ANGLIA RUSKIN UNIVERSITY
with the CAMBRIDGE Experience

Lord Ashcroft International Business School

3+0 PROGRAMMES

- BSc (Hons) Accounting & Finance
- BA (Hons) Business Management
- BA (Hons) Marketing
- BSc (Hons) Computer Science

- BSc (Hons) Business Information Systems
- BEng (Hons) Electronics
- BEng (Hons) Mechanical Engineering

HELP College of Arts and Technology
college of achievers

1st CHOICE

Anglia Ruskin University

Anglia Ruskin University

> " Throughout its 150-year history, Anglia Ruskin University has offered undergraduate and postgraduate education characterised by breadth and flexibility as well as academic excellence.
>
> Its excellent staff have gained for it a significant reputation equal to the best in the world in many areas. It is my intention that together we shall achieve international recognition as a model new university, innovative, distinctive and excelling at what we do. "

Professor Michael Thorne
Vice-Chancellor, Anglia Ruskin University

Anglia Ruskin University
A brilliant blend of tradition and innovativeness

Anglia Ruskin University is one of the largest universities in the United Kingdom, and one of the largest providers of face-to-face part-time training in the UK.

- Ranked in the Top 3rd of UK institutions for Computer Science/IT, Business, Engineering, Law, Life Sciences and Psychology, amongst others*

- Ranked 77 by *the Guardian University Guide 2013*

- An upward ranking from 121 to 86 by The Times Higher Education for research

- Industry-focused programmes give ARU a 91% graduate employment rate 6 months after graduation, second only to Cambridge University (92%) in the region

- Currently a top popular UK university, admitting record numbers of students

- ARU conducts quality research for which it is rated "world leading" in 8 areas including Medicine and the Allied Health Professions

- Currently working with leading organisations including Barclays, Harrods, the Royal Air Force (RAF), Specsavers, UPS, Vision Express and Volvo

Lord Ashcroft International Business School

> **...what a stunning piece of architecture it is – not only for the facilities it brings but for the architectural concept.**
>
> - Professor Michael Thorne on the Lord Ashcroft International Business School building

Access to ARU's Virtual Learning Environment (VLE)

The Anglia Ruskin University VLE (Virtual Learning Environment) is an online learning platform that supports all taught modules.

It contains module information, guides, lecture notes, discussions and reading lists. It is the principal form of asynchronous teaching delivery for all ARU Distance Learning Courses.

All registered students at HELP CAT are given access to this valuable facility at Anglia Ruskin University.

HELP College of Arts and Technology (HELP CAT)

Real World Education

HELP CAT is an innovative and forward-looking college offering a variety of academic and professional programmes, including those in partnership with leading universities and institutions from across the globe. It offers a vibrant and multicultural study experience, with a truly international ambience.

Students acquire not only academic and professional training; they are also provided opportunities to develop good character traits, imbibe ethical and moral values, and acquire valuable leadership and teamwork skills through dedicated coursework, projects and participation in a wide variety of clubs, sports and societies.

Its location in the city centre gives staff and students access to many services and facilities to enhance the teaching-learning experience.

HELP CAT believes in the simultaneous building of minds and character.

For a Unique Global Exposure --

the CAMBRIDGE EXPERIENCE
Customer Value for ARU registered students

All students who register for the Anglia Ruskin University programmes at HELP CAT will be taken on a two-week all-expense paid visit to the ARU campus in Cambridge to experience British university life. They will attend lectures and seminars, meet ARU faculty members and students and tap their network of international contacts for future benefit.

HELP CAT Diploma students who enrol for the ARU programmes also qualify for this programme.

Note:
The special free trip to Cambridge is available for undergraduate students only, conditional on their obtaining the necessary travel visas. In case of failure to join the trip, no compensation can be claimed.

The Lord Ashcroft International Business School

The award-winning Lord Ashcroft International Business School (LAIBS) of Anglia Ruskin University is one of the largest of its kind in the East of England. It is well-recognised as a centre for business education and training by students, employers and professional bodies alike. Its courses blend sound academic theory with solid management practice.

To ensure that it remains at the cutting edge of management practice, and thus relevant to the contemporary world of commerce, LAIBS forges close links with the business community and enters into partnerships with a wide variety of businesses and public-service organisations.

