

**COMMUNICATION
& CREATIVE ARTS**



**TURN YOUR
PASSION OF
EXPRESSION**



**INTO
A GLOBAL
SUCCESS**

Turn for your future.

VISION

Changing lives and enriching communities for a better world.

MISSION

- We deliver superior products and services that benefit society, and shape future generations of leaders and thinkers.
- We care for the safety and health of our people, and we believe in developing their talents through empowerment and enabling them to maximise their potential.
- We grow our businesses to deliver sustainable and responsible shareholder returns while ensuring that we continue to protect our environment.
- We must be bold in technological innovations to be market leaders in our core businesses.
- We will leverage on the synergies within our business ecosystem to create unique product offerings.

EDUCATION CHARTER

- We inspire students and staff to lead, share and serve.
- We create a community in which learning, teaching and research are encouraged, enabled and enjoyed.
- We promote critical thinking, independent learning and creative problem solving.
- We nurture individuals to be ethical and responsible global citizens.
- We share our success with stakeholders and the community we serve.



TABLE OF CONTENTS

1	ABOUT	
	Introduction	2
	Entrepreneurial Spirit & Working with Communities	3
2	COMMUNICATION & CREATIVE ARTS	
	About	5
	KDU Student Voices	6
	Why Choose KDU	8
	Facilities	12
	Study Route	14
3	KDU PROGRAMMES	
	Foundation Studies (Art & Technology)	16
	Foundation in Arts	18
	Diploma in Entertainment Arts	20
	Diploma in Entrepreneurial Design	22
	Diploma in Communication and Media Studies	24
	Bachelor of Communication (Hons)	26
	Bachelor of Communication (Hons) Media Production	28
	Master of Design (Innovation)	30
	Master of Arts (Communication Management)	32
4	CHESTER MEDIA PROGRAMMES	
	Why Study University of Chester Programmes at KDU College	35
	University of Chester	36
5	PROGRAMMES	
	Bachelor of Arts (Hons) in Advertising and Journalism	38
	Bachelor of Arts (Hons) in Advertising and Media Studies	40
	Bachelor of Arts (Hons) in Journalism and Media Studie	42
6	STUDENT LIFE	44
7	CAMPUS LIFE & FACILITIES	46
	KDU University College, Utropolis Glenmarie	



INTRODUCTION

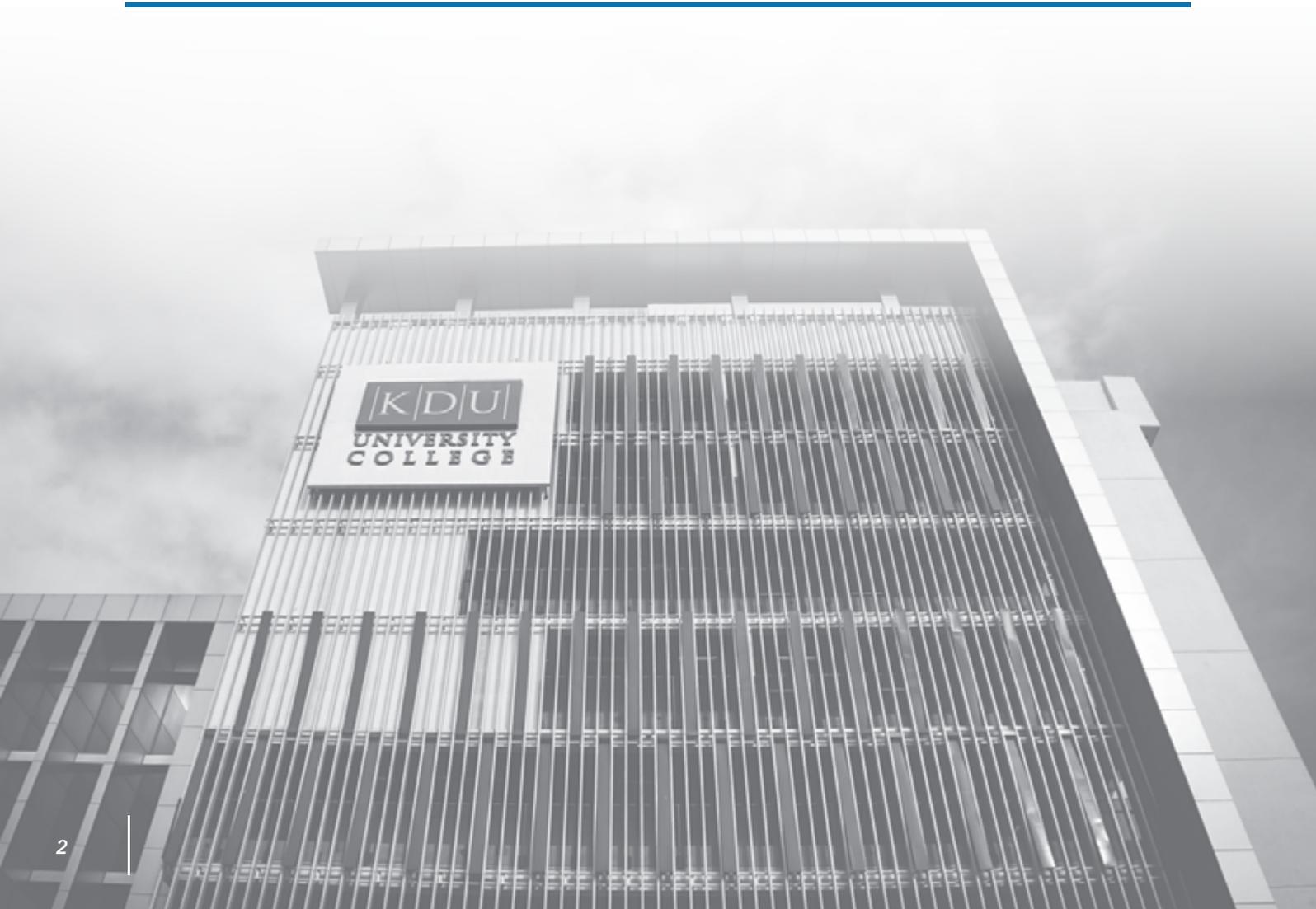
Welcome to KDU.

Discover an institution that combines knowledge with experiential learning that goes beyond classroom teaching. Our education approach takes on real-world perspective, where our students are encouraged to embark on real-life projects that not only focus on hands-on learning but also education that will help them develop leadership and interpersonal skills, ensuring that they hit the ground running and become graduates who think, do and innovate in order to cater to the needs and betterment of the world we live in.

Here at KDU, we have nurtured many bright and passionate minds who have contributed to society in varieties of ways. We provide a platform for practical, impactful ideas to be conceived and incubated. Our global connections open the minds of our graduates and broaden the perspectives of our future generations.

A pioneer in providing private tertiary education, KDU has seen thousands of spirited and hopeful youths from different background, culture and countries teeming its corridors of vibrant campuses in pursuit of quality education for the past 35 years. As the first institution to have a purpose-built campus, and the first to offer twinning programmes in the nation, KDU is proud to have over 45,000 successful alumni since its inception. Some of whom, include corporate leaders, entrepreneurs and celebrities around the globe.

KDU has two campuses in Selangor – KDU University College in Utropolis Glenmarie and KDU College in Damasara Jaya, and are part of Paramount Education.



ENTREPRENEURIAL SPIRIT & WORKING WITH COMMUNITIES

Richard Branson, Mark Zuckerberg and Elon Musk are entrepreneurs who are highly enthusiastic, creative problem solvers, risks takers who learn from failures and thrive on challenges. At KDU, we foster these eminent traits by encouraging our students to think outside the box, be innovative in developing their business sense and to cultivate entrepreneurial ideas into impactful action.



Making Monster Impact

In an effort to spur and accelerate the students' entrepreneurial mindset, the School of Computing and Creative Media has established a development, publishing & commercialisation initiative called Daikaiju Studios, an avenue where staff and/or students form development teams to take on a variety of projects. One of the many success stories was in 2015 – when a group of KDU Game Development students entered a competition to develop a mobile game based on an upcoming animated TV series called Ejen Ali. The students won RM100,000 as a development start-up capital and are currently incubated within the studio. Another one of the initiatives of the studio is to produce original content. As of today, there are two registered digital game IPs currently in development.



Fine Appreciation of Modern Malaysian Cuisine

An entrepreneurial project of the School of Hospitality, Tourism and Culinary Arts, Dewakan Restaurant is currently Malaysia's rising star in the fine dining scene. Named after the word 'Dewa' for God in Malay and 'Makan' which means 'to eat', Dewakan is looking to change the way we understand Malaysian cuisine by presenting scrumptious and enticing plates that are sure to delight our taste buds. Dewakan believes that food is symbolic of love and the restaurant looks to celebrate the bountiful blessings given by our land through a plethora of innovative courses. This successful entrepreneurial project exists through the vision and passion of KDU culinary lecturer and author of Redefinition: Molecular Cuisine, Chef Darren Teoh.



Turning Designers into Designpreneurs

The growing phenomenon of entrepreneurial designers has given birth to designpreneurs. Designers are normally associated with artistes and visual-makers who tend to be wrapped within their own creative process and creation. However, designers have innate entrepreneurial sense which allows them to expand, experiment and broaden their designs within the commercial, marketing, industrial and trading enterprise. The Entrepreneurial Design students of the School of Communication and Creative Arts understand this concept the most. They are taught to sharpen creative and personalised designs, as well as to market these designs by integrating advanced creative works with business strategies. Through the annual Designpreneur Faire, final year students will showcase and commercialise brands and products they have produced during the period of their studies.



