The Faculty of Social Science, Arts & Humanities offers Diploma and Bachelor Degree programmes in Communication, Creative Arts, Hospitality Management and Social Science.

We assure you that your learning journey with us will be experientially fun-filled and fulfilling as we adopt hands-on learning, practical tasks, challenge your critical thinking, conduct presentations, organise events, apply case studies and undertake internship.

We are committed to honing your know-how and expertise to ensure that you have the qualities to stand out in your related fields and to be sought after by the relevant industry.

Our high-calibre of well-qualified and industry-experienced academic team welcome you here at the Faculty of Social Science, Arts & Humanities. We mentor you on critical skills that will aid you in academic excellence and professional practices that will pave the way for you to become capable and employable graduates fitting yourself well into the employment market.

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- General Progression Route
- Minimum Entry Requirements

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- Media Studies
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- Psychology
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- Multimedia Design
- Tourism Management
- Hospitality Management
- Corporate Communication
- Hospitality and Catering Management

**Diploma**
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- Broadcast Communication
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- Media Studies
- Public Relations
- Counselling
- Hotel Management
- Tourism
- Culinary Arts
- Event Management
- Multimedia Design
- Graphic Design
- Fashion Design
### PROGRAMMES OFFERED

<table>
<thead>
<tr>
<th>Diploma (2 years)</th>
<th>Bachelor Degree (3 years)</th>
<th>Dual Award with</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma in Fashion Design</td>
<td>• Bachelor of Design (Honours) in Fashion Design</td>
<td>University of Salford, UK</td>
</tr>
<tr>
<td>Diploma in Graphic Design</td>
<td>• Bachelor of Design (Honours) in Graphic Design</td>
<td>Sheffield Hallam University, UK</td>
</tr>
<tr>
<td>Diploma in Multimedia Design</td>
<td>• Bachelor of Creative Multimedia (Honours) in Multimedia Design</td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Broadcast Communication)</td>
<td>• Bachelor of Communication (Honours) in Broadcasting</td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Journalism)</td>
<td>• Bachelor of Communication (Honours) in Journalism</td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Media Studies)</td>
<td>• Bachelor of Communication (Honours) in Media Studies</td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Public Relations)</td>
<td>• Bachelor of Public Relations (Honours)</td>
<td></td>
</tr>
<tr>
<td>Diploma in Social Science (Counselling)</td>
<td>• Bachelor of Social Science (Honours) in Psychology</td>
<td></td>
</tr>
<tr>
<td>Diploma in Hospitality Management (Tourism)</td>
<td>• Bachelor of Tourism Management (Honours)</td>
<td></td>
</tr>
<tr>
<td>Diploma in Hospitality Management (Hotel Management)</td>
<td>• Bachelor of Hospitality Management (Honours)</td>
<td></td>
</tr>
<tr>
<td>Diploma in Hotel Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Advertising)</td>
<td>• Bachelor of Communication (Honours) in Advertising</td>
<td></td>
</tr>
<tr>
<td>Diploma in Hospitality Management (Hotel Management)</td>
<td>• Bachelor of Hospitality and Catering Management (Honours)</td>
<td></td>
</tr>
<tr>
<td>Diploma in Culinary Arts (2 years 4 months)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Public Relations)</td>
<td>• Bachelor of Corporate Communication (Honours)</td>
<td></td>
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<tr>
<td>Diploma in Event Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For more information on Dual Award and fees, please refer to Page 15.

**INTAKES**

<table>
<thead>
<tr>
<th>Month</th>
<th>Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Foundation, Cambridge GCE A Level</td>
</tr>
<tr>
<td>March</td>
<td>Selected Bachelor Degree programmes only</td>
</tr>
<tr>
<td>May</td>
<td>Bachelor Degree, Diploma, Foundation, Cambridge GCE A Level</td>
</tr>
<tr>
<td>October</td>
<td>Selected Bachelor Degree/Diploma programmes only</td>
</tr>
</tbody>
</table>

Partner universities for the Dual Award programmes may change from time to time to ensure the best value and quality is offered to students. Students are advised to obtain the latest information on Dual Award partner university for their programme from the relevant faculty.
<table>
<thead>
<tr>
<th>Bachelor Degree</th>
<th>STPM</th>
<th>A Level</th>
<th>ENTRY QUALIFICATION</th>
<th>TARC/TAR UC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Communication (Honours) in Advertising</td>
<td>Full Passes in 2 relevant subjects</td>
<td>Passes in 2 relevant subjects</td>
<td>ATAR 70 and minimum Grade B in 2 relevant subjects</td>
<td>Grade B in 5 relevant subjects</td>
</tr>
<tr>
<td>Bachelor of Communication (Honours) in Broadcasting</td>
<td>Full Passes in 2 relevant subjects</td>
<td>Passes in 2 relevant subjects</td>
<td>ATAR 70 and minimum Grade B in 2 relevant subjects</td>
<td>Grade B in 5 relevant subjects</td>
</tr>
<tr>
<td>Bachelor of Communication (Honours) in Journalism</td>
<td>Full Passes in 2 relevant subjects</td>
<td>Passes in 2 relevant subjects</td>
<td>ATAR 70 and minimum Grade B in 2 relevant subjects</td>
<td>Grade B in 5 relevant subjects</td>
</tr>
<tr>
<td>Bachelor of Communication (Honours) in Media Studies</td>
<td>Full Passes in 2 relevant subjects</td>
<td>Passes in 2 relevant subjects</td>
<td>ATAR 70 and minimum Grade B in 2 relevant subjects</td>
<td>Grade B in 5 relevant subjects</td>
</tr>
</tbody>
</table>

**Grade C and above in AELE0364 English Language (1119 Level) conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants who fail English Language at SPM/O Level/UEC level.**

**Minimum Entry Requirements**

Note:

a) The entry requirements must be taken from only ONE (1) examination sitting.
b) Students without a credit in SPM Bahasa Malaysia are required to pass Bahasa Kebangsaan A before the award of Bachelor Degree.
c) TARC/TAR UC Diploma will be accepted as credit transfer into Bachelor Degree programmes.
d) Equivalent qualifications other than the above will be considered on a case-by-case basis.
e) Information is correct at the point of printing. Subject to the Ministry of Education latest requirements.
# Bachelor Degree Entry Requirements