Leader in Management and Enterprise Practice and Research

The Lord Ashcroft International Business School boasts two centres of excellence:

- The Institute of International Management Practice (IIMP) conducts research that is of value to professional practitioners and policy makers as well as academics

- The Centre for Entrepreneurial Development and Research (CEDAR), set up to advance enterprise education, is the first university enterprise centre in the UK to be awarded the Institute of Enterprise and Entrepreneurs (IOEE) Centre of Excellence status (the IOEE is the first learning Institute dedicated to recognising the profession of enterprise and entrepreneurship in the world)

Some recent successes

- Winner in partnership with Barclays Bank of the prestigious National Targetjobs 2013 People Awards against a strong field that included the Bank of England, Deloitte, Accenture, Aviva, Ernst & Young, Rolls Royce and Siemens

Professor Simon Down
Director, Institute for International Management Practice, Anglia Ruskin University

> " Managing organisations is a complicated business.

Organisations need to generate surpluses, be efficient, keep investors and stakeholders happy, invest in the future, motivate and train staff, innovate and deal with a very challenging environment. The IIMP, with its focus on innovation and entrepreneurship, wants to say useful things, based on exciting research, about this creative process. "

- Winner in partnership with Barclays Bank of the Talent Attraction and Management Category at the prestigious Chartered Institute of Personnel and Development (CIPD) National 2012 People Management Awards

- As a testimony to the strength of the Accounting Faculty of LAIBS, accounting students achieved an 80% pass rate in the ACCA Dec 2012 exams, compared with an average of 45% for the 200,000 students worldwide

- Recipient of the ACCA Gold approval under the Approved Learning Partner student tuition programme in recognition of the quality of tuition provision and support for ACCA students.

BSc (Hons)
Accounting and Finance

N/344/6/0275: KPT/JPS(MQA/PA4520)05/19

Course Overview

- Accounting and Finance is a very lucrative field with abundant opportunities for career development and diversification
- Careers in accounting and finance are rewarding and pay high salaries and the world of finance attracts many top graduates
- The degree prepares you to work at an accountancy firm, in investment or bank, insurance company, or the wider commercial and public sector
- Graduates could move into senior management; they could also enhance their career prospects by studying for professional qualifications
- The programme teaches subject specific and technical skills, as well as transferable skills like communication, knowledge of global business, entrepreneurship, problem solving and quantitative analysis
- Accounting and finance skills are in demand whether the economic climate is good or becomes more difficult

Essential Features

- The BSc (Hons) Accounting and Finance degree will give you the maximum ACCA exemptions from all nine foundation papers. This is the fastest way to become a qualified accountant and you will hold a bachelor degree too
- Regular guest speakers from industry, commerce and accounting firms add to the quality of students' learning experience at HELP CAT, while our lecturers are known for their excellent teaching quality and dedication
- Our students are taught to be critical, thoughtful and challenging of both current and emerging business practice. We ensure that our students build and develop the knowledge, skills and attributes sought by employers
- Students will learn to operate in a multi-cultural context, learning alongside, and from, students and academics who come from around the globe

Modules

Year 1

- Economics for Business and Management
- Introduction to Accounting and Finance
- Academic Skills
- Introduction to Business Law
- Accounting for Business
- Analysis of Business
- Introduction to People, Organisation and Management
- Information Technology for Business
- Hubungan Etnik / Bahasa Komunikasi 3
- Tamadun Islam dan Tamadun Asia / Pengajian Malaysia

Year 2

- Financial Tools for Planning and Decision Making
- International Business
- Enterprise and Entrepreneurial Management
- Strategic Planning for Entrepreneurs
- Accounting for Control and Performance Management
- Auditing
- Business Research Methods
- Financial Reporting
- Malaysian Economy
- Asian Entrepreneurship and Innovation

Year 3

- Advanced Financial Reporting
- Strategic Financial Management
- Undergraduate Major Project
- Taxation of Malaysian Corporations
- Business Financing
- Sustainable Management Futures
- Industrial Training
- Community Services

Assessment

A combination of coursework, projects and final exam.

Intakes

January, June, September

> The BA (Hons) Business Management degree will give you a solid foundation in business and management theory as well as specific knowledge areas such as markets, consumer behaviour, finance, operations, policy and strategy. Our improved business courses starting in September 2014 have been purposefully redesigned with student employability in mind; 80% of our BA (Hons) Business Management graduates go on to work or further study within six months of graduation.