From Class to Café

Come lunch hour, the alluring smells of mouth-watering desserts and pastries at KDU's Café Eighty Seven are brought to you by the School of Hospitality, Tourism and Culinary Arts' bakery students. The café allows students to be involved in the process of preparing and baking the savouries and pastries for the café, as well as managing the ins and outs of a business model. The students are tasked to prepare sandwiches, tarts and a variety of breads, and they are able to witness the sales of their own culinary creations for the day. This not only allows them to work in the latest well-equipped kitchens but also to participate in real café environment. You can also get some of the best brewed coffee to go with your delicious pastries!

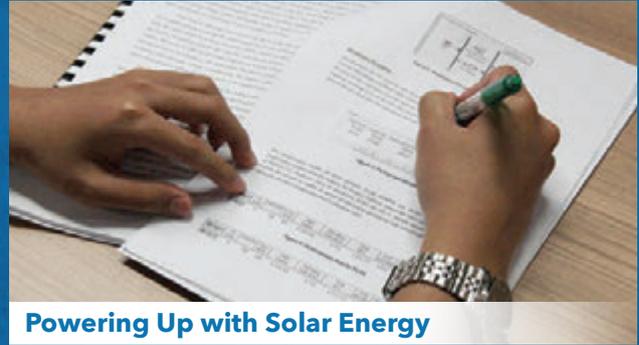
WORKING WITH & WITHIN COMMUNITIES

One of the most vital traits of real-world education in parallel with real-world needs, is to work with and within communities. At KDU, we believe that the communities around us play an important role in shaping and influencing future leaders and professional businesses. We interact with variety of communities and imbue our students the skills required to work with these communities effectively.



Corporate Social Responsibilities

Initiatives that benefit society by corporate enterprises are important in ensuring that the business world remain connected to its own corporate conscience for better environment and better communities. One of the CSR projects initiated by KDU students include the Pre-United Club's efforts of raising more than RM50,000 for the University Malaya Medical Centre (UMMC)'s Children Cancer Fund through its fundraising activities and initiatives. An on-going project since 2010, some of the initiatives from the club include raising funds through tickets sales for musical showcases, food carnivals, competitions such as bowling tournaments and more.



Powering Up with Solar Energy

Putting what they learnt into practice, Tharmaraj A/L Vilosamy, Tan Kin Sun and Vinodkumaran, three students from School of Engineering undertook a feasibility study on alternative power sources for Kampung Sesapan Batu Minangkabau. The students proposed and designed a green energy system, which will allow the remote village to produce solar energy to generate electricity for the entire area. Through this hands-on project, the students not only improved their understanding of the utilisation of renewable energy and honed their technical knowledge, but also provided the village with a useable, cost-effective and sustainable solution.



Bridging Academia with Industry

The School of Business ensures students obtain real-life learning experiences by bridging academia with industry, through partnerships and collaborations.

Digi Cooperative Education Programme

An industry partnership through the adoption of the Introduction to Business module where students receive on-the-job structured learning experiences in relevant operational areas within the telecommunications industry.

Growing Banking Sector: AICB collaboration with KDU

The Asian Institute of Chartered Bankers (AICB) signed an academic partnership with KDU to groom and nurture the next generation of banking graduates. The demand for talented and skilled individuals in financial sector is rising and this partnership is an example of realising the needs within a rapidly changing environment in the banking industry.



The Edge Education Foundation – 'Money & Me' Youth Financial Empowerment Programme

Incorporating relevant aspects and the spirit of corporate social responsibility, our students volunteered to become facilitators to reach out and inculcate the concept of 'financial literacy' to school students.

COMMUNICATION & CREATIVE ARTS

**Stir the imagination.
Impact the world!**

KDU offers an environment for communication and creative arts students to immerse themselves in their passion and explore their potential as they develop their talents. Our programmes are carefully designed and developed with insights from industry professionals, and its syllabus are thoughtfully curated to keep students up-to-date with emerging practices and standards in the communication and creative arts fields, while ensuring they have a strong understanding of conventional mass communication and arts.

KDU prides itself with offering real world education to meet real world needs, and as such, students will benefit from our state-of-the-art communication and creative arts facilities. They will be able to learn through hands-on practices and train to develop their skills in our industry-standard labs and studios. There are also great opportunities for students from multi-disciplines to synergise and be involved in different aspects of project management and client interaction in the industry. Through these real-world projects, campaigns, showcases and performances, our students emerge to become confident and adaptive graduates with a mix industry experience, up-to-date skills, and resourceful, imaginative and critical thinking skills.

KDU VALEDICTORIAN VOICES



DARREN TIMOTHY
(BACHELOR OF COMMUNICATION)
FIRST CLASS HONOURS
2016 KDU CONVOCATION VALEDICTORIAN

KDU will always be close to my heart. The simple joys of attending classes, working together with group mates, joining clubs and partaking in sports will always be the dynamite mix for a great student life. I realised that my university days were filled with exciting memories and wonderful experiences. In KDU, I met some wonderful friends and lecturers. We still keep in touch with each other.

During my working days, projects and presentations were easier to handle because of assignments which pushed the boundaries of my creative thinking process. The university encouraged discussions and interactions which helped a great deal in networking with people from various industries. Daring to dream, I have chosen a career which helps groom young people into potential leaders.



LAUREN TAN
BACHELOR OF COMMUNICATION
FIRST CLASS HONOURS
2013 KDU CONVOCATION VALEDICTORIAN

In KDU, I took specialization in Media Advertising and Visual Communication. Therefore, I decided to join as an intern in Leo Burnett. I am able to put my university knowledge into practice, making it easier to understand my job.

Currently, I am working with a global media agency; Mindshare Malaysia. Calculating Tv GPPs, evaluating costs and savings, definition of ratings etc was easier to understand as it was taught in KDU's media planning classes. I am glad that KDU has prepared me to meet the real world needs.

KDU CREATIVE ART ACHIEVERS VOICES



TRICIA PANG HUEY (DIPLOMA IN ENTREPRENEURIAL DESIGN)

From this course, I learned the fundamentals of running my own business as well as the mentality in being a leader. Anyone can start their own business, but without necessary leadership knowledge you will find yourself in a losing game. In my experience, this course was very different in a way that encourages us to think and be our individual selves, while learning skills to adapt to change or trends in this technological era. Besides that, I was exposed to a design-thinking perspective which plays an important role in problem solving. Currently, I am learning a new language and self-improving my interpersonal communication skills working as a freelancer.



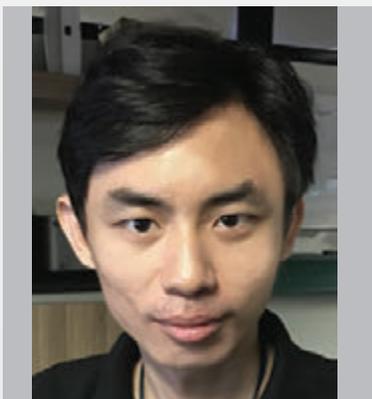
KHADIJA BINTI SHEIKH FUAD (DIPLOMA IN ENTREPRENEURIAL DESIGN)

What I liked most about my time in KDU was the support system I received from both my peers and lecturers. When I started my diploma the course was fairly new and there weren't many of us so we had a lot of one on one time with the lecturers. I was fortunate because that gave me the ability to identify my strengths and weaknesses and work through them with their help. My course mates and I were highly competitive but we never experienced any ill feelings towards each other. In fact, we motivated one another to do our very best to which I'm grateful. Currently what are they doing/ working as? I am currently helping in my family business by utilising my skills that I have learned to design and market their life centre that is based in Janda Baik.



SOPHIE BINTI AZLAN (DIPLOMA IN ENTREPRENEURIAL DESIGN)

ED student in that entire intake. However, I was fortunate to have met not only welcoming classmates, but lecturers as well. They took notice of my continued interest and talent in what we were learning, and helped me to hone it into something formidable that continues to grow. It had ups and downs, but that's life - right? Overall, I'll never regret the time I spent in the ED programme. My graduation in 2017 was hands down, one of the best days of my life. I felt like everything was totally worth it in the end. So, the programme won't be for everyone. Do your research, sit in on a class or two. If you feel an interest - embrace it. It'll be a great experience to learn and grow.



KEVIN WONG KHER PING (MASTER OF DESIGN (INNOVATION))

I enrolled into the Masters in Design (Innovation) programme at January 2016 and graduated at September 2017. This programme covers many subjects that are related to new media communication which is crucial in most modern industries. Being a mix mode post graduate programme, it has subjects that are more inclined towards practical application on top of academic research. This enables the students to apply and put their research to the test when it comes to solving practical problems. As an academic staff, the programme also provides a lot of reference points in terms of handling post graduate classes and student experiences. It also allows me to acquire a deeper understanding of academic research and its effects towards the industry and society in general. These experiences enable me to contribute better to my work as lecturer as it allows me to understand how to guide students in coping with their research work and also practical projects.

KDU COMMUNICATION ACHIEVERS VOICES



BELINDA SOH

POSITION : SENIOR EXECUTIVE, BUSINESS DEVELOPMENT FOR LICENCING & MERCHANDISING
COMPANY NAME : HI-5 OPERATIONS (M) SDN BHD

"I really enjoyed my 4 years plus journey at KDUUC as they have an amazing team of friendly and helpful lecturers, tutors and even admin staff that assist me from day one when I enquire, during my learning journey with them and even now as an alumni. As a Diploma in Mass Communications and Bachelor in Communication student, I not only learnt about the theories but also skills that I can relate and apply every day at my work now."