<table>
<thead>
<tr>
<th>Bachelor Degree</th>
<th>STPM</th>
<th>A Level</th>
<th>SAM</th>
<th>CPU</th>
<th>UEC</th>
<th>TARC/TAR UC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Creative Multimedia (Honours) in Multimedia Design</td>
<td>Full Passes in 2 relevant subjects</td>
<td>Passes in 2 relevant subjects</td>
<td>ATAR 70 and minimum Grade B in 2 relevant subjects</td>
<td>70% average in 6 relevant subjects</td>
<td>Grade B in 5 relevant subjects</td>
<td>• Foundation in Arts (Track A/Track B) OR • Relevant Diploma (with minimum CGPA 2.0000)</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>SPM Pass/O Level Grade E/UEC Grade C in English Language**</td>
<td>AND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Design (Honours) in Graphic Design</td>
<td>Full Passes in 2 relevant subjects</td>
<td>Passes in 2 relevant subjects</td>
<td>ATAR 70 and minimum Grade B in 2 relevant subjects</td>
<td>70% average in 6 relevant subjects</td>
<td>Grade B in 5 relevant subjects which must include English Language</td>
<td>• Foundation in Arts (Track A/Track B) OR • Relevant Diploma</td>
</tr>
<tr>
<td>Bachelor of Design (Honours) in Fashion Design</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SPM Pass/O Level Grade E in English Language</td>
<td>AND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SPM Pass/O Level Grade E in English Language</td>
<td>AND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Social Science (Honours) in Psychology</td>
<td>Full Passes in 2 relevant subjects</td>
<td>Passes in 2 relevant subjects</td>
<td>ATAR 70 and minimum Grade B in 2 relevant subjects</td>
<td>70% average in 6 relevant subjects</td>
<td>Grade B in 5 relevant subjects</td>
<td>• Foundation in Arts (Track A/Track B) AND credit in Mathematics and one science subject and a pass in English Language at SPM/ equivalent OR • Relevant Diploma AND credit in Mathematics and one science subject and a pass in English Language at SPM/ equivalent</td>
</tr>
<tr>
<td></td>
<td>SPM Credit/O Level Grade C in Mathematics/UEC Grade B in one Mathematics subject.</td>
<td>AND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SPM Credit/O Level Grade C/UEC Grade B in one science subject</td>
<td>AND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SPM Pass/O Level Grade E/UEC Grade C in English Language</td>
<td>AND</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

# Graduates with CGPA below 2.5000 are required to sit and pass a specified portfolio test and interview.

**Grade C and above in ALELE0364 English Language (1119 Level) conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants who fail English Language at SPM/O Level/UEC level.

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Note:

a) The entry requirements must be taken from only ONE (1) examination sitting.
b) Students without a credit in SPM Bahasa Malaysia are required to pass Bahasa Kebangsaan A before the award of Bachelor Degree.
c) TARC/TAR UC Diploma will be accepted on credit transfer into Bachelor Degree programmes.
d) Equivalent qualifications other than the above will be considered on a case-by-case basis.
e) Information is correct at the point of printing. Subject to the Ministry of Education latest requirements.
Grade C and above in AELE0364 English Language (1119 Level) conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants who fail English Language at SPM/O Level/UEC level.

Students with 3-4 relevant credits in SPM/Grade C in 3-4 relevant subjects in O Level may be considered for the Diploma programmes offered at the Perak Branch Campus (PK), Johor Branch Campus (JH), Pahang Faculty Branch (PH) and Sabah Faculty Branch (SB).

<table>
<thead>
<tr>
<th>DIPLOMA</th>
<th>SPM#</th>
<th>ENTRY QUALIFICATION</th>
<th>TARC/TAR UC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma in Mass Communication (Advertising)</td>
<td>5 credits in the relevant subjects</td>
<td>5 Grade C in the relevant subjects</td>
<td>Relevant Certificate</td>
</tr>
<tr>
<td>Diploma in Mass Communication (Broadcast Communication)</td>
<td></td>
<td>3 Grade B in the relevant subjects</td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Journalism)</td>
<td></td>
<td>Compulsory subjects: SPM Credit/O Level Grade C/UEC Grade B in English Language</td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Media Studies)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma in Mass Communication (Public Relations)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma in Hospitality Management (Tourism)</td>
<td>5 credits in the relevant subjects</td>
<td>5 Grade C in the relevant subjects</td>
<td>Relevant Certificate</td>
</tr>
<tr>
<td>Diploma in Hospitality Management (Hotel Management)</td>
<td></td>
<td>3 Grade B in the relevant subjects</td>
<td></td>
</tr>
<tr>
<td>Diploma in Hotel Management</td>
<td>3 credits in the relevant subjects</td>
<td>3 Grade C in the relevant subjects</td>
<td>Relevant Certificate</td>
</tr>
<tr>
<td>Diploma in Event Management</td>
<td></td>
<td>Compulsory subjects: SPM Pass/O Level Grade E/UEC Grade C in English Language**</td>
<td></td>
</tr>
<tr>
<td>Diploma in Culinary Arts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma in Social Science (Counselling)</td>
<td>5 credits in the relevant subjects</td>
<td>5 Grade C in the relevant subjects</td>
<td>Relevant Certificate</td>
</tr>
<tr>
<td>Diploma in Graphic Design</td>
<td></td>
<td>Compulsory subjects: (i) SPM Credit/O Level Grade C in Mathematics /UEC Grade B in one Mathematics subject. (ii) SPM Credit/O Level Grade C/UEC Grade B in one science subject (iii) SPM Pass/O Level Grade E/UEC Grade C in English Language</td>
<td></td>
</tr>
<tr>
<td>Diploma in Fashion Design</td>
<td>3 credits in the relevant subjects</td>
<td>3 Grade C in the relevant subjects</td>
<td>Relevant Certificate</td>
</tr>
<tr>
<td>Diploma in Multimedia Design</td>
<td></td>
<td>Compulsory subjects: SPM Pass/O Level Grade E/UEC Grade C in English Language**</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>AND</td>
<td></td>
</tr>
</tbody>
</table>

Applicants must pass a specified portfolio test and interview to be conducted by TAR UC

** Grade C and above in AELE0364 English Language (1119 Level) conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants who fail English Language at SPM/O Level/UEC level.

# Students with 3-4 relevant credits in SPM/Grade C in 3-4 relevant subjects in O Level may be considered for the Diploma programmes offered at the Perak Branch Campus (PK), Johor Branch Campus (JH), Pahang Faculty Branch (PH) and Sabah Faculty Branch (SB).

Note:

a) SPM holders must have at least a pass in Bahasa Malaysia and SPM holders from Year 2013 onwards must have at least a pass in Sejarah.

b) The entry requirement must be taken from only ONE (1) examination sitting.

c) Students without a credit in SPM Bahasa Malaysia are required to pass Bahasa Kebangsaan A before the award of Diploma.

d) Equivalent qualifications other than the above will be considered on a case-by-case basis.

e) Information is correct at the point of printing. Subject to the Ministry of Education latest requirements.
PROGRAMME OVERVIEW

This programme encompasses the basic knowledge and practical skills of advertising, media and communication. This programme aims not only to produce advertising personnel who can apply the relevant skills in the field of advertising, but also to offer students a greater depth of knowledge and practical skills in terms of management and persuasive communication, preparing students to join a competitive and dynamic industry. Student will also develop a critical understanding and appreciation of the advertising profession, in addition to acquiring relevant computer software skills.

CAREER PROSPECTS

- Account Executives
- Media Planners
- Copywriters
- Advertising & Promotion Personnel
- Social Media Executives

PROGRAMME OUTLINE (TOTAL CREDITS: 124)

- Introduction to Mass Communication
- Fundamental of Advertising
- Design Fundamentals
- Advertising & Society
- Fundamentals of Photography
- Media Planning for Advertising
- Basic Copywriting
- Consumer Behaviour & Culture
- Communication Theories
- Communication Research Methods
- Advanced Copywriting
- TVC Production
- Media Audiences OR Media Aesthetics
- Advanced Photography
- Visual Communication
- Industrial Attachment

- Advertising Research I
- Statistical Analysis for Communication
- Translation & Advertising
- Multimedia Production for Advertising
- Accounts Management for Advertising OR International Advertising
- Advertising Research II
- Creative Strategy for Advertising
- Codes and Practices of Advertising
- Advertising & New Media OR Art Direction for Advertising

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular

PROGRAMME OVERVIEW

This programme entails knowledge and skills for the technical understanding, writing, scripting, presenting and organising of traditional and new broadcast media. There are also specific courses designed to enhance the depth of knowledge and appreciation of the broadcast communication industry, like Film Appreciation, Criticism and Interpretation, Cinematography and Visual Communication, Production and Multimedia, Radio Journalism, Communication Technology, Communication Theories as well as application in Audio, Television and Video Production.

