSc (Econ) (London), MFinEcon (UPM), PhD (UPM), Professor

Prof Lew is currently an Advisor for the HELP APEL.Q DBA programme and has also served as Moderator for the HELP APEL.Q MBA programme.

In 1997, in the wake of the Asian Financial Crisis, Dr Lew embarked on an academic career after completing a BSc (Econ) from the University of London. In 2000, he completed a Master's degree in Financial Economics at UPM, investigating the correlation between size, book-to-market ratio and the portfolio returns of Malaysian industrial stocks. His PhD thesis stressed the need for an algorithmic representation of urban destination resilience, while advancing agent-based computational modelling of tourist destinations.

His on-going interest is in market design and entrepreneurial ecosystem resilience, manifested in the postgraduate courses he facilitates on entrepreneurial and current issues in economics.

CLASS OF 2024 (PARTIAL LIST)

Doctor of Business Administration (DBA)

Dato' Seri Akhbar Satar

Director of the Institute of Crime and Criminology, HELP University

Former State ACA (now MACC) Director

Dato' Sri Richard Teo Vin Li

Chairman, Kiwa Limited

Chua E Long

Chief Operations Officer and EXCO member, Gibraltar BSN Life

Rony Ambrose Gobilee

Chief Strategy Officer (CSO)

Human Resource Development Corporation

Fan, Zhiquan

Advisor to the President (Special Tasks) of Xiamen University Malaysia

Foo Seck Chyn (Neil)

CEO, Bukit Jalil Global Acquisition 1 Ltd

Chief Strategist, NCT Smart Industrial Park

Sivarajah A/L Subramaniam

COO/Deputy Principal, Laksamana College of Business (Subsidiary of Kensington College of Business, London) Bandar Seri Begawan, Brunei

Master of Business Administration (MBA)

Mariati

Senior Account Executive, Jamil Ghani Construction Sdn Bhd

Michelle Lau Sook Yee

Consultant / Project Director

Malaysia-China Summit 2024

Qube Integrated Malaysia Sdn Bhd

Sakthivel Subramanian (Samson)

Corporate Partnership & Business

Development Manager, XCL

Education

Sim Pei Hui

Secretary (Senior Executive),

Metronic Engineering Sdn Bhd

Yap Pui Leng

Senior Assistant Manager,

Faculty General Office

Faculty of Accountancy and

Management, Universiti Tunku Abdul

Rahman (UTAR)

Bachelor of Business (Hospitality Management) (Hons)

Chua See Tien

Rooms Division Manager, Furama Bukit Bintang Hotel

Master of Education (Teaching and Learning)

Choy Yin Leng

Principal and Owner, Lighthouz

Academy, Klang, Selangor

Master of Entrepreneurship

Angela Wong Kai Hee

Managing Director, Merit Corporate

Service Sdn Bhd

Diploma in Early Childhood Education

Sheela Pitchayee A/P Raman

Class Teacher, Knowledge Tree

Montessori Kindergarten

CURRENT CANDIDATES (PARTIAL LIST)

Doctor of Business Administration (DBA)

YBhg Tan Sri Tan Koon Swan

Entrepreneur / Former Malaysian Political Figure

Ding Hong Sing

National President, SME Association of Malaysia

YBhg Datuk Yong Fook Heng

Founder / Chief Executive Officer, Borneo Empurau Farm & Resort Sdn Bhd

Bapak Daniel Surya Wirjatmo

Co-Founder & Executive Chairman, PT WIR Asia TBK, Jakarta, Indonesia

Soh Lian Seng

Tax & Audit Director, KPMG Malaysia

Shamsul Amree Bin Ab Rahman

Chief Executive Officer, Dominos Pizza Malaysia

Chen Fong Tuan

Head of HR, Maybank subsidiary

Doris Wong Sing Ee

Independent Director, Energem Corp, USA

Chin Chee Seong

Chief Executive Officer / National Secretary General SEATech Ventures, SME Association of Malaysia

YBhg Dato' Puvan Balachandran

Chief Executive Officer, UNITAR

YBhg Datuk Wira Khiu Fu Siang

Founder / Chairman, Outstanding Entrepreneurs (OE) Group / MK Curtain Group

Loh Lai May

Sales Manager, Kian Joo Can Factory Berhad

Mr Chew Kar Hing

Senior Operations Manager, Kian Joo Can Factory Berhad

YBhg Dato' Tony Chia Han Teun

President, Federation of Malaysian Freight Forwarders Association (FMFF) & Selangor Freight Forwarders and Logistics Association (SFFLA)

Master of Science in Economic Crime Management

YBhg Datuk Izani bin Wan Ishak

Pengarah, Bahagian Pemeriksaan dan Perundangan, Suruhanjaya Pencegahan Rasuah Malaysia (SPRM)

Master of Business Administration (MBA)

Wee Siew Ling

Executive Director, Melilea (M) Sdn Bhd

Khalidah Dan Yunan

General Manager, KIP Hotel, Kuala Lumpur

Ng Sze Yen

General Manager, UWC Berhad

Noorirwandy Abdul Karim

Founder / Chief Executive Officer, Arah Tenang Sdn Bhd.

