

B COMM 2011/2012

PROGRAMME STRUCTURE FOR BACHELOR OF COMMUNICATION WITH HONOURS (B.COMM.(HONS.1))

To be granted the Bachelor of Communication with Honours, a student needs to fulfill a minimum of 118 credit hours. The programme structure based on the specialisation area or minor courses is as follows :

Components Credit Hours

- A. University Core Courses 25
- B. Programme Core Courses:
 - i. Core Components 72
 - ii. Specialisation or Minor Courses 18
- C. Elective Course 3

Total Credit Hours 118

PROGRAMME STRUCTURE

A. UNIVERSITY CORE COURSES (25 CREDIT HOURS)

Code	Course	Credit hours
SADN1013	Islamic and Asian Civilization	3
SADN1043	Ethnic Relation	3
SADN1033	Malaysian Citizenship Studies	3
SBLE1033	English For Communication I	3
SBLE1043	English For Communication II	3
SBLE2103	Process Writing	3
BPME1013	Introduction to Entrepreneurship	3
XXXXXX	Co-curricular* (4/6 credit hours)	4/6

*Choose one (1) co-curriculum activity of your interest, which fulfils the co-curricular course requirement.

B. PROGRAM CORE COURSES (90 CREDIT HOURS)

1. CORE COMPONENT (72 CREDIT HOURS)

GMA1013	Introduction to Social Science	3
SBLM1053	Malay Language for Management	3
SCCA1013	Introduction to Communication	3
SCCA1023	Communication Theory	3
SCCA1033	Introduction to Organizational Communication	3

SCCA2013	Research Method in Communication	3
SCCA2023	Human Communication	3
SCCA2033	Media and Society	3
SCCA2043	Intercultural Communication	3
SCCA2053	Corporate Writing	3
SCCA2063	Ethics and Leadership in Communication	3
SCCA2073	Public Relations	3
SCCA2083	Communication Law	3
SCCA3013	Strategic Communication Management	3
SCCA3023	Audit in Communication	3
SCCT1013	Information Communication Technology and Society	3
SCCT1023	Introduction to Communications Technology	3
SCCT2013	Integrative Media	3
SCCT2023	Electronic Publishing	3
BPMN1013	Introduction to Management	3
SSQL1113	Statistics for Social Science	3
STID 1103	Computer Applications in Management	3
SCCX3016	Practicum Training	6

OR
SCCZ3996 Thesis 6

OR
Two (2) 3000 level courses within the Communication Programme
(except courses from area of specialization/minor) 6

2. SPECIALIZATION OR MINOR COURSES (18 CREDIT HOURS), STUDENTS SHOULD SELECT ONE (1) AREA OF SPECIALISATION/MINOR AS FOLLOWS :

I. DEVELOPMENT COMMUNICATION

Code	Course	Credit hours
SCCD3213	Development Communication	3
SCCD3223	Persuasive Communication	3
SCCD3233	Development Journalism	3
SCCD3243	Social Marketing	3
SCCD3253	International Media Analysis	3
SCCD3263	Seminar in Development Communication	3

OR

II. ORGANIZATIONAL COMMUNICATION

Code	Course	Credit hours
SCCG3113	Organizational Communication	3
SCCG3123	Negotiation and Organizational Communication	3
SCCG3133	Changes	3
SCCG3143	Managerial Communication Skills	3
SCCG3153	Corporate Communication	3
SCCG3163	Seminar in Organizational Communication	3

OR

V. TOURISM MANAGEMENT

CHOOSE SIX (6) COURSES ONLY :

Code	Course	Credit hours
SHZA1013	Introduction to Tourism	3
SHZM2023	Tourism Marketing	3
SHZL3023	Tourism Planning and Development	3
SHZL3053	Tourism Policy	3
SHOP3013	Hotel Operations Management	3
SHOP3073	Resort Management	3
SHZM3013	Marketing of Services in Tourism	3
SHZM3043	Development of Tourism-based Products	3
SHZM3063	Tourists Behaviors	3

III. COMMUNICATIONS TECHNOLOGY

Code	Course	Credit hours
SCCT3113	Communications Technology Network	3
SCCT3123	Telecommunications	3
SCCT3133	Ergonomics	3
SCCT3143	Creative Media	3
SCCT3153	Electronic Advertising	3
SCCT3163	Seminar in Communications Technology	3

C. ELECTIVE (3 CREDIT HOURS)

Students are allowed to choose one course offered by other programmes or faculties based on the following criteria:
 a. Must fulfil the pre-requisite course requirement.
 b. Equivalent courses will not be considered as elective courses.

OR

XXXXXX3

3

IV. INTERNATIONAL AFFAIRS MANAGEMENT

Code	Course	Credit hours
GFPAT013	Introduction to Political Science	3
GFP2033	Diplomacy	3
GFP2063	International Relations	3
GFP2233	Malaysian Internal Policy	3
GFP3113	Politics of International Economy	3
GFLA3123	International Law	3

**SUGGESTION OF COURSE INTAKE WITHIN SEMESTERS
 BACHELOR OF COMMUNICATION WITH HONOURS
 (B COMM [HONS])**

Course Code	1st Semester		2nd Semester		
	Course Code	Credit Hours	Course Code	Credit Hours	
SADN1043	Ethnic Relations	3	SADN1013	Islamic And Asia Civilization	3
SADN1033	Malaysian Citizenship	3	SBLE1033	English for Communication 1	3
GMJA1013	Introduction To Social Science	3	BPMN1013	Introduction To Management	3
SCCA1013	Introduction To Communication	3	BPM1013	Introduction To Entrepreneurship	3
SCCA1023	Communication Theory	3	SCCA1033	Introduction To Organization	3
SCCT1013	Information Communication Technology And Society	3	SCCT1023	Communication Technology	3
XXXXXX1	Society Co-Curricular Activity	1	XXXXXX1	Technology Co-Curricular Activity	1
Total	19	19	Total	19	19
SBLE1043	English For Communication If Malay Language For Management	3	SBLE2102	Process Writing Research	3
SBLM1053	Computer Application In Management	3	SCCA2013	Method In Communication	3
STHD1103	Human Management	3	SCCA2073	Public Relations	3
SCCA2023	Human Communication	3	SCCA2053	Corporate Writing	3
SCCA2043	Intercultural Communication	3	SCCT2013	Integrative Media Ethics And Leadership In Communication	3
SCCA2033	Media And Society	3	XXXXXX3	Course from One (1) Communication Course	3
SSQL1113	Statistics for Social Sciences	3	XXXXXX1	Specialization/Minor Co-Curricular Activity	3
XXXXXX1	Social Sciences Co-Curricular Activity	1	XXXXXX1	Minor Co-Curricular Activity	1
Total	22	22	Total	22	22
SCCA2083	Law	3	SCCA3013	Strategic Communication Management	3
SCCT2023	Electronic Publishing	3	SCCA3023	Audit In Communication	3
XXXXXX3	Three (3) Courses From Specialization/Minor Elective Course	9	XXXXXX3	Two (2) Courses From Specialization/Minor	6
XXXXXX3	Minor Elective Course	3	SCCZ3996	Mini Thesis* or Practicum	6
			SCCX3016		6
Total	18	18	Total	18	18