ABOUT UNIVERSITI POLY-TECH MALAYSIA

Universiti Poly-Tech Malaysia, also known as UPTM, is an institution of higher learning has built itself upon years of continuous improvements and change leading to a wealth of experience and wisdom.

At UPTM, the focus is on providing a comprehensive education that goes beyond theoretical knowledge to include the development of essential human attributes, attitude, and aptitude. The university's committed educators work tirelessly to ensure that every student receives personalised attention and support that enables them to realise their full potential.

UPTM's curriculum is anchored in contemporary technologies and business education, offering students a wide range of innovative courses that challenge and stimulate their skills and expertise essential for them to thrive in the fast-paced world of business. It is important to note that Poly-Tech, in this context, refers to the incorporation of cutting-edge technologies into business education, and should not be confused with technical or vocational education.

On the overall, the university's emphasis is on producing graduates who are not only highly skilled and knowledgeable, but also possess the essential qualities of professionalism, ethical responsibility, and social awareness. With its unwavering commitment to academic excellence, UPTM stands out as an institution of higher learning that prepares students for successful careers and meaningful lives.

VISION

To become a university of choice in nurturing professionals impacting the nation.

MISSION

- Develop ethical, holistic and balanced professional
- To utilize knowledge and innovative contemporary technologies to contribute towards the development of the nation.

MOTTO

Trusted ● Caring ● Resilient ● Respected

OBJECTIVES

- To provide opportunities to pursue professionally recognised programmes.
- To provide vibrant and invitational programmes relevant to current market needs and customers' demands.
- To design programmes that inculcate graduates' synergetic talents.
- To ensure that graduates are adequately prepared for the local and global workforce.
- To establish human resource development programmes as tool for assimilating the value of society.
- To establish a distinctive and accountable centre of excellence in managing research, consultation and services.

TABLE OF CONTENT

PAGE

MESSAGE FROM THE PRESIDENT

I am honored to welcome you to the University Poly-Tech Malaysia (UPTM), an esteemed academic institution based at the heart of the capital city of Malaysia. As the President of UPTM, I am excited to invite you to join our community of scholars, where you will have the opportunity to develop into ethical, holistic, and balanced professionals who can impact the nation positively.

UPTM has undergone a remarkable transformation from a college to a university college and now a full-fledged university. This growth is a testament of our commitment to academic excellence and our dedication in providing a conducive learning environment. Our vision is to become a university of choice in nurturing professionals who can make a difference in society. We aim to achieve this by providing our students with the necessary skills, knowledge, and values to excel in their chosen fields.

At UPTM, our mission is to develop ethical, holistic, and balanced professionals who can contribute to the development of the nation using knowledge and innovative contemporary technologies. We strive to ensure that our graduates possess the necessary skills to thrive in a competitive global environment. Our curriculum is designed to challenge our students while also nurturing their intellectual curiosity.

Our university's core values are based on trust, care, resilience, and respect, which guide us in all our interactions with students, faculty, and staff. We pride ourselves on our inclusivity, diversity, and the community of scholars that we have built over the years. We are confident that you will find a home at UPTM, where you can grow and learn alongside other ambitious students.

I welcome you to explore our website and learn more about UPTM. Our dedicated faculty and staff are always to answer any questions you may have about our programs, admissions process, or campus life. We hope to hear from you soon and look forward to welcoming you to our university.

Sincerely,

President
University Poly-Tech Malaysia

INTRODUCTION

The Diploma in Corporate Communication program is designed for individuals who seek a qualification in Corporate Communication, either as a standalone degree or as a step towards a Bachelor of Arts degree. This program is well-suited for those interested in language and communication or those who aspire to pursue further studies at the degree level.

The program offers a comprehensive understanding of the basics of communication to equip students with the necessary skills to improve their corporate communication abilities. It also enables students to develop a mature outlook towards independent thinking and decision-making.

Through the program, students gain insight into the art of communication, including strategic planning, communication design, digital media, public relations, and corporate branding. The curriculum is designed to enhance students' skills in written and verbal communication, critical thinking, problem-solving, and decision-making.

Overall, the Diploma in Corporate Communication program is an excellent choice for individuals seeking a comprehensive and practical understanding of corporate communication to advance their career prospects.

