



“ Limkokwing University provided me the opportunity to fulfill my passion in journalism and thus I have had the opportunity to expand my horizon in the broadcasting industry. ”

Azuan Arifin Ham, Malaysia
Graduated - 2011
Now - Producer/Journalist - News/Current Affairs,
ASTRO AWANI Sdn Bhd



“ The global nature of the university has given me opportunity to learn variety of unique cultures around the world, allowing me to integrate them in my work.”

Jelita Septriasa, Indonesia
Graduated - 2011
Now - Singer/Actress



“ Perseverance is the key to success. It gives the drive to continue with what you are passionate about and love doing. Where learning is a new idea it connects the world through creativity.”

Hamdhoon Rashad, Maldives
Graduated - 2011
Now - Editor, Television Maldives



“ This university cultivates our conventional perception and thinking, evolves them into more innovative perspectives.”

Penny Christabel Belmont, Seychellois
Graduated - 2011
Now - Public Relations Officer, Office of the President, Seychelles

Hi-Income Communication Careers

Film Producer / Director • Journalist • Public Relations Executive • Account Executive • Copywriter • Film Editor • Art Director • Scriptwriter • Advertising Manager • News Editor • International Correspondent • TV Producer • Broadcast Journalist • Digital Camera Operator • Talent Vault Manager • Market Researcher • Brand Specialist • Media Director • Resource Manager • Account Directors • Media Buyer • Project Manager • Columnist • Professional Blogger • News Reporter • News Anchor • Screenwriter • Studio Director • Communications Consultant • Digital Media Specialist • Concept Visualizer • Director of Photography • Content Manager • Event Director • Event Planner • Radio Broadcaster • Sales & Marketing • Media Planner and more.



**Malaysia's University of transformation
& University of innovation**

Double recognition by the Government of Malaysia

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BA (Hons) Communication with Psychology

The Bachelor of Communication (Hons) with Psychology is a three-year honours degree designed to progressively equip students to master the role that communication plays in creating, maintaining, and changing human behaviour through major disciplines, especially in the field of Public Relations, Professional Communication, Journalism, Interpersonal Communication, Advertising, Marketing, Business and Corporate Communication, Management and Leadership roles, and general personal development and effectiveness.

The discipline of Psychology is a broad subject which aims to understand human mental processes, feelings, and behaviours. Psychologists explore topics such as interpersonal relationships, perception, emotion, personality, leadership, language and culture, to name a few. Communication is a discipline which can be viewed as occurring on a spectrum from the global or large-scale to the interpersonal or small-scale level. Together, this course will explore the foundations of psychology, interpersonal communication, social psychology, personality, consumer behaviour, public speaking, presentation skills, and communication and psychological processes at work (within organizations).

Semester 1

- Communication Theories
- Writing Skills for Communicators
- Introduction to Psychology
- Introduction to Sociology
- Intro to Web Technology
- Elective Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2

- Communication in the New Economy
- Fundamentals of Organizational Behaviour
- Social Psychology
- Media Psychology
- Public Speaking and Presentation Skills
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication –

Malay Language 2

Semester 3

- Media Law and Ethics
- Consumer Behaviour
- Cognitive Psychology of Mass Communication
- Principles of Public Relations
- Elective Choose 1
- Public Relation Communication, or
- News Writing & Reporting 1
- Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4

- Media Audience Studies
- Communication Technology
- Psychology of Personality
- Organizational Psychology
- Corporate Communication
- Elective Choose 1

- Managing Publicity & Media Relations
- News Writing & Reporting 2
- Choose 1

Semester 5

- Communication Research Methodology
- Entrepreneurship
- Psychology of Communication
- Personnel Psychology
- Global Classroom
- U4B : Co-curricular

Semester 6

- Dissertation
- Community Psychology
- Strategic Marketing
- Internship
- Global marketing
- Elective Choose 1
- International Public Relations, or
- International Relations

Bachelor of Communication (Hons) in Digital Media

The increasing demand for the highly tech-savvy communicators in this digital era of technology is inevitable as the global market is rapidly shifting towards new media and Internet technology. Students will develop a strong portfolio in digital media and are capable in using the latest and most advanced media tools in the industry. This programme will equip students with skills and knowledge in the various digital media platforms, communication methodologies, digital design, multimedia and interactive content, the Internet medium and digital society. Furthermore, this programme is in-line with the vision of any developing nations in moving towards a digital era of information technology.

