

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.

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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

Bachelor of Communication (Hons) in Corporate Communication is a degree program that equips individuals to find work within the public relations field, advertising management or broadcast media.

As such, students in this program will learn on how traditional and new media communications can be used to benefit an organisation. An undergraduate program in corporate communications will nurture students to apply basic theories in the workplace. As a result, students are able to have written, oral and digital communication skills. Thus, have depth understanding of business, media, technology and humanities.

Undergraduates will learn benefits and drawbacks of print, electronic and other media as a result from solid comprehension of visual, graphic and digital concepts. This program includes instruction in public relation, leadership, psychology, sociology and mass media field in addition to fulfilling general education requirements.

Since corporate communications programs use multidisciplinary curricular to teach communication methods for a variety of business settings, graduates from this programme will be capable of filling a range of positions in the corporate communication related fields as Corporate Communication Executives (CCE), Corporate Planners, Public Relations Officers (PRO), Media Executives, Event Executives, Copywriters, and Publicists. There are also job opportunities in supporting areas such as marketing, sales, management consultancy and administration. Future graduates will find a good variety of career opportunities in communication related areas in both the private and public sector where the demands for skilled staffs continue to rise.

PROGRAMME INFORMATION

1. Programme Title : Bachelor of Communication (Hons) in Corporate Communication
2. Programme Code : BK201
3. Duration : 3 years
4. Total Credit Hours : 120
5. Medium of Instruction : English
6. Entry Requirement : A pass in Sijil Tinggi Persekolahan Malaysia (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

A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid and a credit in English at SPM or its equivalent;

OR

A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent;

OR

A Diploma in Media and Communication or its equivalent;

OR

Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent.

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 is needed. If a student does not meet this requirement, HEPs must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme. This is normally conducted through an assessment process

7. Programme :
Educational Objectives

The programme educational objectives are to produce graduate teachers who are:

- PEO1 : Knowledgeable and technically competent in corporate communication field in line with international industry requirement
- PEO2 : Effective in communication, perform well as a team player and demonstrate good leadership qualities in corporate organisation
- PEO3 : Capable to solve problems related to the field of corporate communication, creatively, innovatively, ethically, using numerical and technical skills and through sustainable approach.
- PEO4 : Able to demonstrate entrepreneurship skill and recognize the need of lifelong learning, as well using a broad range of information, media and technology application for successful career development in corporate organisation.

8. Programme Outcomes :

Upon completion of the program, graduates should be able to: (refer table 1 masing2)

- PLO1 : Describe advanced and comprehensive, theoretical and technical knowledge and demonstrate relevant skills in a corporate communication, work and practice (knowledge and understanding – CLUSTER 1)
- PLO2 : Demonstrate intellectual independence in the application of knowledge within communication field by applying critical, analytical and evaluation skills in the field of corporate communication. (cognitive skills – CLUSTER 2)
- PLO3 : Apply a range of essential methods and procedures to solving a broad range of complex problems in corporate communication field. (practical skills – CLUSTER 3)
- PLO4 : Work together with different people in diverse learning and working communities as well as other groups in the corporate world (Interpersonal skills-CLUSTER 3)
- PLO5 : Convey ideas using appropriate and different forms of presentation, confidently, accurately and coherently in appropriate context in a well-

structured manner to a diversity of audience. (Communication skills – CLUSTER 3)

- PLO6 : Use a broad range of information, media and technology application to support study and in working environment. (Digital skills – CLUSTER 3)
- PLO7 : Use and combine graphical and visual data for study or in working environment (Numeracy skills – CLUSTER 3)
- PLO8 : Work autonomously, and show leadership and professionalism in managing responsibilities within broad organisational requirement. (Leadership, autonomy and responsibility – CLUSTER 3)
- PLO9 : Engage effectively in self-directed lifelong learning and professional pathways (personal skills – CLUSTER 4)
- PLO10 : Demonstrate entrepreneurial competency with selected project (entrepreneurial skills – CLUSTER 4)
- PLO11 : Demonstrate adherence and ability to identify ethical issues, make decision ethically and act professionally within the varied social and professional environment and practice (ethics & professionalism – CLUSTER 5)
9. Awarding Body : Universiti Poly-Tech Malaysia
10. Programme Standards : Media and Communications Studies (2014)