Dr Craig Duckworth
Principal Lecturer in Economics and Business Environment; Course Leader BSc (Hons) Business Management

BA (Hons)
Business Management

N/345/6/0567: KPT/JPS(MQA/PA4521)04/19

Course Overview
- Equips students with a solid foundation in business and management theory so that they can operate effectively within the global economy
- Gives an excellent foundation for a career in financial services, marketing, consultancy or general business management
- The wide range of course modules allows students to focus on areas of particular interest or to prepare for specific professional requirements
- HELP CAT's close ties with international industry and business ensure that course content is aligned with contemporary business practice
- The course will develop you intellectually so that you can continue to learn and grow after you graduate, enabling you to succeed within the fast-changing commercial environment

Learning Outcomes
- Obtain a sound appreciation of management practice, including human resources, marketing, accounting and finance and information management
- Ability to critically analyse strategic commercial behaviour
- Ability to use appropriate IT business applications to support analysis and enhance reporting
- Skill in utilising appropriate qualitative and quantitative techniques to analyse a range of issues
- Ability to plan and execute research projects

You will develop a comprehensive understanding of business organisations alongside subject specific knowledge in areas such as markets, consumers, finance, operations, communication, policy and strategy.

Modules
Year 1
- Economics for Business and Management
- Introduction to Accounting and Finance
- International Business in Focus
- Academic Skills
- Marketing Essentials
- Analysis of Business
- Introduction to People, Organisation and Management
- Information Technology for Business
- Hubungan Etnik / Bahasa Komunikasi 3
- Tamadun Islam dan Tamadun Asia / Pengajian Malaysia

Year 2
- Business Economics
- International Business
- Enterprise and Entrepreneurial Management
- Systems and Operations Management
- Business Research Methods
- Improving Organisational Performance
- Consumer Behaviour
- Strategic Planning for Entrepreneurs
- Malaysian Economy
- Asian Entrepreneurship and Innovation

Year 3
- Organisational Change Management
- Strategic Management Analysis
- Undergraduate Major Project
- Sustainable Management Futures
- International Intercultural Management
- Strategic Management in Action
- Marketing Consultancy
- Industrial Training
- Community Services

Assessment
A combination of coursework, projects and final exam.

Intakes
January, June, September

> " The BA (Hons) Marketing presents a unique opportunity to students. It covers many of the key areas of marketing, including marketing communications and business-to-business. This course provides the knowledge and capabilities associated with international marketing, while giving its graduates a competitive edge in the marketplace. In 2012/13 the course received a 93% National Student Survey (NSS) satisfaction rating, among the top twelve in Anglia Ruskin. This demonstrates how well received the current course is among students. In short, the course equips students with the transferable skills required to workin a wide range of marketing roles. "

Dr Jonathan Wilson
Department Head, Marketing

BA (Hons)
Marketing

N/342/6/0108: KPT/JPS(MQA/PA4519)05/19

Course Overview

- Delivers a good balance between academic and vocational content
- Provides a good grounding in marketing and management theory, whilst also preparing students for a successful career
- Prepares students for a variety of roles within marketing: product manager, brand manager, advertising executive etc
- Cultivates the intellectual capacity to enable you to continue to develop and keep pace with a changing business environment
- Gives an excellent grounding for those who want to develop a career in Marketing
- Students can gain exemptions from some modules on The Chartered Institute of Marketing Professional Certificate and Professional Diploma in Marketing awards

The core modules will establish students' understanding of marketing, including theory and practice, and also develop other key abilities required by business organisations, including IT skills, communication skills and analytical skills.

Learning Outcomes

- Acquire a comprehensive understanding of marketing theory
- Ability to analyse strategic market behaviour
- Understand the principles and responsibilities of other management functions, including human resources, accounting and finance
- Show a real awareness and understanding of contemporary global business issues
- Apply relevant techniques to identify and exploit market opportunities
- Devise appropriate marketing objectives around customer acquisition and retention
- Plan and execute research projects
- Effectively communicate results at whatever level is appropriate to the audience

Modules

Year 1
- Economics for Business and Management
- Introduction to Accounting and Finance
- Academic Skills
- International Business in Focus
- Marketing Essentials
- Analysis of Business
- Introduction to People, Organisation and Management
- Information Technology for Business
- Hubungan Etnik / Bahasa Komunikasi 3
- Tamadun Islam dan Tamadun Asia / Pengajian Malaysia

Year 2
- Business to Business Marketing
- International Business
- Enterprise and Entrepreneurial Management
- Systems and Operations Management
- Marketing Communications
- Business Research Methods
- Consumer Behaviour
- Malaysian Economy
- Strategic Planning for Entrepreneurs
- Asian Entrepreneurship and Innovation

Year 3
- Organisational Change Management
- Strategic Management Analysis
- Undergraduate Major Project
- Sustainable Management Futures
- Retail Marketing
- International Marketing
- Marketing Consultancy
- Industrial Training
- Community Services

Assessment
A combination of coursework, projects and final exam.

