

SCHOOL OF

Business & Management



■ **PRE-UNIVERSITY PROGRAMME**

Degree Foundation Programme

■ **DIPLOMA PROGRAMMES**

Diploma in Business Administration

Diploma in Accounting

■ **DEGREE PROGRAMMES**

BA (Hons) in Business Management

BA (Hons) in Business Management
with specialism in E-Business

BA (Hons) in International Business Management

BA (Hons) in Marketing Management

BA (Hons) in Human Resource Management

BA (Hons) in Tourism Management

BA (Hons) in Services Management

BA (Hons) in Accounting and Finance

BA (Hons) in Media Marketing

**Our Partner
in Quality**

Degrees awarded in association with Staffordshire University





UCTI - An Award-Winning University

The Asia Pacific University College of Technology & Innovation (UCTI) stands tall among Malaysia's premier Institutions of Higher Learning - this is a University where a unique fusion of technology, innovation and creativity works effectively towards preparing graduates for significant roles in business and society globally.

Originally established as the Asia Pacific Institute of Information Technology (APIIT) in 1993 and funded by the SAPURA Group, UCTI's sound approach to nurturing school leavers into qualified professionals has resulted in our graduates being highly sought after by employers. With an international student community from more than 70 countries studying in its Malaysian campus, UCTI offers a truly cosmopolitan learning environment which prepares students well for the global challenges which lie ahead.

UCTI offers a wide range of degrees with Technology as a common core. It is UCTI's aim to nurture and encourage innovation through our programmes of study, with the intention of producing individuals who will learn, adapt and think differently in new and better ways.

UCTI's achievements in winning a host of prestigious awards at national and regional levels over the years bear testimony to our commitment to excellence in higher education and training, as well as innovative research and development and commercialisation. UCTI (through APIIT) is Malaysia's first Institution to achieve Multimedia Super Corridor (MSC) Company Status, as well as the only Institution to have won the prestigious MSC Asia Pacific ICT Awards every year since the inception of the awards in 1999.

Through our network of APIIT branch campuses established in Sri Lanka, India and Pakistan, UCTI also reaches out to young aspiring professionals in these countries, providing them with a unique opportunity of experiencing international best practices in higher education using curricula, processes, resources and systems which have been developed in Malaysia.

UCTI's academic programmes are all approved by the Ministry of Higher Education of Malaysia and the qualifications are accredited by the Malaysian Qualifications Agency (MQA).

Staffordshire University - Our Partner in Quality



Staffordshire University has over 17,000 students that make up a dynamic and vibrant community at their campuses in the United Kingdom. Over 5,000 students study overseas on Staffordshire University programmes in China, Malaysia, Singapore, the Middle East, Hong Kong, Pakistan, India, Sri Lanka, Greece, Spain and France.

Some facts about Staffordshire University are:

- A leader among English universities ahead of Oxford and Cambridge Universities in providing one of the best learning experiences for students in England (based on analysis of QAA Institutional Audit 2005)
- Ranked in the top 3 in England based on analysis of the UK Quality Assurance Agency (QAA) Audit on Good Practice & Recommendations
- Recognised for eight areas of 'good practice', placing the University among the very best performers in the whole of the UK's higher education sector
- Offers some of the most innovative courses including business, engineering, broadcast media, computer games design and football technology
- Rated as the best new University by employers - Staffordshire University has a better rating than Oxford University

All of UCTI's programmes are Quality Assured by Staffordshire University. Our solid relationship with Staffordshire University is among the strongest and most successful foreign collaborations in Malaysia, and is particularly notable in our strong shared mission of producing highly employable graduates.

"Staffordshire's teaching and facilities are designed to equip you for the world of work; the proportion getting graduate-level jobs is high, ranking the university in the top 25 in the UK." - The Sunday Times, September 2009

The aims of the UCTI Business & Management Programmes are to:

- Facilitate your progression, both academic and vocational, by developing knowledge, key skills and the capacity for independent and lifelong learning
- Develop your skills in innovation, ingenuity and integration as well as problem-solving and decision-making in a business context which reflects the particular focus of the programme e.g. Business Management, International Business Management, E-Business, Tourism and Services Management, Marketing, HRM or Accounting
- Develop effective and imaginative information communication skills
- Help you develop a Personal Development Portfolio to support your career aspirations
- Provide a stimulating and accessible course of study that gives you a sound grasp of business knowledge & analysis and contemporary business issues which you can develop and apply in your future employment

Learning for Employability

Employers look for qualified people who have the technical know-how and the ability to communicate, work in teams and other personal skills.

At UCTI, our programmes are developed to provide you not only with interesting and stimulating modules to develop your mind, but also to enhance your knowledge and skills and increase your ability to compete for that dream job. You also need to possess the ability to learn, develop and adapt. Much of what is current knowledge will soon be out-of-date and the reality is that to succeed you need to be adaptable and innovative. We achieve this through the Five "I"s Model™:

The Five "I"s Model™

- **Innovation** through the design of curriculum, the module content and the learning approaches
- **Integration** through developing your capabilities to interrelate knowledge and to work in multidisciplinary teams
- **Information** through developing your knowledge and also your abilities to communicate effectively and persuasively
- **Interactivity** through the use of group work to develop your teamwork skills and through the use of technology to achieve interactivity of devices and people
- **Imagination** in relation to new products, ideas, applications and solutions

Careers in Business & Management



All businesses need more efficient, effective and competitive operations. Depending on your choice of degree, some examples of careers include:

BA (Hons) in Business Management	Any functional area of business such as sales, administration, marketing, purchasing, personnel, retail, manufacturing operations, export activities, distribution management, etc.
BA (Hons) in Business Management with specialisms in E-Business	You develop the necessary critical intellectual ability to enable you to develop careers in e-business, e-government, e-education and e-services to name a few. Careers in E-Business would include New Business Development Management, Marketing Manager, E-Business Consultant and Technopreneur
BA (Hons) in International Business Management	Any functional areas including sales, marketing, personnel and also distribution. These are common in larger companies with international links or those engaged in the import / export business, and may also include smaller companies seeking export business.
BA (Hons) in Marketing Management	Any area of general business but more likely in marketing research, brand management, sales promotions & advertising, retail management, distribution management, sales and sales management, customer service and customer relationship management.
BA (Hons) in Human Resource Management	Any functional area of HRM including personnel management, performance management, recruitment, training & development or possibly in general management.
BA (Hons) in Tourism Management	<p>Any functional area of the tourism sector, including:</p> <ul style="list-style-type: none"> • Managing and supervising customer delivery in a travel agency • Employment in tour operators, visitor centres, conference and event management • Tourism Business Development and Marketing Manager • Tourism Consultant • Government Policy Officer on tourism issues • Tourism Industry Development Manager • Tourism-related Project Director/Coordinator • Executive Director within the tourism industry <p>It could include employment in a wide range of tourist sectors e.g.:</p> <ul style="list-style-type: none"> • Leisure, recreation and sport • Rural and City tourism • Domestic and international tourism • Health tourism • Hotels and restaurants • Transportation • Tour companies • Cultural industries, etc. • History and heritage tourism • Winter tourism • Pilgrimage • Inbound or outbound activity • Retailing • Travel agencies • Tourist attractions
BA (Hons) in Services Management	<p>Any functional area of both B2B and B2C services including:</p> <ul style="list-style-type: none"> • Banking, Insurance • Entertainment • Leisure Industries • Retail • Travel and Tourism • Franchising • Real Estate • Education and training • Consultancy • Catering • Business Services • Social services etc. <p>It could include customer satisfaction management, sales, personnel, market research, advertising and promotion and general administration & management.</p>
BA (Hons) in Accounting and Finance	Any functional areas in general administration or more likely in cost, management or financial accounting. This may be a springboard to work in accounting practice following further study for professional recognition.
BA (Hons) in Media Marketing	Employment options include advertising, promotions and PR in both traditional and new media such as newspapers, magazines and online media. Functional areas include account management, brand management, sales and campaign development.

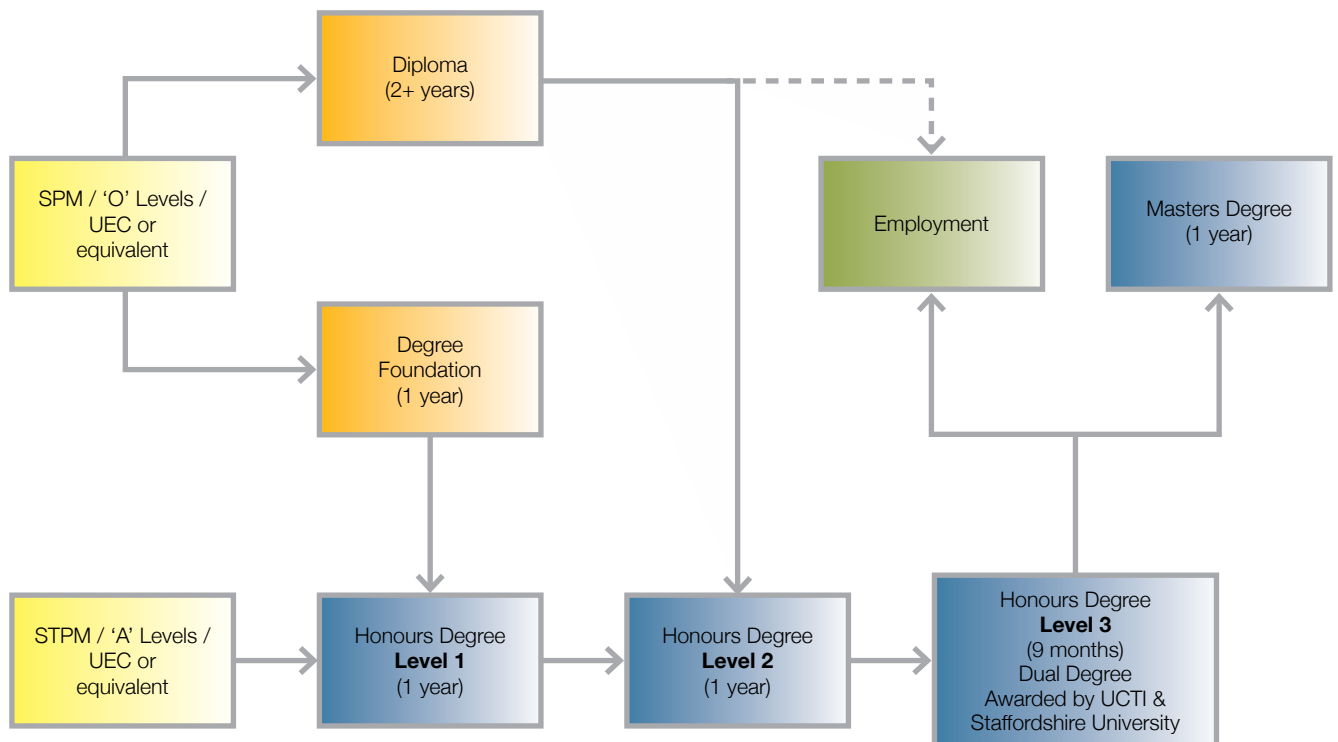
Pathways @ UCTI

Whether you join UCTI immediately after your secondary education or transfer to us from another institution of higher learning, we offer programmes at several levels and entry points, depending on your prior qualifications and experience. There will be a clear progression of your learning to ensure that you will be empowered with the necessary skills and knowledge to enter the corporate world.

At UCTI, our business programmes are designed to provide flexibility and choice. All the business programmes have the same modules in the first year except for Media, Tourism and Accounting & Finance. This then allows you to decide which business degree you would choose in the second year and continue in the third year to graduation.

If you enter our Foundation programme first, you will take a range of modules that prepare you for the degree and help you to select which degree to pursue. At all times, our staff will be able to advise you on the choices available at each stage of your study.

Your Study Progression



Overall Programme Structure

Foundation

3 semesters / 1 year full-time

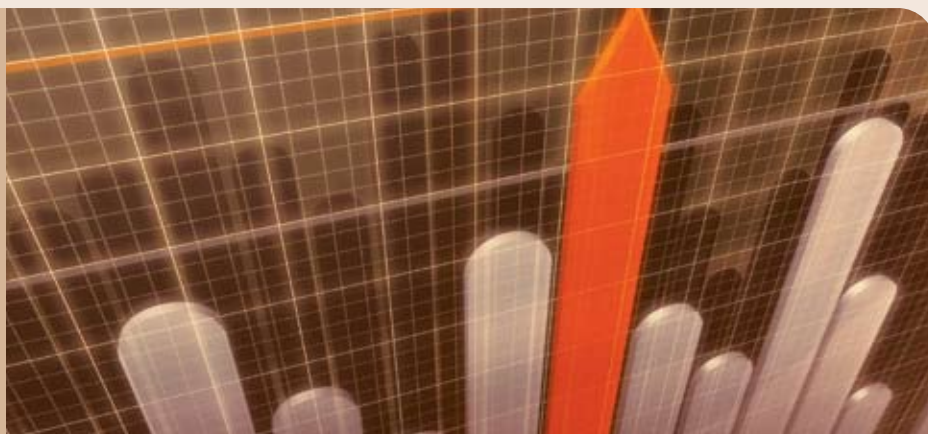
Honours Degree

6 semesters / 3 years full-time

Diploma

6 semesters / 2+ years full-time

Admission Requirements*



Foundation Programme

The Foundation programme gives you an opportunity to sample your future areas of study. This helps you choose which Degree Level 1 programme to pursue.