PROGRAMME STRUCTURE

BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION (BK201)

Year 1 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
CMM3063	Introduction to Communication and Media Studies	Common Core	3	120	None	60%	40%
CCM3013	Effective Human Communication	Common Core	3	120	None	60%	40%
CCM3023	Intercultural Communication	Common Core	3	120	None	60%	40%
CCM3033	Organisational Communication	Common Core	3	120	None	60%	40%
COC3013	Corporate Communication	Discipline Core	3	120	None	60%	40%
	Total		15				

Year 1 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
CMM3073	Photo Communication	Common Core	3	120	None	60%	40%
COC3033	Public Relations Campaign	Common Core	3	120	None	60%	40%
ADV3053	Strategic Integrated Marketing Communication	Discipline Core	3	120	None	60%	40%

UCS3012	Arabic 1	Compulsory Module	2	80	None	60%	40%
UCS3032	Mandarin 1				None		
UCS3052	French 1				None		
COC3023	Writing in Public Relations	Discipline Core	3	120	None	70%	30%
COC3043	Crisis Communication	Discipline Core	3	120	None	60%	40%
Total			17				

Year 1 Semester 3

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ESL3053	Effective Communication	Common Core	3	120	None	60%	40%
CCM3043	Essential of Business Communication	Common Core	3	120	None	70%	30%
PSY4033	Psychology	Discipline Core	3	120	None	60%	40%
Total			9				

Year 2 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
CCM4013	Communication Law & Ethics	Common Core	3	120	None	60%	40%
STA2113	Statistics for Social Sciences	Discipline Core	3	120	None	60%	40%

HRM3163	Training & Development in Corporate Context	Discipline Core	3	120	None	80%	20%
UCS3022	Arabic 2	Compulsory Module	2	80	Arabic 1	60%	40%
UCS3042	Mandarin 2				Mandarin 1		
UCS3062	French 2				French 1		
ENW3083	Grammar In Writing	Common Core	3	120	None	60%	40%
MPU3182	Penghayatan Etika & Peradaban	Compulsory Module	2	80	None	70%	30%
MPU3143	Bahasa Melayu Komunikasi 2 (Pelajar Antarabangsa)					60%	40%
Total			16				

Year 2 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
COC4033	Community Event Management and Planning	Discipline Core	3	120	None	90%	10%
COC4013	Communication Research Method	Discipline Core	3	120	None	80%	20%
MMC1043	Graphic and Creative Production	Common Core	3	120	None	60%	40%
ADV3043	Fundamental of Advertising	Elective	3	120	None	60%	40%
MPU3192	Falsafah dan Isu Semasa	Compulsory Module	2	80	None	70%	30%
MPU3332	PENGAJIAN ISLAM 3 (pelajar Muslim)	Compulsory Module	2	80	None	70%	30%

MPU 3362	ETHICS AND MORAL 3 (pelajar bukan Muslim)					70%	30%
	Total		16				

Year 2 Semester 3:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ADV3073	Media Planning	Elective	3	120	Fundamental of Advertising	60%	40%
ADV3063	Digital Advertising					60%	40%
ADV3083	Copywriting					70%	30%
MMC2023	Web Design Production	Common Core	3	120	None	60%	40%
CMM3083	New Media	Common Core	3	120	None	80%	20%
	Total		9				

Year 3 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
COC3063	Financial Communication	Discipline Core	3	120	None	60%	40%
ADV4023	Corporate Identity and Branding	Discipline Core	3	120	None	60%	40%
COC4014	Academic Writing	Discipline Core	4	160	Communication Research Method	60%	40%

CMM4093	Media Technology and Society	Common Core	3	120	None	60%	40%
CMM3083	Media Digital	Common Core	3	120	None	60%	40%
Total			16				

