

BUSINESS

YANG HONG
Business Student



MAKE YOUR MARK. BECOME WHO YOU'RE MEANT TO BE.

OUR MISSION

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

We've built this commitment around four key pillars that shape your journey with us:



ACADEMIC EXCELLENCE

Learn from passionate educators who go beyond textbooks to make every class engaging, inspiring, and meaningful.



LIFE AND CAREER PREPARATION

Gain the confidence, skills, and real-world know-how to thrive through enhanced curriculum.



VIBRANT STUDENT LIFE

From clubs and events to building friendships, campus life at HELP is about discovering your joy, passion, and purpose.



WELLNESS AND COMMUNITY

Feel at home in a caring, supportive environment where your wellbeing truly matters.



HOW WE ARE PREPARING YOU TO SUCCEED IN AN AI WORLD

1

8 HELP Graduate Attributes 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

Work on real company projects and build the professional skills employers want.

3

Industry-Relevant Micro-Credentials

Enhance your resume with credentials from top global companies.

4

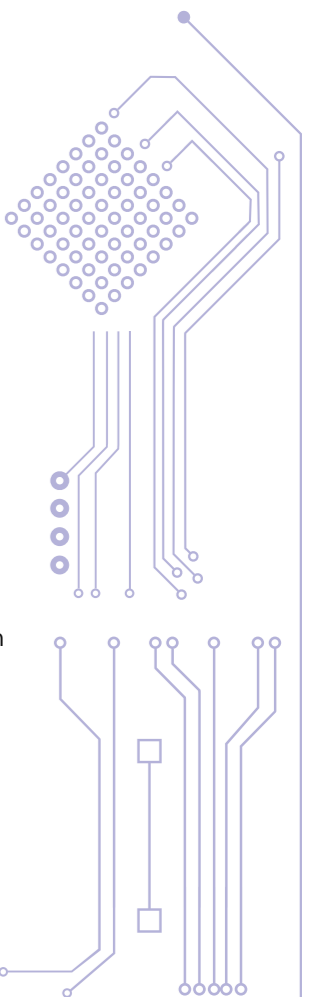
Mentoring and Expert Talks

Learn future-ready skills from industry mentors and global thought leaders.

5

Internships With Top Organisations

Internship programmes with over 1,000 companies.



8 HELP GRADUATE ATTRIBUTES

Our curriculum blends essential life skills with professional know-how to prepare students for success in both work and life.

1 DIGITAL AGILITY

Offered by **Microsoft**
Python for Beginners

Offered by **Google**

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

2 SOCIAL INTELLIGENCE

Offered by **Google**
Brainstorm Ideas in a Group

Offered by **HELP University**
Understanding People / Behaviour Insights

Offered by **LinkedIn Learning**
Developing your Emotional Intelligence

Offered by **University of Cape Town**
Becoming a Changemaker:
Introduction to Social Innovation

3 STRATEGIC COMMUNICATION

Offered by **Google Garage**
Communicate your Ideas through
Storytelling and Design

Offered by **HELP University**
Digital Content Creation

Offered by **HP Life**
Effective Presentation Communication



"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."

Venon Tian
Chief Operating Officer
ZUS Coffee

4 MENTAL AGILITY

Offered by **IBM**
Solving Problems with Creative and Critical Thinking

Offered by **HELP University**
Effective Learning Skills

6 MORAL COURAGE

Offered by **UNICEF**
Community Engagement and Humanitarian Programmes

Offered by **World Vision**
Volunteerism

8 CLARITY OF PURPOSE

Offered by **CAREERsense**

- Career Readiness
- Interviewing and Resume Writing

Offered by **HELP University**
Personality Testing

5 ENVIRONMENTAL & GLOBAL LITERACY

Offered by **World Vision**

- Global Citizenship
- Planetary Health

Offered by **HRDC**
ESG Awareness

7 RESILIENCE & WELLNESS

Offered by **HELP University**

- Stress Management
- Psychology First Aid

Offered by **St. John Ambulance**
First Aid and CPR

Offered by **HRDC**
Time Management

"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."

Vinesh Naidu
Director,
Human Capital
PwC Malaysia



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

WHY STUDY BUSINESS @ HELP



PREMIER DIGITAL TECH INSTITUTION

Recognised by MDEC for excellence in digital tech education, industry collaboration, research, and graduate outcomes in software, AI, cybersecurity, and data analytics.



INDUSTRY EXPOSURE

Learn directly from industry experts through workshops and a strong alumni network.



SET UP FOR SUCCESS

Small tutorial classes, personalised support, and an innovative blended learning model.



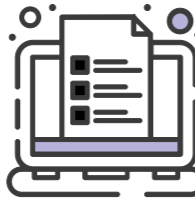
INDUSTRY-EXPERIENCED FACULTY

More than half of our academics bring real-world industry experience into the classroom.



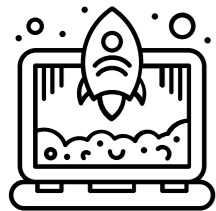
EXCEPTIONAL LEARNING FACILITIES

Access cutting-edge resources like the Bloomberg Hub and digital library.



INDUSTRY-RELEVANT CURRICULUM

Regular curriculum reviews ensure programmes stay aligned with industry needs.