Intakes
January, June, September

BSc (Hons)
Computer Science

N/481/6/0445: KPT/JPS(MQA/PA4525)01/19

Course Overview

Computing is changing our world, the way we work, the way we live. To study computer science is to put ourselves at the forefront not just of technological change but of social change as well. This course examines the principles and technologies underpinning the systems that are driving this change. It provides an opportunity to learn about these directly through a combination of work-based learning and in the classroom.

The field of computer science offers a wealth of opportunity across a range of specialist fields. The variety of course options on offer means that you can fine-tune your degree to focus on particular areas of interest or to meet the requirements of a favoured career.

Dr Ian Oxford
Deputy Head of Computing and Technology; Course Group Leader for Computer Science

" The BSc (Hons) Computer Science degree is a well-established and successful course which was designed and is continually updated in conjunction with industrial partners through our Employer Advisory Group. It has a strong emphasis on hands on practical and transferable skills in a range of areas including software engineering, networking and cloud technologies, computer security, distributed databases and human computer interaction making graduates from the course very employable (recent statistics show that around 80% of our students go on to professional employment or to study for higher degrees). The course team is looking forward to the opportunity to collaborate with HELP CAT and to help them deliver a course as successful as it is at our Cambridge Campus. "

Aims of the Course

- To provide an understanding of the knowledge and concepts of computer science, incorporating the theory, principles and operation of the underlying technologies and methodologies
- To apply the methods and principles of computer science in the analysis, design, and implementation of solutions in a select range of application domains in information systems, software and communications
- To provide the skills necessary to implement and administer organisation-wide information technology and communication systems
- To enable the student to work effectively as a team member and to develop as a professional and as a technically able practitioner within an organisation
- To prepare the student as an independent learner and reflective practitioner
- To enable students to recognise the professional, moral and ethical standards of the computing profession
- Understand the technical properties of hardware, software, information systems and their use and evaluation in a variety of application domains

Learning Outcomes

- Acquire essential facts, concepts, principles and theories relating to computer science and computer applications
- Understand the technical properties of hardware, software, information systems and their use and evaluation in a variety of application domains
- Understand the role of design and planning in a computing context and to act in a systemic and organised way when applying computing analysis, methodologies and techniques
- Ability to identify a problem within the computing domain and to develop specialist knowledge within that area, provide appropriate analysis, develop potential solutions and evaluate their effectiveness
- Understand the scope, depth and the limitations of your knowledge and to access and interpret information resources

Modules

Year 1
- Introducing Routing and Switching in the Enterprise
- Fundamentals of Design
- Introduction to Programming
- Computer Systems
- Operating Systems
- Design for the Internet
- Designing and Supporting Computer Networks
- Tamadun Islam dan Tamadun Asia
- Hubungan Etnik

Year 2
- Software Engineering
- Network Routing
- Database Design and Implementation
- Interaction and Usability
- Network Services Engineering
- Computing Research Methodologies
- Object Oriented C++
- Strategic Planning for Entrepreneurs
- Malaysian Economy
- Community Services

Year 3
- Professional Issues, Computing and Society
- Mobile Technology
- Image Processing
- Distributed Systems Programming
- Data Structures and Algorithms
- Final Project
- Community Services
- Internship

Assessment
A combination of coursework, projects and final exam.

Intakes
January, June, September

INFORMATION TECHNOLOGY

BSc (Hons)
Business Information Systems

N/481/6/0445: KPT/JPS(MQA/PA4526)01/19

Professor Marcian Cirstea
Professor of Industrial Electronics and Head of Computing and Technology Department, Anglia Ruskin University

Course Overview

All areas of business and commerce are becoming increasingly reliant on effective information systems. Information is the resource that now drives business. This course will introduce and develop your knowledge of information processing and information systems, and specifically how these concepts are applied within commercial organisations.

The focus is upon giving students a range of skills relevant to today's IT industry, and specifically to business information systems. It will also develop in students a creative and flexible approach to problem solving, and the ability to deliver practical solutions to a range of challenges — all skills highly valued by employers across the industry.

