

# Bachelor of Business Communication with English (Honours)

Faculty of Language Studies & Human Development  
Universiti Malaysia Kelantan



## Programme Description

Bachelor of Business Communication with English (Honours) is designed to enable students to acquire and apply business communication and language skills, especially in English. Students will be exposed to effective ways of communicating in English and demonstrating high quality of leadership in the ever-changing business communication landscape in the era of digital technology. This programme will assist you in your transition to university or related business and corporate field at postgraduate level.

## Fee Structure

### Yuran Sekali Sepanjang Pengajian

Bil	Perincian	Yuran Semasa yang ditetapkan oleh UMK RM
1	Wang Hemat Diri	100.00
2	Yuran Pendaftaran	100.00
3	Yuran Ko-kurikulum	300.00
4	Kad Matrik	50.00
5	Minggu Orientasi (3M)	300.00
6	Alumni	50.00
7	Buku Struktur Kursus	25.00
8	Yuran Graduasi	300.00
9	Yuran Keusahawanan	100.00
<b>JUMLAH</b>		<b>1,325.00</b>

### Yuran Berulang

Bil	Perincian	RM
1	Tabung Kebajikan Pelajar	25.00
2	Persatuan Mahasiswa Pelajar	30.00
3	Kegiatan Kolej Kediaman	20.00
4	Pengangkutan	100.00
5	Penginapan Pelajar	400.00
6	Kegiatan Pemajuan Pelajar	100.00
7	Yuran Perkhidmatan Komputer	200.00
8	Perkhidmatan Kesihatan	30.00
9	Perpustakaan	50.00
10	Insurans Berkelompok	25.00
<b>JUMLAH</b>		<b>980.00</b>

### Yuran Pengajian bagi Setiap Semester

Semester	Jam Kredit x Kadar	RM	RM
1	Jumlah Jam Kredit Umum/Teras = 20 x RM60		1,200.00
2	Jumlah Jam Kredit Umum/Teras = 20 x RM60		1,200.00
3	Jumlah Jam Kredit Umum/Teras = 20 x RM60		1,200.00
4	Jumlah Jam Kredit Umum/Teras = 17 x RM60	1,020.00	
	Jumlah Jam Kredit Elektif Wajib = 3 x RM250	750.00	1,770.00
5	Jumlah Jam Kredit Umum/Teras = 8 x RM60	480.00	
	Jumlah Jam Kredit Elektif Wajib = 6 x RM250	1,500.00	1,980.00
6	Jumlah Jam Kredit Umum/Teras = 11 x RM60	660.00	
	Jumlah Jam Kredit Elektif Wajib = 3 x RM250	750.00	1,410.00
7	Latihan Industri		-
8	Latihan Industri		-
<b>**JUMLAH</b>			<b>8,760.00</b>

Semester	Perincian	RM
1	Yuran Sekali Sepanjang Pengajian (Pendaftaran)	1,285.00
	Yuran Berulang	980.00
	Yuran Pengajian	950.00
		<b>3,215.00</b>
2	Yuran Berulang	980.00
	Yuran Pengajian	950.00
		<b>1,930.00</b>
3	Yuran Berulang	980.00
	Yuran Pengajian	950.00
		<b>1,930.00</b>
4	Yuran Berulang	980.00
	Yuran Pengajian	950.00
		<b>1,930.00</b>
5	Yuran Berulang	980.00
	Yuran Pengajian	950.00
		<b>1,930.00</b>
6	Yuran Berulang	980.00
	Yuran Pengajian	950.00
		<b>1,930.00</b>
7	Yuran Berulang (Latihan Industri)	980.00
		-
		<b>980.00</b>
8	Yuran Berulang (Latihan Industri)	980.00
		-
		<b>980.00</b>
<b>JUMLAH YURAN PENGAJIAN</b>		<b>14,825.00</b>