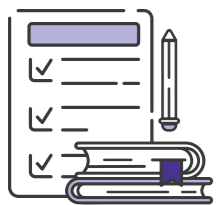
TECHNOLOGY FLUENCY

Build future-ready skills in techno-entrepreneurship, AI, digital tools, analytics, machine learning, and Power BI.



ACCELERATED ACCOUNTING PATHWAY

Fast-track your accounting degree and sit for ACCA final papers in Year 3.



COMPREHENSIVE BUSINESS PROGRAMMES

A wide range of programmes designed to match today's business landscape.



INDUSTRY CREDENTIALS WHILE STUDYING

Earn recognised certifications from Microsoft Power BI, IBM, and SAS as part of your degree.



GLOBAL PATHWAYS

Credit transfer options to prestigious universities in Australia, China, the UK, and the US.



Scan and Explore our diverse and accomplished academic team

ALUMNI TESTIMONIAL

"Majoring in Accountancy at HELP University goes beyond financial and management accounting, taxation, and audit, encompassing subjects like economics, marketing, management, finance, law, and IT. My lecturers enriched learning with real-world insights, and completing my independent graduation project—where I engaged with directors and managers from MNCs, the Big Four, and leading local companies—was particularly rewarding and prepared me well for the corporate world."



Liu Pow Leng
Bachelor of Business (Accounting) (Honours)



"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 will help guide you while you pursue your passion."

Venice Tan Yee Kheng
Bachelor of Business Psychology (Honours)
Foundation in Arts



"The comprehensive HELP University Bachelor of Business (Accounting) (Honours) programme not only fast-tracked my completion of the ACCA qualification but also built a strong foundation for my career in the investment industry. The programme taught me to think strategically and strengthened my analytical skills."

Khaw Ching Ai
Master of Business Administration
Bachelor of Business (Accounting) (Honours)
First Class Honours
Foundation in Arts

ALUMNI

HIGH-ACHIEVING GRADUATES, MAKING A GLOBAL IMPACT



Freda Liu, originally from Brunei, is a graduate of HELP University and the University of Southern Queensland with a Bachelor's in Business (Marketing). A multifaceted professional, she shines as a radio host, educator, and motivational speaker. Blending her broadcasting and marketing expertise, Freda passionately champions social enterprises, sustainability, and purpose-driven businesses—embodying entrepreneurial excellence and inspiring socially conscious change.

Freda Liu
Bachelor in Business (Marketing), University of Southern Queensland
Bachelor in Marketing (Honours), HELP University



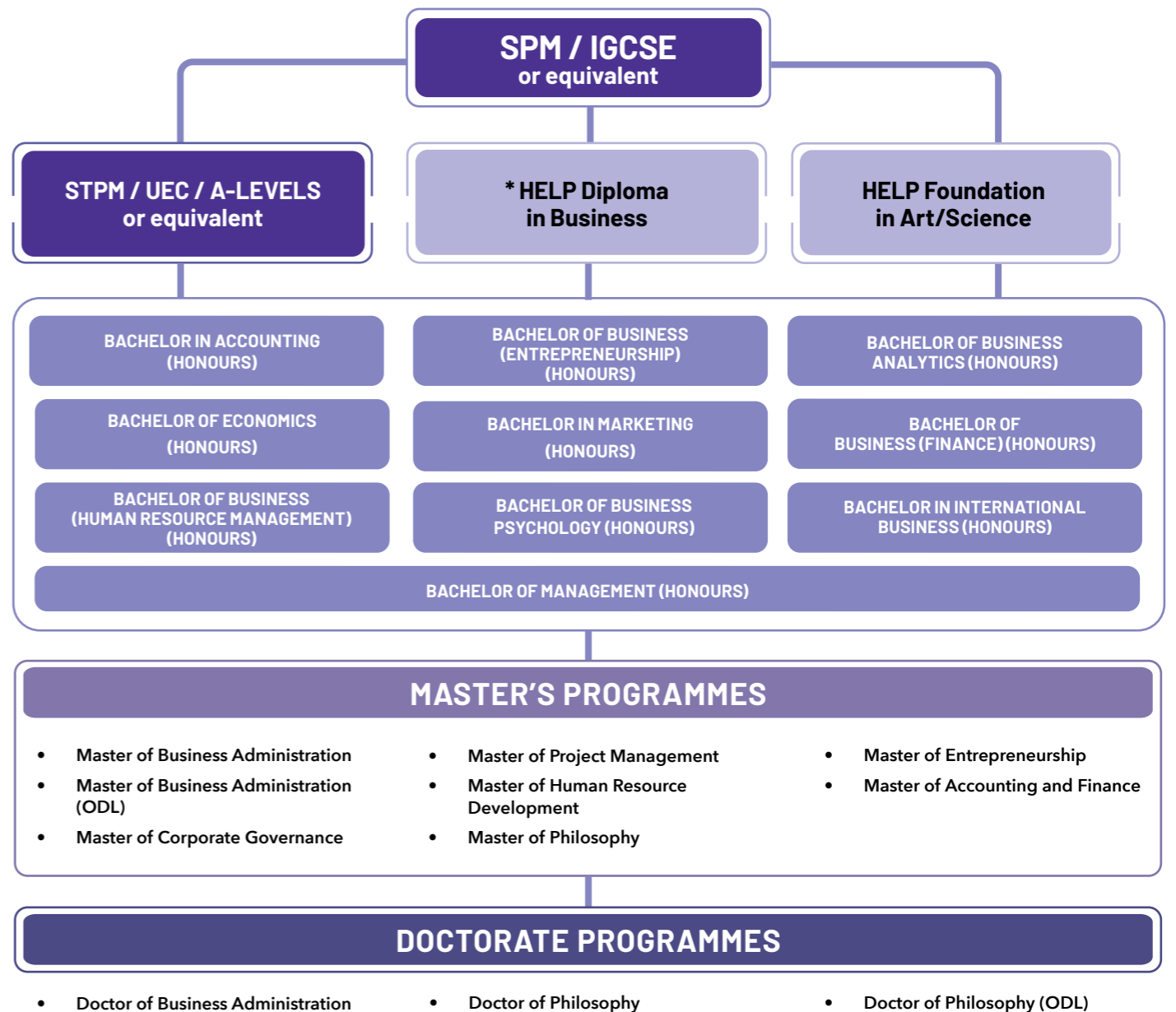
Dr Kelvin Tan, an alumnus of Foon Yew High School, earned a Diploma in Business with Distinction from HELP University before completing a Bachelor of Commerce (1st Class Honours) and a PhD in Finance at the University of Queensland.