Year 3 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
COC4024	Communication Final Project	Discipline Core	4	160	Event Management & Planning	80%	20%
ITC2263	Introduction to Data Analytics	Common Core	3	120	None	70%	30%
UCS3083	Entrepreneurship with Digital Application 2	Compulsory Module	3	120	None	60%	40%
ADV3073	Media Planning	Elective	3	120	Fundamental of Advertising	60%	40%
ADV3063	Digital Advertising					60%	40%
ADV3083	Copywriting					70%	30%
MPU3422	Khidmat Masyarakat 2	Compulsory Module	2	80	None	90%	10%
Total			15				

Year 3 Semester 3:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ITC4017	Industrial Training	Industrial Training	7	240	Pass ALL the subjects & CGPA greater or equal to 2.0	80	20
Total							

Electives	Credit
Fundamental of Advertising	3
Digital Advertising	3
Media Planning	3
Copywriting	3

COURSE INFORMATION

Introduction to Communication & Media Studies (CMM3063)

Prerequisite: None

This course introduces the dynamic role of the convention media and new media in society, how both media trend constructs messages about individuals, communities and cultures and how both media products being produced, controlled and distributed

Introduction to Communication & Media Studies (CMM3063)

Prerequisite: None

This subject explores how human interacts and communicates. It focuses on elements of human communication skills through verbal and non-verbal languages as well as listening skills. It also covers interpersonal relationship, group problem-solving, and creating persuasive message.

Intercultural Communication (CCM3023)

Prerequisite: None

This course introduces concepts and issues related to intercultural communication by looking at practical application of theory. It identifies the key challenges presented by intercultural interaction both at home and abroad and how those challenges affect people, their jobs, and their relationships. It also covers at the impact of technology advancement on culture and the strategies with skills needed to deal effectively with these challenges in a broad variety of interaction contexts.

Organisational Communication (CCM3033)

Prerequisite: None

This course introduces the organisational communication. It includes both internal and interpersonal communications. It covers channels of communication, group communication, interpersonal relationships, ethics, leadership and decision making in the context of organisational communication.

Corporate Communication (COC3013)

Prerequisite: None

This course introduces the fundamentals of corporate communication and practice with an emphasis on the role of effective communication in the corporate environment. It covers the application and standard practices of communication in corporate world and communication matters.

Photo Communication (CMM3073)

Prerequisite: None

This course introduces graphic communication through photography. The exposure will be on types of photography, techniques in digital photography, basic graphic design, and ethics in photography. It prepares students to be competent in producing photo to convey photographic images, communicate ideas visually and produce well-documented portfolios.

Public Relations Campaign (COC3033)**Prerequisite: None**

This course discusses the nature of public relations specifically on the nine steps of strategic planning in public relations. It helps in planning process and implementing a public relations campaign.

Strategic Integrated Marketing Communication (ADV3053)**Prerequisite: None**

This course provides a basic knowledge of multiple promotional tools and channels used in Integrated Marketing Communication (IMC). It focuses on the importance of IMC planning in promoting products and services for a brand and companies. It is also an approach to prepare a comprehensive strategy in creating a unified and seamless brand experience for consumers across channels.

Writing in Public Relations (COC3023)**Prerequisite: None**

This course introduces the skills of public relations writing for communication. It develops appropriate writing skills for the mass media in various writing medium approaches.

Crisis Communication (COC3043)**Prerequisite: None**

This course introduce the concept of crisis communication and management. It provides knowledge on how to communicate with internal and external stakeholders in different stages of crisis. It covers the steps in managing crisis effectively.

Essential of Business Communication (CCM3043)**Prerequisite: None**

This course emphasizes on effective writing and speaking in business communications. It provides practical application of principles of communication to both writing and speaking through different types of business correspondence within and from organizations.

Communication Law & Ethics (CCM4013)**Prerequisite: None**

This course provides a detailed introduction to concepts and issues related to Malaysian communication law that includes its historical origin and distinctions. It covers Malaysian legal system, ethics, intellectual property, privacy, and broadcast regulation. Legal and ethical issues in corporate communication practice are examined through case studies.