## Entry Requirement



**Syarat Am Kemasukan BCE**  
Memenuhi Syarat Am UMK



**Syarat Kemasukan Khas Program**

- Gred C (NGMP 2.00) matapelajaran Pengajian Am; dan
- Gred C (NGMP 2.00) dalam DUA (2) matapelajaran lain; dan
- iii. Mendapat sekurang-kurangnya Tahap 3 (Band 3) dalam Malaysian University English Test (MUET).
- **b. Keperluan Tambahan Calon STPM**
- i. Mendapat sekurang-kurangnya PNGK 2.00 dan Gred C (NGMP 2.00) dalam STPM dalam dua di antara matapelajaran berikut:
  - Fizik
  - Kimia
  - Matematik (M)
  - Matematik (T)
  - Matematik Lanjutan
  - Seni Visual
  - Geografi
  - Sejarah
  - Pengajian Perniagaan; atau
  - Mana-mana matapelajaran

• Calon yang tidak mempunyai kelulusan matapelajaran Matematik (M) atau Matematik (T) atau Matematik Lanjutan pada peringkat STPM hendaklah lulus dengan kepujian matapelajaran Matematik pada peringkat SPM atau setaraf dengannya; dan

- ii. Mendapat sekurang-kurangnya kepujian pada peringkat SPM dalam matapelajaran Bahasa Inggeris.

## Curriculum Structure

### CURRICULUM STRUCTURE BACHELOR OF BUSINESS COMMUNICATION WITH ENGLISH (HONOURS)

YEAR	COMPONENT	SEMESTER I			SEMESTER II		
		Course Code	Course Name	Credit Hour	Course Code	Course Name	Credit Hour
1	University Courses	UBI2022/ UBI10302	English for Business Communication / Advanced Grammar for Undergraduates	2	UBI10302/ UBI20402	Advanced Grammar for Undergraduates / Academic Reading and Writing	2
		USK10102	Philosophy and Current Issues	2	UBJ2012	Japanese Language 1	2
		USK10202	Appreciation of Ethics and Civilisation	2	UKX1XX1	Co-curriculum 2	1
		UKX1XX1	Co-curriculum 1	1			
	Programme Core Courses	LFT10102	Introduction to Liberal Studies	2	LBT10103	Speak Up	3
					LBT10203	English for Budding Entrepreneurs	3
					LBT10303	New Media in Business Communication	3
	Elective Courses	AFT1013	Fundamental of Entrepreneurship	3	AFT3083	Strategic Entrepreneurship	3
		APT2013	Entrepreneurship Behavior	3	LBE10103	Phonetics of Linguistics	3
		APT3093	Corporate Entrepreneurship	3			
<b>Total Credit Hours</b>				<b>18</b>	<b>Total Credit Hours</b>		<b>20</b>

YEAR	COMPONENT	SEMESTER I			SEMESTER II		
		Course Code	Course Name	Credit Hour	Course Code	Course Name	Credit Hour
2	University Courses	UBI10402/ UBI20402	Intensive Communication Skills/ Academic Reading and Writing	2			
		UBJ2022	Japanese Language 2	2			
		USK1042	Philosophy of Knowledge	2			
	Programme Core Courses	LBT20103	Interpersonal Communication	3	LFT20102	Research Methodology for Liberal Studies	2
		LBT20203	Industrial Writing	3	LBT20403	Public Relations Management	3
		LBT20303	Contemporary Intercultural Communication	3	LBT20503	Writing for Corporate Public Relations	3
		AFT4012	Student in Enterprise Program (SIEP)	2	LBT20603	Negotiation Communication	3
	Elective Courses	LBE20103	Language, Society and Business Communication	3	LBE20203	1,2,3 and Action	3
					LBE20303	Creativity in Writing	3
					LBE20403	Risk and Crisis Communication	3
<b>Total Credit Hours</b>				<b>20</b>	<b>Total Credit Hours</b>		<b>20</b>

Tahun	Jumlah Kredit	
	Semester I	Semester II
1	18	20
2	20	20
3	19	18
4	6	6
<b>Jumlah Kredit Keseluruhan</b>	<b>127</b>	

## Contact Us

Programme Coordinator:  
Assoc. Prof. Dr. Ali Salman

[ali.salman@umk.edu.my](mailto:ali.salman@umk.edu.my)  
<http://www.wasap.my/60196126568>

Or

Alia Nadhirah Binti Ahmad Kamal  
[alianadhirah@umk.edu.my](mailto:alianadhirah@umk.edu.my)  
<http://www.wasap.my/60165534892>

Faculty of Language Studies and Human Development