

# Master of Business Communication

Faculty of Language Studies & Human Development  
Universiti Malaysia Kelantan



## Programme Description



**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.

## Fee Structure

MALAYSIAN	ASEAN	NON-ASEAN	FULL-TIME 3 SEMESTERS
RM <b>2,920</b> REGISTRATION FEE	RM <b>3,870</b> REGISTRATION FEE	RM <b>4,620</b> REGISTRATION FEE	
RM <b>5,050</b> TUITION FEE	RM <b>6,800</b> TUITION FEE	RM <b>8,150</b> TUITION FEE	

  

MALAYSIAN	ASEAN	NON-ASEAN	PART-TIME 5 SEMESTERS
RM <b>2,020</b> REGISTRATION FEE	RM <b>2,670</b> REGISTRATION FEE	RM <b>3,120</b> REGISTRATION FEE	
RM <b>6,950</b> TUITION FEE	RM <b>9,400</b> TUITION FEE	RM <b>11,050</b> TUITION FEE	

<b>TUITION FEE PER SEMESTER</b>	RM <b>1,390</b> FULL-TIME	RM <b>1,683</b> PART-TIME
<b>PROGRAMME DURATION</b>	<b>3-4</b> SEMESTERS FULL-TIME	<b>4-8</b> SEMESTERS PART-TIME

## Entry Requirement

### 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 Structure



### MASTER OF BUSINESS COMMUNICATION (MBC) CURRICULUM STRUCTURE – 42 Credit Hours

SEMESTER 1			SEMESTER 2			SEMESTER 3		
Course Code	Course Name	Credit Hour	Course Code	Course Name	Credit Hour	Course Code	Course Name	Credit Hour
GST5113	Research Methodology	3	MSC2013	Contemporary Corporate Communication	3	MSC3013	Risk and Crisis Communication	3
GST5123	Entrepreneur Leadership	3	MSC2113	Communication in Organisational Setting	3	MSC3023	Intercultural Communication	3
MSC1013	Insights of Informative Spoken Language	3	MSC2123	Interpersonal Communication	3	MSC3016	Project Paper*	6
MSC5043	Writing For Digital Media	3	MSC2133	Professional Technical Writing	3	MSC5053	Vitality of Strategic Writing* Communication	3
MSC5033	Effective Public Speaking	3	MSC5063	Writing for Popular and Contemporary Cultures	3	MSC5023	Arts and Science of Negotiation in Communication*	3
<b>SUM OF CREDIT HOUR</b>		<b>15</b>	<b>SUM OF CREDIT HOUR</b>		<b>15</b>	<b>SUM OF CREDIT HOUR</b>		<b>12</b>

- Student will have to choose between MSC3016 Project Paper OR two elective courses MSC5053 and MSC5023.



### LIST OF COURSES

UNIVERSITY SUBJECTS	PROGRAM CORE SUBJECTS	ELECTIVE SUBJECTS
1 GST5113 Research Methodology	1 MSC1013 Insights of Informative Spoken Language	1 MSC5033 Effective Public Speaking
2 GST5123 Entrepreneur Leadership	2 MSC2013 Contemporary Corporate Communication	2 MSC5043 Writing for Digital Media
	3 MSC2113 Communication in Organisational Setting	3 MSC5063 Writing for Popular and Contemporary Cultures
	4 MSC2123 Interpersonal Communication	4 MSC5053 Vitality of Strategic Writing Communication
	5 MSC2133 Professional Technical Writing	5 MSC5023 Arts and Science of Negotiation in Communication
	6 MSC3013 Risk and Crisis Communication	6 MSC5013 Public Relations Management
	7 MSC3023 Intercultural Communication	
	8 MSC3016 Project Paper	

## Contact Us

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