ADMISSION REQUIREMENTS:

- An overall credit pass in at least 5 subjects at SPM level and a minimum of a pass in Bahasa Malaysia; or
- 5 grade C passes at 'O' Level / GCSE; or
- A qualification that UCTI accepts as equivalent to the above.

Diploma Programmes

ADMISSION REQUIREMENTS:

- An overall credit pass in 3 subjects at SPM level; or
- 3 Grade C passes at 'O' Levels / GCSE; or
- A qualification that UCTI accepts as equivalent to the above.

Bachelors (Hons) Degree Programmes

ADMISSION REQUIREMENTS:

Direct Entry to Level 1 of the Degree:

- 2 principal passes at STPM level and 4 credit passes at SPM; or
- 2 passes at 'A' Levels and 4 Grade C passes at 'O' Levels / GCSE; or
- The UCTI Foundation or equivalent; or
- A qualification that UCTI accepts as equivalent to the above.

Direct Entry to Level 2 of the Degree:

- Successful completion of the UCTI Diploma; or
- Successful completion of studies in another recognised institute with academic credits equivalent to Level 1 of an Honours degree.

(Subject to the approval of the UCTI Academic Board)

* (Note that for the programmes listed here, a pass in Bahasa Malaysia at SPM level is required for all Malaysian students).

The Foundation Programme

Flexibility of Choice

Our 12-month Foundation Programme is designed to prepare those with SPM, 'O' Levels or similar qualifications with the knowledge and skills to progress into the first year of a degree of their choice.

On completion of the Foundation Programme, you will be able to make an informed decision about your interest and pursue your degree of choice.

During the Foundation Programme, you are able to choose different routes depending on your area of interest. This will allow you to progress onto a specific degree programme at UCTI, related to this area or other relevant areas based on your foundation experience.

SPM / 'O' Levels

**Professional
Careers**

START HERE

UCTI Foundation Programme

Semester 1

[Common Semester 1]

Semester 2 & 3

[Sample your **INTEREST** in semester 2 & 3]

ROUTE A

Degree Programmes

- Business
- Media
- Services & Tourism
- Accounting & Finance

ROUTE B

Degree Programmes

- Computing / IT
- Games Development
- Business
- Media
- Services & Tourism
- Accounting & Finance

ROUTE C

Degree Programmes

- Engineering
- Computing / IT
- Games Development

The Foundation Programme

Modules You Study

This programme is designed to help those with SPM, 'O' Levels or similar qualifications to develop the skills and knowledge to progress into the first year of a degree of their choice.

LEARNING OUTCOMES

You will be able to:

- Enter Level 1 of degree study
- Make an informed choice about what degree you want to study
- Demonstrate an awareness of the concepts which underpin the study of Business, Technology, Media, IT or Engineering
- Communicate effectively verbally and in writing to a given audience
- Work effectively in a team
- Demonstrate English and other study skills appropriate to undergraduate learning
- Apply skills in numeracy, technology and communication
- Explain the essential elements of technology
- Use appropriate application software and the Internet

The modules studied help develop your study skills, introduce you to what you can expect on your degree and also allow you to discover what you can study depending on whether you choose a degree in Business, Technology, Media, Information Technology or Engineering. The modules are:

Semester 1	<ul style="list-style-type: none"> • English (4 credits) • Mathematics (3 credits) • Personal Development & Study Methods (4 credits) • Organisational and Social Environments (4 credits) • MQA Compulsory 1 		
Semester 2	<ul style="list-style-type: none"> • Communication Skills (4 credits) • MQA Compulsory 2 • IT Applications (4 credits) • and choose Route A, B or C 		
	ROUTE A <ul style="list-style-type: none"> • Global Business Trends (3 credits) • Research Methods for Degree Study (4 credits) 	ROUTE B <ul style="list-style-type: none"> • Further Mathematics (3 credits) • Research Methods for Degree Study (4 credits) 	ROUTE C <ul style="list-style-type: none"> • Further Mathematics (3 credits) • Electrical and Electronic Principles (3 credits)
	*You must have previously studied science based subjects to select the Electrical and Electronic Principles module		
Semester 3	ROUTE A <ul style="list-style-type: none"> • Introduction to Business (4 credits) • Computing & IT (4 credits) • Perspectives in Technology (4 credits) • MQA Compulsory 3 	ROUTE B <ul style="list-style-type: none"> • Introduction to Business (4 credits) • Computing & IT (4 credits) • Perspectives in Technology (4 credits) • MQA Compulsory 3 	ROUTE C <ul style="list-style-type: none"> • Research Methods for Degree Study (4 credits) • Engineering Science (3 credits) • Mechanical Science (3 credits) • Engineering Mathematics (3 credits) • MQA Compulsory 3
Programme Pathways	You may then proceed to LEVEL 1 of a Degree of your choice in the following pathways.		
	ROUTE A <ul style="list-style-type: none"> • Business <ul style="list-style-type: none"> - Business Management - E-Business - International Business Management - Marketing - Human Resource Management • Tourism Management • Services Management • Accounting & Finance • Media Marketing • Technopreneurship • Media Informatics 	ROUTE B <ul style="list-style-type: none"> • Information Technology <ul style="list-style-type: none"> - Information Systems Security - Intelligent Systems - Network Computing - Forensic Computing - Mobile Computing - Business Information Systems • Software Engineering • Internet Technology • Enterprise Computing • E-Commerce Technology • Technopreneurship • Computer Games Development • Multimedia Technology • Web Media Technology • Media Informatics • Business <ul style="list-style-type: none"> - Business Management - E-Business - International Business Management - Marketing - Human Resource Management • Tourism Management • Services Management • Accounting & Finance • Media Marketing 	ROUTE C <ul style="list-style-type: none"> • Engineering <ul style="list-style-type: none"> - Electrical & Electronic Engineering - Electronic Engineering with IT - Telecommunication Engineering - Mechatronic Engineering • Information Technology <ul style="list-style-type: none"> - Information Systems Security - Intelligent Systems - Network Computing - Forensic Computing - Mobile Computing - Business Information Systems • Software Engineering • Internet Technology • Enterprise Computing • E-Commerce Technology • Computer Games Development • Multimedia Technology • Web Media Technology
MQA Compulsory Modules (only applicable for Malaysian Students)		<ul style="list-style-type: none"> • Bahasa Melayu (Malay Language) • Pengajian Malaysia (Malaysian Studies) 	<ul style="list-style-type: none"> • Pendidikan Moral (Moral Studies); or Pendidikan Islam (Islamic Studies)

School of Business & Management



- Diploma in Business Administration
- Diploma in Accounting
- BA (Hons) in Business Management
- BA (Hons) in Business Management with specialism in E-Business
- BA (Hons) in International Business Management
- BA (Hons) in Marketing Management
- BA (Hons) in Human Resource Management
- BA (Hons) in Tourism Management
- BA (Hons) in Services Management
- BA (Hons) in Accounting and Finance
- BA (Hons) in Media Marketing

In an era of global transformation the demands placed upon business leaders to provide leadership and insights have become imperative. The Business School at the UCTI prepares students for a role that gives them an industry relevant edge.

