

MBC

Master of  
Business  
Communication

by Coursework



*Transforming business through  
impactful communication*



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# OVERVIEW

of Master of Business Communication



**Master of Business Communication (MBC)** at UMK is crafted based on anticipated future demands by combining **both business strategies and communication tactics**. This programme is exclusively designed to produce **all rounded** communication experts who are **resourceful and responsive** in meeting the creative and dynamic challenges of the corporate world.

Upon the course completion, graduates can pursue careers as media specialist, interpreter, strategist, senior marketing executive, sales and promotion manager, public relations consultant, business development manager or as a competent educator with a broader view.

# FEES

	MALAYSIAN	ASEAN	NON-ASEAN	
FULL-TIME 3 SEMESTERS	<b>RM 2,920</b> REGISTRATION & TUITION FEE (SEMESTER 1 ONLY)	<b>RM 3,870</b> REGISTRATION & TUITION FEE (SEMESTER 1 ONLY)	<b>RM 4,620</b> REGISTRATION & TUITION FEE (SEMESTER 1 ONLY)	
	<b>RM 5,050</b> TUITION FEE (SEMESTER 2 & 3)	<b>RM 6,800</b> TUITION FEE (SEMESTER 2 & 3)	<b>RM 8,150</b> TUITION FEE (SEMESTER 2 & 3)	
PART-TIME 5 SEMESTERS	<b>RM 2,020</b> REGISTRATION & TUITION FEE (SEMESTER 1 ONLY)	<b>RM 2,670</b> REGISTRATION & TUITION FEE (SEMESTER 1 ONLY)	<b>RM 3,120</b> REGISTRATION & TUITION FEE (SEMESTER 1 ONLY)	
	<b>RM 6,950</b> TUITION FEE (SEMESTER 2, 3, 4 & 5)	<b>RM 9,400</b> TUITION FEE (SEMESTER 2, 3, 4 & 5)	<b>RM 11,050</b> TUITION FEE (SEMESTER 2, 3, 4 & 5)	

## ENTRY REQUIREMENTS

- ✓ **Bachelor's Degree (CGPA >2.75)** from recognised institutions of higher learning
- OR
- ✓ Equivalent qualification as endorsed by Universiti Malaysia Kelantan (UMK) Senate
- ✓ Applicants with other qualifications may also be considered for admission provided he/she is able to demonstrate the capacity to undertake Postgraduate Studies.

## CURRICULUM STRUCTURES

Research Methodology	Contemporary Corporate Communication	Risk and Crisis Communication
Entrepreneurship Leadership	Communication Organisational Setting	Intercultural Communication
Insights of Informative Spoken Language	Interpersonal Communication	Elective 3
Elective 1	Professional Technical Writing	Project Paper/ Elective Courses
Elective 2	Elective 2	
<b>SEMESTER 1</b>	<b>SEMESTER 2</b>	<b>SEMESTER 3</b>

## PROGRAMME DURATION

**3 SEMESTERS**  
FULL-TIME

**4-8 SEMESTERS**  
PART-TIME