Aims of the Course

- To enable students to develop an awareness of professional and business aspects of IT
- Build a core of knowledge and skills relevant to Information Systems development, with an emphasis on understanding the workings of business systems and the importance of information provision within them
- Develop a range of transferable skills needed to cope with a rapidly changing IS environment
- To enable students to analyse and design IT solutions to business problems
- To enable students to appreciate ongoing research issues within the area of Information Systems
- To prepare students to conduct research and work independently on a major project

Learning Outcomes

- Understanding of the principles, theory and practice of the development of information systems, computer applications and design applications to meet specific commercial requirements
- Ability to specify, design and construct small-scale database systems and implement web-based applications to meet specified requirements

Assessment

A combination of coursework, projects and final exam.

Modules

Year 1
- Learning and Skills Development for HE and Work
- Software Principles
- Design for the Internet
- Business Technology
- Introduction to Organisation and Management
- Visual Programming / Introducing Routing and Switching in the Enterprise
- Business Analytics
- Hubungan Etnik
- Tamadun Islam dan Tamadun Asia

Year 2
- Data Security
- Entrepreneurship in IT
- Object and Data Modelling
- Design Methods and Technology Project
- Project Management and Quality Assurance
- E-Business
- Web Design
- Strategic Planning for Entrepreneurs
- Networking for Home and Small Businesses
- Malaysian Economy

Year 3
- Final Project
- Managing Information
- Information Security
- Working at a Small-to-Medium Business or ISP
- Database-Driven Application Programming
- Web Application Development
- Community Services
- Internship

Intakes

January, June, September

> Our courses are developed and constantly updated in close interaction with industry. A significant feature of our bachelors honours courses in Electronics, Computer Science and Business Information Systems is that they are geared towards forming practical and transferable skills, facilitating industrial application. Thus, the course content is not only academically strong but also of high relevance to small and medium enterprises and multinational companies (such as ARM and Citrix). We are very pleased with our new franchise collaboration with HELP CAT and we look forward to a successful growth of our courses in Malaysia.

BEng (Hons) Electronics

N/523/6/0200: KPT/JPS(MQA/PA4524)08/19

Course Overview
This degree provides a thorough study of the principal areas of modern electronics. Given the key role of electronics in science and industry and in all areas of modern life, graduates from this degree will have a remarkably wide range of career opportunities.

Aims of the Course
- To provide the opportunity for students to acquire a thorough grounding in the concepts and skills of the central topics in Electronics
- To provide you the knowledge and skills to develop as a specialist in the areas of electronic system design, instrumentation, interfacing, data acquisition and analysis techniques
- To provide the specialist knowledge base and skills for you to specify and design the electronics subsystems relevant to a particular subject area
- To provide you the engineering skills and knowledge required in a business context to achieve an economic solution

Learning Outcomes
- Understand the essential facts, concepts, theories and principles of electronics
- Gain an appreciation of how electronics connects to a wider engineering context
- Demonstrate original thought in solving problems in electronic engineering
- Ability to design systems, components and processors to meet specified requirements
- Understand the wider multidisciplinary engineering context and its underlying principles
- Appreciate the social, environmental, ethical, economic and commercial considerations affecting the exercise of your engineering judgement

Assessment
A combination of coursework, projects and final exam.

Modules

Year 1
- Core Technology
- Digital Electronics
- Introduction to PIC Processors
- Computer Modelling
- Embedded Systems and Programmable Logic Controllers
- Mathematics for Technology 1
- Analogue Electronics
- Hubungan Etnik / Bahasa Komunikasi 3
- Tamadun Islam dan Tamadun Asia / Pengajian Malaysia
- Electronic Instrumentation & Measurement / Electrical Systems

Year 2
- Electronic Circuits
- Signals and Signal Processing
- Mathematics for Technology 2
- Microprocessor Systems Design
- Design Methods and Technology Project
- Data Communications
- Data Acquisition Systems
- Electrical Machines and Power Systems / Electromagnetic Theory
- Malaysian Economy
- Strategic Planning for Entrepreneurs
- Community Services

Year 3
- Digital Systems and Power Control
- Microelectronic Systems Design
- Final Project (Part 1)
- Final Project (Part 2)
- Digital Signal Processing
- Signals and Control Systems
- Internship

Intakes
January, June, September

ENGINEERING

> Mechanical Engineering graduates are in high demand globally, and our course will support you by delivering the skills and knowledge you need to succeed by using advanced computer-based analysis and modeling tools, providing cutting-edge engineering facilities. The lectures at HELP CAT are delivered by experts with proven industrial experience.

