



XIAMEN UNIVERSITY MALAYSIA

廈門大學 馬來西亞分校

PROGRAMME HANDBOOK

BACHELOR OF ARTS IN
JOURNALISM (HONOURS)

ACADEMIC SESSION: 2026/09



Academic Affairs Office

Contents

1. UNIVERSITY VISION AND MISSION	3
2. PROGRAMME AIMS	3
3. PROGRAMME EDUCATIONAL OBJECTIVES (PEO)	3
4. PROGRAMME LEARNING OUTCOMES (PLO).....	4
5. EXPECTED AREAS OF GRADUATE EMPLOYMENT	4
6. CURRICULUM STRUCTURE	5
7. LIST OF COURSES OFFERED FOR EACH ACADEMIC YEAR.....	10
8. PREREQUISITE COURSES	12
9. IMPORTANT NOTE.....	13

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

The Bachelor of Arts in Journalism aims to produce graduates who have a good command of journalism history and theories, communication theories, research methods, cross-cultural communication skills and practical skills for various media. It also aims to equip students with critical thinking skills, professional ethics, sense of social responsibility, as well as positive attitudes toward self-learning and life-long learning.

3. PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The PEOs are to produce graduates who are:

PEO1

Practitioners who can analyse in-depth knowledge and appreciation of journalism concepts, theories, and professional practices, specifically focusing on the journalism industry.

PEO2

Practitioners who can execute innovative strategies and provide ethical solutions to the changing and emerging digital journalism technologies, policies, and structures in social, cultural, economic, and political environments

PEO3

Practitioners who can integrate effective interpersonal and communication skills to solve complex problems within the journalism industry and society.

PEO4

Practitioners who can adapt to lifelong learning and entrepreneurial skills for academic and career advancements within the journalism industry.

4. PROGRAMME LEARNING OUTCOMES (PLO)

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

PLO1	Knowledge and Understanding	Analyse systematically advanced knowledge related to journalism, demonstrating an understanding of systems thinking in its professional practice.
PLO2	Cognitive Skills	Propose ideas using specific journalism concepts for effective and ethical solutions to complex issues within the journalism context.
PLO3	Practical Skills	Organise journalism projects that reflect current trends and practices using production equipment and/or software thoughtfully within the journalism context.
PLO4	Interpersonal Skills	Assume responsibility for effective teamwork and anticipatory thinking in journalism and its related fields.
PLO5	Communication Skills	Integrate various normative forms of communication skills to diverse audiences in journalism.
PLO6	Digital Skills	Exhibit digital and media information literacy in diverse and evolving contexts within the journalism profession.
PLO7	Numeracy Skills	Apply data analysis and critical thinking to complex issues within journalism.
PLO8	Leadership, Autonomy and Responsibility	Demonstrate appropriate leadership styles and integrated problem-solving within diversified environments in journalism.
PLO9	Personal Skills	Appreciate self-directed lifelong learning and strategic thinking skills for sustainable development practices in journalism.
PLO10	Entrepreneurial Skills	Adapt entrepreneurial skills and collaboration for innovative ventures within the journalism field.
PLO11	Ethics and Professionalism	Adopt ethical standards, professionalism, and self-awareness in all aspects of journalism.

5. EXPECTED AREAS OF GRADUATE EMPLOYMENT

Newspapers, radio stations, TV stations, websites, magazines, academic research, governments, corporations, public relations, etc.

6. CURRICULUM STRUCTURE

The minimum requirement for graduation will be **121** 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	9.9%
2	Core**/Major(s)***/Specialisation:		
	• Common Core	15	12.4%
	• Discipline / Specialized	67	55.4%
	• Final Year Project	6	5.0%
3	Optional/elective courses****:		
	• General Elective	13	10.7%
4	Minor courses (if applicable)		
5	Industrial training/Practicum	8	6.6%
6	Others (specify):		
	Total Credit Value	121	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 Journalism 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 course 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 Journalism	JRN105	4
2	Interview for Journalists	JRN116	3
3	News Writing	JRN113	4
4	Reporting	JRN134	3
5	Digital Video Production	JRN115	4
6	News Editing	JRN202	4
7	Broadcast Journalism	JRN023	3
8	Investigative Journalism	JRN204	4
9	Specialized Journalism	JRN210	4
10	Online Journalism	JRN209	4
11	Research Methods in Communication	JRN111	4
12	Feature Writing	JRN208	4
13	Introduction to International Communication	JRN213	3
14	Public Relations & Corporate Social Responsibilities	JRN216	3
15	Commentary Writing	JRN203	4
16	Intercultural Communication in the Global World	JRN019	3
17	Media Literacy and Critical Thinking	JRN020	3
18	Media Management	JRN021	3
19	Data Journalism	JRN024	3
Total Credit Value (Discipline/Specialised Courses)			67