CAREER PROSPECTS

- TV and Radio programming
- Disc jockeying
- Research writing for broadcast media
- Internet-based businesses

PROGRAMME OUTLINE (TOTAL CREDITS: 122)

- Introduction to Mass Communication
- Audio Production
- Scripting (Audio)
- Scripting (Video)
- Video Production
- Introduction to Film
- Cinematography & Visual Communication
- Communication Theories
- Communication Research Methods
- Audio & Video Editing
- Production & Multimedia
- Rhetoric
- Television Production
- Statistical Analysis for Communication
- Film Appreciation, Criticism & Interpretation
- Radio Journalism

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular
Programmes Offered

Bachelor of Communication (Honours) in Journalism

PROGRAMME OVERVIEW

This programme is designed for students who wish to develop a career in journalism with an emphasis on producing graduates that are highly employable in the media world. The programme offers a teaching and experiential learning experience that prepares students with enhanced and progressive skills for professional media reporting. With its hands-on approach, the programme nurtures graduates that are fast-learners for an evolving media world and to meet the changing demands and challenges of the industry.

CAREER PROSPECTS

- Journalists
- Writers
- Reporters
- Copy Editors
- Editors

PROGRAMME OUTLINE (TOTAL CREDITS: 123)

- Introduction to Mass Communication
- News Gathering, Reporting & Writing
- Media in Malaysia
- Media Law
- Advanced News Gathering, Reporting & Writing
- Photojournalism
- News Subediting
- Chinese Creative Writing OR Creative Writing
- Interviewing for Journalism
- Local News Reporting
- Persuasive Writing for Media
- Online Journalism
- Communication Theories
- Television Production
- Communication Research Methods
- Statistical Analysis for Communication
- Media Management & Competition
- Sports Journalism
- Industrial Attachment
- Newspaper Editing, Design & Layout
- Broadcast Journalism
- Journalism Research
- Journalism Ethics & Issues
- Feature Writing
- Final Year Applied Journalism Project
- Global Journalism OR Citizen Journalism OR War & Conflict Reporting
- PR Practices in Malaysia OR Intercultural Communication OR Music Journalism

CAREER PROSPECTS

- Advertising
- Public Relations
- Producers of Information
- Media Writers and Educators
- Broadcasting
- Media Planners

PROGRAMME OUTLINE (TOTAL CREDITS: 122)

- Introduction to Mass Communication
- Media Writing (Print & Electronic)
- Fundamental of Media Planning
- Introduction to Human Communication
- Print Production
- Introduction to Film
- Malaysia: Religious & Cultural Practices
- Rhetoric
- Communication Theories
- Communication Research Methods
- Communication Research Methods
- Media Audiences OR Visual Communication
- Electronic Media Production
- Media Management
- Content Editing
- Theory of Film
- Statistical Analysis for Communication
- Industrial Attachment
- Politics & the Media
- Online Business & Communication
- Media Studies Project I
- Writing Strategy OR Broadcast Journalism
- Documentary Production OR Comparative International Media
- Media Studies Project II
- Seminar on Issues in Media Communication
- Media Literacy

Bachelor of Communication (Honours) in Media Studies

PROGRAMME OVERVIEW

This programme takes the relationships between media and society to a greater height where students are exposed to various actors, interests and issues that revolve around the media systems. Students will acquire knowledge concerning media policies, industries, literacies, audiences, cultures and social concerns. This programme further complements students’ conceptual understanding with research, writing, computing and organisational skills that will enhance their competitiveness in the employment market.

CAREER PROSPECTS

- Advertising
- Public Relations
- Producers of Information
- Media Writers and Educators
- Broadcasting
- Media Planners

PROGRAMME OUTLINE (TOTAL CREDITS: 122)

- Introduction to Mass Communication
- Media Writing (Print & Electronic)
- Fundamental of Media Planning
- Introduction to Human Communication
- Print Production
- Introduction to Film
- Malaysia: Religious & Cultural Practices
- Rhetoric
- Communication Theories
- Communication Research Methods
- Media Audiences OR Visual Communication
- Electronic Media Production
- Media Management
- Content Editing
- Theory of Film
- Statistical Analysis for Communication
- Industrial Attachment
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- Documentary Production OR Comparative International Media
- Media Studies Project II
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LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular
PROGRAMME OVERVIEW

Public relations professionals are sources and producers of information for organisations and businesses. They are the information providers sought by the media, client organisations and also the public that they represent. This programme develops students’ industry and experiential expertise in formulating media strategies, managing and running PR campaigns, producing PR write-ups and promotional material.

To produce capable PR practitioners, media liaisons and strategic managers, it entails courses in corporate communication, crisis management, integrated marketing communication, advertising, social media, public opinion, and media ethics. Students’ experiential skills are enhanced via case studies, campaigns management and internship.

CAREER PROSPECTS

- PR department and consultancy
- Ads and marketing firm
- Media companies
- Events management
- Hospitality
- Marketing Communication
- A myriad of service providers

PROGRAMME OUTLINE (TOTAL CREDITS: 120)

- Introduction to Mass Communication
- Introduction to Public Relations
- Public Speaking for PR
- Public Relations Strategies & Tools
- Public Relations Writing
- Public Opinion & Persuasion
- Media Law & Ethics
- Media Relations
- Communication Theories
- Basic Publication for PR OR Basic Photography for PR
- Communication Research Methods
- Theories, Roles & Models of PR
- PR and New Media
- Advanced PR Writing
- PR, Advertising & Marketing
- Socio-Cultural Communication OR Globalisation & Communication
- Industrial Attachment
- Crisis Management in PR
- Introduction to Corporate Communication
- PR Campaign Planning & Management
- Public Relations Project I
- Statistical Analysis for Communication
- Introduction to Organisational Communication OR Psychology for Communication
- Public Relations Project II
- PR Practices in Malaysia

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular

CAREER PROSPECTS

- Research institutions
- Consultancies
- Training & development
- Sales & marketing
- Management & administration
- Education institutions

PROGRAMME OUTLINE (TOTAL CREDITS: 127)

- Introduction to Psychology
- Industrial & Organisational Psychology
- Introduction to Counselling
- Lifespan Developmental Psychology
- Counselling Skills & Methods
- Leadership Skills
- Statistical Techniques for Psychology I
- Theories of Personality
- Health Psychology
- Music and Our Life OR Introduction to Academic Writing OR Globalisation & Communication OR Socio-Cultural Communication
- Research Methods in Psychology
- Statistical Techniques for Psychology II
- Abnormal Psychology
- Cognitive Psychology
- Professional & Research Ethics in Psychology
- Principles of Management in Psychology OR Organisation Behaviour
- Psychology Project I
- Testing & Measurement
- Disorders of Childhood & Adolescence
- Physiological Psychology
- Cross Cultural Psychology
- Psychology Project II
- Motivation & Emotion
- Positive Psychology OR Educational Psychology
- Industrial Training
- Social Psychology
- Consumer Behaviour OR Conflict Management with Psychology
- Public Speaking

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular
Bachelor of Design (Honours)  
in Fashion Design  3 years

PROGRAMME OVERVIEW
This programme integrates theoretical and specialised practical knowledge to prepare students for a career in the fashion industry. Professionals seeking to upgrade skills in apparel construction, patternmaking, draping, tailoring and other fashion design related areas can also pursue this programme for career enhancement. The curriculum blends creative and intellectual approaches to visual-design innovations encompassing learning in both traditional and computer-generated designs. This stimulates students to develop their own sense of design and style and enables graduates to excel in the competitive local and international fashion industry.

