



XIAMEN UNIVERSITY MALAYSIA

廈門大學 馬來西亞分校

PROGRAMME HANDBOOK

BACHELOR OF ARTS IN
COMMUNICATION (HONOURS)

ACADEMIC SESSION: 2026/09



Academic Affairs Office

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1. UNIVERSITY VISION AND MISSION

Vision

- Xiamen University Malaysia aspires to become a university with a distinct global outlook, featuring first-class teaching and research, and embracing cultural diversity.

Mission

- To nurture young talents with dignity and wisdom, turning them into fine citizens of the region who will contribute to the prosperity of the people and social progress of Malaysia, China and Southeast Asia.

2. PROGRAMME AIMS

Bachelor's Degree in Communication Studies cultivates a sophisticated understanding of the process of communication as symbolic action by providing a theoretically-grounded and experiential education that prepares students to analyze and critique human communication in its many forms, and to create and deliver content across multiple modalities. The degree programme addresses intersections of communication theories with social and industrial practices in order to foster within learners a mature commitment to the dignity of all people, social justice, diversity, intercultural and global engagement, and solidarity with and advocacy for the community. We educate learners for lives of leadership and service by modelling and expecting excellence in academic and professional pursuits and in the ability to communicate ethically and critically in public.

3. PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The PEOs are to produce graduates who are:

PEO1

Communication and media professionals who apply comprehensive and coherent disciplinary knowledge, with depth, to analyse and solve communication problems in the media and communication industry, locally and globally.

PEO2

Communication and media professionals who execute innovative, data-informed strategies and deliver responsible digital solutions in response to evolving media/communication technologies, policies and structures across social, cultural, economic and political environments.

PEO3

Communication and media professionals who collaborate effectively, communicate with clarity across audiences and formats, and assume responsibility to lead tasks and deliver outcomes in addressing industry and societal challenges.

PEO4

Communication and media professionals who engage diverse communities, create value through entrepreneurial/intrapreneurial initiatives, and uphold ethical practice with continuous professional development.

4. PROGRAMME LEARNING OUTCOMES (PLO)

At the end of the programme, graduates will be able to:

PLO1	Knowledge and Understanding	Demonstrate coherent disciplinary knowledge, explaining core concepts, theories and systems in media and communication in local and global contexts.
PLO2	Cognitive Skills	Analyse trends and issues in media and communication using relevant theories and evidence, and propose evidence-based solutions and decisions in local and global contexts.
PLO3	Practical Skills	Implement industry-relevant communication methods, tools and procedures to address issues in organisational, community and societal contexts, in line with professional standards.
PLO4	Interpersonal Skills	Collaborate effectively in diverse teams, taking shared responsibility for roles and deliverables, giving and receiving feedback, and resolving conflict to achieve agreed outcomes.
PLO5	Communication Skills	Demonstrate effective communication across diverse audiences and contexts in media and communication fields, integrating oral, written, visual, and digital forms of expression
PLO6	Digital Skills	Exhibit digital and media information literacy by effectively using relevant hardware, software, and online resources for coursework, research, and professional practice in media and communication fields.
PLO7	Numeracy Skills	Apply data analysis, computation, and numeracy skills with critical thinking to address inquiries in media and communication fields
PLO8	Leadership, Autonomy and Responsibility	Demonstrate appropriate leadership and problem-solving skills with social responsibility in diversified media and communication environments.
PLO9	Personal Skills	Demonstrate commitment to self-directed lifelong learning and strategic thinking for continuous personal and professional development in media and communication fields
PLO10	Entrepreneurial Skills	Demonstrate entrepreneurial and management competencies, including collaboration, for innovative projects in media and communication fields
PLO11	Ethics and Professionalism	Adopt ethical standards, legal requirements, professionalism, and self-awareness in media and communication practices

5. EXPECTED AREAS OF GRADUATE EMPLOYMENT

Communications Executive, Public Relations Specialist, Corporate Communication Executive, Event Planner, Media Producer/Planner, Social Media Manager, Creative Content Provider, Media Researcher.

6. CURRICULUM STRUCTURE

The minimum requirement for graduation will be **120** credits, with all the components meeting the minimum credit values specified in Table 1.