DYLAN TAN

POSITION: SOCIAL HEADLINES STRATEGIST
COMPANY NAME: REV ASIA, SAYS

"Here's the thing, universities are going to keep promoting great education, outstanding lecturers, friendly course-mates and fun experiences to excite new students. Well, let me be the one to tell you that those are not broken promises when you come to KDU. From being able to be part of the KDU Campus Radio team and broadcasting my very own radio segment in campus to creating new lasting friendships and being able to create big events with my lecturers all the way till achieving First Class Honours in Bachelor of Communications, the journey was definitely one I wished I could take a ride on all over again."



ADELINE NG

POSITION: MARKETING EXECUTIVE
COMPANY NAME: CREON ASIA

"Pursuing my Diploma and Degree in KDU University College has been the best decisions I've made in life. The lecturers are just like parents, giving me guidance and support throughout my studies. Thanks to them, I manage to graduate in Bachelor in Mass Communication with First Class Honor. Not only I had the best lecturers, I also met bunch of crazy peoples who made my life meaningful. Thank you, KDU!"



DASHRAN YOHAN

POSITION : EDITOR-IN-CHIEF
COMPANY NAME: MOVIEDASH.COM - UNDER LOWYAT MSC

"I was never the smartest kid in high school -- I got below average grades for SPM and completely flunked my STPM. But here I am, all those years later, top student and building my career in film journalism. If I had listened to the people around me and stopped watching movies and reading novels, I wouldn't be where I am today. KDU helped me hone my passion and provided me with a path to do what I love with like-minded people, and for that I am forever grateful."

WHY CHOOSE KDU?

A ROBUST COMMUNITY FOR TALENT DEVELOPMENT

At KDU, our students are constantly encouraged to push the boundaries of creativity be it through participating in performances and festivals, training young talents in the world of creative arts, or showcasing their entrepreneurial effort.

Beyond Show and Tell

It comes as no surprise that our Entertainment Arts students put on mind-blowing performances every year. Although these annual performances are compulsory in their programme, students learn and garner an experience of a lifetime beyond the scope performing arts. From stage production, the financial aspects of putting on a show, the publicity to generate and the intensity of the performance, students learn the ins and outs of what it takes to make or break a performance. Some of the productions our students have put up include:

- **The Little Prince in Everyone**

A theatrical adaptation of the famous novella *Le Petit Prince* by the French author, Antoine de Saint-Exupéry, the story follows the life of an innocent child exploring the world and questioning the norms.

- **Gouden Roos**

Gouden Roos tells the tale of a tragic love between a rising theatre star and a street painter in the days of yore.

- **My Life Is Like Broadway Musicals**

Written by KDU lecturer Gabbie Ngoh, the show follows a girl and her crush in the shadow of musicals like *Grease*, *High School Musical*, *Mamma Mia*, *Wicked* and *Hairspray*!



Trained to Train

As KDU believes in an all-rounded education, it is crucial that our students are also trained to train others, developing talents as they go along developing their own. As testimony of the strength and quality of our students, KDU was invited to collaborate on training young kids for the International Science Drama Competition 2016. Whilst lecturer Gabbie Ngoh wrote and directed the show, she also handpicked three students who not only assisted her in the direction of the show, but also coached the young actors to their winning Second Prize spot and Overall Best Performer Award, in the finals held in Singapore, beating teams from Thailand, Singapore and Philippines.



WHY CHOOSE KDU?

REAL WORLD EXPERIENCE BEYOND THE CLASSROOM

The communications and creative arts industries are robust and fast-paced. Our emphasis on a holistic education and integration of classroom learning with real world projects, be it events or partnerships with industry professionals, ensure our students stay one step ahead before they even graduate.

Media Proposal Pitch with Mindshare

It is essential for students to learn and understand the processes in the industry they will soon join, and as such, our diploma and degree students from the Media Planning and Buying class work in groups to develop comprehensive media plans for pitches in this industry collaboration with global giant media agency, Mindshare. The proposals are developed based on Mindshare's extensive list of client briefs, some of which include brands such as Digi, Pizza, Est Cola and more. On-hand learning experiences such as these ensure our students remain up-to-date and on par with the industry.

A Touch of Social Consciousness

Events organised by our communication students, be it for class subjects or through their own collective effort, take on issues that impact society to raise awareness and make a change.

The learning outcome is always two-fold. Students gain hands-on experience in various areas, such as the due diligence, development and planning process of the event and the publicity surrounding it, as well as the event execution and the understanding of the process, risks and necessities through the event's co-ordination. Not only that, students also gain knowledge, insights and perspectives of the cause they're championing for, and at the same time, gain empathy and make a real difference.



Striding for Extraordinary Affairs with Small Steps

The students of School of Communication & Creative Arts are steadfast in delivering and designing events and campaigns that are sure to leave impact in the industry and community.

- **PS, LOL**

The PS LOL event, themed 'Love Out Loud, Live Out Loud and Laugh Out Loud', for example, was dedicated to raise awareness on the dangers of stress and to spread happiness amongst Malaysians. The students made a name in the Malaysia Book of Records by building the largest lollipop mural in the country.

- **Project Dream 2.0**

Another example is the Project Dream 2.0, a charitable-based project to raise funds for MERCY Malaysia's General Relief Fund. One of the main anchor of this project include Seringgit Sehari campaign where donors pledge a donation of RM1 a day. Project Dream 2.0 raised more than RM20, 000 and channelled it accordingly to MERCY Malaysia.

- **Seek & Snap**

Seek & Snap Photo Competition was a collaborative event with Canon Malaysia providing grounds for awareness and appreciation for nature. The event was held at Taman Botani Negara and included students from various schools, universities and colleges.

And last, but not least, the 3 month-collaborative effort with Petrosains to experiment with new medium for immersive storytelling project; 360-degree short videos showcase. The immersive stories have been viewed over 1,642 times in the span of four days and has marked the continued collaboration with Petrosains Sdn. Bhd.



COMMUNICATION & CREATIVE ARTS FACILITIES

The state-of-the-art communication and creative arts facilities at our Utopolis Glenmarie campus are industry standard, and designed to give our students a taste of the real world, by working on live projects.

KDU FM - Radio Broadcast Studio

With top-notch equipment capable of internal broadcast, students are able to host and air their own radio show.

The Frame - Television Production Studio

There is no better way for students to get a glimpse of working in the broadcasting world than experiencing the tools and tricks behind the scenes at our television production studio.

Creative Waves - Radio Production and Recording Studio

Classes conducted here give students a chance to experience the process that goes behind radio production.

Pixel - Mac Lab

Students are able to learn and hone their editing skills using industry-relevant software provided.

Shutters - Photography Studio

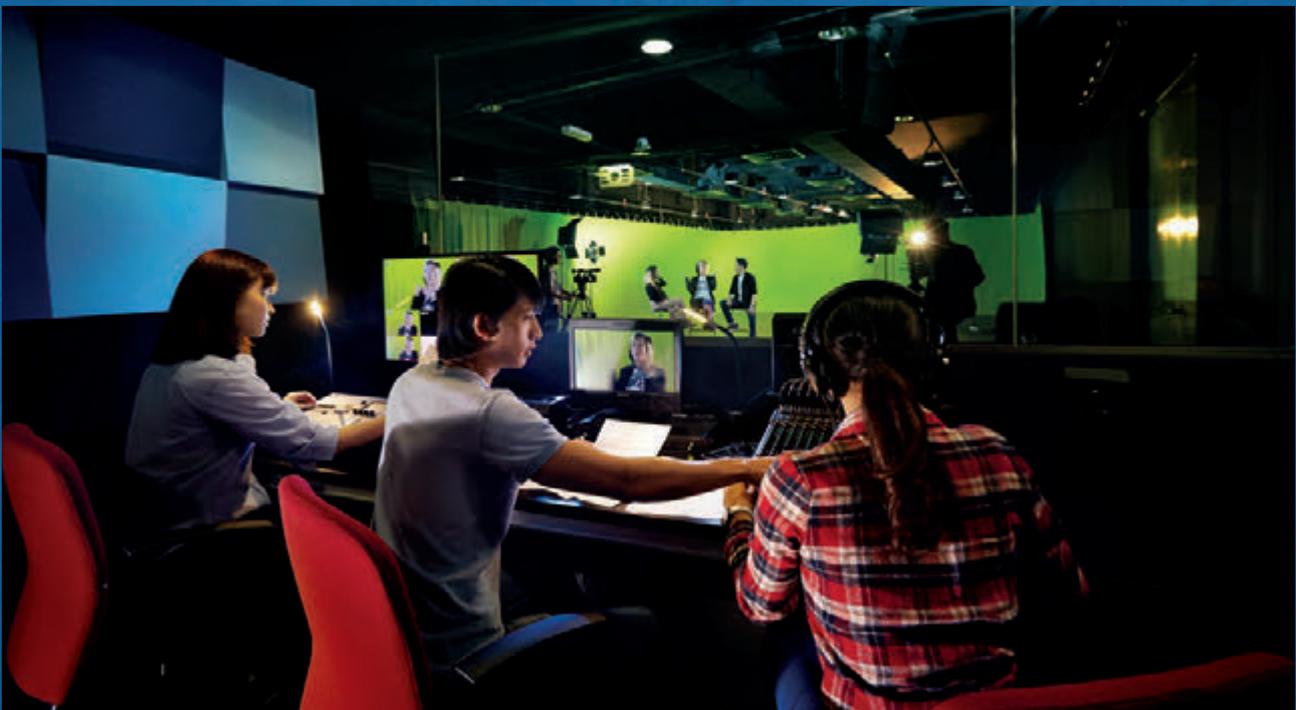
The professional photography equipment available here allows students to practise in a professional studio.