He is now an Associate Professor of Finance at UQ Business School, specialising in corporate finance research published in leading journals. Beyond research, Dr Tan contributes as a member of the UQBS Research Committee, serves as Vice President of the Asian Finance Association, and is widely recognised for mentoring junior faculty and PhD students.

Associate Professor Dr Kelvin Tan Jui Keng
PhD in Finance, University of Queensland
Bachelor of Commerce, University of Queensland
Diploma in Business, HELP University

UNLOCKING A WORLD OF OPPORTUNITIES

From secondary education to university and beyond, we'll help you explore your options, earn your degree, pursue postgraduate opportunities and step confidently into a successful career.



*Fast-track to a degree programme

DIPLOMA IN BUSINESS

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

INTAKES

January, February[#], May, August, October[#]

AVAILABILITY:

Subang Bestari campus

PROGRAMME DETAILS

- 2-year programme OR 2-year 1 semester programme*
- 21 academic subjects, 1 University Compulsory Subject and 3-4 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%)

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

Fast-track Your Business Future

This two-year programme is designed for students ready to start strong or move ahead faster in the world of business. It builds a solid foundation in finance, marketing, management, and related fields, combining academic knowledge with practical skills employers value.

Recognised by leading universities in Australia, the UK, New Zealand,

and China, the diploma allows students to progress directly into the final two years of a business-related bachelor's degree — or complete a local degree in just 1.5 years, entering the workforce up to six months earlier than peers.

Developed with international academic partners, the curriculum meets rigorous global standards

while staying grounded in real-world application.

Beyond the classroom, students gain hands-on experience with industry-relevant technology while developing essential skills such as problem-solving, teamwork, and leadership — qualities highly sought after by employers.

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 

COURSES

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

MPU1 (Choose 2)

- 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 (Malaysian and International)

MPU4 (Choose 1)

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

University Compulsory Subject

- Discovering Oneself

* 2-year 1 semester programme if Diploma Internship Programme is taken as elective course ** Local students to take either Penghayatan Etika dan Peradaban or Falsafah dan Isu Semasa ** International students to take Bahasa Melayu Komunikasi 2

BACHELOR IN ACCOUNTING (HONOURS)

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



INTAKES

January, February[#], May, August, October[#]

AVAILABILITY:

Subang Bestari campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 34-35 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%)

Future-ready Accounting Education

Combining theory, advanced technologies, and industry insights this programme prepares graduates for financial decision-making in business and government.

The programme offers exemptions from CPA Australia, ACCA, ICAEW, and MIA,

with the ACCA Accelerate option to sit for Strategic Professional exams before graduation. Recognition by the Institute of Singapore Chartered Accountants (ISCA) further strengthens regional career opportunities.

Students gain hands-on experience

with leading accounting software, explore future-focused areas like AI, blockchain, and digital currency, and earn a Microsoft certification. Taught by academics and industry practitioners, the programme bridges classroom learning with industry practice.

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 

COURSES

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

ELECTIVES Choose 1

- Company Law
- Business Research
- Business Analytics for Decision Making
- Taxation
- Graduation Project
- Accounting Internship Programme
- 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

YEAR 2 & YEAR 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

MPU SUBJECTS

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- 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 campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Your Path to Marketing Excellence

The Bachelor in Marketing (Honours) equips students with a deep understanding of modern marketing and its vital role in today's data-driven organisations.



Students gain essential skills in consumer behaviour, sales, digital marketing, and strategic planning, along with hands-on

experience in social media strategy, e-commerce, and emerging technologies like AI, blockchain, and digital currencies. The programme also offers a Microsoft certification, showcasing students' tech proficiency before graduation.

Beyond technical skills, students develop critical thinking,

communication, and decision-making, preparing them to solve complex problems creatively.

Practical applications in retail, services, and distribution management, along with marketing analytics and research, teach students to leverage data for informed, impactful decisions.

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  Microsoft

COURSES

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

- 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

YEAR 2 & YEAR 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

MPU SUBJECTS

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- Discovering Oneself
- Engaging the World

BACHELOR OF BUSINESS (FINANCE) (HONOURS)

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

INTAKES

January, February[#], May,
August, October[#]

AVAILABILITY:

Subang Bestari campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Shape Your Future in Finance

The programme prepares students for careers in both traditional and rapidly-revolving emerging finance sectors programme highlights include:

International finance and global market dynamics: 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 HELP University's Bloomberg Finance and Intelligence lab.