The full-time three years programme is designed with a focus on acquiring the technical and professional skills required by the fashion industry. At the same time, it honours students personal fashion signature and prepares them for entry-level employment as costume designer, assistant fashion buyer, fashion designer, or seamstress.

Whether you want to make your mark as a designer, fashion stylist, or the force behind driving demand for the latest designs, this programme ensures that you will be all prepared for a thriving and creative industry.

CAREER PROSPECTS
• Fashion & Image Consultants  
• Fashion & Apparel Designers  
• Garment Manufacturing Designers  
• Garment & Textile Designers  
• Fashion Designers  
• Fashion & Textiles Buyers  
• Fashion & Textiles Merchandisers  
• Costume for Performing Arts Designers  
• Fashion Retailers  
• Retail Buyers  
• Pattern & Marker Makers  
• Paper Pattern Digitizer and Graders  
• Visual Merchandisers  
• Fashion Event Organisers  
• Production Assistants  
• Fashion Stylists  
• Fashion Illustrators  
• Wardrobe Assistants  

PROGRAMME OUTLINE (TOTAL CREDITS: 127)
• Introduction to Arts  
• Fundamentals of Fashion Design  
• Garment Manufacturing Designers  
• Garment & Pattern Construction I  
• Figure Drawing for Fashion  
• History of Costume  
• Fashion Design Illustration  
• Fashion Design Concepts OR Print Design  
• Basic Photography OR Digital Illustration  
• Colour Theory  
• Draping I  
• Garment & Pattern Construction II  
• Software Application for Fashion Design  
• Advanced Fashion Design Illustrations  
• Painting Techniques OR Applied Photography  
• Research for Arts & Design  
• Malaysia Costumes & Cultural Studies  
• Textile: Exploration & Practices  
• Draping II  
• Fashion Buying & Merchandising  
• Sculpture OR Batik Appreciation  
• Industrial Training  
• Media & Advertising for Fashion  
• Garment & Pattern Construction III  
• Fashion Design Project Planning  
• Fashion Embroidery  
• Fashion Business Management  
• Fashion Design Project & Portfolio  
• Fashion Event Management  
• Design & Society  
• Type in Motion OR Fashion Accessories  
• Professional Practices for Designers  

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:
English Language, Tamil, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular

Bachelor of Design (Honours)  
in Graphic Design  3 years

PROGRAMME OVERVIEW
The Bachelor of Design (Honours) in Graphic Design programme nurtures your design capabilities across a range of creative-industry-relevant practices, from commercial, education, to environment, cultural, and communities. The programme focuses on graphical aspects of print, illustration and interactive design which contributes to the problem-solving challenges in any area of visual communication.

Throughout the programme, you will develop skills in design management, creative portfolio and design research. You will be managing a range of group and individual projects, in which you will demonstrate effective organisation and production of your work. Courses offered focuses on moving you from a broad-based learning experience to your own design research investigations, where you will focus on your specialism in preparation for your final year graduation showcase project.

The programme also encompasses a semester of industrial training as you will be attached to established industry networks, helping you to gain insights and skills you need as an industry-ready graduate. During your internship, you will further develop and enhance your portfolio needs, preparing for a better future career prospect.

CAREER PROSPECTS
• Educators  
• Visualisers  
• Illustrators  
• Typographers  
• Art Directors  
• Photographers  
• Brand Designers  
• Signage Designers  
• Graphic Designers  
• Design Consultants  
• In-House Designers  
• Packaging Designers  
• Web Page Designers  
• Marketing Managers  
• Interaction Designers  
• General Merchandisers  
• Instructional Designers  
• Event Display Designers  
• Communication Designers  
• Sales Promotion Designers  
• Advertising Agencies & Publishing Agencies  

PROGRAMME OUTLINE (TOTAL CREDITS: 126)
• Basic Software Application for Designers  
• Fundamentals of Design  
• Colour Theory  
• Drawing  
• Introduction to Arts  
• Basic Photography  
• Layout & Typography  
• Illustration & Concept OR Fashion Design Illustration  
• Print Design  
• Digital Typography OR Batik Appreciation  
• Design Thinking  
• Information Graphics  
• Packaging Design  
• Painting Techniques OR Applied Photography  
• Research for Arts & Design  
• Corporate Identity & Branding  
• Advertising & Design  
• Digital Visualization  
• Sales Promotion Design  
• Sculpture OR Editorial Design  
• Industrial Training  
• Graphic Design Project Management  
• Web Design & Production  
• Publication Design  
• Exhibition Management & Implementation  
• Interactive Multimedia  
• Graphic Design Project & Portfolio  
• Design & Society  
• Professional Practices for Designers  
• Type in Motion OR Fashion Accessories  

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:
English Language, Tamil, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular
Bachelor of Creative Multimedia (Honours) in Multimedia Design
3 years

PROGRAMME OVERVIEW
The Bachelor of Creative Multimedia (Honours) in Multimedia Design programme equips students with industry-driven innovative and competent skills to create creative multimedia contents. With emphasis on knowledge and skills in studio-based design processes and techniques, graduates will have a wide range of career options in various media related industries.

The programme also constantly makes progressive technological improvements in line with industry developments as well as design trends to ensure that graduates are able to thrive and be adaptable in an ever-evolving industry.

We are locally and internationally recognised; graduates are widely accepted by local and creative industries overseas. The programme actively supports participation in creative workshops, events, and competitions and students projects have won numerous awards. The programme also includes a 3-month internship period, allowing students to practically experience and involve themselves in managing industrial level projects.

CAREER PROSPECTS
- Interactive Media Artists / Designers
- UX & Web Designers
- Mobile Application Developers
- Social Media / Content Designers
- 2D / 3D Animators
- Motion Designers
- Digital Filmmakers / Editors
- Post Production Designers / Compositors
- Instructional Designers / Game Designers
- Creative Technologies Entrepreneurs
- Editorial Design OR Sculpture
- Applied Photography
- Accessories
- Design Thinking

PROGRAMME OUTLINE (TOTAL CREDITS: 127)
- Introduction to Art
- Fundamentals of Design
- Image Manipulation
- Drawing
- Digital Illustration
- Basic Photography
- 2D Animation
- Information & Interface Design
- Digital Video Production
- Photomedia
- Web Programming
- Arts Law
- Audio Design
- Motion Graphics
- Content Management
- 3D Animation
- Industrial Training
- Project Management
- New Media
- Media & Innovation
- Digital Media Project
- Design & Society
- Integrated Marketing Communication
- Type in Motion OR Fashion Accessories
- Research Methodology in Arts
- Painting Techniques OR Applied Photography
- Editorial Design OR Sculpture
- Project Management
- Principles of Management
- Legal Aspects in Hospitality Industry
- Geography of Tourism
- Airline Reservation & Ticketing
- Transportation & Tourism
- Principle of Tourism
- HRM for Hospitality Industry
- Contemporary Tourism Challenges
- Statistical Analysis for Business

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:
English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular

Bachelor of Tourism Management (Honours) 3 years

PROGRAMME OVERVIEW
The tourism industry in Malaysia is one of the fastest growing industries being the second main national economy contributor. As this sector grows, there will be a greater emphasis and commitment to expand and improve tourism products and services.