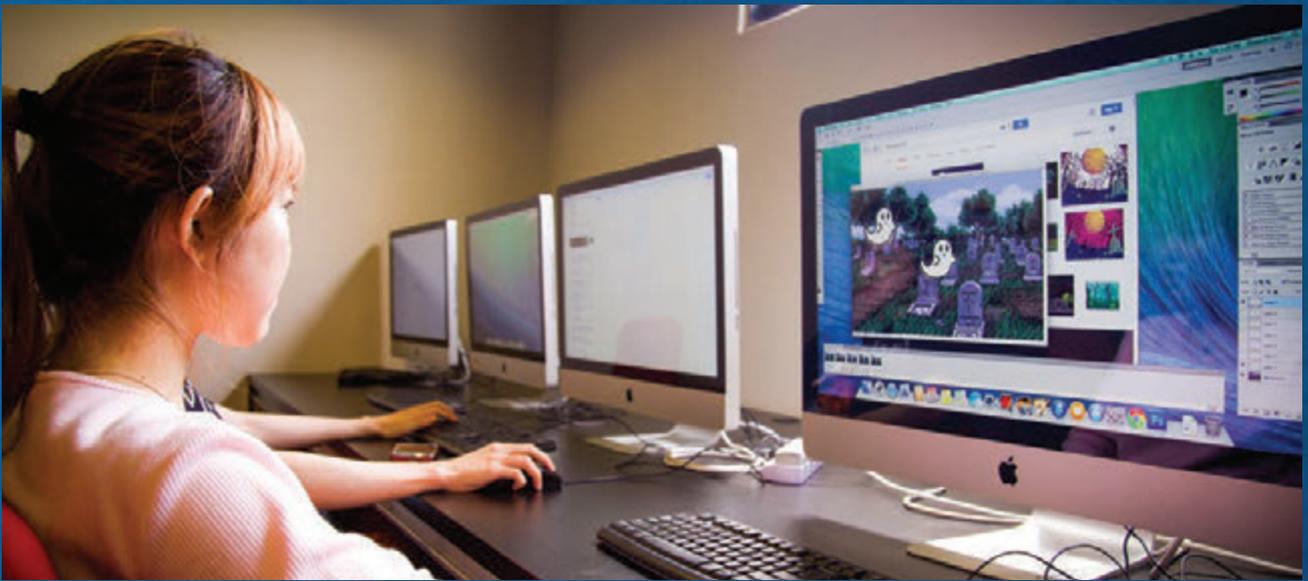
Black Box - Performing Arts Studio

The Black Box is a special mirrored studio for entertainment arts students to practice their performances and dances.

Designpreneur Lab

The collaborative learning space is created for Entrepreneurial Design students to work on the conceptualisation and development of creative ideas and production of marketable artworks. The space also serves as a showcase area for the students' work.





**MASTER OF ARTS
(COMMUNICATION MANAGEMENT)**
1 YEAR & 4 MONTHS

**BACHELOR OF
COMMUNICATION (HONS)**
3 YEARS
**BACHELOR OF COMMUNICATION
(MEDIA PRODUCTION)**
3 YEARS

KDU DEGREE PROGRAMMES



KDU FOUNDATION PROGRAMME*
[1 YEAR] / **STPM / CAMBRIDGE A LEVELS /
UEC OR EQUIVALENT**

SPM / O LEVELS

* Specific foundation programmes that meet the entry requirement.

ROUTE

& CREATIVE ARTS

MASTER OF DESIGN (INNOVATION)
1 YEAR & 4 MONTHS

**BACHELOR OF ARTS (HONS) IN
ADVERTISING AND JOURNALISM**
3 YEARS

**BACHELOR OF ARTS (HONS) IN
JOURNALISM AND MEDIA STUDIES**
3 YEARS

**BACHELOR OF ARTS (HONS) IN
ADVERTISING AND MEDIA STUDIES**
3 YEARS

CHESTER DEGREE PROGRAMMES



University of
Chester

**DIPLOMA IN COMMUNICATION
& MEDIA STUDIES**

2 YEARS *Advanced standing into Year 2*

DIPLOMA IN ENTREPRENEURIAL DESIGN

2 YEARS *Credit Transfer*

DIPLOMA IN ENTERTAINMENT ARTS

2 YEARS *Credit Transfer*

OR EQUIVALENT

FOUNDATION STUDIES (ART & TECHNOLOGY)

Multidisciplinary. Flexible. Stimulating independence and creativity.

The KDU Foundation Studies (Art and Technology) is a one-year multidisciplinary foundation programme aimed at preparing students for further study in the fields of

- Game development
- Business
- Communication
- Computing
- Hospitality

This flexible programme ensures students are grounded with a strong grasp of core subjects according to their choice of programmes at degree level, as well as a variety of other subjects to give them a broad-based education platform. It also helps them to explore new methods and ideas, as well as skills and concepts, to encourage independent and critical thinking.

Upon completion, students will be able to articulate seamlessly into various degree programmes, offered at KDU.



PROGRAMME STRUCTURE

CORE (6 COMPULSORY MODULES) Total of 17 modules

- Creative Studies
- Critical Writing and Referencing
- Fundamentals of Information Technology
- Introduction to Business
- Introduction to Creative Concepts
- Introduction to Communication

STREAM (8 MODULES ACCORDING TO STREAM)

GAME ART

- Design Practice
- Design Studies
- Drawing 1, 2 & 3
- History of Art and Media
- Media Appreciation
- Media Production

BUSINESS / HOSPITALITY

- Introduction to Management
- Mathematics 1
- Information System
- Introduction to Quantitative Methods
- Introduction to Economics
- Social Science
- Introduction to Marketing
- Introduction to Accounting

GAME DESIGN / COMMUNICATION

- Design Practice
- Digital Photography
- Design Studies
- History of Art and Media
- Introduction to Multimedia
- Media Appreciation
- Media Production
- Social Science

GAME TECHNOLOGY / COMPUTING

- Design Studies
- Information System
- Introduction to Multimedia
- Mathematics 1, 2 & 3
- Programming Logic and Design
- Social Science

MPU

- Bahasa Kebangsaan A*
- Pengajian Malaysia 1 (Malaysian Students)
- Bahasa Melayu Komunikasi 1 (International Students)
- Cultural Studies
- Study Skills

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Pass with min. 5 Credits
UEC	Min. 3 Credits
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

Notes:

1. Students who will be continuing their studies in Accounting and Finance degree programmes, or in the Game Technology specialisation of the Game Development programme, must have obtained a Credit in Mathematics at SPM level.
2. Students who will be continuing their studies in Computer Science and Software Engineering degree programmes must have obtained a Credit in Additional Mathematics at SPM level.

ENGLISH REQUIREMENT

Local Student	Credit (SPM / 1119 / UEC / O Levels examination)
International Student	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

3. Student who will be continuing their studies in Business programmes, must have obtained a Pass in Mathematics at SPM level.
4. Student who will be continuing their studies in Communication programmes, must have obtained a Credit in English at SPM level.
5. Students who do not have the above requirement, must seek advice from school before enrolment.

Duration:
1 years

Course Mode:
Full Time

Intakes:
January, March, May and September

Course Location:
KDU University College,
Utopolis, Glenmarie

FOUNDATION IN ARTS

Broaden horizons. Open the mind. A study in humanities teaches one how to think creatively and critically, to reason, and to ask questions.

Take up the challenge of studying across a range of disciplines with the KDU Foundation in Arts programme. In preparation for a bachelor's degree in the humanities stream, students will have an opportunity to be exposed to basic modules of various disciplines such as:

- Economics
- Accounting
- Psychology
- Sociology
- Communications and Media Studies

This programme exposes students to the vigorous demands of tertiary education, preparing them to be critical thinkers necessary for university life. Here, students will learn:

- Critical and analytical skills
- Skills to work effectively in teams
- To hone their entrepreneurial spirit
- Curiosity to new ideas
- Social and ethical responsibility



PROGRAMME STRUCTURE

CORE (6 COMPULSORY MODULES) Total of 16 modules

- Academic Writing and Presentation Skills
- Academic Research Skills
- Critical Thinking and Problem Solving
- Introduction to Information Technology
- Information Systems
- Thinking Skills

ELECTIVES (CHOOSE 7 MODULES)

- Algebra
- Statistics
- Introduction to Accounting
- Principle of Accounting
- Microeconomics
- Macroeconomics
- Introduction to Communication Studies
- Media Studies
- Introduction to Psychology
- Introduction to Sociology

MPU

- Bahasa Kebangsaan A*
- Bahasa Melayu Komunikasi 1 (International Students)
- Cultural Studies
- Pengajian Malaysia 1 (Malaysian Students)
- Study Skills

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Pass with min. 5 Credits
UEC	Min. 3 Credits
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

Notes:

1. Students who will be continuing their studies in Accounting and Finance degree programmes, must have obtained a Credit in Mathematics at SPM level.
2. Student who will be continuing their studies in Business programmes, must have obtained a Pass in Mathematics at SPM level.

ENGLISH REQUIREMENT

Local Student	Credit (SPM / 1119 / UEC / O Levels examination)
International Student	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

3. Student who will be continuing their studies in Communication programmes, must have obtained a Credit in English at SPM level.
4. Students who do not have the above requirement, must seek advice from school before enrolment.

Duration:
1 Year

Course Mode:
Full Time

Intakes:
January, March, May and September

Course Location:
KDU College, Damansara Jaya

DIPLOMA IN ENTERTAINMENT ARTS

Delve into the exciting world of entertainment

Whether students dream of taking the stage and captivating the audience with their performance, directing an award-winning show or even managing the brightest talents in the industry, this programme is the perfect starting point.