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

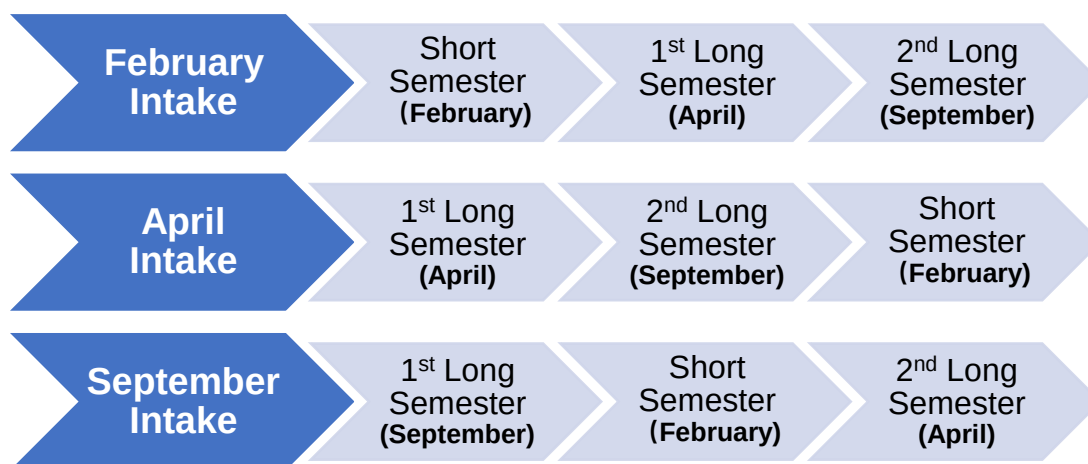
No.	Name of Course	Course Code	Credit Value
1	Final Year Project	JRN321	6
Total Credit Value (Final Year Project)			6

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

No.	Name of Course	Course Code	Credit Value
1	Industrial Training	JRN302	8
Total Credit Value (Industrial Training)			8

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 New Media Studies	SOC101	Common Core	4
		Introduction to Journalism	JRN105	Discipline/Specialized	4
		Introduction to Mass Communication	SOC102	Common Core	4
		Photography	SOC103	Common Core	3
		Bahasa Melayu Komunikasi 2	MPU1012	Compulsory	2
		Aspirasi Negara Bangsa (Malaysian Nation-State Aspiration)	MPU1032		
		Citra Malaysia (Malaysian Citra)	MPU1052	Compulsory	2
		Falsafah dan Cabaran Semasa	MPU1042		
		Total Credit Value			
	2 nd Long Semester	Interview for Journalists	JRN116	Discipline/Specialized	3
		Media Law and Ethics	SOC104	Common Core	4
		News Writing	JRN113	Discipline/Specialized	4
		Reporting	JRN134	Discipline/Specialized	3
		Digital Video Production	JRN115	Discipline/Specialized	4
		Integriti dan Antirasuah (Integrity and Anti-Corruption)	MPU1022	Compulsory	2
		Total Credit Value			

Year	Semester	Course Name	Course Code	Classification	Credit
	Short Semester	AI in Communication (Group IV)	G0410	General Elective	3
		General Elective (Group II)	Gxxx	General Elective	2
		General Elective (Group III)	Gxxx	General Elective	2
		Total Credit Value			7
Year 2	1 st Long Semester	News Editing	JRN202	Discipline/Specialized	4
		Broadcast Journalism	JRN023	Discipline/Specialized	3
		Investigative Journalism	JRN204	Discipline/Specialized	4
		Specialized Journalism	JRN210	Discipline/Specialized	4
		General Elective (Group II)	Gxxx	General Elective	2
		General Elective (Group III)	Gxxx	General Elective	2
		Total Credit Value			19
	2 nd Long Semester	Online Journalism	JRN209	Discipline/Specialized	4
		Research Methods in Communication	JRN111	Discipline/Specialized	4
		Feature Writing	JRN208	Discipline/Specialized	4
		Introduction to International Communication	JRN213	Discipline/Specialized	3
		Public Relations & Corporate Social Responsibilities	JRN216	Discipline/Specialized	3
		General Elective (Group II)/ (Group III)	Gxxx	General Elective	2
		Total Credit Value			20
	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
	Year 3	1 st Long Semester	Final Year Project	JRN321	Final Year Project
Commentary Writing			JRN203	Discipline/Specialized	4
Intercultural Communication in the Global World			JRN019	Discipline/Specialized	3
Media Literacy & Critical Thinking			JRN020	Discipline/Specialized	3
Total Credit Value			16		
2 nd Long Semester		Industrial Training	JRN302	Industrial Training	8
		Total Credit Value			8
Short Semester		Media Management	JRN021	Discipline/Specialized	3
		Data Journalism	JRN024	Discipline/Specialized	3
		Total Credit Value			6
Grand Total					121

8. PREREQUISITE COURSES

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

Course Code	Course Name	Prerequisites
JRN302	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.

Journalism 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)