This programme will involve students in context of travel-related business, such as marketing, foreign languages and convention and meeting management. Special emphasis is placed on the development of interpersonal, communication and critical thinking skills. Graduates would have developed a mature understanding of their field through field trips locally and internationally as well as industrial attachment.

CAREER PROSPECTS
- Travel agencies
- Tourist attractions
- Resorts
- Hotels
- Research & development
- Tourism marketing
- Ecotourism
- Conferences & exhibition centres
- Other related tourism organisation
- Japanese Language II OR French Language II OR Korean Language II
- Tourism Issues in South East Asia
- Responsible Tourism
- Understanding World Culture
- Tourism & Hospitality Industry Project
- Tourism Product & Destination Development
- Sustainable Tourism
- Tourism Policy & Planning
- Inbound Tour Business
- Tourism Recreation & Management
- International Tourism
- Hospitality Financial Accounting
- Tourism & Hospitality Research Methods
- Industrial Attachment

PROGRAMME OUTLINE (TOTAL CREDITS: 125)
- Introduction to Tourism
- Introduction to Hospitality Management
- Hospitality Economics
- Japanese Language I OR French Language I OR Korean Language I
- Hospitality Accounting
- Professional Development
- Strategic Management
- Hospitality Marketing
- Introduction to Information Technology
- Principles of Management
- Legal Aspects in Hospitality Industry
- Geography of Tourism
- Airline Reservation & Ticketing
- Tourism Product & Destination Development
- Contemporary Tourism Challenges
- Statistical Analysis for Business

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:
English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular
Bachelor of Hospitality Management (Honours) 3 years

**PROGRAMME OVERVIEW**
The hospitality industry is diverse in nature and provides abundant job opportunities worldwide. This programme is aimed to guide students through a progression route for rapid advancement in their career within the industry upon graduation. Technical skills in both food and beverage and rooms divisions as well as managerial and personal skills are incorporated into the programme to facilitate employment opportunities among local or international establishments.

**CAREER PROSPECTS**
- Hotels, resorts and spas
- Theme parks
- Cruises
- Airlines
- Food and beverage equipment supplies
- MICE
- Catering and services companies & clubs
- Home stay establishments
- Independent cafes
- Food and beverage supplies

**PROGRAMME OUTLINE (TOTAL CREDITS: 125)**
- Nutrition Studies
- Introduction to Hospitality Management
- Hospitality Economics
- Japanese Language I OR French Language I OR Korean Language I
- Hospitality Accounting
- Hospitality Marketing
- Introduction to Information Technology
- Principles of Management
- Legal Aspects in Hospitality Industry
- Japanese Language II OR French Language II OR Korean Language II
- Theory of Food
- Beverage Management (Theory)
- Beverage Appreciation (Practical)
- Food Preparation I (Practical)
- HRM for Hospitality Industry
- Resorts Management
- Tourism Management
- Statistical Analysis for Business
- Rooms Division Management
- Food Preparation II (Practical)
- Food and Beverage Service Management
- Restaurant Management
- Hospitality Financial Accounting
- Tourism & Hospitality Research Methods
- Professional Development
- Ecotourism OR Sustainable Tourism
- Tourism & Hospitality Industry Project
- Strategic Management
- Retail Management
- Food & Beverage Cost Control
- Industrial Attachment
- Entrepreneurial Skills and Business Ethics

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**
- English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular

Bachelor of Corporate Communication (Honours) 3 years

**PROGRAMME OVERVIEW**
This programme equips students with the requisite theoretical knowledge and experiential skills to work in a myriad of sectors such as public affairs and the media industry. This provides an expansive platform for corporate communication graduates to enter the commercial, service-oriented, governmental and multi-national corporations.

In addition, this programme inculcates in its graduates practical expertise in formulating communication, media and marketing strategies, managing and running events, producing corporate write-ups and promotional materials, as well as organising publicity events and exhibitions.

**CAREER PROSPECTS**
- Corporate communication professionals
- Public Affairs Executives
- Middle management, supervisory and strategic-level personnel in PR departments
- Event Management Executives
- Media Liaison Officers
- Community Affairs Executives

**PROGRAMME OUTLINE (TOTAL CREDITS: 122)**
- Introduction to Mass Communication
- Introduction to Public Relations
- Mass Media and Society
- Media Law
- Introduction to Journalism
- Basic Entrepreneurship
- Public Speaking
- Integrated Marketing Communication
- Introduction to Corporate Communication
- Communication Theories
- Research Methodology in Communication I
- Corporate Writing
- Research Methodology in Communication II
- Small Group Communication
- Interpersonal Communication
- Basic Broadcast Production OR Basic Photography
- Ecotourism OR Sustainable Tourism
- Crisis Management
- Corporate Social Responsibility
- Government Relations
- Dissertation I
- Organisational Communication OR Media Relations
- Dissertation II
- Corporate Image and Branding

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**
- English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular
**PROGRAMME OVERVIEW**

This programme aims to provide students with in-depth knowledge and skills, critical thinking skills, creativity and innovation in the hospitality as well as catering industry. It will produce graduates that are competent in hospitality and catering management with relevant theoretical knowledge to give professional and ethical services to the public. It also aims to inculcate in students the practice of reliable work culture, keeping mind accountability to the community in terms of safe and responsible hospitality and catering management.

**CAREER PROSPECTS**

- Hotels and resorts
- Clubs and associations
- PR and event management
- Sales and marketing
- Convention centres
- Food and beverage
- Food court operations
- Commercial caterers
- Restaurant chains

**PROGRAMME OUTLINE (TOTAL CREDITS: 120)**

- Introduction to Information Technology
- Introduction to Hospitality Industry
- Catering Service
- Food Hygiene and Safety
- Japanese Language I
- Legal Aspects in Hospitality
- Baking and Pastry
- Japanese Language II
- Food and Beverage Cost Control
- Food Catering Operations and Management
- Food and Beverage Menu Planning and Development
- Commercial Food Preparation and Production
- Hospitality Organisational Behaviour
- Managing Guest Service
- Hospitality Professional Development
- Fundamental Cookery
- Statistical Analysis for Business
- Cultural Food Habits
- Hospitality Retail Management
- Procurement Management
- Room Division Management
- Festival and Special Event Management
- Integrated Marketing Communication for Hospitality and Catering
- Hospitality and Catering Strategic Management
- Hospitality and Catering Entrepreneurship
- Financial Accounting for Hospitality and Catering
- Research Methodology for Hospitality and Catering
- Hospitality and Catering Industry Project
- Hospitality and Catering Internship

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**

English Language, Tamadun Islam dan Asia, English for Communication, Contemporary Malaysian Issues, Hubungan Etnik, English for the Humanities, Critical Thinking, Co-curricular
**Diploma in Mass Communication (Advertising)** 2 years

**PROGRAMME OVERVIEW**

This programme encompasses the basic knowledge and practical skills of mass communication and advertising. The programme aims not only to produce advertising personnel who can apply the relevant skills in the field of advertising, but also to offer students a greater depth of knowledge and practical skills in terms of management and persuasive communication, preparing students for a competitive and dynamic industry.