KDU's Diploma in Entertainment Arts ensures students are exposed to a variety of roles such as singing, dancing, acting and management skills to make them all-rounded talents. This vibrant programme offers hands-on experience with industry professionals who will teach and guide students how to brand, position and market themselves so they may steer their own career in this highly competitive space.

The great thing about our programme is that it prepares students for work in today's entertainment industry. Students will be guided to expand on existing talents and amass an impressive portfolio even before graduation. They will be exposed to opportunities to attend workshops and seminars, to undertake practical projects such as concerts and arts festival participation, as well as of idea pitching to executives.

Upon programme completion, students may continue to KDU's communication and media studies undergraduate programme, or to Queensland University of Technology in Australia.



PROGRAMME STRUCTURE

YEAR 1

- | | | |
|--|----------------------------------|--|
| • Introduction to Contemporary Film Industry | • Media, Culture and Society | • Introduction to Singing and Composing Music |
| • Introduction to Entertainment Industry | • Media Law & Ethics | • Acting and Performance on Stage (Acting Lab 1) |
| • Critical Thinking and Reading Skills | • Navigating Hollywood | • Acting for the Camera |
| • Public Speaking Skills | • Writing and Referencing Skills | |
| | • Technopreneurship | |

YEAR 2

- | | | |
|----------------------------------|----------------------|------------------------|
| • Photo Communication | • Acting Lab 2 | • Playwright's Lab |
| • Multimedia and Web Development | • Movement and Dance | • Internship |
| • Entertainment Marketing | • Directing Lab | • Performance Showcase |

MPU

- | | | |
|---------------------------------|---|---|
| • Bahasa Kebangsaan A* | • Pengajian Malaysia 2 (Malaysian Students) | • Bahasa Melayu Komunikasi 1 (International Students) |
| • Malaysia Culture and Life | | |
| • Personal Development Planning | • Co-Curricular Activities and Community | |

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Pass with min. 3 Credits
UEC	Min. 3 Credits

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

ENGLISH REQUIREMENT

Local Student	Pass (SPM / 1119 / UEC / O Levels examination)
International Student	Band 4.0 in IELTS; or a score of 30 (IBT) or 397 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

Duration:
2 Years

Course Mode:
Full Time

Intakes:
January, March, May,
September and November

Course Location:
KDU University College,
Utropolis, Glenmarie

DIPLOMA IN ENTREPRENEURIAL DESIGN

Enter the vibrant world of creative enterprise

Innovation and entrepreneurship are at the heart of the thriving contemporary design scene. Creative talent and design skills will give graduates a head start in the industry, but business skills and knowledge will sustain them in the long run.

The Diploma in Entrepreneurial Design, the first of its kind in Malaysia, was developed to stretch the boundary of creative and design education to meet the demand of rapidly changing business landscape. Through our multidisciplinary approach, innovation and entrepreneurship, we train students to be a thinking designer, a resourceful problem solver and an innovative entrepreneur.

Students will master the basics of design such as visual scripting, sustainable designing, plus fashion and store merchandising. They will also gain practical experience in conceptualising and developing brands and business plans, and learn business management skills to start their own enterprise.

With the Malaysian Design Council (MRM) as our key partner, we are making waves in design education by fostering a greater exchange of ideas and providing recognition for young talents that we nurture for the creative economy.

MRM MALAYSIA DESIGN
MAJLIS REKABENTUK MALAYSIA



PROGRAMME STRUCTURE

YEAR 1

- Creative Thinking and Problem Solving
- Consumer Behaviour
- Design Culture
- Introduction to Publication Design
- Enterprise Skills
- Entrepreneurial Communication and Thinking
- Multimedia and Web Development
- Photo Communication
- Introduction to Creative Writing
- Visual Design and Communication

YEAR 2

- Exhibition Design
- Fashion Merchandising
- Leadership Development
- Packaging Design
- Principles of Marketing
- Social Entrepreneurship
- Strategic Thinking with Branding
- Sustainable Design
- Technopreneurship
- Web Development and Design
- Internship

MPU

- Bahasa Kebangsaan A*
- Malaysia Culture and Life
- Personal Development Planning
- Co-Curricular Activities and Community
- Pengajian Malaysia 2 (Malaysian Students)
- Bahasa Melayu Komunikasi 1 (International Students)

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Pass with min. 3 Credits
UEC	Min. 3 Credits
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

ENGLISH REQUIREMENT

Local Student	Pass (SPM / 1119 / UEC / O Levels examination)
International Student	Band 4.0 in IELTS; or a score of 30 (IBT) or 397 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

Duration:
2 Years

Course Mode:
Full Time

Intakes:
January, March, May,
September and November

Course Location:
KDU University College,
Utropolis, Glenmarie

DIPLOMA IN COMMUNICATION & MEDIA STUDIES

Be an influencer in the media landscape

Designed with the perfect balance of theory and practice, KDU's Diploma in Mass Communication ensures students are grounded with a strong foundation in the communications field and are exposed to real-world experience through projects and campaigns.

Students will pick up knowledge and develop skills in areas such as radio and TV production, journalism, digital media, advertising and public relations, and complemented with writing, public speaking, media planning and research skills. These exposure into the different aspects of the industry allow students a deeper insight of these communication areas, which helps them to decide on their specialisation in the future.

Students will train in our state-of-the-art creative suites and studios, allowing them access to industry-standard tools and practices. Not only that, students will also garner plenty of real-world experience through our industry collaborations.

Upon completion of the programme, students may opt to articulate into our Bachelor of Communication programme, or to Australia's Queensland University of Technology and Griffith University.



PROGRAMME STRUCTURE

YEAR 1

- Critical Thinking and Reading Skills
- Introduction to Film Studies
- Introduction to Communication and Media
- Introduction to New Media
- Introduction to Radio Production
- Introduction to Sociology
- Media Research Methods
- Media, Culture and Society
- Principles of Newswriting and Reporting
- Principles of Public Relations
- Principles of Advertising
- Public Speaking Skills
- Writing and Referencing Skills

YEAR 2

- Consumer Behaviour
- Creative Strategy
- Introduction to Publication Design
- Human Communication
- Multimedia and Web Development
- Media Law & Ethics
- Media Planning
- Organisational Communication
- Photo Communication
- Practical Training
- Principles of Copy Writing

MPU

- Bahasa Kebangsaan A*
- Personal Development Planning
- Co-Curricular Activities and Community
- Malaysia Culture and Life
- Pengajian Malaysia 2 (Malaysian Students)
- Bahasa Melayu Komunikasi 1 (International Students)

*Notes:

Bahasa Kebangsaan A* is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Pass with min. 3 Credits inclusive of English
UEC	Min. 3 Credits inclusive of English

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

ENGLISH REQUIREMENT

Local Student	Pass (SPM / 1119 / UEC / O Levels examination)
International Student	Band 4.0 in IELTS; or a score of 30 (IBT) or 397 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

Duration:
2 Years

Course Mode:
Full Time

Intakes:
January, March, May,
September and November

Course Location:
KDU University College,
Utropolis, Glenmarie

BACHELOR OF COMMUNICATION (HONS)

**Shape the messages
the world hears!**

KDU's Bachelor of Communications (Hons) programme develops students' capability and capacity to think critically and strategically to connect and engage people with communication messages in creative ways. Our programme gives students the opportunity to explore the media industry in greater detail through its areas of specialisations, and equips students with the skills to make outstanding contributions in the competitive media and communications industries.

Students may choose from:

- Corporate Communication
- Advertising Media Management
- Journalism and Broadcasting
- Visual Communication

Through this programme, students will also have the opportunity to develop and enhance presentation, critical thinking, planning and management skills, through a variety of projects, events and campaigns, both in and out of the classroom. This ensures that aside from a thorough understanding of the media landscape, students learn to push boundaries and take on challenges with utmost confidence.

Upon completion of their first year, students are also able to transfer their credits to University of Bedfordshire (UK) for the Media Communication programme.



CAREER OPPORTUNITIES

- Account Manager
- Brand Manager
- Corporate Communication Manager
- Journalist
- Marketing Communication Manager
- Media Planner
- Public Relations Consultant
- Writer

PROGRAMME STRUCTURE

YEAR 1

- Academic English 1
- Academic English 2
- Introduction to Mass Communication
- Professional Development and Leadership Skills
- Public Speaking
- Principles of Journalism
- Communication Law
- Principles of Advertising
- Organisational Communication
- Introduction to Creative Media

YEAR 2

- Introduction to Corporate Communication
- Communication Theories
- Intercultural Communication
- Media, Culture & Society
- Specialisation (4 subjects)

YEAR 3

- Research Methodology
- Dissertation
- Internship
- Multimedia & Web Design (Elective)
- Specialisation (3 subjects)

SPECIALISATION/ELECTIVES

CORPORATE COMMUNICATION

- Corporate Identity and Brand Packaging
- Event Management
- Public Relations Management
- Public Relations Campaign Skills, Theory and Strategy
- Public Relations Writing
- Media Relations
- Crisis Communication and Management

ADVERTISING MEDIA MANAGEMENT

- Creative Industries
- Consumer Behaviour
- Integrated Marketing Communication
- Interactive Media Promotions
- Media Buying and Planning
- Principles of Marketing
- Strategic Brand Management

JOURNALISM & BROADCASTING

- Broadcast Media Production
- Citizen Journalism and Participatory Culture
- Creative Industries
- Digital Photography and Imaging
- Print and Broadcast Journalism
- Writing for the Screen
- Radio Production

VISUAL COMMUNICATION

- Broadcast Media Production
- Corporate Identity and Brand Packaging
- Design Fundamentals
- Digital Photography and Imaging
- Principles of Marketing
- Publication Design
- Visual Concept and Ideation

MPU

- Bahasa Kebangsaan A*
- Entrepreneurship
- Corporate Social Responsibility
- Life in Malaysia
- Hubungan Etnik (Malaysian Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)
- Pengajian Malaysia 3 (International Students)
- Bahasa Melayu Komunikasi 2 (International Students)

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification

Requirement

GCE A Levels / STPM

2 Principal Passes

UEC

Min. 5 Credits inclusive of English

Diploma

CGPA 2.0

Foundation Studies

CGPA 2.0

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

ENGLISH REQUIREMENT

Local Student

Band 3 in MUET

International Student

Band 5.0 in IELTS; or a score of 35 (IBT) or 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

Duration:
3 Years

Course Mode:
Full Time

Intakes:
January, May, September and November

Course Location:
KDU University College, Utropolis, Glenmarie

BACHELOR OF COMMUNICATION (MEDIA PRODUCTION)

The Bachelor of Communication in Media Production is designed to equip students with knowledge, competencies and skills that will prepare them to be professionals who are able to contribute to the local and international media and communication industries.