Semester 1

- Communication Theories
- Writing for Digital Media
- Introduction to New Media
- Digital Photography
- Elective Choose 1
- Principles of Public Relations
- Principles of Advertising
- Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2

- Communication in The New Economy
- Digital Imaging
- Media Convergence
- Creative Multimedia Design
- Elective Choose 1
- Principles of Journalism
- Principles of Broadcasting
- Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication –

Malay Language 2

Semester 3

- Communication Research Methods
- Internet Technology & Web Design
- Digital Media Communication I
- Media Audience Studies
- Elective Choose 1
- Digital Advertising
- Public Relations Management
- Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4

- Digital Media Management
- Animation Practice
- Internet Marketing
- Digital Media Communication II
- Radio & Television Production
- U3B : Government & Public Policy of Malaysia

Elective Choose 1

- Feature Writing
- Publication Design

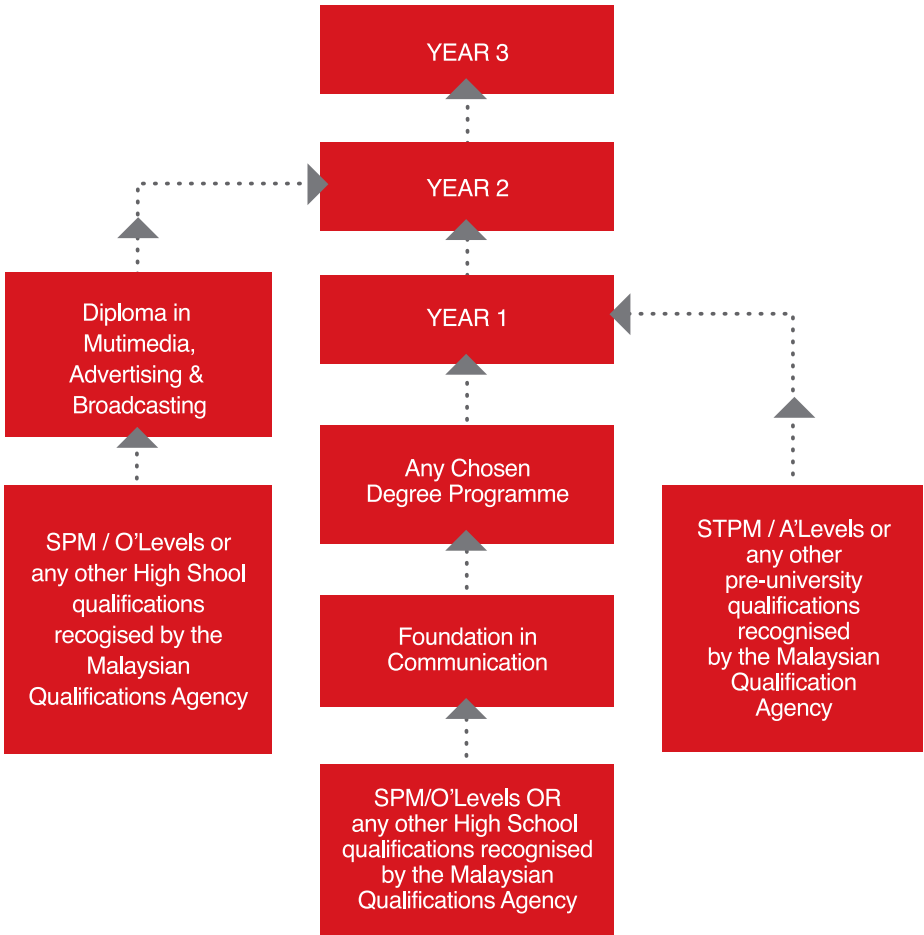
Semester 5

- Internet Technology in Communication
- Media Planning
- Sound Technology
- Internship
- Global Classroom
- U4B : Co-curricular
- Elective Choose 1
- Entrepreneurship
- Web Journalism

Semester 6

- Corporate Communication
- Dissertation
- Communication Law, Media and Ethics
- Digital Portfolio
- Elective Choose 1
- Strategic Marketing Communication
- Social Psychology

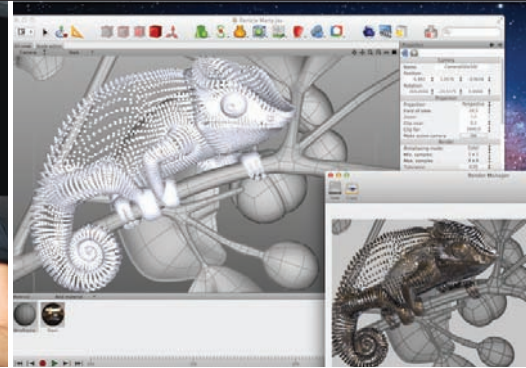
Academic Pathway Faculty of Communication, Media, & Broadcasting



COMMUNICATION, MEDIA & BROADCASTING

Graduates from FCMB are creative, intelligent, technologically-savvy, highly motivated and are most sought after in lucrative mass media professions. Here, relevant training and up-to-date industry exposures help to boost successful careers in hundreds of desirable jobs in the communications field. This is the place for those aspiring to be communicators of the 21st century that will transform nations and societies.