COURSE DETAILS
Programme: Diploma in Corporate Communication
Programme Code: BK101
Medium of Instruction: English
Reference: R2/321/4/0104 07/2024 A10130

PROGRAMME INFORMATION

1.	Programme Title	:	Diploma in Corporate Communication
2.	Programme Code	:	BK101
3.	Duration	:	2 Years and 4 Month
4.	Total Credit Hours	:	92
5.	Medium of Instruction	:	English

6. Entry Requirement   :   Passed Sijil Pelajaran Malaysia (SPM) or equivalent, with a minimum of 3 credits in any subject, including English;

<div align="center">OR</div>

Passed in Sijil Tinggi Persekolahan Malaysia (STPM) or its equivalent, with a minimum of Grade C (GP 2.00) in any subject and a credit in English at SPM or its equivalent;

<div align="center">OR</div>

Passed in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of *Maqbul* and a credit in English at SPM or its equivalent;

<div align="center">OR</div>

Passed in SKM level 3 and passed SPM with a credit in English;

<div align="center">OR</div>

A Certificate or its equivalent and a credit in English at SPM or its equivalent;

<div align="center">OR</div>

A Certificate in Media and Communication or its equivalent

<div align="center">AND (JIKA ADA)</div>

For international students, Test of English as a Foreign Language (TOEFL) score of 500 OR International English Language Testing System (IELTS) score of 5.0 OR its equivalent.

7. Programme   :
    Educational Objectives

    Upon completion, the Diploma in Corporate Communication program will produce graduates who are able to:

    PEO1 :   have relevant and related knowledge with practical skills capable of using appropriate numerical techniques and digital technologies to provide solutions in corporate communication.

    PEO2 :   lead with autonomy and accountability, as well as communicate and interact effectively with internal and external stakeholders.

    PEO3 :   uphold and defend ethical and professional practices in maintaining self and profession integrity.

    PEO4 :   have positive attitudes, commitment for lifelong learning and entrepreneurial mind-set for self and career progression.

8. Programme Outcomes   :

    Upon completion of the programme, graduates should be able to:

    PLO1 :   Apply relevant areas of theoretical and technical knowledge in the related areas of study. (Knowledge and understanding-CLUSTER 1)

    PLO2 :   Apply problem skills in making decisions and providing solutions to related problems. (Cognitive skills – CLUSTER 2)

    PLO3 :   Prepare related materials and information for internal and external corporate communication purposes. (Practical skills – CLUSTER 3A)

    PLO4 :   Interact and work effectively with diverse group of stakeholders. (Interpersonal skills – CLUSTER 3B)

    PLO5 :   Apply good communication skills using appropriate forms of presentation in conveying ideas to internal and external stakeholders. – CLUSTER 3C)

    PLO6 :   Utilise a broad range of digital and technology softwares / applications in providing information. (Digital skills – CLUSTER 3D)

7

PLO7 : Use numeracy skills for problem-solving and analyzing data. (Numeracy skills – CLUSTER 3E)

PLO8 : Demonstrate leadership, accountability and autonomy in undertaking assigned tasks and responsiblities. (Leadership, autonomy and responsibility - CLUSTER 3F)

PLO9 : Commit to principles of lifelong learning in academic and career progression. (Personal skills – CLUSTER 4A)

PLO10 : Apply entrepreneurial mindset in delivering solutions under changing industry landscape. (Entrepreneurial skills – CLUSTER 4B)

PLO11 : Uphold professional and ethical practices in providing assigned tasks and duties. (Ethics & professionalism – CLUSTER 5)

9. Awarding Body : Universiti Poly-Tech Malaysia

10. Programme Standards : Media and Communication Studies (2014)

PROGRAMME STRUCTURE

DIPLOMA IN CORPORATE COMMUNICATION

Year 1 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	**Final Assessment**
CCM1013	Introduction to Human Communication	Common Core	3	120	None	60%	40%
CMM1013	Introduction to Mass Communication	Common Core	3	120	None	60%	40%
CCM1023	Business Communication	Common Core	3	120	None	70%	30%
CCM1033	Introduction to Organisational Communication	Discipline Core	3	120	None	60%	40%
EGN1013	Proficiency English I	Common Core	3	120	None	60%	40%
MMC1133	Desktop Publishing	Common Core	3	120	None	60%	40%
	Total		**12**				

Year 1 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	**Final Assessment**
CMM1023	Essential of Digital Photography	Common Core	3	120	None	60%	40%
COC1013	Public Relations	Discipline Core	3	120	None	60%	40%
CMM2053	Writing for the Mass Media	Discipline core	3	120	None	80%	20%
EGN2023	Proficiency English II	Common Core	3	120	EGN1013	60%	40%
UCSUCS2013/ UCS2033/ UCS2053	Arabic /Mandarin /French	Compulsory Module	2	120	None	60%	40%
MPU2182	Penghayatan Etika Dan Peradaban	Compulsory Module	2	80	None	70%	30%
MPU2132	Bahasa Melayu Komunikasi 2 (Pelajar Antarabangsa)(Pelajar Antarabangsa)			80	None	60%	40%
	Total		**16**				