Dr Habtom Mebrahtu
*Course Group Leader for Engineering,
Faculty of Science & Technology*

BEng (Hons)
Mechanical Engineering

N/523/6/0082: KPT/JPS(MQA/PA4523)08/19

Course Overview

This degree will provide you with knowledge and skills to allow you to operate as a competent practitioner within the field of mechanical engineering. The modules will provide you with a thorough understanding of the wide areas in mechanical engineering today, from computer modelling to engineering materials.

Aims of the Course

- To provide the opportunity for students to progressively acquire a thorough grounding in the concepts and skills of the central topics in mechanical engineering
- To provide you the skills and knowledge to deliver solutions to real engineering problems
- To provide you the engineering skills and knowledge required in a business context to achieve an economic solution
- To become effective engineers and undertake lifelong learning particularly for continuing professional development

Learning Outcomes

- Ability to apply general engineering theory and scientific principles to find solutions to a wide range of practical problems
- Understand the management and business practices and apply professional and ethical responsibilities including global and social context of engineering
- Apply teamwork, management and leadership for effective practice
- Demonstrate your ability to apply mathematical methods to model and analyse mechanical engineering problems
- Apply creativity and appropriate computer based methods for solving mechanical engineering problems

Assessment

A combination of coursework, projects and final exam.

Modules

Year 1

- IT, Communications and Research Skills
- Introduction to Engineering Materials
- Manufacturing
- Applied Software
- Mechatronics
- Mathematics for Engineers 1
- Hubungan Etnik / Bahasa Komunikasi 3
- Tamadun Islam dan Tamadun Asia / Pengajian Malaysia
- Engineering Drawing / Electrical Systems

Year 2

- Engineering Principles
- Mathematics for Engineers 2
- Statistics and Process Quality Assurance
- Group Design Project
- Applied Mechanics
- Materials and Processes
- Computer Aided Solid Modelling
- Workshop Practice / Electrical Circuits and Machines
- Malaysia Economy
- Strategic Planning for Entrepreneurs
- Community Services

Year 3

- Project Management for Technologists
- Computer Aided Engineering
- Stress and Dynamics
- Research Methods and Individual Project
- Modelling and Simulation for Operations Management
- Thermofluids
- Internship

Intakes

January, June, September

Entry Requirements

English Language:
IELTS 6.0 or TOEFL (iBT) 81 or equivalent (SPM Grade B+; 1119 (GCE O-Levels) Grade C; and UEC Grade B3)

ACCOUNTING AND FINANCE / MARKETING

Into Year 1

STPM / A-Levels	2 Principal passes (C+ or CGPA 2.33), credit in Mathematics in SPM
Matriculation	SAM TER 70 (minimum C grade)
Foundation in Arts or Business	CGPA 2.5 and credit in SPM Mathematics
Unified Examination Certificate (UEC)	B in 5 subjects, including Mathematics
	B in 5 subjects only for BA (Hons) Marketing
Diplomas (Level 4 of MQF)	CGPA 2.5 and credit in SPM Mathematics

Into Year 2	Diploma in Accountancy (HELP CAT), Diploma in Business (HELP CAT) or equivalent CGPA 2.0

BUSINESS MANAGEMENT

Into Year 1

STPM / A-Levels	2 Principal passes with Grade C (CGPA 2.0)
Matriculation	SAM TER 70
Foundation in Arts or Science	CGPA 2.0
Unified Examination Certificate (UEC)	B in 5 subjects
Diplomas (Level 4 of MQF)	CGPA 2.0

Into Year 2	Diploma in Accountancy (HELP CAT), Diploma in Business (HELP CAT) or equivalent CGPA 2.0

COMPUTER SCIENCE / BUSINESS INFORMATION SYSTEMS

Into Year 1

STPM / A-Levels	2 Principal passes, CGPA 2.0 and credit in SPM or O-Levels Mathematics
Matriculation	SAM TER 70 and B in Mathematics or equivalent
	CGPA 2.0 and credit in SPM Mathematics
Foundation in Science or equivalent	CGPA 2.0 and credit in SPM Mathematics
Unified Examination Certificate (UEC)	B in 5 subjects, including Mathematics
Diplomas (Level 4 of MQF)	Diploma in IT, Software Engineering or equivalent CGPA 2.5
	CGPA 2.0 to 2.4 to be assessed internally