At the School of Business & Management at the UCTI, we continually demonstrate high quality international curriculum through our portfolio of Business Management, Accounting and Finance Degrees at both undergraduate and post graduate levels.

With a mission to develop global ready graduates, our teaching faculty engages in industry relevant research that embodies academic rigour and forward thinking to prepare our graduates towards a rewarding career.

Business & Management Study Pathways



DIPLOMA

(Diploma awarded by UCTI & Quality Assured by Staffordshire University, UK)

Common Part 1	Programmes
Common Part 1 <i>(Also common part 1 with Diploma in ICT, ICT with specialism in Software Engineering & Business IT)</i>	Diploma in Business Administration Diploma in Accounting

DEGREES

(DUAL Degrees awarded by UCTI & Staffordshire University, United Kingdom)

Common Level 1	Programmes
Common Level 1	BA (Hons) in Business Management BA (Hons) in Business Management with a specialism in E-Business BA (Hons) in International Business Management BA (Hons) in Marketing Management BA (Hons) in Human Resource Management
Common Level 1	BA (Hons) in Tourism Management BA (Hons) in Services Management
Specialised Level 1	BA (Hons) in Accounting and Finance
Common Level 1 with BSc (Hons) in Media Informatics	BA (Hons) in Media Marketing



Diploma in Business Administration

This programme provides:

- Students for careers in the business administrative environment with emphasis on general business operations, organization and specialization option in accounting, tourism, information technology or marketing.
- Professional skills to develop solutions requiring a holistic outlook in the business and organisational context.
- Students with critical, independent and cooperative learning skills so as to facilitate response to continuous future changes in industry practices.
- Students with intellectual skills, communications ability and teamworking capability.
- Students with opportunities for progression into Degrees of study of International standard in relevant areas.

PART 1

This curriculum has been designed to provide the groundwork in study skills, basic IT and Business. It will build on these to enable the student to use a variety of computer software packages and develop simple applications. It also explores Business Functions and the context IT and Business operate within. The use of IT in business is also considered.

PART 2

It is expected that on completion of the Diploma students will be able to demonstrate knowledge and understanding in a number of areas such as Business Environment, Markets, Customers, Finance, People, Operations, Information Systems, Communication and IT, Business Policy and Strategy and Contemporary & pervasive issues

Graduates are expected to be able to demonstrate a range of cognitive and intellectual skills together with techniques specific to business, management and information technology.

FURTHER STUDIES

Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at UCTI:

- BA (Hons) Business Management
- BA (Hons) Business Management with specialism in E-Business
- BA (Hons) International Business Management
- BA (Hons) Marketing Management
- BA (Hons) Human Resource Management

Modules studied

- Computer Technology
- Information Systems
- Practical IT Skills
- Internet Applications
- Professional Communications
- Business Environment
- Quantitative Methods
- Managing Business
- Numerical Skills
- Practical English

(Plus 3 MQA subjects. Only applicable for Malaysian students.)

- Marketing
- Accounting
- Legal Framework
- Managing Services
- Business Statistics
- Business Research Methods
- Organisational Behaviour
- Managing Information Systems
- Business Economics
- Optional Subject 1
- Optional Subject 2
- Optional Subject 3

Optional Subjects

Students should choose three options, no more than two from any one of the groups below:

Option Group A

- Computerised Accounting
- Replace with Management Accounting
- Replace with Financial Accounting

Option Group B

- Buyer Behaviour
- Services Marketing
- Business Operations

Option Group C

- System Analysis and Design
- Multimedia Applications



Diploma in Accounting

This programme provides:

- Students for careers in the business, accounting and finance environment with emphasis on accounting practices, computerised accounting systems, financial management and economic outlook.
- Students with academic and professional skills to develop solutions requiring the application of marketing in a business and organisational context.
- Students with critical, independent and cooperative learning skills so as to facilitate response to continuous future changes in industry practices.
- Students with intellectual skills, communications ability and teamworking capability.
- Students with opportunities for progression into Degrees of study of International standard in relevant areas.
- To facilitate students' pursue of professional qualifications from the professional accounting and financial bodies.

LEVEL 1

This curriculum has been designed to provide the groundwork in study skills, basic IT and Business. It will build on these to enable the student to use a variety of computer software packages and develop simple applications. It also explores Business Functions and the context IT and Business operate within. The use of IT in business is also considered

These modules, help develop your knowledge and skills significantly emphasise on aspects that are core to business and accounting.

Modules studied

- Computer Technology
- Information Systems
- Practical IT Skills
- Internet Applications
- Professional Communications
- Business Environment
- Quantitative Methods
- Managing Business
- Numerical Skills
- Practical English

(Plus 3 MQA subjects. Only applicable for Malaysian students.)

LEVEL 2

It is expected that on completion of the Diploma students will be able to demonstrate knowledge and understanding in a number of areas such as Business Environment, Accounting, Markets, Customers, Finance, People, Operations, Information Systems, Communication and IT, Business Policy & Strategy and Contemporary & pervasive issues. Graduates are expected to be able to demonstrate a range of cognitive and intellectual skills together with techniques specific to business, management and information technology.