Foundation in Communication

The foundation program is specially designed for students who are pursuing a degree in the field of Communication. This programme will serve as an introduction to the wide perspective of communication fundamentals, which incorporates conceptual, analytical and critical skills. Students are also exposed to basic skills in writing, computing, marketing, advertising and design. The one year programme will ensure a smooth transition into the various degree programmes in communication.

Entry Requirement

- Pass SPM/O Level with 5 credits including English language; OR
- Any other equivalent qualifications recognized by the Malaysian Government

Degree & Undergraduate Programmes

Entry Requirement for all Degree & Undergraduate Programmes

- Pass STPM/A Levels with 2 principles; OR
- Pass Foundation in Communication; OR
- Pass Diploma in related field
- Any other equivalent qualifications recognized by the Malaysian Government.

BA (Hons) Broadcasting & Journalism

Broadcasting and journalism demands a combined set of skills and knowledge both in print and broadcasting. The television and radio news industry, including cable TV systems, continue to evolve in exciting ways. As the news business moves more rapidly from the printed newspaper to electronic news, demand will grow for students equipped for broadcast journalism in politics, science and technology, health, entertainment and sports. This programme will equip students not only to hone their writing and editing skills in broadcast journalism but also to be more enterprising, and inquisitive in order to stand out from the crowd.

Semester 1

- Writing Skills for Communicators
- Introduction to Web Technology
- History of Journalism
- News Media Institutions
- Principles to Broadcasting Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2

- News Writing and Reporting I
- Feature Writing
- Digital Photography
- Screen Production Techniques
- Principles of Public Relations Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication – Malay Language 2

Semester 3

- Media Law and Ethics
- News Writing and Reporting II
- Graphic and Publication Design
- Broadcast Scriptwriting
- Elective Choose 1
- Corporate Communication
- Public Relations Writing Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4

- Media Audience Studies
- Online and Mobile Journalism
- TV News
- Political News Analysis
- Documentary Studies
- U3B : Government & Public Policy of Malaysia

- Elective Choose 1
- Investigative Journalism
- Corporate Production
- Entrepreneurship

Semester 5

- Communication Research Methodology
- Social Psychology
- Fundamentals of Organisational Behaviour
- Newspaper Production
- Radio News
- Current Affairs & Talk Shows
- Global Classroom
- U4A : Community Services

Semester 6

- Dissertation
- Broadcast Production Project
- International Relations Studies
- International Public Relations



BA (Hons) Digital Film & Television

Students with a passion to be filmmakers will find this exciting course suitable for them as digital technology is set to dominate the international world of film making. The demand for skills in digital film is apparent in Hollywood, Hong Kong, India and other emerging markets in Asia. The endless technical possibilities and flexibility of digital technology make the digital format the preferred choice of some of the top filmmakers around the world. This is the opportune time for students to be fully equipped and taking advantage of the endless opportunities offered by the dynamic movie businesses. Students are taught how to conceptualise, script, direct and edit films in the digital format as well as equip themselves with skills in directing, producing, editing, post-production and animation.

Semester 1

- Writing Skills for Communicators
- Video for Web Public Speaking & Presentation Skills
- Film Studies
- Screen Production Techniques Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2

- Principles of Scriptwriting
- Digital Imaging
- Digital Photography
- Aesthetics of Documentary
- Principles of Broadcasting Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication –

Semester 3

- Creative Interactive Design
- Media Law & Ethics
- Digital Post
- Directing Workshop
- Elective Choose 1
- Film Genre
- Studio Directing
- The Art of Producing Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4

- Creative Multimedia
- Sound Technology
- Communication Technology: Policy & Planning
- Media Audience Studies
- Animation Practice 1
- Elective Choose 1
- Director's Studies

- Studio Production
- Production Management Choose 1
- U3B : Government & Public Policy of Malaysia
- Global Classroom

Semester 5

- Corporate Screenwriting
- Communication Research Methods
- Commercial & Music Video Production
- Asian Cinema Global Advertising
- Animation Practice 2
- Internship
- U4B : Co-curricular

Semester 6

- Corporate Video Production
- Dissertation / Exposition
- Entrepreneurship for Screen Media
- Global marketing

BA (Hons) Event Management

For students who enjoy making things happen, event management can be a most satisfying career. Events happen everyday and the professionally trained event manager is in high demand at all levels. A wide range of exciting and challenging activities awaits those who choose this career - celebrity events, rock concerts, sports tournaments, corporate functions, exhibitions, product launches, marketing promotions and roadshows. The emergence of event management as a highly specialised skill is now recognized and needed by the fast growing service industry. Now is the time to explore an excellent career in this exciting world of event management.

