



فَاكُلُوا مِنْ ثَمَرِهِ إِذَا أَثْمَرَ
**FAKULTI PENGAJIAN BAHASA
DAN PEMBANGUNAN INSAN**
FACULTY OF LANGUAGE STUDIES AND HUMAN DEVELOPMENT

Faculty of Language Studies and Human Development
Universiti Malaysia Kelantan
163000 Bachok
Kelantan, Malaysia.
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Universiti Malaysia
KELANTAN

BBC

Bachelor of Business Communication with English (Honours)

**Nurturing
Global
Business
Communicators**



Contact us:

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Entrepreneurship
Our Thrust

Kita
Bina LegasiUMK
Bersama

#OneUMKOneDream
#WeAreUMKFamily

Overview (Duration of Study: 8 Semesters (4 years))

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.

Career Prospects

- Communication Business Entrepreneur
- Digital Entrepreneur
- Business Reporter
- Content Creator
- Media Planner
- Interpreter
- Marketing Executive
- Sales and Promotion Executive
- Public Relations Officer
- Business Executive



CURRICULUM STRUCTURE

1st YEAR

Selected Courses:

Speak Up
English for Budding Entrepreneurs
New Media in Business Communication
Integrated Reading and Writing
Introduction to Liberal Studies
Fundamental of Entrepreneurship
Entrepreneurial Behavior
Corporate Entrepreneurship
Philosophy and Current Issues
Appreciation of Ethics and Civilisations
Co-curriculum I
Co-curriculum II

2nd YEAR

Selected Courses:

Interpersonal Communication
Industrial Writing
Contemporary Intercultural Communication
Research Methodology for Liberal Studies
Public Relations Management
Writing for Corporate Public Relations
Negotiation Communication
Student in Enterprise Programme (SIEP)
English for Business Communication
Academic Reading and Writing
Philosophy of Knowledge
Strategic Entrepreneurship
Foreign Language I
Foreign Language II

3rd YEAR

Selected Courses:

Basic Statistics for Liberal Studies
Academic Writing 1
Contemporary Organisational Communication
Communicative Techno-Business
Corporate Communication
Academic Writing 2
Critical Thinking
Event Management Leadership
Business Communication and English
Language Summit
Foreign Language III

4th YEAR

Selected Courses:

Research Project I
Research Project II
Industrial Training