Table 1: Components of the Programme and its Value

	Course Classification	Credit Value	Percentage (%)
1	Compulsory courses/modules*	12	10.0%
2	Core**/Major(s)***/Specialisation:		
	• Common Core	15	12.5%
	• Discipline / Specialized	68	56.7%
	• Final Year Project	6	5.0%
3	Optional/elective courses****:		
	• General Elective	13	10.8%
4	Minor courses (if applicable)		
5	Industrial training/Practicum	6	5.0%
6	Others (specify):		
	Total Credit Value	120	100.0%

Compulsory Courses

Compulsory Courses refer to *Mata Pelajaran Pengajian Umum (MPU)*, or General Studies, which is a compulsory component of undergraduate education in Malaysia as mandated by the Ministry of Higher Education (MoHE), as shown in Table 2a below.

MPU aims to develop well-rounded graduates by complementing academic studies with broader knowledge, essential skills, ethical values, and social responsibility. Through courses that promote critical thinking, effective communication, integrity, and community engagement, MPU prepares students to become responsible citizens and lifelong learners in an increasingly interconnected world.

Table 2a: Components of the **Compulsory** Courses and its Value

No.	Name of Course	Course Code	Credit Value	International	Malaysian
U1 (3 courses @ 2 credits per course) Philosophy, Values & History Appreciation					
1	Bahasa Melayu Komunikasi 2	MPU1012	2	√	-
2	Integriti dan Antirasuah (Integrity and Anti-Corruption)	MPU1022	2	√	√
3	Aspirasi Negara Bangsa (Malaysian Nation-State Aspiration)	MPU1032	2	-	√
4	Falsafah dan Cabaran Semasa	MPU1042	2	-	√
5	Citra Malaysia (Malaysian Citra)	MPU1052	2	√	-
U2 (1 course @ 2 credits) Soft Skills					
6	Bahasa Kebangsaan A	MPU2012	2	-	1. Fail Bahasa Melayu SPM OR 2. Scored below C/ without credit in Bahasa Melayu SPM
7	Writing for Professional Purposes	MPU2022	2	√	1. Malaysian students with a credit in BM at SPM OR 2. Took and Passed Bahasa Kebangsaan A in diploma level MUST take Writing for Professional Purposes.
U3 (1 course @ 2 credits) Knowledge About Malaysia					
8	Artificial Intelligence and Malaysia's Digital Economy	MPU3012	2	√	√
U4 (1 course @ 2 credits) Practical Course (Community Service, Motivational, Co-curriculum)					
9	Community Service	MPU4012	2	√	√
Total Credit Value (Compulsory Courses)			12		

General Elective Courses

General Elective Courses refer to courses designed to give students options beyond their major-related courses in order to diversify their scope of knowledge.

Students in Arts field can choose courses they are interested in from Group II (Business), Group III (Science) and Group IV (Artificial Intelligence) as shown in Table 2b. Students in Communication shall achieve at least a total of 13 credits with each group meets the minimum requirement of 1 course.

Table 2b: Components of the **General Elective** Courses and its Value

No.	Name of Course	Course Code	Credit Value	Remarks
Group II (Business)				
	Group II comprises general elective courses in the field of Business such as <i>Introduction to Finance, Entrepreneurship and Sustainable Development, and Introduction to International Business.</i>	G02XX		Minimum 1 course
Group III (Science)				
	Group III comprises general elective courses in the field of Science such as <i>Environmental Problems and Environmental Awareness, A Brief History of Astronomy, and Introduction to Chinese Medicine.</i>	G03XX		Minimum 1 course
Group IV (Artificial Intelligence)				
	Group IV comprises general elective courses in the field of Artificial Intelligence , comprising: • Discipline-based (Compulsory) • General (Optional)	G04XX		Minimum 1 course
Total Credit Value (General Elective Courses)			13	

*Note: The courses listed are provided as examples for reference only. The actual general elective courses offered may vary each semester. Students should refer to the **General Elective Course Library** for the list of general elective courses available in a particular semester.*

Common Core Courses

Common Core Courses refer to essential courses offered to students from different majors within the same field, based on the rules of disciplinary development.