- Marketing
- Accounting
- Legal Framework
- Managing Services
- Business Statistics
- Business Economics
- Organisational Behaviour
- Computerised Accounting
- Managing Information Systems
- Financial Accounting
- Management Accounting
- Audit and Control Systems

FURTHER STUDIES

Upon successful completion of this programme, you will be eligible to progress into any of the following degree programmes offered at UCTI:

- BA (Hons) Accounting & Finance
- BA (Hons) Business Management
- BA (Hons) Business Management with specialism in E-Business
- BA (Hons) International Business Management
- BA (Hons) Marketing Management
- BA (Hons) Human Resource Management



BA (Hons) in Business Management

This programme provides:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- Exposure to the areas of modern Business Management and how these work in concert to produce efficient, agile and customer-centric organisations.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Introduction to Services Management modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Modules studied

- Business Environment
 - Business and Communications Skills
 - Computing and IT in the Workplace
 - Quantitative Skills
 - Introduction to Management
 - People Management
 - Accounting Skills
 - Marketing
 - Legal Environment of Business
 - Introduction to Services Management
- (Plus 3 MQA subjects. Only applicable for Malaysian students.)*

LEVEL 2

Here, specific modules deal with organisational and customer-related issues with emphasis on delivering value to customers. These are common to all management programmes. The other modules provide a broad understanding of Accounting, Operations and Management in an organisation.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

- Organisational Dilemmas
- Managing Customer Value
- Accounting and Financial Information
- Managing Business
- E-Commerce
- Operations Management
- Organisational Decisions
- Delivering Customer Value
- Research Methods
- Managing Information Systems in Organisations
- Services Management
- Critical Thinking in Management

LEVEL 3

Here, the emphasis is on strategy and decision-making alongside the more practical issues of managing for enterprise, performance and problem-solving. Particular focus is given to exploring modern issues in business management through modules such as Contemporary Management, The Changing Face of Management, Managing Change and Enterprising Management. In addition you will delve into strategic aspects of management generally and Human Resources in particular.

Investigations in Business Management will involve exploration of a topic chosen by you. The Project further develops the academic and practical aspects of your chosen area of study and reinforces your independent Business Management learning skills.

- Decision Making
- Managing Change
- Enterprising Management
- Management Problem-Solving
- Contemporary Management
- Investigations in Business Management
- Strategic Management
- Strategic HRM
- Managing People and Performance
- The Changing Face of Management
- Business Management Project

BA (Hons) in Business Management with specialism in E-Business

This programme provides:

- Focus on different aspects of E-Business including modules in topics such as e-commerce, e-business, e-tourism, e-marketing, internet payment systems, e-procurement and e-business strategy.
- Students with more in depth understanding and to undertake a project which explores this area in a more analytical and in-depth way.

LEVEL 1

These modules provide students with a context within which Business operates. The Business and Communications Skills, and Interactive Media and Web Design Technology modules provide the skills and competence that will be used throughout the course. Students are then introduced to the four principal functions of a business; Management, Marketing, People Management & Accounting and the importance and relevant skills for independent learning are introduced.

Modules studied

- Business Environment
 - Business and Communications Skills
 - Computing and IT in the Workplace
 - Quantitative Skills
 - Introduction to Management
 - People Management
 - Accounting Skills
 - Marketing
 - Legal Environment of Business
 - Introduction to Services Management
- (Plus 3 MQA subjects. Only applicable for Malaysian students.)*

LEVEL 2

Two modules deal with organisational issues and two with customer related issues designed to deliver value. These are common to all management courses. The other modules provide a broad understanding of the Accounting, Operations and Management issues in an organization. The specialism contains 4 modules which explore Electronic aspects of Commerce, Business, Tourism and Marketing.

Independent learning continues in all modules but is a particular focus and requirement in Research Investigations.

- Organisational Dilemmas
- Managing Customer Value
- Creativity and Innovation
- Operations Management
- E-Commerce
- E-Tourism
- Organisational Decisions
- Delivering Customer Value
- Research Methods
- Managing Information Systems in Organisations
- E-Business
- E-Marketing

LEVEL 3

The emphasis is on strategy and decision making alongside the more practical issues of managing for enterprise, performance and problem solving. The specialism explores specific E-Business aspects such as Internet Payment Systems and Promotion as well as E-Business Strategy.

The Project further develops the student's academic and practical aspects of their areas of study in E-Business and reinforces their independent learning skills.

- Decision Making
- Managing Change
- Contemporary Management
- Internet Payment Systems
- E-Business Procurement
- Investigations in E-Business
- Strategic Management
- Strategic Management
- Strategic HRM
- Managing People and Performance
- E-Business Strategy
- E-Business Project



BA (Hons) in International Business Management

This programme provides:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of organisations. However at Levels 2 & 3, the emphasis will be on undertaking this in an international context.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- Vocationally relevant exposure enabling you to become operationally effective in management domestically or internationally.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Socio-Economic Environment modules provide a context within which businesses operate.

The Business & Communications Skills and Interactive Media & Web Design Technology modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

LEVEL 2

Here, specific modules deal with organisational and customer-related issues with emphasis on delivering value to the customers. These are common to all management programmes. The other modules provide a broad understanding of Accounting, Operations and Management in an organisation.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

LEVEL 3

Here, the emphasis is on strategy and decision-making in an international context. There are modules in the international dimensions of Finance, HRM, Marketing, Supply Chain Management and Strategic Management. The objective is to explore understanding and to analyse business management internationally where businesses must act global and think local, sometimes referred to as "Glocalisation". The module on Asian Success in the Global Economy places particular emphasis on how businesses in this region have competed in the global marketplace. This is reinforced by the module on Problem-Solving and another on Decision-Making.

The Project further develops the academic and practical aspects of your chosen area of study in International Business and reinforces your independent learning skills.

Modules studied

- Business Environment
 - Business and Communications Skills
 - Computing and IT in the Workplace
 - Quantitative Skills
 - Introduction to Management
 - People Management
 - Accounting Skills
 - Marketing
 - Legal Environment of Business
 - Introduction to Services Management
- (Plus 3 MQA subjects. Only applicable for Malaysian students.)*

- Organisational Dilemmas
- Managing Customer Value
- Accounting and Financial Information
- Managing Business
- E-Commerce
- Operations Management
- Organisational Decisions
- Delivering Customer Value
- Research Methods
- Managing Information Systems in Organisations
- E-Marketing
- International Business

- Decision Making
- Asian Success and the Global Economy
- Managing People and Performance
- Global Marketing
- International HRM
- Investigations in International Business Management
- Strategic Management
- International Strategic Management
- International Corporate Finance
- Managing International Supply Chains
- International Business Management Project

BA (Hons) in Marketing Management

This programme provides:

- An understanding of theories and concepts that underpin effective marketing and the practical skills required to start a career in marketing.
- Exposure to key areas including customer lifestyles and behaviour, customer values, marketing communications, international marketing, marketing decision-making and marketing management.
- A combination with other marketing and general business modules allowing students to gain a clear understanding of the vital role of marketing within the business context.
- Exposure to how the marketing discipline makes its impact in a variety of contexts.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Interactive Media & Web Design Technology modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

Modules studied

- Business Environment
 - Business and Communications Skills
 - Computing and IT in the Workplace
 - Quantitative Skills
 - Introduction to Management
 - People Management
 - Accounting Skills
 - Marketing
 - Legal Environment of Business
 - Introduction to Services Management
- (Plus 3 MQA subjects. Only applicable for Malaysian students.)*

LEVEL 2

The emphasis is on Marketing and Customer Value Delivery alongside the more practical issues of managing for enterprise, performance and problem-solving.