Hub FinTech: Dive into Fintech innovations, including blockchain, digital currency, 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.

Bloomberg certification (BMC): Students earn the BMC certification, gaining hands-on experience with real-time financial data.

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Finance programme:  Microsoft Power BI  Microsoft  Bloomberg Market Concept (BMC)  Bloomberg

COURSES

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

- 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

YEAR 2 & YEAR 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

MPU SUBJECTS

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- Discovering Oneself
- Engaging the World

BACHELOR OF BUSINESS (ENTREPRENEURSHIP) (HONOURS)

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

INTAKES

January, February[#], May,
August, October[#]

AVAILABILITY:

Subang Bestari campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Building Your Entrepreneurial Edge

Designed for aspiring entrepreneurs and business leaders, this programme combines core business knowledge with hands-on experience in AI, blockchain, and digital currency to prepare students for success in start-ups or established companies.

The curriculum bridges theory and

practice, covering finance, marketing, and operations while emphasising innovation, leadership, and strategic thinking.

Through project-based learning, internships, and mentorship from industry experts, students gain real-world experience, build a professional

network, and earn a Microsoft certification to showcase their technical skills.

Graduates will be equipped to identify opportunities, assess risks, and turn ideas into action, developing the critical skills needed to lead ventures from ideation to launch and beyond.

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 

COURSES

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 & YEAR 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 subject from Year 3 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

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- 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:

Subang Bestari campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Lead with Purpose

The Bachelor of Business (Human Resource Management) (Honours) programme is designed to prepare students for impactful careers in personnel management, organisational development, and industrial relations.


Students gain a comprehensive understanding of HR functions,

including recruitment, training, performance appraisal, and workforce planning, while the curriculum combines practical skills with conceptual learning to lead effectively in real-world HR environments.

Emerging areas like AI, blockchain, and digital currency are integrated,

and students can earn a Microsoft certification to gain a technical edge.

With courses in personnel management, industrial relations, and organisational behaviour, graduates are equipped to address complex people-management challenges and drive organisational success.

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 

COURSES

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 & YEAR 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

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- 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 campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Your Passport to Global Business Leadership

The Bachelor in International Business prepares students for global careers in management and marketing, grounded in strong business fundamentals.

Students build negotiation, leadership, and cross-cultural communication skills through hands-on projects in



local and international markets.

The curriculum integrates emerging technologies such as AI, blockchain, and digital currency, with students earning a Microsoft certification to boost technical credibility.

Courses offer insights into global and

Asian markets, covering currency risk, exchange rates, and international capital budgeting.

Graduates leave equipped to lead cross-cultural teams, negotiate globally, and deliver innovative solutions to complex international business challenges.

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

COURSES

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

- 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

YEAR 2 & YEAR 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

MPU SUBJECTS

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- Discovering Oneself
- Engaging the World

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.

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Turning Data into Decisions

This integrated programme combines business acumen with advanced analytics, enabling students to make data-driven decisions. Students also earn industry-recognised certifications from Microsoft, SAS, and IBM.

The curriculum includes exposure to AI, blockchain, and digital currency, alongside internships and hands-on training with analytics tools. Graduates are prepared for roles such as business analyst, quantitative analyst, project manager, and digital marketing manager.

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



COURSES

YEAR 1

- 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 & YEAR 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 (prerequisites must be met and must be of 4-credit value)

MPU SUBJECTS

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- Discovering Oneself
- Engaging the World

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.

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Understanding Minds, Building Better Businesses

This programme blends business strategy with psychological insight to develop leaders who drive meaningful organisational change.

Designed for careers in human resources, training and development, and customer relations, it combines management expertise and behavioural science to

deepen understanding of motivation, performance, and workplace culture.

Students build a strong foundation in psychology while gaining practical skills in leadership, team dynamics, and organisational development. The curriculum also integrates AI, blockchain, and digital currency, with

the opportunity to earn a Microsoft certification.

Graduates are well prepared for roles such as human resource manager, training and development specialist, and customer relations manager, bringing people-focused insight and practical business skills to any organisation.

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**  Microsoft

COURSES

YEAR 1

- 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

- 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

YEAR 2 COMPULSORY

- Social Psychology
- Conflict Theory and Resolution
- Human Personality
- Abnormal Psychology

MPU SUBJECTS

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- Discovering Oneself
- Engaging the World

BACHELOR OF MANAGEMENT (HONOURS)

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

INTAKES

January, February[#], May,
August, October[#]

AVAILABILITY:

Subang Bestari campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Shaping Tomorrow's Managers

This programme is ideal for students seeking a strong, well-rounded foundation in the principles that shape modern management.

It introduces the core theories and practices of management while sharpening the

ability to think logically, analyse complex situations, and understand how individuals and organisations make decisions.

Graduates emerge ready to tackle real-world business challenges with confidence.

Equipped with critical thinking, problem-solving, and decision-making skills, they are well prepared for careers in business administration and management across a wide range of industries.

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**  Microsoft

COURSES

YEAR 1

- 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

ELECTIVES (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

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- Discovering Oneself
- Engaging the World

BACHELOR OF ECONOMICS (HONOURS)

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

INTAKES

January, February[#], May,
August, October[#]

AVAILABILITY:

Subang Bestari campus

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

PROGRAMME DETAILS

- 3-year Honours programme
- 33-34 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%)

Mastering Economic Insights for a Thriving Career

This programme offers a strong foundation for students aspiring to build careers in accounting, finance, and banking.