Year 1 Semester 3

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
COC2043	Crisis Management and Communication	Discipline core	3	120	None	60%	40%
ITC1093	Data Analytics	Compulsory Core	3	120	None	70%	30%
MMC1033	Introduction to Corporate Website	Elective Module	3	120	None	50%	50%
CMM1033	Introduction to Online Journalism			120	None	80%	20%
	Total		**9**				

Year 2 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
CCM2013	Cross-Cultural Communication	Common Core	3	120	None	60%	40%
COC2024	Communication, Society and Change	Discipline core	4	160	None	80%	20%
COC2013	Fundamental of Corporate Communication	Discipline core	3	120	None	60%	40%
COC2033	Introduction to Public Relations Campaign	Discipline Core	3	120	None	60%	40%
CMM2043	Introduction to New Media	Common Core	3	120	None	60%	40%

				80	None	70%	30%
MPU2212	Bahasa Kebangsaan A (Pelajar Tiada Kredit BM SPM)	Compulsory Module	2	80	None	70%	30%
MPU2352	Pengajian Islam 2 (Pelajar Muslim)			80	None	70%	30%
MPU2322	Ethics And Moral 2 (Pelajar Bukan Muslim)			80	None	70%	30%
	Total		**18**				

Year 2 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	**Final Assessment**
COC3014	Corporate Communication Final Project	Discipline core	4	160	COC2013	80%	20%
CCM2023	Communication Law	Discipline core	3	120	None	60%	40%
ADV3023	Introduction to Advertising	Discipline core	3	120	None	60%	40%
EGN3063	Advanced English	Common Core	3	120	EGN2023	60%	40%
MPU2412	Khidmat Masyarakat 1	Compulsory Module	2	80	None	90%	10%
	Total		**15**				

Year 2 Semester 3:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ADV3033	Integrated Marketing Communication	Common Core	3	120	None	60%	40%
EGN2043	English for the Workplace	Common Core	3	120	None	60%	40%
UCS2083	Entrepreneurship with Digital Application	Compulsory Module	3	120	None	60%	40%
	Total		9				

Year 3 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
COC3017	Industrial Training	Industrial Training	7	280	Pass All subject (2 pointer above)	60%	40%
	Total		7				

List of Elective Courses

1. MMC1033   Introduction to Corporate Website
2. CMM1033   Introduction to Online Journalism

13

COURSE INFORMATION

INTRODUCTION TO HUMAN COMMUNICATION (CCM1013)
Prerequisite: None

This course offers foundation understanding of the major areas of human communication, emphasizing the skills of interpersonal interaction, small group communication, interviewing & public speaking.

INTRODUCTION TO MASS COMMUNICATION (CMM1013)
Pre-requisite: None

This subject prepares students to be concerned with critical analysis of mass communication theories and their effects. Mass communication is a major source of information, companionship, and entertainment. Mass communication does not include personal kinds of mediated interaction, such as communication with others on the Internet or participation in electronic bulletin boards and discussion group. It concludes media effects on our thinking and behaviour and the understanding of social life.

BUSINESS COMMUNICATION (CCM1023)
Pre-requisite: None

The course is designed to introduce students to the fundamentals of international business communication. It will concentrate on the importance of effective communication in a business environment. Students will look at the different types of business correspondence and communication tools used in reaching local and international audiences, and learn how to use these tools effectively. This involves extensive writing improvement exercises through the writing of effective communication for selected business scenarios whereby students will be exposed to various aspects of communication skills.

INTRODUCTION TO ORGANISATIONAL COMMUNICATION (CCM1033)
Pre-requisite: None

This subject prepares students with basic knowledge on the flow of communication within organisation and how communication helps an organisation achieve its objective.