Table 2c: Components of the **Common Core** Courses and its Value

No.	Name of Course	Course Code	Credit Value
1	Introduction to New Media Studies	SOC101	4
2	Introduction to Mass Communication	SOC102	4
3	Photography	SOC103	3
4	Media Law & Ethics	SOC104	4
Total Credit Value (Common Core Courses)			15

Discipline/Specialised Courses

Discipline/Specialised Courses refer to courses designed to meet the core educational objectives; each major has its own features.

Table 2d: Components of the **Discipline/Specialised** Courses and its Value

No.	Name of Course	Course Code	Credit Value
1	Introduction to Public Relations	COS117	4
2	Academic Writing	COS109	3
3	Persuasive Communication	COS114	3
4	Public Speaking	COS105	3
5	Audiovisual Production	COS106	4
6	Media Writing	COS108	3
7	Human Communication	COS201	4
8	Media Content Editing	COS202	4
9	Organizational Communication	COS203	4
10	Public Relations Campaign	COS214	4
11	Research Methods in Communication	COS205	4
12	Public Relations Consultancy	COS216	4
13	Media Literacy and Critical Thinking	COS207	3
14	Social Media and Crisis Communication	COS303	3
15	Screen Studies	COS209	3
16	International Communication	COS001	3
17	Media Management	COS312	3
18	New Media Marketing	COS218	3
19	AI and Digital Communication	COS005	3
20	Data Analytics and Visualization	COS006	3
Total Credit Value (Discipline/Specialised Courses)			68

Table 2e: Components of the **Final Year Project** and its Value

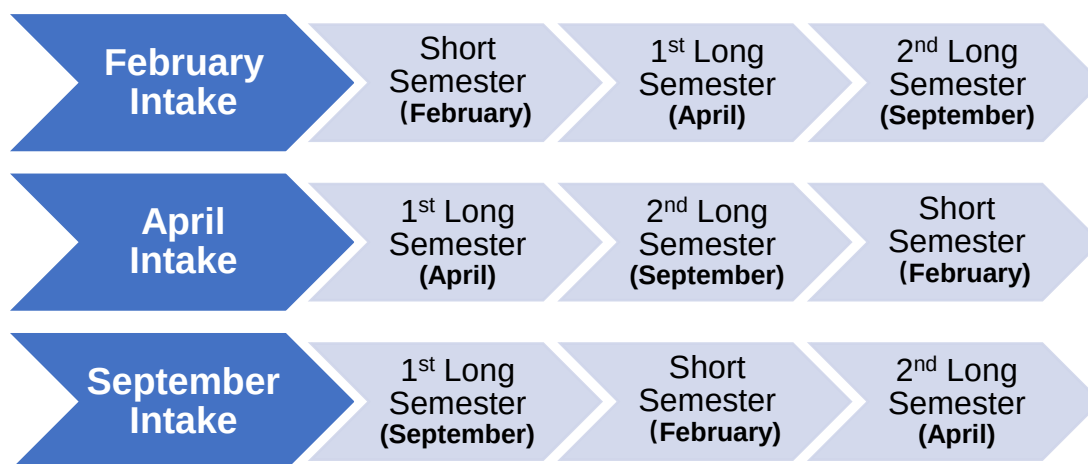
No.	Name of Course	Course Code	Credit Value
1	Final Year Project	COS311	6
Total Credit Value (Final Year Project)			6

Table 2f: Components of the **Industrial Training** and its Value

No.	Name of Course	Course Code	Credit Value
1	Industrial Training	COS304	6
Total Credit Value (Industrial Training)			6

7. LIST OF COURSES OFFERED FOR EACH ACADEMIC YEAR

There are three (3) semesters in each academic year: two (2) long semesters and one (1) short semester. The sequence of course registration varies according to the intake:



Students should be aware that the total number of credits shall not exceed **20** for long semester and **7** for a short semester.

It is important to note that the arrangement of courses for each academic year listed below is subject to change based on programme needs or institutional requirements.