Structured around carefully designed modules, it blends essential theory with

practical applications, giving students systematic exposure to financial markets, banking operations, corporate financial decision-making, and financial reporting.

Graduates gain a solid understanding of key issues shaping financial systems

at both micro and macro levels, within national and global contexts.

With this broad and practical grounding, they are well prepared to pursue a wide range of roles across the accounting, finance, and banking sectors.

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 

COURSES

YEAR 1

- 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

YEAR 3 COMPULSORY

- 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

ELECTIVES

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

MPU SUBJECTS

MPU1 (Choose 2)

- 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)

MPU4 (Choose 1)

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

UNIVERSITY COMPULSORY SUBJECT

- Discovering Oneself
- Engaging the World

PROGRAMMES	ACADEMIC QUALIFICATION	MINIMUM ENTRY REQUIREMENT	ENGLISH REQUIREMENTS
Diploma in Business	SPM/SPMV	Min. 3 credits including a pass in Bahasa Melayu and History	ENGLISH REQUIREMENTS International Students IELTS 5.0 MUET Band 3 TOEFL Essentials (Online) 7.5 TOEFL (Internet based) 40 PTE Academic/ (Online) 47
	GCE O Level	Min. 3 Credits	
	STPM/ Certificate (Level 3, MQF)	Pass with at least Grade C (CGPA 2.0)	
	UEC	Min 3Bs including a pass in Mathematics and English	
	Any other equivalent qualifications recognised by Malaysian Government	Pass	
Bachelor in Accounting (Honours)	Matriculation or Foundation	Pass with a min. CGPA 2.5*	ENGLISH REQUIREMENTS International Students IELTS 5.0 MUET Band 3.5 TOEFL Essentials (Online) 7.5 TOEFL (Internet based) 40 PTE Academic/ (Online) 47
	Diploma	Pass with a min. CGPA 2.5*	
	STPM	Min. Grade C+ (GP 2.33) in any TWO (2) subjects*	
	STAM	Pass with a min grade of Jayyid (good)*	
	A-Levels	Min. 2Ds passes*	
	UEC	5Bs, pass in UEC Mathematics and English	
	CPU	5 subjects passes with a minimum average of 50%*	
	Australia Matriculation (eg. SACE, AUSMAT, TEE, VCE, NSW)	ATAR 50	
	Any other equivalent qualifications recognised by Malaysian Government	Pass	
	Bachelor of Business (Finance) (Honours)	Matriculation or Foundation	
Diploma or Level 4, MQF		Pass with a min. CGPA 2.5*	
STPM		Min. Grade C+ (GP 2.33) in any TWO (2) subjects*	
STAM		Pass with a min grade of Jayyid (good)*	
A-Levels		Min. 2Ds passes*	
UEC		5Bs, pass in UEC Mathematics and English	
CPU		5 subjects passes with a minimum average of 50%*	
Australia Matriculation (eg. SACE, AUSMAT, TEE, VCE, NSW)		ATAR 50	
Any other equivalent qualifications recognised by Malaysian Government		Pass	
Bachelor of Business (Honours) - Entrepreneurship - Human Resource Management		Matriculation or Foundation	Pass with a min. CGPA 2.0, pass in Mathematics and English at SPM level
	Diploma or Level 4, MQF	Pass with a min. CGPA 2.0, pass in Mathematics and English at SPM level	
	STPM	Min. CGPA 2.0 in any TWO (2) subjects, pass in Mathematics and English at SPM level	
	STAM	Min. Grade C (GP 2.0) in any TWO (2) subjects, pass in Mathematics and English at SPM level	
	A-Levels	Min. 2Ds passes; pass in SPM/O Level Mathematics	
	UEC	5Bs, pass in UEC Mathematics and English	
	CPU	5 subjects passes with a minimum average of 50%; pass in SPM/ O Level Mathematics	
	Australia Matriculation (eg. SACE, AUSMAT, TEE, VCE, NSW)	ATAR 50; pass in SPM/O Level Mathematics	
	Any other equivalent qualifications recognised by Malaysian Government	Pass	
	Bachelor of Business Analytics (Honours) Bachelor of Management (Honours)	Matriculation or Foundation	Pass with a min. CGPA 2.0* I
Diploma or Level 4, MQF		Pass with a min. CGPA 2.0*	
STPM		Min. Grade C (GP 2.0) in any TWO (2) subjects*	
STAM		Pass with a min. grade of Jayyid (good)*	
A-Levels		Min. 2Ds passes; credit in SPM/O Level Mathematics	
UEC		5Bs, pass in UEC Mathematics and English	
CPU		5 subjects passes with a minimum average of 50%; credit in SPM/ O Level Mathematics	
Australia Matriculation (eg. SACE, AUSMAT, TEE, VCE, NSW)		ATAR 50; credit in SPM/O Level Mathematics	
Any other equivalent qualifications recognised by Malaysian Government		Pass	

*The stated qualifications must be supported with a Credit in Mathematics and a Pass in English at SPM level. Candidate without a credit in Mathematics and pass in English in their admission qualification need achieve pass grade for reinforcement Mathematics and English



BUSINESS ANALYTICS AND TECHNOLOGY INNOVATION CENTRE (BATIC)

HELP University's Business Analytics and Technology Innovation Centre (BATIC) is a cornerstone of its transformation into an analytics-driven entrepreneurial university.