ESSENTIAL OF DIGITAL PHOTOGRAPHY (CMM1023)
Pre-requisite: None

This subject prepares students to handle camera and organise photos as the story which is required in the field of communication. It also provides good and high values in news story/production

PUBLIC RELATIONS (COC1013)
Pre-requisite: None

This course introduces communication process that builds mutually beneficial relationships between organizations and their publics. It covers the public relations (PR) history, the industry, the trends, and PR strategies and tactics. It equips students with the understanding of the importance of PR roles in different areas that deals with different publics

WRITING FOR THE MASS MEDIA (CMM2053)
Pre-requisite: None

This subject prepares students with the basic writing format for communication materials as well as understanding the use of different media related to communication

CRISIS MANAGEMENT AND COMMUNICATION (COC2043)
Pre-requisite: None

This subject draws on issues lifecycle, management plan, leading act practices and case studies. Students who successfully complete this subject will be able to identify crisis and implement effective crisis communication strategic, manage emergence issues, and analyse plus develop crisis responses.

INTRODUCTION TO ONLINE JOURNALISM (CMM1033)
Pre-requisite: None

This course provides an overview of the online journalism with a focus on the Internet news content. It introduces online news production and its practical skills to produce news in the new media.

CROSS-CULTURAL COMMUNICATION (CCM2013)
Pre-requisite: None

This subject prepares students to determine the meaning given to communication, events and situation. Its aim is to achieve successful intercultural communication by applying empathy and open manner. Awareness of the different customs, rules and social behaviour in different cultures reduces the barriers caused by prejudice, stereotypes and discrimination.

15

COMMUNICATION, SOCIETY AND CHANGE (COC2024)
Pre-requisite: None

This subject prepares the students with the core fundamental of communication & society. Emphasis will be placed upon the relationship between sharing of meaning & communication. The relationship between media ownership & power will also be discussed. The effects of the media upon the audience and vice-versa will be considered within the context of national & international environments.

FUNDAMENTAL OF CORPORATE COMMUNICATION (COC2013)
Pre-requisite: None

This subject prepares students with basic knowledge on public relations concept and activities in order to develop a good corporate image for an organisation through its corporate communication activities.

INTRODUCTION TO PUBLIC RELATION CAMPAIGN (COC2033)
Pre-requisite: None

This subject is designed to offer in depth approach to public relations planning and it is built on a step-by-step unfolding of the planning process most often use in public relation with explanation, examples and exercises that combined to guide students towards a contemporary understanding of the profession.

INTRODUCTION TO NEW MEDIA (CMM2043)
Pre-requisite: None

This course covers the evolution, terms and concepts of new media. It covers the global, economic, political and social issues related to new media.

CORPORATE COMMUNICATION FINAL PROJECT (COC3014)
Pre-requisite: COC2013

This subject will give the students the opportunity to plan, implement & evaluate projects. The management of the project will be focused on two orientations; non-profit and profit oriented projects.

COMMUNICATION LAW (CCM2023)
Pre-requisite: None

This subject is designed to introduce students to the concepts and issues related to the law of mass communication. Topics will include (but are not limited to): First Amendment theory, libel, privacy, copyright, access to government information, pornography and obscenity, broadcasting and internet-related issues.