Into Year 2	Diploma in Computer Science (HELP CAT), Diploma in Business Information Systems (HELP CAT) or equivalent CGPA 2.0

ELECTRONICS / MECHANICAL ENGINEERING

Into Year 1

STPM / A-Levels	2 Principal passes, including Mathematics and one science subject
	A-Levels with minimum pass in Mathematics and Physics
Matriculation	CGPA 2.0 and credit in SPM Mathematics and Physics or equivalent
Foundation in Science or equivalent	CGPA 2.0 and credit in SPM Mathematics and Physics or equivalent
Unified Examination Certificate (UEC)	B in 5 subjects, including Mathematics and one science subject
Diplomas (Level 4 of MQF)	Diploma in Electrical/Electronic Engineering (Level 4 of MQF)
	Diploma in Mechanical Engineering (Level 4 of MQF)
	or equivalent with CGPA 2.5.
	CGPA 2.0 to 2.4 to be assessed internally

Into Year 2	Diploma in Electrical and Electronic Engineering (HELP CAT) Diploma in Mechanical Engineering (HELP CAT) or equivalent CGPA 2.0

Academic Advisory Council

Datuk Dr Paul Chan
Chairman
BA (Econ) Hons, MEcon
(Malaya), MA (McMaster),
PhD (ANU), Hon DLitt
(Oxford Brookes), Hon DBA
(CSturt)

Dr Khong Kim Hoong
BEcon Hons (Malaya), MPIA,
MA, PhD (Pittsburgh)

**Professor Dato' Zakaria
Ahmad**
BSocSc (Pol Sc)
(Singapore), MA (McMaster),
PhD (MIT)

Dr Choong Yeow Wei
BA (Econ) Hons, PGDip
CompSc, MCompSc
(Malaya), AMIM, PhD
(Cergy-Pontoise)

**Professor Leong Yin
Ching**
BEcon Hons, MEd (Malaya),
PhD (London)

Dr Chan Teng Heng
BSc (Biochem) Hons
(Malaya), MBA (Aston), PhD
(London)

Professor Tan Ka Kheng
BSc (Birmingham), MS
(Calif, Berkeley), PhD
(Cantab), FIChemE, CEng,
FIEM, PEng

Dr Tan Hock Meng
BSc (Elect) First Class Hons
(Imperial), PhD (Cantab),
CEng, FEng, Dip Mgt (MIM)

Distinguished Faculty

Dr Sien Ven Yu
BSc Hons CompSc/Maths (London), MPhil,
PhD (Queensland)

Datin Dr Wendy Liow
BScBA cum laude (Louisiana), MBA (Hull),
DBA (UniSA)

Dr Sabrina Wong
BSc Ed Hons , MAppStats, PhD (Malaya)

Dr Tim Rackett
BA Sociology First Class Hons (Essex),
PhD (Birkbeck)

Mr Michael Dent
DipM, MSc (City), MPhil (London), MCIM

Gooi Chee San
CA (M), ACMA, CertEd, MBA (UPM)

Dr Than Cheok Fah
BE (Mech), MEngSc (Malaya), PhD (WPI)

Mr David Lee
BEng (Elect), MEngSc (Melbourne), PEng

Dr Lim Khoon Siang
BSc (Physics) Hons, MEd, PhD, DipEd (Malaya)

Mr Alan J Foley
BEng (EEE) (Brighton Poly), MSc (Tech Mgmt)
(Stirling), CEng

Dr Se Yong Eh Noum
BSc (Materials Sc), PhD (UKM)

Dr Angeline Yap Kew Heong
MBA (Acct), PhD (Malaya), CA (M)

Dr David Ng Ser Heong
BScBA (Fin) (Oklahoma State), MBA (Malaya),
DBA (UniSA)

Dr Harjeet Kaur
BSc (Res Econ) Hons, MSc (UPM), DBA
(UniSA)

Mr Kok Chye Hock
BSc (Maths) Hons (UKM), MIT (CSturt),
Certified IT Professional

Ms Melinda Chung Sew Ying
BA (CompSc/Econ) Hons (York), MIT (CSturt)

Ms Ng Shu Min
BA (CompSc/Maths), (Bryn Mawr), MIT
(CSturt)

Dr Ooi Kok Kee
BLibArts (Spicer Memorial), MBA
(Strathclyde), DBA (UniSA)

Mr Ravi Varmann
BSocSc (Mgmt) Hons (USM), MBA (Malaya)