Marketing is developed through studies of Information (Research and Advertising), Electronic Marketing (Interactive Marketing & E-Marketing) and an understanding of Customer Relations and of Creativity & Innovation.

- Organisational Dilemmas
- Managing Customer Value
- Creativity & Innovation
- Customer Lifestyles and Behaviour
- Marketing Intelligence and Research
- Interactive Marketing
- Organisational Decisions
- Delivering Customer Value
- Research Methods
- Advertising and Public Relations
- B2B Marketing
- E-Marketing

LEVEL 3

The emphasis is on Marketing strategy and decision-making alongside further issues of managing for enterprise, performance and problem-solving. Central to your studies is the consideration of exciting new opportunities to develop New Products and to be able to develop effective Marketing Communications which integrate the wide array of media available. Brand Management and the consideration of Customer Relationships explore the competitive advantage which can be exploited by proper use of such intangibles. The application of Marketing in various growth sectors is also considered through modules in Retail Marketing and Marketing People, Places and Performance.

The Project further develops the academic and practical aspects of your chosen area of study in Marketing Management and reinforces your independent learning skills.

- Strategic Marketing Planning
- Integrated Marketing Communications
- Innovation Management & New Product Development
- Building Customer Relationships
- Brand Management
- Investigations in Marketing Management
- Marketing Decision Making
- Global Marketing
- Marketing People, Places and Performance
- Retail Marketing Management
- Marketing Management Project



BA (Hons) in Human Resource Management

This programme provides:

- An understanding of the context, nature, role and significance of management activities undertaken by managers of Human Resource Management (HRM) in a range of organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- Vocationally relevant exposure enabling you to become operationally effective in management.
- A platform to demonstrate a systematic understanding and critical evaluation of key aspects of HRM and Business, including strategic decision-making, international perspectives and contemporary use of HRM.

LEVEL 1

Level 1 comprises 10 common modules within all management awards. The Legal, Business Environment and Computing & IT in the Workplace modules provide a context within which businesses operate.

The Business & Communications Skills and Interactive Media & Web Design Technology modules provide the skills and competence that will be used throughout the programme. You are then introduced to the four principal functions of a business - Management, Marketing, People Management and Accounting. Important and relevant skills for independent learning are also introduced.

LEVEL 2

The emphasis is on strategy and decision-making alongside the more practical issues of managing for enterprise, performance and problem-solving. There is also an emphasis on aspects of the employee including Employee Relations, Employee Development, Employment Law and Effective Performance.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

LEVEL 3

The emphasis is on strategy and decision-making, through modules which emphasise the changing practices of management and HRM Strategy, as well as International HRM and People & Performance Management. You will not only study modules which deal with contemporary ideas about managing people, change and HRM strategy, but will also consider these issues within the increasingly international arena of managing HRM.

The HRM Project further develops the academic and practical aspects of your chosen area of study and reinforces your independent learning skills.

Modules studied

- Business Environment
- Business and Communications Skills
- Computing and IT in the Workplace
- Quantitative Skills
- Introduction to Management
- People Management
- Accounting Skills
- Marketing
- Legal Environment of Business
- Introduction to Services Management

(Plus 3 MQA subjects. Only applicable for Malaysian students.)

- Organisational Dilemmas
- Managing Customer Value
- Accounting and Financial Information
- Managing Business
- Learning Knowledge and Effective Performance
- Employee Development
- Organisational Decisions
- Delivering Customer Value
- Research Methods
- Managing Information Systems in Organisations
- Employee Relations
- Employment Law

- Decision Making
- Managing Change
- Contemporary Management
- People Management Debates
- Management Problem-Solving
- Investigations in HRM
- Strategic Management
- Strategic HRM
- International HRM
- Managing People and Performance
- HRM Project



BA (Hons) in Tourism Management

This Programme provides:

- The knowledge and skills required for you to play a leading role in travel and tourism related service industries.
- A critical awareness of travel and tourism's roles in business, the environment and sustainability.
- Advanced study of travel and tourism and facilitates progression, both academic and vocational, by means of developing your intellectual capabilities, knowledge, key personal and transferable skills and a capacity for independent and lifelong learning.
- Skills that will enable you to work across diverse sectors of the tourism industry.
- Modules to develop cultural skills, negotiation and communication skills, combined with the ability to develop and market a product; namely tourism.
- Improved employment opportunities in an industry that needs professionals with varied and developed skills.

LEVEL 1

This is the same as Level 1 for the Services Management Programme so that you can sample the subject area before deciding whether or not a Programme in Tourism Management is right for you.

The Legal, Business Environment, and Computing and IT in the Workplace modules provide you with a context within which Business operates. The Business and Communications Skills module provides the skills and competence that will be used throughout the course.

You are introduced to the four principal functions of a business; Management, Marketing, People Management & Accounting. The importance of, and relevant skills for independent learning are also introduced. Introduction to Services Management builds on the earlier Introduction to Management by exploring the specific issues involved in managing services. The module Introduction to Travel & Tourism provides the necessary pre-requisites for later modules.

LEVEL 2

Level 2 offers the general management course modules in organizational and customer issues and then provides modules which consider a variety of sectoral applications within Tourism Management e.g. Recreational Tourism, Sports Tourism, Urban & Rural Tourism, Visitor Attractions, etc. in which various business topics, techniques and approaches are integrated.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

You may, if you wish, take the option of a work placement before the start of Level 3.

LEVEL 3

The emphasis here is on the strategic and marketing aspects together with environmental issues and a continuation of sectoral applications such as Sports Centre & Conferences, Exhibitions & Events.

The Project further develops your academic and practical aspects of your areas of study and reinforces your independent learning skills.