Backed by a RM25 million investment, the centre blends cutting-edge analytics with entrepreneurial energy, creating a space where ideas are tested against real-world challenges.

BATIC also houses one of Malaysia's largest Bloomberg Finance Labs, allowing students to gain hands-on access to professional-grade financial tools and live market data.

Complementing HELP's recognition as a Premier Digital Tech University by MDEC, BATIC reflects the university's commitment to nurturing agile thinkers ready to thrive in a digital-first economy.



TALKS BY INDUSTRY EXPERTS

Dr Xiaoxiang Zhang from the University of Sussex Business School, delivered an engaging talk on 'ESG and Sustainable Governance'.

Professor Dr Yee Hun Leek, YHL & Associates founder and Adjunct Associate Professor at HELP University presented insights on the 'Implementation of E-Invoicing in Malaysia'.

AWS expert Eric Tai of 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'.

CREDIT TRANSFER INTO BACHELOR DEGREES

AUSTRALIA

February & July Intakes

The University of Queensland*

- Bachelor of Commerce Accounting (1+2)* / (1 ½ + 1 ½)* / (2+2)*
- Bachelor of Commerce (Accounting & Finance) (1½+1½)*
- Bachelor of Commerce (Finance)(2+1)*
- Bachelor of Commerce (Business Information Systems / Business Analytics) (1 ½ + 1 ½)
- Bachelor of Economics (1 ½ + 1 ½)*
- Bachelor of Economics (2+2)*
- Bachelor of Commerce (2+2)*
- Bachelor of Business Management (2+2)*
- Bachelor of Business Management, International Business Major (2+1)*
- Bachelor of Business Management, Marketing Major (2+1)*
- Bachelor of Business Management (Business Information Systems) (1½+1½)*

The Australian National University*

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

Griffith University*

- Bachelor of Business (1+2)*
- Bachelor of Business, Logistics and Supply Chain Management (2+1) / (1½+1½)*
- Bachelor of Business (Accounting) extended Major (2+1)*
- Bachelor of Business (Accounting) extended or Finance Major (1½+1½)*
- Bachelor of Business (Innovation and Entrepreneurship) (2+1)* / (1½+1½)*
- Bachelor of Business (Finance) (2+1)*
- Bachelor of Business (Human Resource Management) (2+1)* / (1½+1½)*
- Bachelor of Business (International Business) Extended Major (1½+1½)*
- Bachelor of Business (Marketing) (2+1)* / (1½+1½)*

Macquarie University*

- Bachelor of Commerce (Economics / Entrepreneurship** / International Business** / Business Analytics)* (1+2)*

- Bachelor of Applied Finance (1+2)* / (1 ½ + 1 ½)*
- Bachelor of Commerce (Accounting / Finance) (1+2)* / (2+1)*
- Bachelor of Commerce (Marketing Management / Human Resources Management) (1+2)*
- Bachelor of Commerce (Entrepreneurship) (1 ½ + 1 ½)**
- Bachelor of Commerce (Economics) (1+2)* / (2+1)* (1 ½ + 1 ½)*
- Bachelor of Business Analytics (1+2)* / (2+1)*
- Bachelor of Commerce (major in Marketing Management) (2+1)
- Bachelor of Commerce (Human Resource Management) (1 ½ + 1 ½)**
- Bachelor of Commerce (major in Economics / International Business / Marketing Management / Entrepreneurship / Marketing) (2+2)*
- Bachelor of Commerce (major in Business Analytics / Finance) (2+2 ½)*
- Bachelor of Professional Accounting (1+2)* / (2+1)*

University of Wollongong*

- Bachelor of Commerce (Accountancy / Human Resource Management / International Business / Finance and Financial Planning / Marketing/ Business Innovation) (2+1)*
- Bachelor of Commerce* (all single majors except Accountancy) (2+1/2)
- Bachelor of Business* (2+1/2)

Western Sydney University

- Bachelor of Business (Applied Finance / Human Resource / International Business / Marketing / Management) (1½+1½)
- Bachelor of Business (all majors EXCEPT Accounting and Property) (1 ½ + 1 ½)*
- Bachelor of Business (Economics) (2+1)*
- Bachelor of Accounting (1½+1½)*

The University of Melbourne

- Bachelor of Commerce (1+2)*

NEW ZEALAND

Victoria University of Wellington

- Bachelor of Commerce (Accounting / Economics / Finance / Management / Marketing / Human Resource Management and Industrial Relations) (1 ½ + 1 ½)*
- Bachelor of Commerce (Commercial Law / Information Systems / International Business) (1+2)*
- Bachelor of Commerce in Actuarial Science(1 + 2 ½)
- Bachelor of Commerce (Accounting / Actuarial Science / Commercial Law / Economics / Finance / Human Resource Management and Industrial Relations / International Business / Management / Marketing) (2+2)*

UNITED KINGDOM

September Intake

University of the West of England, Bristol*

- Subject to finalisation of formal agreement
- BA (Hons) Accounting and Finance / Accounting and Business Management / Business Management with Marketing / Business and Management / Economics (1+2)*
- BA (Hons) Accounting and Finance / Business Management with Marketing / International Business Management / Business and Management/ Business and Human Resource Management (Top Up) (2+1)*
- BA (Hons) (Business and Management / Business Management and Economics / Business and Human Resource Management with Marketing / Business and Events Management / International Business Management) (2+2)*