The programme is designed to empower students with technical knowledge as well as life long and entrepreneurial skills.

The programme is suitable for individuals with strong inquisitive minds, who value the experience of meeting new people and learning new experiences, and sharing it to the world.

The programme covers an array of core and specialised subjects, delivered by lecturers with both academic and professional experiences. In the final year of their studies, students will be sent for internship at reputable media companies in Malaysia.

The programme is a unique communication studies programme that focusses on all theoretical and practical aspects of media production.

Students in the programme utilises KDU's state-of-art broadcasting and media facilities at the UG campus. They are also given the opportunity to manage KDU's Radio Station and Broadcasting Centre, and to participate in various media production events and competitions.



CAREER OPPORTUNITIES

- Journalist
- Media Producer
- Film Director
- Market Researcher
- Media Presenter
- Media Consultant
- Event Manager
- Information Officer

PROGRAMME STRUCTURE

YEAR 1

- Academic English 1
- Academic English 2
- Introduction to Mass Communication
- Principles of Broadcasting
- Public Speaking
- Media Presentation Skills
- Introduction to Video Production
- Principles of Advertising
- Multimedia Web Design
- Introduction to Creative Media
- Digital Photography & Imaging

YEAR 2

- Communication Law
- Communication Theories
- Intercultural Communication
- Social Psychology for Communication
- Post Production
- Writing for Screen
- Visual, Concept & Ideation
- Broadcast Media Production 1
- Experimental Film & Video
- Research Methodology
- Broadcast Media Production 2

YEAR 3

- Professional Development & Leadership Skills
- Graduate Production Project 1
- Graduate Production Project 2
- Radio & TV Station Management
- Internship
- Elective (choose 1 subject)

ELECTIVES

- Event Management
- Creative Industries
- Consumer Behaviour

MPU

- Entrepreneurship
- Corporate Social Responsibility
- Life in Malaysia
- Hubungan Etnik (Malaysian Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)
- Pengajian Malaysia 3 (International Students)
- Bahasa Melayu Komunikasi 2 (International Students)

ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels / STPM	2 Principal Passes
UEC	Min. 5 Credits inclusive of English
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0
Any other qualifications deemed equivalent by the Ministry of Higher Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

ENGLISH REQUIREMENT

Local Student	Band 4 in MUET
International Student	Band 5.0 in IELTS; or a score of 35 (IBT) or 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

Duration:
3 Years

Course Mode:
Full Time

Intakes:
January, May, September and November

Course Location:
KDU University College,
Utopolis, Glenmarie

MASTER OF DESIGN (INNOVATION)

Be a design leader in a rapidly changing environment

The Master of Design (Innovation) at KDU is a practice-focused programme that aims to launch design professionals beyond the boundaries of traditional graphic design. It integrates deep expertise in design practice with business disciplines to prepare students to master the fields of design, communication and multimedia.

Students have the opportunity to put together a professional industry-based portfolio or design artwork, and understand the design and planning of new products, services, systems and organisations. By the end of the programme, students will be able to seamlessly adapt to the expectations of the new artistic industry.

The Master of Design (Innovation) programme is a dual parchment programme awarded by KDU and the Rome University of Fine Arts (RUFA). It is best suited for those in the areas of Design and Innovation; Multimedia and Web; Advertising, Marketing and Communication; Photography; New Media Design; and Design as Research.

RU
FA

Rome
University
of Fine Arts



CAREER OPPORTUNITIES

- Art Director
- Exhibition Designer
- Production Designer
- Artist
- Illustrator
- Multimedia Specialist

PROGRAMME STRUCTURE

MODULES

- Brand Design and Dynamic Identity
- Unconventional Advertising
- Design Project Proposal
- Interaction Design
- Information Design
- New Media Design
- Research Methodology
- Visual Design
- Web Design and User Experience
- Visual Analysis and Documentation
- Psychology of Perception
- Graduation Showcase

ENTRY REQUIREMENT

Academic Qualification

Requirement

Bachelor's Degree in relevant fields

Min. CGPA of 2.67 or equivalent.

Candidates without a min. CGPA of 2.67 can be accepted with a min. of CGPA 2.00 and 3 years working experience in the relevant field

All candidate are required to go through an interview and assessment prior to acceptance into the programme.

ENGLISH REQUIREMENT

Local Student

Band 5 in MUET

International Student

Band 6.0 in IELTS; or a score of 60 (IBT) with 499 (PBT) in TOEFL; or score 50 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

Duration:

Min. 1 year 4 months

Course Mode:

Full Time / Part Time

Intakes:

January, May and September

Course Location:

KDU University College,
Utropolis, Glenmarie

MASTER OF ARTS (COMMUNICATION MANAGEMENT)

This programme provides and equips graduates to carry out their roles and responsibilities in national, and international developments, especially in the communication industry. Graduates of this programme will leave equipped with high order analytical and critical thinking abilities, applied research skills, a firm grasp of the main theoretical framework and business management perspectives underpinning the communications field, as well as an awareness of current trends and issues. This programme aims to develop and trained graduate in:

- The formulation of new ideas from having subjects that are critical in nature, that not only emphasises the social and political dimension of communication but that will enhance the development of knowledge, research and communication skills of graduates
- The ability to transfer analytical and problem solving skills in order to evaluate and make firm decisions critically and creatively based on research and/or experience.

- The enhancement of skills such as ethics, responsibilities, professionalism, leadership, etc., for future development of human society.
- The attitude to intensify the search for life-long learning, skills, and knowledge in line with the contemporary environment.



CAREER OPPORTUNITIES

- Communication Relations Manager
- Public Relations (PR) Manager
- Communication Consultant
- Director of Corporate Communication
- Market Research Analysts
- Marketing and Advertising Strategist
- Community Relations Manager

PROGRAMME STRUCTURE

MODULES

- Advanced Communication Theory
- Strategic Communication Management
- Media Management: Professional Perspectives
- Corporate Communication Management
- Research Methodology
- Unconventional Advertising
- Advanced Organisational Communication
- Social Media Management
- Research Project: Part 1
- Research Project: Part 2
- Reputation Management
- Web Design and User Experience

ENTRY REQUIREMENT

Academic Qualification	Requirement
Bachelor's Degree in relevant fields	Min. CGPA of 2.50 or equivalent. Candidates without a min. CGPA of 2.50 can be accepted with a min. of 5 years working experience in the relevant field

All candidate are required to go through an interview and assessment prior to acceptance into the programme.

ENGLISH REQUIREMENT

Local Student	Band 5 in MUET
International Student	Band 6.0 in IELTS; or a score of 60 (IBT) with 499 (PBT) in TOEFL; or score 50 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

Duration:
Min. 1 year 4 months

Course Mode:
Full Time / Part Time

Intakes:
January, May and September

Course Location:
KDU University College,
Utropolis, Glenmarie

OUR PARTNERS

ROME UNIVERSITY OF FINE ARTS, ITALY

Rome University of Fine Arts (RUFA), is a private fine arts academy, recognised by the Ministry of Education, University and Research (MIUR). At RUFA, students can earn academy degrees that are equivalent to Bachelor of Arts and Master of Arts university degrees. RUFA was established in 1998, with the objective to create a fine arts academy that combines students' dreams with concrete projects, aimed at enabling students to enter the workforce in real time. Today, over 450 students are enrolled in the academy. Guiding them are over 70 teachers, all working professionals.



Rome
University
of Fine Arts



MAJLIS REKABENTUK MALAYSIA

The Majlis Rekabentuk Malaysia or Malaysia Design Council (MRM) was established in 1993 to pave a future of innovation and design for Malaysia. It spearheads design programmes in the country to boost the industry's design expertise, capabilities and standards. A non-profit agency, MRM is under the supervision of the Ministry of Science, Technology and Innovation. It is regarded as a think tank and advisor to evolve innovative designs among Malaysians, and to ensure that Malaysia is on par with international standards



PETROSAINS

Petrosains, The Discovery Centre partners KDU's School of Communication and Creative Arts (SCCA), in organizing collaborative programmes to support informal learning in STEM and promoting innovation. The collaboration started in 2016 with the International Science Drama Competition. The competition promotes science through drama. Participants come from Singapore, Philippines, China, Thailand, Brunei and Malaysia. This strategic partnership has helped the Malaysian participants emerged as first runner-up (2016 and 2017) and won the best actor award in 2017. Other collaborations with SCCA include bringing education technology such as Virtual Reality (VR), 360 videos and transmedia storytelling into classrooms, for a more immersive learning experience. The outcomes were showcased at Petrosains, KLCC. Petrosains also provides internship opportunities to KDU students from various disciplines, who are interested to gain valuable learning and working experience.