Modules studied

- Business Environment
 - Business and Communications Skills
 - Computing and IT in the Workplace
 - Introduction to Travel, Tourism and the Environment
 - Introduction to Management
 - People Management
 - Accounting Skills
 - Marketing
 - Legal Environment of Business
 - Introduction to Services Management
- (Plus 3 MQA subjects. Only applicable for Malaysian students.)*

- Organisational Dilemmas
- Managing Visitor Attractions
- Recreational Tourism
- Urban, Rural & Coastal Tourism
- Retail Travel Operations I
- E-Tourism
- Organisational Decisions
- Services Management
- Research Methods
- Sports and Recreational Tourism
- Retail Travel Operations II
- International Travel and Tourism Growth and Development

- Transportation
- Domestic Tourism Marketing
- Travel Agency & Tours Management
- Conferences, Exhibitions and Events
- Sport Centre Management
- Investigations in Tourism Management
- Marketing Decision Making
- International Tourism Marketing
- Tourism Sustainability
- Managing People and Performance
- Tourism Management Project



BA (Hons) in Services Management

This Programme provides:

- An understanding of the context, nature, role and significance of management activities as undertaken by managers in a range of service organisations.
- An opportunity to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts.
- A critical awareness of services in business and the environment.
- A vocationally relevant degree which will enable you to become operationally effective in a services management role as quickly as possible.

LEVEL 1

Level 1 comprises 10 common modules within all UCTI management awards. The Legal, Business Environment, and Computing and IT in the Workplace modules provide you with a context within which Business operates.

The Business and Communications Skills module provides the skills and competence that will be used throughout the course. You are introduced to the four principal functions of a business; Management, Marketing, People Management & Accounting. The importance of, and relevant skills for independent learning are also introduced. Introduction to Services Management builds on the earlier Introduction to Management by exploring the specific issues involved in managing services. The module Introduction to Travel & Tourism provides the necessary pre-requisites for later modules.

LEVEL 2

The Organisational & Customer Value modules provide a common input to other management courses in the Programme. However the other modules consider various services application sectors (Professional Services Management, Tourism, Recreation, and Financial Services) and their integrated management as well as important areas of business for services management including Advertising and Public Relations, Research Methods, and B2B Marketing.

You may, if you wish, take the option of a work placement before the start of Level 3.

LEVEL 3

The emphasis here is on Strategy and Marketing together with modules that deal with issues which are particularly prominent in services management such as Performance Management, Customer Relationships, People Management and high people contact applications such as Retailing, Conferences, Exhibitions and Events. The Project further develops the academic and practical aspects of your areas of study and reinforces your independent learning skills.

Modules studied

- Business Environment
 - Business and Communications Skills
 - Computing and IT in the Workplace
 - Introduction to Travel, Tourism and the Environment
 - Introduction to Management
 - People Management
 - Accounting Skills
 - Marketing
 - Legal Environment of Business
 - Introduction to Services Management
- (Plus 3 MQA subjects. Only applicable for Malaysian students.)*

- Organisational Dilemmas
- Managing Customer Value
- Recreational Tourism
- E-Tourism
- Services Management
- B2B Marketing
- Organisational Decisions
- Delivering Customer Value
- Research Methods
- Advertising and Public Relations
- The Financial System & Services
- Professional Services Management

- Strategic Marketing Planning
- Global Marketing
- Conferences, Exhibitions and Events
- Building Customer Relationships
- Strategic Entrepreneurship and the Entertainment Industry
- Investigations in Services Management
- Marketing Decision Making
- Managing People and Performance
- Marketing People, Places and Performance
- Retail Marketing Management
- Services Management Project

BA (Hons) in Accounting and Finance

This programme provides:

- Exposure to both financial and managerial aspects of accounting and finance. Theoretical and applied areas of both disciplines will be covered here.
- In-depth knowledge of the core areas for those intending to move into the Accounting profession.
- An opportunity for the study of the management of funds, the sources available to businesses, investment appraisals and various aspects of corporate treasury management.
- Exposure to knowledge from many of the concepts and modes of analysis used in economics and accounting.

LEVEL 1

Unlike the standard Management Programme, Level 1 provides a more detailed underpinning to the study of accounting in the modern IT world. It also gives a more detailed understanding of Business Economics in the context of the service sector for those who will provide an accounting service.

The Business Skills module introduces the important and relevant skills for independent learning.

Modules studied

- Financial Accounting 1
 - Business and Communications Skills
 - Business Economics
 - Quantitative Skills
 - Introduction to Management
 - Financial Accounting 2
 - Quantitative Analysis
 - Marketing
 - Business Law
 - Introduction to Services Management
- (Plus 3 MQA subjects. Only applicable for Malaysian students.)*

LEVEL 2

The traditional areas of Accounting and Finance such as Cost Accounting, Managerial Accounting, Procedures & Standards and Taxation are supplemented by modules to support the understanding of these activities. These include modules dealing with the Financial Sector and the Management of such services, alongside Spreadsheet Modelling Techniques & Personal Finance which provide tools that the accountant can use.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

- Company Accounts
- Introduction to Taxation
- Business Analysis
- Managing Finance
- Professional Services Management
- Cost & Managerial Accounting
- Financial Reporting
- Financial Management
- Research Methods
- Management Information System in Organisations
- Audit & Assurance
- Ethics & Corporate Governance

LEVEL 3

Here, the approach to accounting and finance is more strategic and corporate with an international perspective. This is because much of business today is global and money flows around the world very easily with today's technology. You will also explore Auditing and Corporate Finance to further equip you for the modern accounting and finance world. Tools which can be used in developing accounting and finance strategies are explored through the Financial Modelling module.

The Accounting and Finance Project further develops the academic and practical aspects of your chosen area of study and reinforces your independent learning skills.

- Company Law
- Management Accounting Techniques
- Advanced Taxation
- Corporate Finance
- Managing People & Performance
- Investigations in Accounting and Finance
- Strategic Financial Decision Making
- Forensic Accounting
- Financial Modelling
- International Corporate Finance
- Accounting and Finance Project



BA (Hons) in Media Marketing

This programme provides:

- A thorough understanding of the issues relating to effective human computer interaction.
- A clear appreciation of the user interface and the skills to develop interactive multimedia applications.
- An opportunity to undertake a major project where the acquired knowledge and research skills will be used to explore an aspect of media marketing.

LEVEL 1

Level 1 is common to both Media awards and is designed to enable you to make an informed choice between these alternatives at Level 2. This Level introduces you to new media, aspects of Management & Marketing and Multimedia. The skills relevant for business and IT in the workplace are also covered. Important and relevant skills for independent learning are introduced.

Modules studied

- Introduction to Theories of Media and Culture
- Introduction to Management
- Business and Communications Skills
- Computing and IT in the Workplace
- Interactive Media and Web Design Technology
- Mass Media to Multimedia
- Marketing
- Understanding the Press
- Introduction to Interactive Scripting
- Audio Visual Technology

(Plus 3 MQA subjects. Only applicable for Malaysian students.)

LEVEL 2

The three areas of focus at this level are Media, Marketing Communications and Multimedia. You will also develop awareness and skills in dealing effectively with customers. All the modules address one or more aspects of these areas.