**CAREER PROSPECTS**

- Account Executives
- Media Buyers
- Media Planners
- Advertising & Promotions Personnel
- Social Media Executives
- Brand Executives and Copywriters

**PROGRAMME OUTLINE (TOTAL CREDITS: 94)**

- Introduction to Information Technology
- Introduction to Mass Communication
- Design Fundamentals
- Introduction to Electronic Publishing
- Mass Media and Society
- Chinese Writing for the Mass Media OR Music Appreciation
- Consumer Behaviour
- Introduction to Advertising
- Malaysia: Cultural & Religious Practices
- Basic Photography
- Design for Print
- Advertising Copywriting
- Multimedia for Advertising
- Effects of Advertising
- Communication Law
- Advertising Creative Campaign
- Media Planning
- Measurement of Advertising Effectiveness
- Advertising for Electronic Media
- Translation: BM, English & Chinese OR Translation: BM & English
- Marketing

**ACADEMIC PROGRESSION**

Graduates may be admitted into Year 2 of Bachelor of Communication (Honours) in Advertising.

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**

- English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, Civic Consciousness and Volunteerism, English for IELTS, Co-curricular

**Diploma in Mass Communication (Broadcast Communication)** 2 years

**PROGRAMME OVERVIEW**

This programme entails knowledge and skills for the technical understanding, writing, scripting, presenting and organising of traditional broadcast and new electronic media. There are also other specific courses designed to enhance the depth of knowledge and appreciation to the broadcast communication industry.

**CAREER PROSPECTS**

- TV and Radio programme production
- Disc jockeying and research writing for broadcast media, television, radio and internet-based businesses
- Production houses and advertising agencies
- Creative industries

**PROGRAMME OUTLINE (TOTAL CREDITS: 92)**

- Introduction to Information Technology
- Introduction to Mass Communication
- Chinese Modern Writing OR Music Appreciation
- Chinese Writing for the Mass Media OR Introduction to Drama
- Malaysia: Cultural & Religious Practices
- Basic Photography
- Mass Media & Society
- Broadcast Writing – Radio
- Film & Society
- The Modern Electronic Media
- Radio & DJ
- Applied Photography
- Broadcast Writing – Television
- Globalisation & Communication
- Communication Law
- Malaysia & International Relations
- Videography
- Advertising for the Electronic Media
- Malaysia Constitutional Framework & Policy
- Translation: BM, English & Chinese OR Translation: BM & English
- Media Ethics

**ACADEMIC PROGRESSION**

Graduates may be admitted into Year 2 of Bachelor of Communication (Honours) in Broadcasting.

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**

- English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, Civic Consciousness and Volunteerism, English for IELTS, Co-curricular
Diploma in Mass Communication (Journalism) 2 years

PROGRAMME OVERVIEW
This programme is catered for students who wish to develop a successful career in journalism and the media industry. The programme equips students with practical skills for media reporting with an emphasis on hands-on learning experience. With industry relevant content, the programme offers a holistic learning experience that produces graduates that are employable in the journalism and media industry.

CAREER PROSPECTS
• Journalists and Sub-Editors
• Other career opportunities include researchers and planners with mass media organisations and executive writers in large organisations

ACADEMIC PROGRESSION
Graduates may be admitted into Year 2 of Bachelor of Communication (Honours) in Journalism.

PROGRAMME OUTLINE (TOTAL CREDITS: 94)
• Introduction to Information Technology
• Introduction to Mass Communication
• Introduction to Human Communication
• Chinese Writing for the Mass Media OR Introduction to Drama
• Media Ethics
• Copy Editing
• Malaysia & International Relations
• Photojournalism
• Public Relations
• Introduction to Electronic Publishing
• Malaysia: Cultural & Religious Practices
• Journalism

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:
English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, Civic Consciousness and Volunteerism, English for IELTS, Co-curricular

Diploma in Mass Communication (Media Studies) 2 years

PROGRAMME OVERVIEW
This programme aims to provide students a holistic exposure of media especially in this era of convergence. Students will have greater understanding of the mass media – their functions, impact and future direction. Students will also acquire writing, speaking and audio-visual production skills that enhance their employment for the multifaceted media industries.

CAREER PROSPECTS
• Advertising
• Public relations
• Print media and electronic media
• Writers
• Producers of information
• Media Planner

ACADEMIC PROGRESSION
Graduates may be admitted into Year 2 of Bachelor of Communication (Honours) in Media Studies.

PROGRAMME OUTLINE (TOTAL CREDITS: 92)
• Introduction to Information Technology
• Introduction to Mass Communication
• Chinese Modern Writing OR Music Appreciation
• Mass Media & Society
• Introduction to Advertising
• Film & Society
• Public Relations
• Public Opinion & Persuasion
• Radio & DJ
• Communication Law
• The Modern Electronic Media
• Malaysian Constitutional Framework & Policies
• Production & Publication
• Media Planning

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:
English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, Civic Consciousness and Volunteerism, English for IELTS, Co-curricular
**Diploma in Mass Communication (Public Relations)** 2 years

**PROGRAMME OVERVIEW**
This programme develops students’ knowledge and practical expertise in formulating PR plans and organising publicity events, producing PR writeups and promotional material. To produce capable PR and media relations practitioners, the programme entails courses in PR strategies and tools, PR writing, media relations, media and advertising, public opinion and public speaking. Students’ experiential skills are enhanced via case studies and events.

**PROGRAMME OUTLINE (TOTAL CREDITS: 92)**
- Introduction to Mass Communication
- Introduction to Information Technology
- Chinese Modern Writing OR Introduction to Drama
- Mass Media & Society
- Introduction to Electronic Publishing
- Chinese Writing for Mass Media OR Psychology I
- Public Relations
- The Modern Electronic Media
- Basic Photography
- Malaysia: Cultural and Religious Practices
- Public Relations Writing
- Public Speaking
- Public Opinion & Persuasion
- Consumer Behaviour
- PR Strategies & Tools
- Media & Advertising
- Communication Law
- Translation: BM, English & Chinese OR Translation: BM & English
- Production and Publication
- Malaysian Constitutional Framework & Policies

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**
English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, Civic Consciousness and Volunteerism, English for IELTS, Co-curricular

**ACADEMIC PROGRESSION**
Graduates may be admitted into Year 2 of:-
- Bachelor of Public Relations (Honours)
- Bachelor of Corporate Communication (Honours) (Entry into Year 1 Semester 3)

**CAREER PROSPECTS**
- Public relations
- Advertising
- Marketing communication
- Events management
- Media
- Hospitality
- Customer relations
- Media
- Advertising
- Marketing communication
- Events management
- Media
- Hospitality
- Customer relations

**Diploma in Social Science (Counselling)** 2 years

**PROGRAMME OVERVIEW**
This programme aims at producing graduates for employment in counselling-related fields and covers various aspects of human behaviours, affection and experiences. This programme is designed to provide students with a platform for building skills and knowledge in the helping profession. Students learn to appreciate and understand different aspects of counselling skills, theoretical perspectives in psychology and basic management.