CHESTER MEDIA PROGRAMMES AT KDU

**Gain Globally-Recognised Qualification
with the University of Chester Media
Programmes at KDU College**

Through our collaboration with the University of Chester, students are able to gain internationally-recognised bachelor degree qualifications at KDU College (Damansara Jaya campus), which are equivalent to those awarded by Chester's home campus in the United Kingdom. Our students thus have the best of both worlds at their doorstep.

WHY STUDY UNIVERSITY OF CHESTER PROGRAMMES AT KDU COLLEGE

QUALITY ASSURANCE

Curriculum delivery, development and assessment of students are monitored, approved and conducted in accordance to regulations by QAA (UK) and MQA (Malaysia).

FLEXIBLE STUDY PATHWAYS

Students have the option of completing their degree in Malaysia or transfer to University of Chester in the UK.

21ST CENTURY OUTLOOK

Syllabus and materials are up-to-date to reflect the changing landscape of the business world, which is constantly updated to address international integration of markets and economics.

UNIVERSITY OF CHESTER BURSARY

University of Chester - KDU students transferring to University of Chester, UK, are entitled to a €500 bursary per annum.

GLOBAL RECOGNITION

Transcript and parchment are awarded by University of Chester upon completion of studies and are internationally recognised.

BUILD-ON SKILLS

University of Chester's Year One modules help students develop broad knowledge skills, Years Two and Three modules prepare students to put skills into practice through business case applications, and develop management, leadership and / or entrepreneurship skills.

StARS - STUDENT ACADEMIC REPS

StARS ensure that student voices are heard. Beside being responsible in seeking the views of their course mates, be it on academic or non-academic matters, and sharing the findings with the university, StARS will also gain exceptional student learning experience through participation in campaigns, events and meetings.



UNIVERSITY OF CHESTER (UK)

The University of Chester is one of the oldest English higher education establishments of any kind, pre-dating all but Oxford, Cambridge, London and Durham. It was founded in 1839, and its original buildings in the ancient city of Chester were the first in the country to be purpose-built for the professional training of teachers.

Across its 6 campuses, the university has over 18,000 students, drawn from across 130 countries, including the United Kingdom, Europe and overseas, particularly France, Germany, Spain, Finland, Australia, the United States, India, China, Thailand, Turkey, Pakistan, Malaysia and more.

Its diverse range of programmes, with 477 course combinations on offer, across 8 academic faculties include foundation programmes, a suite of undergraduate degrees, as well as both taught and research master's and doctoral level of study.

ACADEMIC EXCELLENCE & RANKINGS

The University of Chester is a public institution and as such, it is reviewed and audited on a regular basis by a number of government agencies. It is committed to maintaining high academic standards and the quality of educational provision at the university have been praised by UK higher education supervisory bodies (QAA and OFSTED).

CITY OF CHESTER

The city of Chester is located very close to Manchester and Liverpool, and is a lovely city that is on every tourist's 'must see' itinerary.

Although Chester is considered small compared to some other British cities, it offers culture, architecture, shopping and dining in a compact setting, allowing international students to feel instantly secure in their beautiful and cosmopolitan surroundings. Each year over 8 million people flock from all over the world to see one of the best preserved walled cities in Europe.

Chester is also famous for expanding industries. Companies such as Airbus, Bank of America, HBOS, Coca Cola Schweppes, Marks & Spencer, TATA, GM Motors, Bentley, and Electronic Arts Technologies have large scale operations based in the immediate area of the University of Chester.

CHESTER KEY FACTS

- **University of Chester ranked 29th out of 117 for Student Experience**
(Times Higher Education)
- **2nd best city to live in the UK**
(Hot Housing Index)
- **Employability rankings are over 90% within six months of graduation**
- **5th happiest place in UK**
- **14,697 students from 115 countries in the last five years**

EXCELLENT FACILITIES

The University of Chester campuses have excellent teaching, study and recreational facilities. These include state-of-the-art lecture theatres, open-access computer facilities, modern science / skills / language laboratories, a modern library which holds approximately 350,000 books and a virtual library that is accessible even off campus via any networked computer. There is also a wide variety of sports facilities including modern and fully equipped Sports Hall, Gymnasium, Fitness Centre, the two-lane 350-metre Athletics Track, 25-metre indoor Swimming Pool and all-weather artificial turf pitches / grass pitches.

GUARANTEED STUDENT ACCOMODATION

University student accomodation is guaranteed for all new international students. The University of Chester have a wide range of student accomodation available to suit individual needs and budgets. All university-owned accomodation is either on campus or a short walk away and no more than a 20 minute walk from the city centre.

CAREERS SERVICES

Students have access to a huge range of career services, be it work shadowing placements, help with CVs and job applications or mock job interviews, all designed to help them to find work while they study, or prepare them for a graduate career.

- Work-based placements for undergraduate students.
- A wide portfolio of undergraduate sandwich business courses with 1 year placement.
- Between 90 and 100 employers visit the university each year for various purposes.
- A number of jobs and volunteering fairs organised throughout the year.
- International students can work up to 20 hours per week during term time and full time during vacations.

95% GRADUATE EMPLOYABILITY

The University of Chester is one of the best performing universities in the North West for employability, with 95.1% of its graduates in work or further study (DLHE 2015). Students are provided with a superb range of opportunities to help them gain the experience, skills and knowledge that they need to succeed during their time at university and beyond. Students are also supported by information, advice and guidance services which have been nationally commended.



BACHELOR OF ARTS (HONS) IN ADVERTISING AND JOURNALISM (3 + 0)

Enhance and cultivate your skills in the field of advertising, journalism and creative industry.

This programme is specifically tailored for students who are interested to build a career in advertising and journalism related field. The programme is about the advertising, media, information, creative and cultural industries that represent a diverse but economically and culturally significant sector in contemporary modern societies.

In collaboration with the University of Chester (UoC), this programme is delivered similar to that of UoC which is ranked 29th out of 117th for students experience in Times Higher Education. It is a comprehensive programme where it uniquely combines both the element of Advertising (Marketing) and Journalism in one package.



CAREER OPPORTUNITIES

- Corporate Communication Director
- Marketing Communication Director
- Public Relations Director
- Advertising Art Director
- Creative Art Director
- Advertising Production Director
- Advertising & Media Director
- Writer/Journalist
- Illustrator/Copywriter
-and many more

PROGRAMME STRUCTURE

YEAR 1

- Introduction to Advertising Theory and Practice
- Communication for Advertising
- Introduction to Digital Advertising Practice
- Journalism Regulation
- The Newsroom: Reporting, Production and Principles

YEAR 2

- Advanced Advertising Theory and Practice
- Advanced Digital Advertising Practice
- Experiential Project in Media
- Specialist Journalism
- Journalism Production: Theory and Practice
- Research for Professions, Practice and Academic Purposes

YEAR 3

- Strategic Branding
- Innovative Methods in Branding Communication
- Journalism Management: Theory and Practice
- News: Agendas, Discourse and Commercialisation
- Creative Branding
- Creative Media Industries: Careers and Landscapes
- Magazine Publishing
- Entrepreneurial Journalism

MPU

- Bahasa Kebangsaan A*
- Bahasa Melayu Komunikasi 2 (International students)
- Critical Thinking & Reading Skills
- Community Services and Co-curricular Activities
- Hubungan Etnik (Malaysian students)
- Life in Malaysia
- Pengajian Malaysia 3 (International students)
- Tamadun Islam dan Tamadun Asia (Malaysian students)

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification	Requirement
STPM	CC or CGPA 2.0 and credit in English SPM
GCE A Levels	2 Principal Passes
UEC	5Bs With Pass in Mathematics and English
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

ENGLISH REQUIREMENT

Local Student	Band 5 in MUET
International Student	Band 5.0 in IELTS; or a score of 35 (IBT) or 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

Notes:

In addition to the above mentioned requirement, the student must have obtained a Pass in Mathematics at SPM level or its equivalent

Duration:
3 Years

Course Mode:
Full Time

Intakes:
February, May and October

Course Location:
KDU College, Damansara Jaya

BACHELOR OF ARTS (HONS) IN ADVERTISING AND MEDIA STUDIES (3 + 0)

Step up your skills and gain your edge in advertising and media industry.

This programme is specifically designed for students who are interested to delve in Advertising and Media related field. The programme is about the advertising, media, information, creative and cultural industries that represent a diverse but economically and culturally significant sector in contemporary modern societies.

In collaboration with the University of Chester (UoC), this programme is delivered similar to that of UoC which is ranked 29th out of 117th for students experience in Times Higher Education. It is a complete programme where it uniquely combines both the element of Advertising (Marketing) and Media Studies in one package.