Semester 1

- Writing Skills for Communicators
- Event Operations and Industry
- Accounting for Managerial Decision
- Introduction to Web Technology
- Public Relations Principles Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2

- Corporate Event Management
- Global Marketing
- Strategic Marketing and Presentation Skills
- Communication in the New Economy
- Digital Photography
- Corporate Communication Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication – Malay Language 2

Semester 3

- Venue Concept & Operations
- Media Law and Ethics
- Public Speaking and Presentation Skills
- Public Relations Writing
- Digital Imaging
- Elective Choose 1
- Dynamics of Small Business
- Consumer Behaviours Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4

- Studies on Media Audiences
- Innovative Problem Solving Skills
- Global Advertising
- Event Consultancy
- U3B : Government & Public Policy of Malaysia
- Elective Choose 1
- Public Relations Management
- Entrepreneurship

Semester 5

- Entertainment and Leisure Event Management
- Event Impact Analysis
- Sound and Video Production
- Public Relations Campaign
- Global Classroom
- U4B : Co-curricular Choose 1
- Advertising Process
- Copywriting

Semester 6

- International Public Relations
- Dissertation
- Conference and Exhibition Management
- Internship
- Elective Choose 1
- Advertising Campaign
- Internet Marketing



BA (Hons) Professional Communication

The importance of communication as an integral part of marketing process is recognized in this programme as it strives to equip students with the ability to communicate at all levels of society. Students are exposed to the varied skills of communication, advertising, public relations, writing and marketing as well as the soft skills of interacting well with people to enhance communication effectiveness.

Semester 1

- Writing Skills for Communicators
- Introduction to Web Technology
- Communication Theories
- Public Speaking & Presentation Skills
- Fundamentals of Organisational Behaviour Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2

- Writing for Mass Media
- Communication in The New Economy
- Digital Imaging
- Advertising Creativity
- Principles of Public Relations Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication – Malay Language 2

Semester 3

- Writing for Creative Industries

- Media Law and Ethics
- Global Marketing
- Research Methods
- Copywriting
- Public Relations Writing
- Elective Choose 1
- Public Relations Communication
- Advertising Agency Management
- Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4

- Media Audience Studies
- Communication Technology
- Major Choose 2
- Media Planning
- Strategic Advertising
- Corporate Communication
- Managing Publicity & Media Relations
- U3B : Government & Public Policy of Malaysia
- Elective Choose 1
- Principles of Business Law
- Consumer Behaviour
- Dynamics of Small Business

Semester 5

- Communication Research Methods
- Global Classroom
- Entrepreneurship
- Strategic Marketing
- Communication Major Choose 1
- Advertising Campaign
- Public Relations Campaign
- Elective Choose 1
- Public Relations Management
- Advertising Regulations, Issues & Ethics
- U4B : Co-curricular

Semester 6

- Innovative Problem Solving Skills
- Dissertation Internship
- Major Choose 1
- Advertising Campaign
- Public Relations Campaign
- Elective Choose 1
- Public Relations Management
- Advertising Regulations, Issues & Ethics
- U4B : Co-curricular

Semester 1

- Media Writing
- Information Technology
- Media Studies
- Choose 1
- U1A : Malaysian Studies 2
- U1B : Communication - Malay Language 1

Semester 2

- Human Communication
- Media & Society
- Design Studies
- Elective Choose 1
- Introduction to Management
- Introduction to Marketing
- Choose 1
- Bahasa Kebangsaan A
- U2B : Thinking Skills

Semester 3

- Multimedia Practices
- Media Law & Ethics

- Photography
- Advertising Studies
- Principles of Broadcasting
- U3A Constitution & Society of Malaysia

Semester 4

- Multimedia Technologies 1
- Advertising Creativity
- Broadcast Media Production
- Public Relations Practice
- U4B : Co-Curriculum
- Elective Choose 1
- Innovative Problem Solving Skills
- Introduction to PR

Semester 5

- Presentation Skills
- Major Choose 3
- Multimedia Production
- Graphic Design for Multimedia

- Multimedia Technologies 2
- Media Planning and Strategy
- Advertising Management
- Copywriting
- Broadcast Production Management
- Video Production
- Scriptwriting

Semester 6

- Internship
- Major Choose 3
- Visualisation & Animation
- Multimedia Project
- Multimedia Broadcasting
- Integrated Marketing Communication
- Advertising Campaign Planning
- Consumer Behavior
- Video Documentary Production
- TV Broadcasting
- Directing Workshop