**PROGRAMME OUTLINE (TOTAL CREDITS: 95)**
- Introduction to Information Technology
- Psychology I
- Introduction to Counselling
- Introduction to Sociology
- Psychology II
- Theories of Counselling & Psychotherapy
- Introduction to Social Psychology
- Malaysia: Cultural & Religious Practices
- Leadership Skills
- Interpersonal Communication Skills
- Developmental Psychology
- Vocational & Career Counselling
- Counselling Methods & Techniques I
- Counselling Skills
- Industrial & Organisational Psychology
- Group Dynamics
- Ethical & Legal Aspects of Counselling
- Methods of Research in Psychology & Counselling
- Abnormal Psychology
- Counselling Practicum

**CAREER PROSPECTS**
- Counselling
- Social work
- Personnel/human resource management, whereby the desire to help others and interpersonal skills are needed
- Work-related to psychology at hospitals, mental health organisations, business organisations or nongovernmental organisations

**ACADEMIC PROGRESSION**
Graduates may be admitted into Year 2 of Bachelor of Social Science (Honours) in Psychology.

**PROGRAMME OVERVIEW**
Graduates may be admitted into Year 2 of:-
- Bachelor of Public Relations (Honours)
- Bachelor of Corporate Communication (Honours) (Entry into Year 1 Semester 3)

**CAREER PROSPECTS**
- Public relations
- Advertising
- Marketing communication
- Events management
- Media
- Hospitality
- Customer relations
- Media
- Advertising
- Marketing communication
- Events management
- Media
- Hospitality
- Customer relations

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**
English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, Civic Consciousness and Volunteerism, English for IELTS, Co-curricular

**ACADEMIC PROGRESSION**
Graduates may be admitted into Year 2 of Bachelor of Social Science (Honours) in Psychology.
PROGRAMME OVERVIEW

The hospitality industry is diverse in nature and provides abundant job opportunities worldwide. This programme is designed with an objective to adapt students to the dynamic hospitality environment. Students will not only acquire practical skills in food and beverage operations and rooms division operations but also managerial skills during their studies and hence when they graduate, they are highly employable globally and locally.

CAREER PROSPECTS

- Chain hotels
- Thematic resorts and spa,
- Cruise
- Recreational fields such as theme parks, amusement parks, entertainment field and event organisations located locally as well as internationally

ACADEMIC PROGRESSION

Graduates may be admitted into Year 2 of:
- Bachelor of Hospitality Management (Honours)
- Bachelor of Hospitality and Catering Management (Honours)

PROGRAMME OUTLINE (TOTAL CREDITS: 94)

- Economics for Hospitality Industry
- Introduction to Hospitality Industry
- Marketing for Hospitality Management
- Introduction to Information Technology
- Food and Beverage Management
- Food Preparation I (Practicum)
- Hospitality Accounting
- Food & Beverage Cost Control
- Hotel Management & Operations
- Food Preparation II (Practicum)
- Restaurant Management
- Housekeeping Management
- Front Office Management
- Principles of Management & Human Resource
- Hospitality Law
- Principles of Services
- Marketing & Management
- Baking & Pastry
- Industrial Attachment
- Maintenance & Engineering Systems
- Kitchen Management & Sanitation

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:


PROGRAMME OVERVIEW

The Malaysia's hospitality industry is experiencing healthy growth in hotel openings and hospitality-related services through the steady flow of business travellers, tourists and popularity as a destination of MICE (Meetings, Incentives, Conventions and Exhibitions). As a result, ample of employment opportunities are available in hotels, resorts, restaurant and airlines. This programme is designed to provide students with comprehensive operational and technical skills for successful careers in the hospitality industry. Special emphasis is placed on the hospitality operations, customer skills, communication, and cultural diversity. Hence, students will be given learning opportunities that combines theory and practical where they exercise their skills and gain deep insight knowledge in a hospitality simulated environment.

CAREER PROSPECTS

- Hotels
- Resorts
- Restaurants
- Airlines
- Cruise line
- Events companies

ACADEMIC PROGRESSION

Graduates may be admitted into Year 2 of:
- Bachelor of Hospitality Management (Honours)
- Bachelor of Hospitality and Catering Management (Honours)

PROGRAMME OUTLINE (TOTAL CREDITS: 94)

- Economics for Hospitality Industry
- Introduction to Hospitality Industry
- Marketing for Hospitality Management
- Introduction to Information Technology
- Food and Beverage Management
- Food Preparation I (Practicum)
- Hospitality Accounting
- Food & Beverage Cost Control
- Hotel Management & Operations
- Food Preparation II (Practicum)
- Restaurant Management
- Housekeeping Management
- Front Office Management
- Principles of Management & Human Resource
- Hospitality Law
- Principles of Services
- Marketing & Management
- Baking & Pastry
- Industrial Attachment
- Maintenance & Engineering Systems
- Kitchen Management & Sanitation

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

Programmes Offered

Diploma in Hospitality Management (Tourism) 2 years

PROGRAMME OVERVIEW
The tourism industry in Malaysia is one of the fastest growing industries with significant contributions to the national economy. As this sector grows, there will be greater emphasis and commitment to expand and improve tourism products and services. This programme will involve students in the context of travel-related business, such as marketing, foreign languages, and convention and meeting management. Special emphasis is placed on the development of interpersonal, communication and critical thinking skills. Graduates would have developed a mature understanding of their field through lecture, class discussion, case studies, field trip as well as industrial attachment.

CAREER PROSPECTS
• Tourism industry, e.g. work in travel agencies, tourist attractions, resorts and hotels
• Administrators, planners or executives, tour leaders in the industry
• Research and development, tourism marketing, eco-tourism, tourist attraction, conferences, exhibition centres and travel agencies

PROGRAMME OUTLINE (TOTAL CREDITS: 93)
• Economics for Hospitality Industry
• Introduction to Hospitality Industry
• Introduction to Travel Industry
• Marketing for Hospitality Management
• Introduction to Information Technology
• Hospitality Accounting
• Introduction to Transportation Services
• Principles of Tourism
• Geography of Travel & Tourism Industry
• Principles of Ticketing, Fares & International Travel
• Basic Management Principles

ACADEMIC PROGRESSION
• Travel Agency & Tour Operations
• Tourism Planning
• Hospitality Law
• Principles of Services Marketing & Management
• Convention & Meeting Management
• The Management of International Tourism
• Industrial Attachment
• Development and Management of Visitor Attractions
• Tourism in South East Asia

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:

Diploma in Culinary Arts 2 years 4 months

PROGRAMME OVERVIEW
The culinary sector continues to play an important role in generating income and employment for Malaysia. As the government continues to support in upgrading various infrastructure facilities to attract more tourists to Malaysia, the industry needs to focus on providing leading edge culinary facilities to complement local organisations in Malaysia, as well as foreign tourists and world-class companies. This programme prepares students to develop artistic flair and provides the opportunity to practice their cooking skills in our well-equipped kitchen. It is designed to equip students with personal and professional skills crucial to succeed in the hospitality industry. Further to this, the programme also emphasizes on teamwork which is essential in order to work in a successful kitchen environment.

CAREER PROSPECTS
• Kitchen Chefs
• Kitchen Executives
• Food and Beverage Entrepreneurs
• Food and Beverage Executives
• Catering Managers

PROGRAMME OUTLINE (TOTAL CREDITS: 93)
• Introduction to Hospitality Industry
• Marketing for Hospitality Management
• Introduction to Information Technology
• Food Commodities
• Fundamental Cooking and Larder
• Food and Beverage Service
• Food Management
• Hospitality Accounting
• Western Cuisine
• Nutrition

ACADEMIC PROGRESSION
• Asian Cuisine
• Butchery
• Catering System and Operation
• Garde Manger
• Patisserie
• Industrial Attachment
• Food and Beverage Control
• Food Artistry
• Legal Aspect in Hospitality
• Restaurant Business Operation

LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:
**Programme Overview**

This programme is designed to provide a practical overview of the function, skills and knowledge required to plan, organise, manage, promote and evaluate a festival, convention, trade show or special event. Through lectures, fieldwork, case studies and practical applications, students will gain insight into the management and operations in this dynamic field. Business courses such as accounting, marketing and business communications are added to enhance students’ holistic experience in managing events.