University of Essex*

- BSc Accounting / Accounting and Finance/ Finance / Finance and Management / International Business and Finance / Business Administration/ Marketing/ International Business and Entrepreneurship/ Management and Marketing / Business Management /

- Psychology with Economics / Actuarial Science (1+2)*
- BSc (Hons) Finance and Technology / Data Science and Analytics (1+2)*
- BA Business Administration / Business Economics/ Psychological Studies (2+1)*
- BA Economics (Hons)/ BSc Economics(Hons) (1+2)*
- BA/BSc Psychology (1+2)*
- BA/BSc Economics/ Financial Economics/ Management Economics/ International Economics / Business Economics (2+1)*
- BSc Accounting/ International Business and Entrepreneurship/ Marketing/Management and Marketing/Business Management (2+1)*
- BSc Economics with Psychology (2+2)*
- BSc Banking and Finance (1+2)*

Bangor University*

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

Cardiff University*

- BSc Accounting and Finance (1+2)* (2+1)
- BSc Business Management / Marketing / International Management / Logistics & Operations) (1+2)*
- BSc Accounting (1+2)*

University of Bristol

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

Queen's University of Belfast*

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

University of Leeds*

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

University of Liverpool*

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

University of Sussex*

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

University of Portsmouth*

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

UNITED STATES

January & August Intakes

University of Maine

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

CHINA

March & September Intakes

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)

MASTER OF BUSINESS ADMINISTRATION

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

MASTER OF BUSINESS ADMINISTRATION (OPEN & DISTANCE LEARNING - ODL)

(R2-DL/0414/7/0144) (04/33) (MQA/FA8009)

This MQA-accredited MBA develops analytics-savvy managers grounded in strong management fundamentals and guided by experienced faculty.

The MBA (ODL) is a fully online, flexible alternative to the conventional MBA with a pay-as-you-learn structure and completion in as little as one year.

CORE COURSES:

- Accounting for Managerial Decisions
- Business Economics
- Corporate Finance
- Global Human Resource Management
- Entrepreneurship
- Business and Management Research Methods

INTAKES

Conventional - January, March, May, July, September, November (Conventional)

ODL - January, May, August

- Leadership and Organisational Behaviour
- Operations Management and Analytic
- Strategic Management
- Marketing Management
- Business Ethics
- Project Paper (Capstone)

MASTER OF CORPORATE GOVERNANCE

(R3/0414/7/0200) (05/30) (A10103)

Fully accredited by MQA, the programme equips professionals with expertise in governance, ethics, and risk management to develop effective organisational frameworks.

Shaped by lessons from global financial crises, the MCG emphasises accountability, transparency, and responsible leadership.

CORE COURSES:

- Corporate Governance and Accountability
- Accounting for Managerial Decisions
- Auditing and Control Systems
- Risk Management
- Governance in International Business

INTAKES

January, March, May, July, September, November

- Environmental Governance
- Corporate Finance and Analysis
- Applied Economics
- Research Methods for Business and Management
- Project Paper (Capstone)

Electives (Choose 1)

- Reporting and Professional Practice
- Ethics and Governance
- Investment Analysis

MASTER OF PROJECT MANAGEMENT

(R3/0414/7/0152) (11/29) (A10051)

MQA-accredited, this programme equips professionals with project management and leadership skills to deliver solutions aligned with IR4.0 and the Sustainable Development Goals. Graduates are prepared to gain substantial credit toward requirements for PMI certifications, including PMP.

CORE COURSES:

- Project Management Principles and Practice
- Project Evaluation and Management
- Project Management Essentials - Beyond the Basic
- Program and Portfolio Management
- Risk Management
- Leadership and Organisational Behaviour

INTAKES

January, February, April, May, July, September, October, November

- Business and Management Research Methods
- Project Paper (Capstone)

Electives (Choose 2)

- Strategic Management
- Operations Management and Analytics
- Negotiation and Conflict Resolution
- Business Ethics
- Marketing Management
- Corporate Finance
- Global Human Resource Management

MASTER OF HUMAN RESOURCE DEVELOPMENT

(R/0414/7/0237) (10/27) (MQA/FA4273)

The course prepares HR professionals with advanced knowledge and skills to deliver evidence-based solutions, while developing leadership, ethical, and entrepreneurial capabilities to excel globally as HR leaders and strategic partners.

CORE COURSES:

- People and Talent Analytics
- Integrated Talent Management
- Organisational Design and Organisational Development.
- HR Transformation
- Global Human Resource Management
- Business Ethics
- Strategic Management
- Coaching and Mentoring for Performance
- Leadership and Organisational Behaviour
- Business and Management Research Methods
- Project Paper (Capstone)

INTAKES

January, March, May, July, September, November

MASTER OF PHILOSOPHY

(R2/0410/7/0024) (11/32) (MQA/FA3769)

This MQA-accredited Masters provides an interdisciplinary, research-based education, giving learners advanced knowledge and research skills in business, entrepreneurship, leadership, and management.

PRELIMINARY RESEARCH PROPOSAL:

Applicants are also expected to submit a preliminary research proposal as part of the application and undergo a personal interview with a faculty member before admission is confirmed.