Community Event Management and Planning (COC4033)**Prerequisite: None**

This course offers an in-depth knowledge and skills in community event management and planning. It covers all steps needed in order to plan, develop and implement a community event. The impact and benefit from the activities must be able to visualized and measure at the end of the course.

Communication Research Method (CCO3053)**Prerequisite: None**

This course discusses the types of research method and processes involved in communication field. It introduces research tools package, quantitative and qualitative research, data analysis and measurement, problem solving experience and research report writing.

Fundamental of Advertising (ADV3043)**Prerequisite: None**

This course introduces the fundamental concepts of advertising. It focuses on the key players in advertising, strategies for developing media plans, and creative strategies for creating advertisements.

ADV3073 MEDIA PLANNING**Prerequisite: FUNDAMENTAL OF ADVERTISING**

This course is designed to teach students the various buying media time and space processes. It will also suggest methods of making intermedia cost comparisons and discuss some of the generally accepted principles of setting media objectives and strategies. At the end of this course, student will be able to produce effective media planning.

ADV3063 DIGITAL ADVERTISING**Prerequisite: FUNDAMENTAL OF ADVERTISING**

This course provides a comprehensive overview of the key elements in digital advertising campaigns. It includes the internet-related platforms, social media and mobile devices etc. where they are explored as primary digital advertising channels. It also encompasses the understanding of digital consumers, the needs of strategic digital plan and the importance of measuring advertising's effectiveness.

ADV3083 COPYWRITING**Prerequisite: FUNDAMENTAL OF ADVERTISING**

This course exposes students to the terms, concepts and skill of developing advertising copywriting, which is important skills in communicating effective messages to the masses.

CMM3083 NEW MEDIA**Prerequisite: None**

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

COC3063 FINANCIAL COMMUNICATION**Prerequisite: None**

This course introduces Investor Relations (IR) areas and its tools in providing investors with financial related matters including its communication programs. It encompasses the integrated elements such as finance, communication, marketing and securities law compliance. It also discusses the importance of IR practices to build and maintain a good rapport between the organization and its financial stakeholders.

ADV4023 CORPORATE IDENTITY AND BRANDING**Prerequisite: None**

This course covers the area of corporate identity and its interchangeable relations with corporate branding. They include both their strategic management and its sub components. It incorporates a significant correlation between multiple entities in the area, such as identity, image, and reputation toward a successful corporation and a healthy corporate brand.

COC4014 ACADEMIC WRITING**Prerequisite: COMMUNICATION RESEARCH METHOD**

The course is a continuation to Communication Research Method (COC4013). It provides a first-hand research experience of Corporate Communication theories and concepts to solve communication issues. The course develops research skills in organisation, time-management, investigation and communication required in a research process.

CMM4093 MEDIA TECHNOLOGY AND SOCIETY**Prerequisite: None**

This course provides a framework on the relationship between media and society. It focuses on the new media world, including digitization, the Internet, the spread of mobile media devices, the role of user-generated content, the potential social impact of new media on society, and new media's effect on traditional media outlets.