**Career Prospects**

- Hotels
- Resorts
- PR and event management companies and convention centres
- Events Executives, Convention Sales Executives, Marketing Executives and PR Executives in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

**Programme Outline (Total Credits: 90)**

- Principles of Economics
- Marketing for Hospitality Industry
- Hospitality Accounting
- Introduction to Information Technology
- Introduction to Event Industry
- Principles of Events Planning & Management
- Basic Management Principles
- Visual Software for Events
- Catering & Employment Law
- Catering Management
- Convention Sales & Services Operations
- Project Proposal & Preparation
- Event & Destination Management
- Event Coordination & Implementation
- Service Marketing & Management
- Industrial Attachment
- Food and Beverage for Event Management
- Art Law
- Multimedia Video & Audio
- Interface Design
- Instructional Design
- 2D Animation
- Multimedia Design Project
- 3D Modelling

**Language, Mata Pelajaran Pengajian Umum (MPU) and Co-curricular Courses:**


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**Programme Overview**

The Diploma in Multimedia Design programme offers the opportunity to explore an extensive multimedia education where you will be taught the way to integrate the theoretical, creative, conceptual and technical aspects of design and development through the use of modern technology. The Multimedia Design programme enables you to communicate your own ideas and interests, and become a contemporary visual artist and interactive media designer. You’ll build a range of interactive media production skills, including design, motion graphics, web coding, video and sound editing, prototyping, graphics production and interactive design.

This programme offers a practical hands-on experience across a wealth of multimedia design courses and will cultivate teamwork and project management skills through group assignments that will prepare you for collaborative projects in the industry.

Overall, the Diploma in Multimedia Design programme prepares you for a transition into the Bachelor of Creative Multimedia (Honours) in Multimedia Design from which you will graduate to work in a wide range of multimedia positions.

**Career Prospects**

- Multimedia Designers
- Character Designers
- Web Designers
- Animators
- Game Designers
- Interface & Instructional Designers
- Web Page Designers
- Designers and Assistant Designers

**Programme Outline (Total Credits: 92)**

- Introduction to Illustration
- Image Manipulation
- Introduction to Art
- Colour Studies
- Conceptual Design
- Digital Illustration
- Fundamentals of Web Page
- Basic Typography
- Basic Photography
- Creative & Critical Thinking
- Digital Typography
- Applied Photography
- Multimedia Authoring
- Arts Law
- Cell Animation
- Multimedia Video & Audio
- Interface Design
- Instructional Design
- Interactive Web Design
- 2D Animation
- Multimedia Design Project
- 3D Modelling

**Language, Mata Pelajaran Pengajian Umum (MPU) and Co-curricular Courses:**

English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, English for IELTS, Civic Consciousness and Volunteerism, Co-curricular
**Programmes Offered**

**Diploma in Graphic Design**

**2 years**

**PROGRAMME OVERVIEW**

The Diploma in Graphic Design programme develops your creative passion into an integrated curriculum that focuses on cultivating conceptual and technical design skills. The programme provides you with a sturdy foundation on vocational focus that enhances your practical skills with emphasis on the importance of design concepts, design fundamental and processes.

Throughout your study, you will be challenged through a range of individual and group assignments about the critical role and impact of graphic design basics. You will have the opportunity to explore a wide range of creative and/or digital medium to broaden your perspectives. You will also indulge into creative areas essential to the development of a trained graphic designer, while at the same time developing your progressive graphic design portfolio.

Overall, the Diploma in Graphic Design programme aims to prepare you for a transition into the Bachelor of Design (Honours) in Graphic Design from which you will graduate as a professional graphic designer.

**CAREER PROSPECTS**

- Visualisers
- Illustrators
- Photographers
- Signage Designers
- Graphic Designers
- In-House Designers
- Character Designers
- Typography Designers
- Web Page Designers
- General Merchandisers
- Instructional Designers
- Event Display Designers
- Sales Promotion Designers
- Support staff in mass media organisations
- Advertising Agencies & Publishing Agencies

**ACADEMIC PROGRESSION**

Graduates may be admitted into Year 2 of Bachelor of Design (Honours) in Graphic Design.

**PROGRAMME OUTLINE (TOTAL CREDITS: 95)**

- Introduction to Information Technology
- Creative & Critical Thinking
- Design Fundamentals
- Drawing: Dry Media
- Introduction to Art
- Basic Photography
- Colour Studies
- Design for Print
- Introduction to Advertising
- Drawing: Wet Media
- Typography
- Fundamentals of Web Page OR Introduction to Drama
- Arts Law
- Applied Photography
- Drawing: Mixed Media
- Digital Typography
- Packaging Design
- Digital Illustration OR Music Appreciation
- Design for Creative Industry
- Print Production
- Commercial Design
- Editorial Design
- Exhibit Design
- Graphic Design Final Project

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**

English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, Social and Work Etiquette, English for IELTS, Civic Consciousness and Volunteerism, Co-curricular

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**Diploma in Fashion Design**

**2 years**

**PROGRAMME OVERVIEW**

This programme fosters your creativity to develop a personal signature style and specialised practical knowledge for the world of fashion. It nurtures students to play a key role as an authentic designer for entry-level positions in the fashion design industry. Students will learn to research, analyse, experiment, discover and innovate with a solid training in crafts such as pattern design, embroidery, printing and draping.

This programme enables graduating fashion designers to be competitive within the local and international fashion industry by combining creative and intellectual approaches to visual-design innovations with strong theoretical and practical elements.

At the end of the programme, you would have gained the knowledge and ability to start your own business, be ready to enter the workplace and embark on a brilliant professional career as a successful Fashion Designer or other positions in the fashion industry. Students will have the opportunity to learn to think critically about design. Students can also move on to the development of collections, with opportunities to present their work in fashion shows and competitions.

**CAREER PROSPECTS**

- Fashion Designers
- Fashion Stylists
- Pattern Makers
- Assistant Designers
- Fabrication and Trim Buyers
- Merchandisers
- Fashion Illustrations
- Assistant Designers
- Assistant Technical Designers
- Textiles Artists
- Workroom Assistants
- Assistant Merchandisers

**ACADEMIC PROGRESSION**

Graduates may be admitted into Year 2 of Bachelor of Design (Honours) in Fashion Design.

**PROGRAMME OUTLINE (TOTAL CREDITS: 93)**

- Introduction to Information Technology
- Fashion Fundamentals
- Draping
- Figure Drawing
- Fashion Design Concepts
- Costume History
- Introduction to Art
- Basic Photography
- Fashion Illustration and Presentation
- Colour Studies
- Textile Materials
- Fashion Image
- Visual Merchandisers
- Pattern & Garment Constructions
- Applied Photography
- Embroidery Handwork
- Fashion Accessories
- Computer Aided Textile & Fashion Design
- Fashion Synthesis
- Fashion Retailing
- Visual Merchandising
- Fashion Design Project
- Fashion Productions

**LANGUAGE, MATA PELAJARAN PENGAJIAN UMUM (MPU) AND CO-CURRICULAR COURSES:**

English Language, Pengajian Malaysia 2, Bahasa Kebangsaan A, English for Communication, English for IELTS, Social and Work Etiquette, Civic Consciousness and Volunteerism, Co-curricular