INTAKES

Application may be submitted throughout the year for commencement with the January or July intakes or at such time as approved by ELMGS.

The area of research would have to be within ELMGS's research focus with available suitable supervision and resources. Applicants will be so assessed to determine their eligibility for admission.

MASTER OF ENTREPRENEURSHIP

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

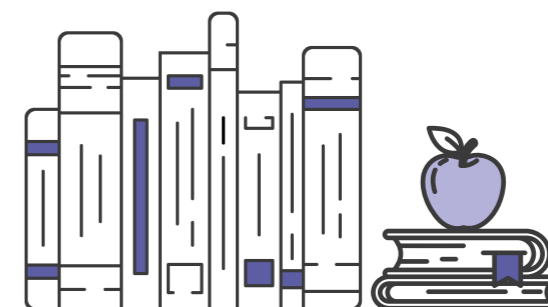
MQA-accredited, this programme combines theory and practice to build entrepreneurial skills in management, marketing, and finance, while cultivating competencies for entrepreneurial foresight and action, drawing insights from successful ventures and iconic entrepreneurs.

CORE COURSES:

- Entrepreneurship
- Financial Planning for Entrepreneurs
- Entrepreneurial and Digital Marketing
- Global Business
- Small Business Management
- Digital Entrepreneurship
- Managing Innovation
- Business Plan
- Leadership and Organisational Behavior
- Business and Management Research Methods
- Project Paper (Capstone)

INTAKES

January, March, May, July, September, November



Scan here to discover more about ELM Graduate School

Scan here to discover more about ELM Graduate School

MASTER OF ACCOUNTING AND FINANCE

(R3/0488/7/0003) (06/28) (A8814)

This MQA-accredited course prepares future accountants and finance professionals with the knowledge and skills to navigate today's global financial landscape, enhancing both academic and practical expertise for qualified professionals.

CORE COURSES:

- Governance and Corporate Accountability
- Financial Reporting and Disclosure
- Current Issues in Financial Accounting
- Reporting and Professional Practice
- Case and Research Methodology
- Investment Analysis
- International Financial Management
- Applied Corporate Finance
- Project Paper (Capstone)
- Economics for Strategy

INTAKES

January, March, May, July, September, November

DOCTOR OF BUSINESS ADMINISTRATION

(R3/0410/8/0023) (06/30) (A8927)

The MQA-accredited doctorate equips senior executives with strategic insight, evidence-based decision-making, and thought leadership to drive transformative change, blending coursework, workshops, networking, and research for real-world impact.

INTAKES

Rolling intakes in every January, March, May, July, September, November

CORE COURSES:

Phase I: Learning Courses (10 courses @ 3 credits each)

- Case and Research Methodology A
- Case and Research Methodology B
- Emerging Issues in Organisational Behaviour & Human Resources Management
- Emerging Issues in Economics
- Optimising Operations and Supply Chain Management
- Emerging Issues in Marketing Management and Research

- Managing Risks in International Environment
- Emerging Issues in Financial Decision Making
- Strategic Opportunities and Decision Making
- Emerging Issues in Corporate Governance and Accountability

Phase II (50 credits)

- Dissertation (Proposal defense of first three chapters and viva voce process of all five chapters)

DOCTOR OF PHILOSOPHY

(R/0410/8/0022) (10/33) (MQA/FA12958)

DOCTOR OF PHILOSOPHY (OPEN & DISTANCE LEARNING - ODL)

(N-/DL/0410/8/0015) (01/31) (MQA/PA17051)

The PhD in Business prepares candidates for careers as academics or researchers in both public and private sectors. Individually supervised, the programme allows students to conduct in-depth research on business, management, or entrepreneurship, contributing new knowledge to their field.

PRELIMINARY RESEARCH PROPOSAL:

Applicants are also expected to submit a preliminary research proposal as part of the application and undergo a personal interview with a faculty member before admission is confirmed. The area of research would have to be within ELMGS's research focus with available suitable supervision and resources. Applicants will be so assessed to determine their eligibility for admission.

INTAKES

Conventional - Application may be submitted throughout the year for commencement with the January, July & October intakes or at such time as approved by ELMGS.

ODL - January, March, May, July, September, November.



Scan here to discover more about ELMGS Graduate School



NEED HELP WITH YOUR CAREER DECISIONS?

Get free career counselling and testing services

- ▶ CAREER TESTING
- ▶ CAREER COACHING
- ▶ INTERNSHIP PROGRAMMES
- ▶ JOB PLACEMENT



Scan for a free career test

ALUMNI HELP FOR LIFE

At HELP, we're with you for life. Our alumni enjoy lifelong benefits and support every step of the way.



LIFELONG LEARNING

Advance your journey with Master's or Doctorate programmes.



MENTAL WELLNESS AND FAMILY

Access counselling and psychological support for you and your loved ones.



RESKILLING AND UPSKILLING

Stay ahead with micro-credentials for today's in-demand jobs.



PARENTING SUPPORT


Enjoy free workshops to guide you through parenthood.

HELP UNIVERSITY SDN BHD

Company Registration Number: 198201005211 (84963-D)

MOHE Approval Number: DU028(W)

2, Persiaran Cakerawala,
Seksyen U4, 40150,
Shah Alam, Selangor, Malaysia

 +6012-928 0864

 university.help.edu.my

 study@help.edu.my



SCAN TO FOLLOW US ON SOCIAL MEDIA

