

SCHOOL OF ARTS, HUMANITIES & SOCIAL SCIENCES



Bachelor of New Media Communications (Honours)

(N-DL/321/6/0257) (12/28) (MQA/PA14516) - ODL

PROGRAMME OVERVIEW

The Bachelor of New Media Communications (Honours) is where your online passion becomes your career. Ditch the boring lectures and get hands-on with what you love. We're talking viral content creation, digital storytelling, and building brands that get noticed.

This program is your launchpad. You'll build a killer portfolio and gain the skills to become a social media wizard, digital strategist, or creative powerhouse. Join now and start making wave for an exciting future

LEARNING OUTCOMES

- Analyse systematically advanced knowledge related to new media communication fields.
- Propose ideas using specific communication concepts for effective solutions and decisions in new media communication fields.
- Organise industry-related projects in new media communication fields.
- Assume responsibility for effective teamwork and anticipatory thinking in new media communication fields.
- Integrate various normative forms of communication skills to diverse audiences in new media communication fields.
- Exhibit digital and media information literacy through various contexts in new media communication fields.
- Apply data analysis and critical thinking in new media communication fields.
- Demonstrate appropriate leadership styles and integrated problem solving within diversified environments in new media communication fields.
- Appreciate self-directed lifelong learning and strategic thinking skills for sustainable development practices in new media communication fields.
- Adapt entrepreneurial skills and collaboration, for innovative ventures in new media communication fields.
- Adopt ethical standards, professionalism, and self-awareness in new media communication fields.

PROGRAMME STRUCTURE

COMMON CORE SUBJECTS

- Basics of English Grammar
- Introduction to Mass Communication
- Audio Design and Effects
- Advertising Design
- Principles of Media Psychology
- Animation Production
- Communication Theory
- Creative Copywriting
- Digital Culture
- Basic Drawing
- Digital Story Telling
- Social Media Marketing
- Introduction to E-Commerce
- Basic 3D Modelling
- Digital Photography and New Media
- Creative Content Development I
- Creative Content Development II
- Media Law and Ethics
- Smartphone Photography
- Creative Drawing for Animation
- Integrated Marketing Communication

- Social Media Crisis Communication
- Mass Communication Research
- Event Management
- Academic Writing for Mass Communication

INDUSTRIAL TRAINING & REPORTS OR VIDEO PRODUCTION / DOCUMENTARY

UNIVERSITY COMPULSORY SUBJECTS

- Information Literacy & Research Skills 2
- Entrepreneurship in Asia

GENERAL SUBJECTS

Malaysian Student

- Philosophy and Current Issues
- Appreciation of Ethics & Civilization
- Academic Writing
- Philosophy and Current Issues
- Social Responsibility Project

International Student

- Malay Language and Communication II
- Philosophy and Current Issues
- Academic Writing
- Comparative Ethics
- Social Responsibility Project II

PROGRAMME DELIVERY

Delivery Mode	Full-Time Study	Part-Time Study
Open & Distance Learning (ODL)	-	5 years

ENTRY REQUIREMENTS

DIRECT ENTRY

1. A pass in STPM or its equivalent, with a minimum of Grade C (GPA 2.00) in any TWO subjects and a credit in English at SPM or its equivalent; OR
2. A pass in STAM with a minimum grade of Jayyid and a credit in English at SPM or its equivalent; OR
3. A Diploma (Level 4, MQF) or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR
4. A Diploma in Media and Communication (Level 4, MQF) field or its equivalent; OR
5. Certificate Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent; OR
6. A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; OR
7. A Diploma Lanjutan Kemahiran Malaysia (DLKM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; OR
8. Other relevant and equivalent qualifications recognised by the Malaysian Government. (Candidates can be admitted if their admission qualification contains English subject (s) equivalent to English at the SPM level. If it is

not equivalent, a reinforcement of an English subject equivalent to the SPM level must be offered before enrolment).

Notes:

- Candidates with a pass in English at SPM level (or English equivalent to SPM) need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.
- Candidates without an English subject in their admission qualification need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.
- Students are required to pass the reinforcement English before being allowed to take related core courses.
- Students from Matriculation / Foundation or its equivalent can be exempted from taking reinforcement English, provided that the English offered at that programme level is equivalent / higher than English offered at SPM level.

ELCR Band (International Students Only):

Minimum score of 5.0 for IELTS OR its equivalent.

APEL ENTRY

This applies to candidates who are:

- At least 21 years of age in the year of application
- Possess relevant working experience.

**Terms and Conditions Apply*