COC4024 COMMUNICATION FINAL PROJECT**Prerequisite: None**

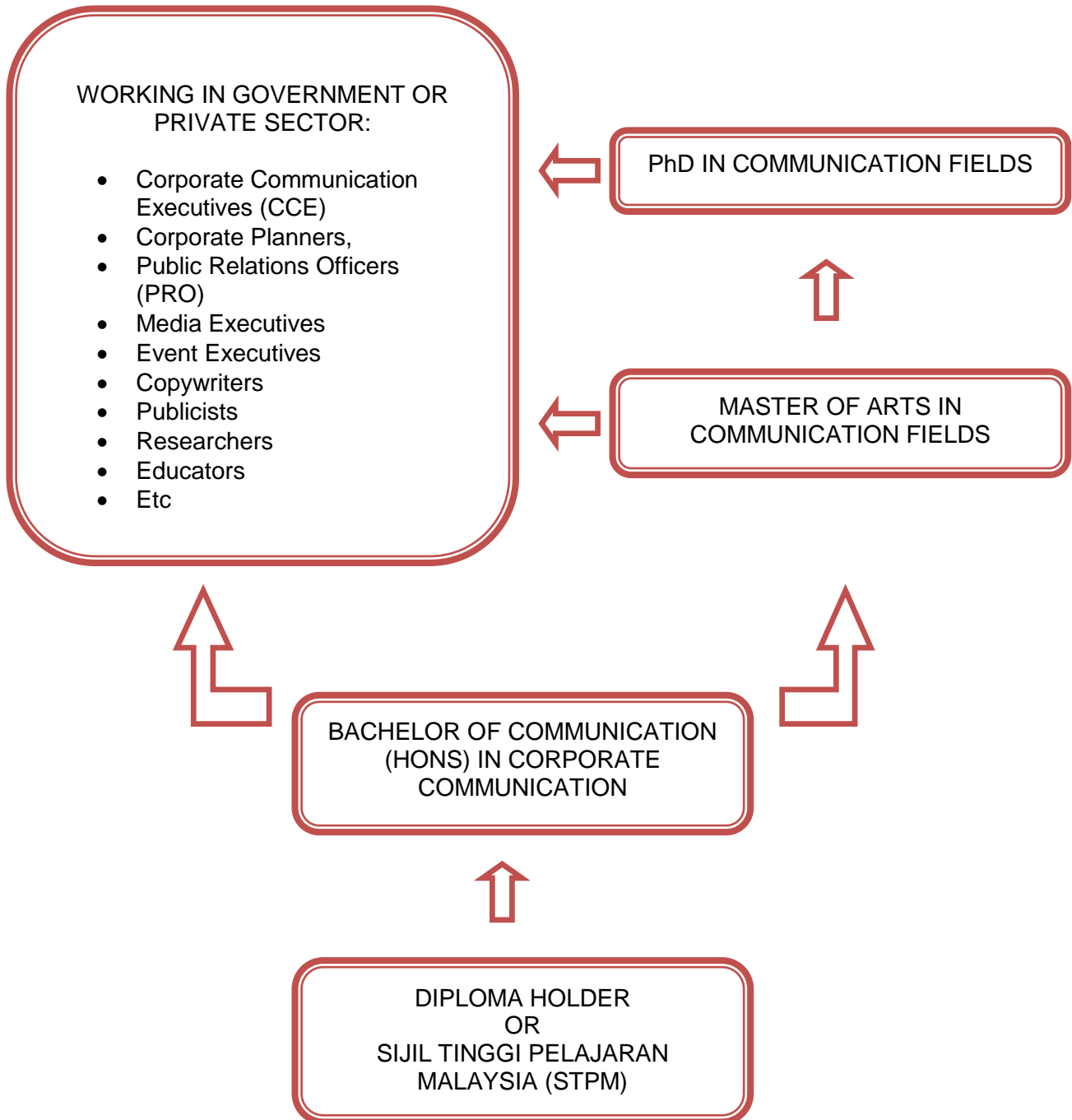
This course exposes students with practical skills in project planning, implementation and evaluation.

ITC4017 INDUSTRIAL TRAINING**Prerequisite: Pass ALL Courses & CGPA greater or equal to 2.0**

Industrial Training provides practical experience relevant to the real working environment prior to graduation. With all the experiences and knowledge acquired, students will be ready to join the workforce upon graduation.

STUDY PATH

BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION



ACADEMIC PLANNER

ACTIVITY	Long Semester	Short Semester
	Day / Week	Day / Week
Registration (New Students)	Day 1	Day 1
Induction	Day 2	Day 2
Add/Drop Week	Week 4	Week 2
Lectures	Week 1 - 7	Week 1 - 7
Mid-Semester Break	1 Week	
Lectures	Week 8 – 14	
Revision Week	2 Days	2 Days
Final Examination	3 Weeks	1 - 2 Weeks
Semester Break	2 - 3 Weeks	2 - 3 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.

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