Year	Semester	Course Name	Course Code	Classification	Credit
Year 1	1 st Long Semester	Introduction to Mass Communication	SOC102	Common Core	4
		Introduction to New Media Studies	SOC101	Common Core	4
		Introduction to Public Relations	COS117	Discipline	4
		Photography	SOC103	Common Core	3
		Academic Writing	COS109	Discipline	3
		Bahasa Melayu Komunikasi 2	MPU1012	Compulsory	2
		Aspirasi Negara Bangsa (Malaysian Nation-State Aspiration)	MPU1032		
		Total Credit Value			
	2 nd Long Semester	Audiovisual Production	COS106	Discipline	4
		Media Law and Ethics	SOC104	Common Core	4
		Media Writing	COS108	Discipline	3
		Persuasive Communication	COS114	Discipline	3
		Public Speaking	COS105	Discipline	3
		Citra Malaysia (Malaysian Citra)	MPU1052	Compulsory	2
		Falsafah dan Cabaran Semasa	MPU1042		
		Total Credit Value			
	Short Semester	AI in Communication (Group IV)	G0410	General Elective	3
		General Elective (Group II)	Gxxx	General Elective	2

Year	Semester	Course Name	Course Code	Classification	Credit
		General Elective (Group III)	Gxxx	General Elective	2
		Total Credit Value			7
Year 2	1 st Long Semester	Human Communication	COS201	Discipline	4
		Media Content Editing	COS202	Discipline	4
		Organizational Communication	COS203	Discipline	4
		Public Relations Campaign	COS214	Discipline	4
		Integriti dan Antirasuah (Integrity and Anti-Corruption)	MPU1022	Compulsory	2
		Total Credit Value			18
	2 nd Long Semester	Research Methods in Communication	COS205	Discipline	4
		Public Relations Consultancy	COS216	Discipline	4
		Media Literacy and Critical Thinking	COS207	Discipline	3
		Social Media & Crisis Communication	COS303	Discipline	3
		Screen Studies	COS209	Discipline	3
		International Communication	COS001	Discipline	3
	Total Credit Value			20	
	Short Semester	General Elective (Group II)	Gxxx	General Elective	2
		General Elective (Group III)	Gxxx	General Elective	2
		General Elective (Group II) / (Group III)	Gxxx	General Elective	2
		Total Credit Value			6
Year 3	1 st Long Semester	Final Year Project	COS311	Final Year Project	6
		Media Management	COS312	Discipline	3
		New Media Marketing	COS218	Discipline	3
		AI and Digital Communication	COS005	Discipline	3
		Data Analytics and Visualization	COS006	Discipline	3
		Total Credit Value			18
	2 nd Long Semester	Industrial Training	COS304	Industrial Training	6
		Total Credit Value			6
	Short Semester	Bahasa Kebangsaan A	MPU2012	Compulsory	2
		Writing for Professional Purposes	MPU2022		
		Artificial Intelligence and Malaysia's Digital Economy	MPU3012	Compulsory	2
		Community Service	MPU4012	Compulsory	2
		Total Credit Value			6
Grand Total					120

8. PREREQUISITE COURSES

A prerequisite is a course that must be completed before taking a more advanced course.

Course Code	Course Name	Prerequisites
COS311	Final Year Project	COS205 Research Methods in Communication
COS304	Industrial Training	1. Obtained minimum CGPA of 2.00/4.00 2. Obtained at least 70% of total credit hours.

9. IMPORTANT NOTE

Threshold Requirement

A grade threshold refers to the minimum number of marks that a student needs to obtain in a particular component of the course.

Communication students must obtain a threshold mark of 40 in all assessment components, including the final examination, and an overall mark of 55 or above to pass a core / major / elective course.

Note: The above information is subject to change as new information becomes available in accordance with the guiding standards and requirements set by relevant authorities.

Additional Requirement

China students of September 2017 intake and onward need to complete their 4-year studies for the following programmes:

- Bachelor of Economics in Finance (Honours)
- Bachelor of Management in Accounting (Honours)
- Bachelor of Management in International Business (Honours)
- Bachelor of Management in E-commerce (Honours)
- Bachelor of Management in Hospitality Management (Honours)
- Bachelor of Arts in Advertising (Honours)
- Bachelor of Arts in Journalism (Honours)
- Bachelor of Arts in Communication (Honours)
- Bachelor of Arts in Chinese Studies (Honours)
- Bachelor of Arts (Honours) in English Language and Literature
- Bachelor of Science in Mathematics and Applied Mathematics (Honours)