Independent learning continues in all modules but is a particular focus and requirement in Research Methods.

- Media Culture and Society
- Communications Audit
- Customer Lifestyles and Behaviour
- Interactive Marketing
- Creativity and Innovation
- Multimedia for Presenting and Promoting
- New Creative Media Industries
- Advertising
- Public Relations
- Research Methods
- E-Marketing
- Script Writing for Radio & TV

LEVEL 3

The three areas of focus continue with a greater emphasis on strategy and integration. Alongside these are modules which develop specific skills in multimedia and copywriting. You also learn about the planning, decision-making, global & entrepreneurship aspects of marketing and the entertainment industry.

The Media Marketing Project further develops the academic and practical aspects of your chosen areas of study and reinforces your independent learning skills.

- Audiences, Consumption and Technology
- Strategic Marketing Planning
- Integrated Marketing Communications
- Video Recording & Production
- Copywriting
- Investigations in Media Marketing
- Media, Ethics and Politics
- Marketing Decision-Making
- Strategic Entrepreneurship and the Entertainment Industry
- Global Marketing
- Media Marketing Project

UCTI World Class R&D and Innovation

Academic Research



For our staff, learning is a continuous journey where we keep abreast with the latest knowledge in a variety of fields. Our academic staff publish papers and present it at conferences worldwide. Some of the areas of research include :

- Embedded Systems & RFID
- Biometrics
- Games Engines
- 3D Graphics and Virtual Reality
- Security
- New Media Technologies
- Knowledge Management
- Mobile Learning
- Detecting Pornographic Images
- Adding Facial Expressions to Talking Head Models
- Marketing Professional Services
- Two and Three Dimension Audio-Visual Speech Synthesis
- Handwritten Signature Verification Using a Single Master Signature
- Customer Care
- E-Learning
- Entrepreneurial Business
- Various Aspects of Accounting
- International Marketing
- Generation of Business Ideas
- Organisational Culture Change
- Strategic Diversification Evaluation

World Class Facilities



Accolades for UCTI



Awards received by the university and our students at local, regional and international competitions are a testimony to their knowledge, skills and professional attributes.

Asia Pacific ICT Awards (APICTA) Malaysia (Multimedia Development Corporation)

- 2008 - Top Award for 'Best of e-Inclusion & e-Community'
- 2005 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Top Award for 'Best of Education & Training'
- 2004 - Top Award for 'Best of Applications & Infrastructure Tools'
- 2004 - Merit Award for 'Best of Research & Development'
- 2003 - Merit Award for 'Best of Research & Development'
- 2002 - Merit Award for 'Best of Smart Learning Applications'
- 2001 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Merit Award for 'Best of Smart Learning Applications'
- 2000 - Top Award for 'Best of Student Projects'
- 1999 - Merit Award for 'Best of Student Projects'

Asia Pacific ICT Awards (APICTA) Hong Kong

- 2004 - Merit Award for 'Best of Education & Training'
- 2004 - Merit Award for 'Best of Applications & Infrastructure Tools'

Asian Innovation Awards (Far Eastern Economic Review, Singapore)

- 2004 - Only Malaysian Finalist

Prime Minister's Golden Hands Award (Ministry of Works, Malaysia)

- 2004 - Top Award in Network and PC Maintenance category

PIKOM - Computimes ICT Awards 2004 (Association of Computer Industry in Malaysia)

- 2005 - Product of the Year Award for 'URL Checker'
- 2004 - Product of the Year Award for 'Screenshield Suite'

Business Excellence Award 2006 (Malaysia Canada Business Council)

- 2006 - Bronze award for Industry Excellence for Education

Ministry of Education Excellence Awards (Ministry of Education, Malaysia)

- 2003 - Merit Prize Award for Research & Development
- 2003 - Award of Excellence for Development of Overseas Centres

DKSH-CSSC Award

- 2006 - First Prize for DKSH-CSSC Media Challenge 2006

Enterprise 50 Award (Accenture & SMI Devt Corp)

- 1998, 1999, 2000 - 3rd position in 2000 among top 50 Malaysian organisations

Microsoft Imagine Cup (Microsoft Inc.)

- 2004 - 3rd Prize Award for 'System Government Elections Software' software application

Asia Student .NET Awards (Microsoft Inc.)

- 2003 - 3rd Prize Award for 'Automobile Manufacture Service' software application
- 2003 - 5th Prize Award for 'i-Mall' software application

MSC Malaysia Creative Industry Awards 2009 (Games Category - Student)

- 2009 - Award for 'Best Game Design'
- 2009 - Award for 'Best Technical'

Malaysia Cybersecurity Awards (Cybersecurity Malaysia)

- 2009 - Award for 'Information Security Training Provider of the Year'

ITEX 2009 Awards - Won by UCTI Graduates (International Invention, Innovation & Technology Exhibition)

- 2009 - Gold Award for 'Best Invention - SmartSurface'
- 2009 - Special Award for Corporate Invention

Stanford University's Global Innovation Tournament 2009 (Won by UCTI Student)

- 2009 - Winner for Global Innovation Tournament Global Challenge

Ministry of Higher Education Malaysia Awards

- 2008 - Top Award for 'Best Website Design'

NAPEI Awards

(National Association of Private Education Institutions, Malaysia)

- 2007 - Award for Educational Excellence (UCTI)
- 2004 - Award for Educational Excellence (APIIT)

e-Genting Programming Competition (R&D Division, eGenting)

- 2006 - First Prize for 'Software Program Design and Development'
- 2004 - First Prize for 'Software Program Design and Development'
- 2003 - First Prize for 'Software Program Design and Development'
- 2002 - Merit Award for 'Software Program Design and Development'

HSBC Young IT Entrepreneur Awards (Hong Kong Bank)

- 2004 - Gold Award for 'Universal Wireless Charging' solution
- 2004 - Judges Award for 'Security Transmitter & Detector' device
- 2002 - Silver Award for 'Business Edutainment Access Medium' Business Plan

MSC-IHL Business Plan Competition (Institutions of Higher Learning Business Plan Competition by Multimedia Development Corporation)

- 2005 - Grand prize for Business Idea Category
- 2005 - Merit prize for Business Plan Category

Dare to be Digital Programming Competition (British Council / University of Abertay, Dundee)

- 2003 - 1st Prize Award for a Multiplayer Online Game
- 2003 - 3rd Prize Award for a Role Playing Strategy Game

Forum Nokia Mobile Challenge Java Competition (Nokia Inc.)

- 2002 - Top 3 winner worldwide for a Java-based e-mail client application for Nokia devices using J2ME (Java 2 Micro Edition)



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