Natasha Shayna Sebastian

Head of Digital, Invictus Blue Sdn Bhd

Cheah Yee Kuan

Head, Learning & Development, Malaysian Association of Hotels Training and Education Center (MAHTEC)

TESTIMONIALS

"APEL.Q is the best medium to further studies based on work experience. We get to connect with other learners to share experiences"



"The new knowledge learned from this experience will be an asset for future generations to further their studies. The APEL team at HELP University is professional, accommodating and well-organised, making my APEL.Q journey a pleasant one!"

Datuk Izani bin Wan Ishak

**Pengarah, Bahagian Pemeriksaan dan Perundangan Suruhanjaya Pencegahan Rasuah Malaysia (SPRM)
APEL.Q Master of Science in Economic Crime Management programme**

"People wondered that at my age, I could still complete my doctorate, but the background experience made the difference"



"Completing my DBA means a great deal to me. Thanks to the APEL.Q pedagogy, I was able to gain deeper insights and new perspectives from my experience of organisational and white collar crime. The learning was enhanced by immersion in a scholarly fraternity many of whom were key influencers in society. I strongly encourage those wanting to gain an academic qualification through converting their work experience to join this programme"

Dato' Sri Akhbar Satar

Director of the Institute of Crime and Criminology, HELP University; Former State ACA (now MACC) Director

"The APEL.Q programme was a fulfilling and rewarding experience; amidst the rigorous study I made a lot of new friends"



"The APEL.Q DBA programme in HELP was distinguished by a strong research culture and high academic standards. This strengthened my theoretical basis and helped me to investigate selected problems with insight and perceptiveness. It enabled me to achieve findings which can be used to support decisions that contribute to the efficacy of my work as advisor to the university president".

Fan Zhi Quan

Advisor to President (Special Tasks) of Xiamen University, Malaysia

"We are motivated to challenge conventional wisdom, pioneer new paradigms in the business landscape, and explore novel frameworks by delving into the intricacies of existing business models"



"I'm deeply grateful for the invaluable insights gained from the APEL.Q DBA programme and for the profound effect it has had on me. It freed my mind from traditional academic boundaries. Its unique blend of rigorous inquiry, innovative thinking and practical application has placed me nearer my goal of capturing the essence of pioneering business innovation through concrete research and creative imagination".

Neil Foo Seck Chyn

Chief Executive Officer, Bukit Jalil Global Acquisition (BUJAU)

"The APEL.Q DBA was an opportunity of a lifetime that changed me completely"



The APEL.Q DBA was a very challenging and eye-opening experience. Learning research methodology honed my investigative skills to acquire knowledge effectively and moulded me into a better entrepreneur and visionary. I am now more confident in pursuing my many business interests. I strongly recommend that all businessmen without prior tertiary education pursue this opportunity of a lifetime. It transformed me completely.

Dato' Sri Richard Teo Vin Li

Chairman, Kiwa Limited

"APEL.Q Master of Entrepreneurship (MER) Programme has enabled me to see my company differently, uncovering not only answers but also the questions that shape our understanding"



"I am really grateful to HELP for accepting me as an APEL student. From APEL.A to APEL.C and finally APEL.Q, the programme has given me a fresh perspective and an option to aspire to further my education. APEL.Q is more than just a certificate on paper. It has enabled me to see my company differently. In the pursuit of knowledge, we uncover not only answers but also the questions that shape our understanding."

Angela Wong Kai Hee

Managing Director, Merit Corporate Service

"The experience has been transformative and contributed to my academic and professional growth"



"The APEL.Q DBA recognises and values candidates' diverse experiences and knowledge. It allowed me to demonstrate my expertise through the assessment, especially in the dissertation preparation. The experience has been transformative. The programme's curriculum, its industry relevance and university support have all contributed to my academic and professional growth. I am grateful for this opportunity. I can now apply with confidence the skills and knowledge I have gained".

Rony Ambrose Gobilee

Chief Strategy Officer, Human Resource Development Corporation

"The outcome was an enhancement of skills and knowledge beyond traditional learning settings"



"The APEL.Q DBA pathway at HELP University has been a reflective journey, blending professional expertise with academic rigour. Like a marathon, this transformative experience demanded endurance and commitment. But the outcome was an enhancement of skills and knowledge beyond traditional learning settings. The quality of mentorship ignited deep reflection and empowered me as a scholar and practitioner, culminating in a fulfilment of my academic ambitions."

Sivarajah A/L Subramaniam

**Chief Operating Officer/Deputy Principal
Laksamana College of Business (Subsidiary of Kensington College of Business, London), Bandar Seri Begawan, Brunei**

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