Mr Selvanadan Muniappan
BCom (Madurai Kamaraj), MBA (Hull), ACMA

Ms Anitha Velayutham
Cert Teaching Skills (Canberra), Int Dip Comp
Studies (Systematics), BIT (Inf Syst), MBA
(CSturt)
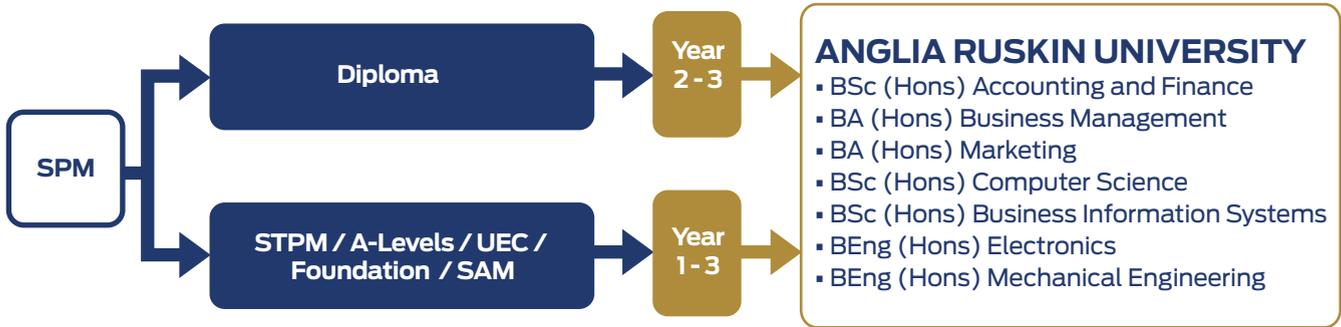
Mr Steven Yong Yik Loong
BSc Comp Studies (Software Eng) Hons
(Nottingham Trent), MSoftware Eng (Malaya)

Mr Seow Soon Loong
Int Dip Comp Studies (NCC), Higher Dip Comp
Syst (APIIT), BSc (Comp Sc) Hons,
MSc (Tech Mgmt) (Staffordshire)

Academic Pathways

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         ┌──────────────────────┐      ┌────────┐      ┌─────────────────────────────────────────┐
         │      Diploma         │ ───▶ │ Year   │ ───▶ │ ANGLIA RUSKIN UNIVERSITY                 │
    ┌──▶ └──────────────────────┘      │ 2 - 3  │      │  ▪ BSc (Hons) Accounting and Finance     │
┌───────┐                              └────────┘      │  ▪ BA (Hons) Business Management          │
│  SPM  │                                              │  ▪ BA (Hons) Marketing                    │
└───────┘                                              │  ▪ BSc (Hons) Computer Science            │
    └──▶ ┌──────────────────────┐      ┌────────┐      │  ▪ BSc (Hons) Business Information Systems │
         │ STPM / A-Levels / UEC│ ───▶ │ Year   │ ───▶ │  ▪ BEng (Hons) Electronics                │
         │  Foundation / SAM    │      │ 1 - 3  │      │  ▪ BEng (Hons) Mechanical Engineering     │
         └──────────────────────┘      └────────┘      └─────────────────────────────────────────┘
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IT Industry Advisory Board

HELP's IT Industrial Advisory Board (IAB) provides industry endorsement and support for HELP CAT's IT programmes.

- Members are IT entrepreneurs and professionals with close links to the local and global IT industry
- It ensures that programmes are relevant and effective in the context of industrial trends and employment prospects
- It provides support in placing students in internship programmes and graduates in employment upon graduation
- Members guide and advise students in the design and implementation of innovative award-winning IT projects

Leading members of the IAB

left to right:
- Mr Harres Tan, Group CEO of Rototype International; Founder of HT Consulting Group
- Mr Ghanesh Kumar Bangah, Group CEO of MOL Global; President and CEO of MOL Access Portal
- Mr Chris Chan, CEO of The Media Shoppe

Internship

With the support of the IAB, HELP CAT's students have secured internships in innovative companies and organisations, including Zalora, Asia's online fashion shopping equivalent of Amazon; and Gintell, Malaysia's leading purveyor of health and fitness products.

Datuk Dr Paul Chan speaks to an international group of university Vice-Chancellors at the Vice-Chancellor's Conference of Anglia Ruskin University.

Datuk Dr Paul Chan, Vice-Chancellor of HELP University, addresses staff of Anglia Ruskin University at the invitation of the Vice-Chancellor Prof Mike Thorne (left).