CAREER OPPORTUNITIES

- Corporate Communication Director
- Marketing Communication Director
- Media and Event Director
- Public Relations Director
- Advertising Art Director
- Creative Art Director
- Advertising Production Director
- Advertising & Media Director
.....and many more

PROGRAMME STRUCTURE

YEAR 1

- Creative Media Industries: Ownership & Control
- Creative Media Industries: Persuasive Strategies
- Reading & Analysing Media
- Introduction to Advertising Theory and Practice
- Communication for Advertising
- Introduction to Digital Advertising Practice

YEAR 2

- Experiential Project in Media
- Creative Media Industries: Policy and Practice
- Documentary: Modes and Meanings
- Research for Professions, Practice and Academic Purposes
- Advanced Advertising Theory and Practice
- Advanced Digital Advertising Practice

YEAR 3

- Strategic Branding
- Innovative Methods in Branding Communication
- Creative Media Industries: Careers and Landscapes
- News: Agendas, Discourse and Commercialisation
- Understanding Celebrity Culture
- Creative Branding
- Internship (Media)

MPU

- Bahasa Kebangsaan A*
- Bahasa Melayu Komunikasi 2 (International students)
- Critical Thinking & Reading Skills
- Community Services and Co-curricular Activities
- Hubungan Etnik (Malaysian students)
- Life in Malaysia
- Pengajian Malaysia 3 (International students)
- Tamadun Islam dan Tamadun Asia (Malaysian students)

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

ENTRY REQUIREMENT

Academic Qualification	Requirement
STPM	CC or CGPA 2.0 and credit in English SPM
GCE A Levels	2 Principal Passes
UEC	5Bs With Pass in Mathematics and English
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

Notes:

In addition to the above mentioned requirement, the student must have obtained a Pass in Mathematics at SPM level or its equivalent

ENGLISH REQUIREMENT

Local Student	Band 5 in MUET
International Student	Band 5.0 in IELTS; or a score of 35 (IBT) or 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

Duration:
3 Years

Course Mode:
Full Time

Intakes:
February, May and October

Course Location:
KDU College, Damansara Jaya

BACHELOR OF ARTS (HONS) IN JOURNALISM AND MEDIA STUDIES (3 + 0)

Equip yourselves with advance knowledge in journalism and media industry.

This programme is exclusively designed to cater students who are interested to embark in Journalism and Media Studies related field. The programme is about the advertising, media, information, creative and cultural industries that represent a diverse but economically and culturally significant sector in contemporary modern societies.

In collaboration with the University of Chester (UoC), this programme is delivered similar to that of UoC which is ranked 29th out of 117th for students experience in Times Higher Education. It is a complete programme where it uniquely combines both the element of Journalism and Media Studies in one package.



CAREER OPPORTUNITIES

- Corporate Communication Director
- Marketing Communication Director
- Public Relations Director
- Advertising Art Director
- Creative Art Director
- Advertising Production Director
- Advertising & Media Director
- Writer/Journalist
- Illustrator/Copywriter
-and many more

PROGRAMME STRUCTURE

YEAR 1

- Creative Media Industries: Ownership and Control
- Creative Media Industries: Persuasive Strategies
- Reading & Analysing Media
- Journalism Regulation
- The Newsroom: Reporting, Production and Principles

YEAR 2

- Experiential Project in Media
- Creative Media Industries: Policy and Practice
- Documentary: Modes and Meanings
- Specialist Journalism
- Journalism Production: Theory and Practice
- Research for Professions, Practice and Academic Purposes

YEAR 3

- Creative Media Industries: Careers and Landscapes
- News: Agendas, Discourse and Commercialisation
- Understanding Celebrity Culture
- Journalism Management: Theory and Practice
- Current Affairs and Conflict Journalism
- Magazine Publishing
- Entrepreneurial Journalism

MPU

- Bahasa Kebangsaan A*
- Bahasa Melayu Komunikasi 2 (International students)
- Critical Thinking & Reading Skills
- Community Services and Co-curricular Activities
- Hubungan Etnik (Malaysian students)
- Life in Malaysia
- Pengajian Malaysia 3 (International students)
- Tamadun Islam dan Tamadun Asia (Malaysian students)

*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
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ENTRY REQUIREMENT

Academic Qualification	Requirement
STPM	CC or CGPA 2.0 and credit in English SPM
GCE A Levels	2 Principal Passes
UEC	5Bs With Pass in Mathematics and English
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

Notes:

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ENGLISH REQUIREMENT

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Duration:
3 Years

Course Mode:
Full Time

Intakes:
February, May and October

Course Location:
KDU College, Damansara Jaya

STUDENT LIFE

Vibrant Community

Being on campus is one of the most exciting phases in an individual's life. A university campus is a safe and encouraging space for students to come together to learn, be inspired and spend time with their peers within a vibrant and conducive environment.

At KDU, students can opt to run for the KDU Student Council, a student-elected body which serves as a bridge between the university management and students, or get involved in the numerous clubs and societies available – from dance to debate, sports to student entrepreneurship, games to culture.

KDU's Student and Alumni Centre (SAC) creates and maintains the vibrancy required in a student's life in order to enhance positive experiences. SAC also looks to provide the highest level of quality support and welfare by cultivating five fundamental needs: social, mental, physical, emotional and spiritual aspect in order to maximise both academic and personal development. In line with the Malaysia Education Blueprint (MEB), the KDU YOUTH Empowerment Plan includes five key holistic initiatives to anchor students to adopt healthy lifestyle and maximise learning experiences.



| FITSPIRATION

Injecting a dose of fitness into students' daily lives, this initiative encompasses all activities that will feed and boost students' body, mind and soul, such as yoga, basketball, badminton, various talks on wellbeing, and more.



| CAREER EXPLORATION

This initiative helps students explore the various internship or job options that fit their interests, skills, and abilities. Through this initiative, students can enjoy career enrichment talks, industry engagements as well as the career placement fair.



| SUSTAINABILITY

The Sustainability initiative is to create awareness for students to become conscious of the importance and need to sustain the world we live in. Students and staff are encouraged to waste not and to live a green life.



| HATCH UP

Hatch Up aims to facilitate students in learning to develop entrepreneurial skills, by supporting creativity, self-generated ideas and efforts. This action plan intends to give KDU graduates a chance to see their ideas take shape in reality, with support from the university, and further fuel their journey to be a self-made success by developing an entrepreneurial mindset – driven, resourceful, persistent, and above all, dedicated to a cause to call their own.



| CULTURATION

Diversity is a big part of who we are as a society. Culturation aspires to encourage students to appreciate these differences and understand how culture influences the way they see the world. Activities students can look forward to include diversity and inclusion camps, cultural exchanges and such.



Culturation: Malay Cultural Society Homestay



CSR Activities with a Local Orphanage



Outdoor Activities at the PAC Camp



Career Exploration: Internship Fair



Strikes for Charity - Bowling Tournament by Pre-United Club



Culturation: KDU International Students Society visits Tugu Negara



An evening with Iron Chef Thailand winner, Tom Halpin, organised by Club Grapevine



Career Exploration: Students visit BFM radio station



2015 Sports Carnival Launch with YB. Khairy Jamaludin, Minister of Youth and Sports, Malaysia



Dance routine by Performing Arts (PARTS) Club



Peer to Peer Training Camp



Voices of Moderation Youth Campaign



Culturation: KDU 2nd International Student Entrepreneurship Conference



KDU Sustainability Initiative



Blood Donation Drive by Leo Club



Feed the Soul Fest by the School of Communication & Creative Arts

CAMPUS LIFE & FACILITIES

KDU University College, Utropolis Glenmarie

KDU University College's 10-acre flagship campus at Utropolis Glenmarie was designed around the philosophy that learning is pragmatic and can happen anywhere!

The campus comprises of collaboration spaces and discussion cubes, along with state-of-the-art lecture halls and classrooms to allow the most productive conversation and dialogue. The extensive teaching facilities include the latest and fully equipped culinary kitchens, production studios and labs, student lounges and comprehensive Wi-Fi coverage.

We also understand the need for large spaces in order to nurture out-of-the-box ideas and thoughts, therefore there are open spaces abound with large atrium and multipurpose court. There is also a landscaped amphitheatre overseeing the multipurpose court for spectators to get an up-close view of various sporting activities, gathering and events.

Just next door, the 21-acre development include the two-storey Marketplace with various retail outlets, complete with alfresco dining, entertainment outlets, grocers, banks and other services, as well as SOHOs (small office-home offices) and Utropolis Suites apartments, making it a beacon for residents and business executives in the neighbouring areas.



Utropolis is a live-and learn, work-and-play integrated university metropolis, modelled after the likes of student cities such as Oxford (UK) and Boston (USA).



KDU is a certified green campus with 16.3% green foot print. The campus has naturally-ventilated courtyards and corridors, and is fitted with various energy-efficient systems.



Our Student Residence is on-campus, comprising of a 7-storey block, with separate male and female wings, that accommodates up to 580 students.



The 50,000sq ft library encompasses three storeys, and includes a coffee bar, discussion areas and various learning pods.



| BASKETBALL COURT



| LECTURE THEATRE



UTROPOLIS
MARKETPLACE
RETAIL MALL



| LEARNING PODS



| LIBRARY



| CAFÉ 8IGHTY 7EVEN



| COMPUTER LAB



| CAFETERIA



| STUDENT LOUNGE

FACILITIES

- KDU FM
Radio Broadcast Studio
- The Frame
TV Production Station
- Creative Waves
Radio Production & Recording Studio
- Shutters
Photography Studio
- Pixel
Mac Lab
- Engineering Labs
- Culinary Lecture Theatre
- Various culinary kitchens including hot, molecular, butchery & bakery kitchens
- Artisanat
Kitchen Artistry Room
- Glace
Ice Carvery
- Bacchus
Wine Lab
- Equatorial Mock Suite
- Café 8ighty 7even by Coffex
- Dewakan
Fine Dining Restaurant
- Mirabelle & Saveur
Training Restaurants
- Area 51 Game Development Studio & Game Vault
- Multipurpose Hall
- Cafeteria
- Computer Labs
- Student Lounge
- Library
- Learning Pods
- Student Accommodation Village

Real world education meeting real world needs.
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It is a fully integrated education services provider, offering national and international curriculum in primary and secondary schools, through to undergraduate, postgraduate, as well as executive and professional development programmes.



Sekolah Sri KDU®



Sri KDU International School

By Paramount Education
KDU UNIVERSITY COLLEGE SDN BHD 76997-T
KDU COLLEGE (PJ) SDN BHD 879955-T

All information provided in the 2018 KDU PROSPECTUS is up-to-date and accurate at the time of publication. KDU reserves the right to add and many any other alternations, as it may deem necessary.

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