16

INTRODUCTION TO ADVERTISING (ADV3023)
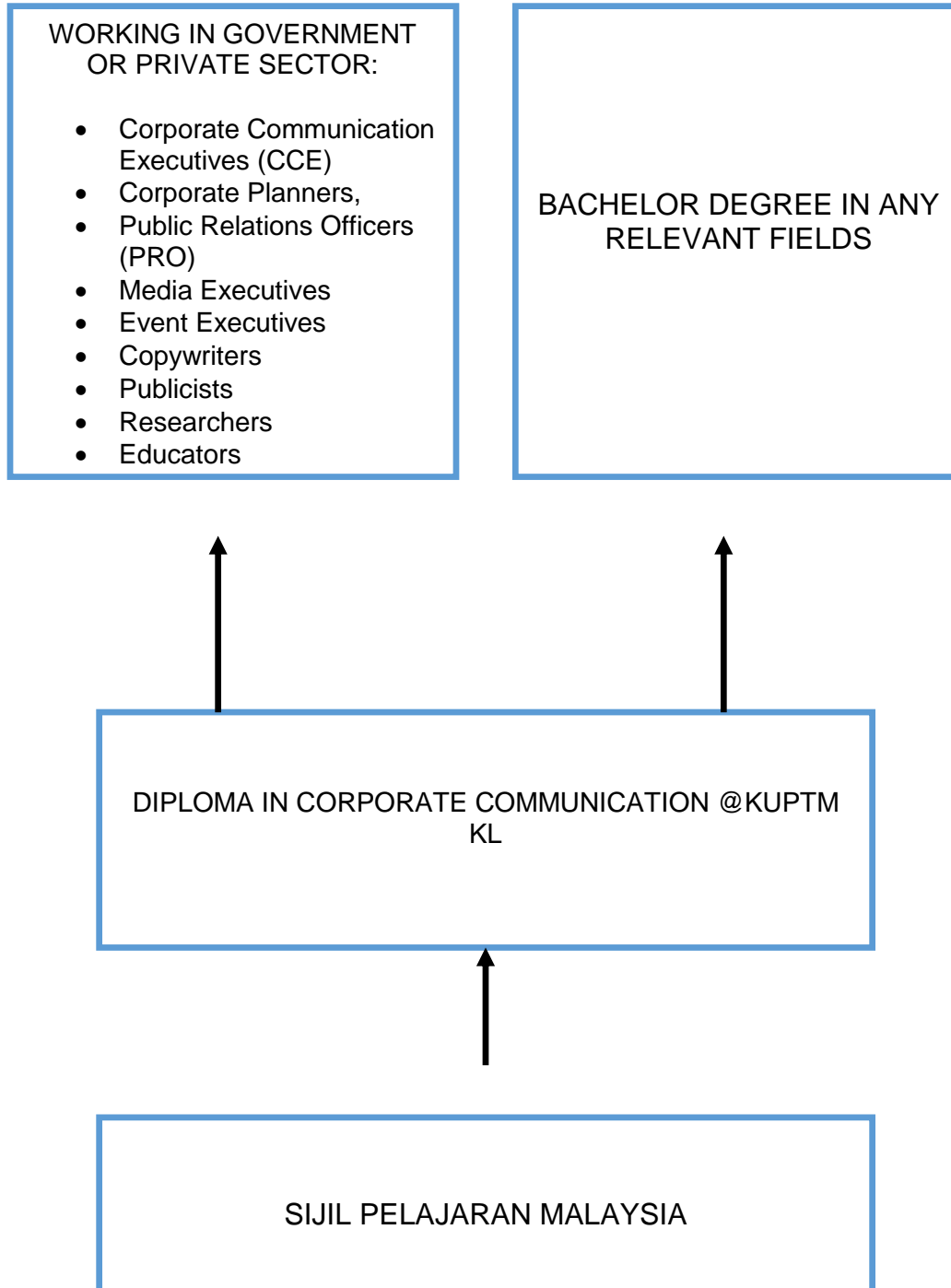**Pre-requisite: None**

This subject prepares students with basic knowledge on the development of mass media and how it can help in providing a good publicity to the organisation.

INTEGRATED MARKETING COMMUNICATION (ADV3033)
Pre-requisite: None

This subject prepares students to enhance understanding of the roles of integrated marketing communication and implement the various elements of promotional needs and overall structure of IMC subject.

STUDY PATH
DIPLOMA IN CORPORATE COMMUNICATION

WORKING IN GOVERNMENT OR PRIVATE SECTOR:

- Corporate Communication Executives (CCE)
- Corporate Planners,
- Public Relations Officers (PRO)
- Media Executives
- Event Executives
- Copywriters
- Publicists
- Researchers
- Educators

BACHELOR DEGREE IN ANY RELEVANT FIELDS

DIPLOMA IN CORPORATE COMMUNICATION @KUPTM KL

SIJIL PELAJARAN MALAYSIA

18

ACADEMIC PLANNER

ACTIVITY	Long Semester	Short Semester
	DAY / WEEK	DAY / WEEK
Registration (New Students)	Day 1	Day 1
Induction	Day 2 - 4	Day 2 - 4
Registration (Returning Students)	Day 3	Day 3
Lectures and Add/Drop Session	Week 1	Week 1
Lectures	Week 1 - 7	Week 1 - 7
Mid-Semester Break	1 Week	
Lectures	Week 8 – 14	
Revision Week	1 Week	
Final Examination	2 Weeks	2 Weeks
Semester Break	5 - 7 Weeks	5 - 7 Weeks

Note: Actual academic calendar can be accessed in the UPTM website at www.uptm.edu.my.

- The University reserves the right to make any changes to the academic calendar when necessary. Students are advised to be aware of announcements regarding changes at all times.

19

ACADEMIC REGULATIONS

- All UPTM students are subjected to the academic rules and regulations as outlined in the Academic Regulations of Universiti Poly-Tech Malaysia (UPTM) (2023 Amendment). A copy of this academic rules and regulations can be accessed in the UPTM website at www.uptm.edu.my.

- All UPTM students pursuing academic programmes in collaboration with professional, local or foreign partner institutions are also subjected to the rules and regulations of the partner institutions. A copy of this handbook can be accessed in the UPTM website at www.uptm.edu.my

20