



or 100 years, Han Chiang has been pioneering affordable yet quality education for the benefit of its community. A not-for-profit institution steeped in the tradition of cultivating leaders of the future, Han Chiang University College of Communication (HCUC) is committed to the highest standard of excellence in teaching and learning.

As the first university college of communication in Malaysia, HCUC prides itself on the holistic education it offers through a variety of foundation, diploma and undergraduate programmes in Communication and Media studies. Our graduates shine through their excellent accomplishments both on and off campus, and are highly sought after in the corporate world.

HCUC also offers distinguished diploma and undergraduate programmes in a wide range of disciplines including Business and Management as well as Applied Creative Arts and Design. We are also the first in northern Malaysia to offer diploma and bachelor degree and postgraduate programmes in Chinese Studies.

A degree conferred by HCUC stands far beyond a qualification. Our industry-oriented programmes, coupled with our passion to nurture well-rounded graduates mean that HCUC graduates are distinctly competent in their respective fields and ready to take on challenges that come their way.

The academics in HCUC leverage on their vast industrial experience to provide our students with quality education. We never cease to innovate, learn and support one another to transform lives. We equip and empower our students with one common goal in mind: To prepare them for what is ahead so that they can make a difference and create a positive impact on the society and the world beyond.

Our graduates shine through their excellent accomplishments both on and off campus, and are highly sought after in the corporate world.

In HCUC, we help you get the most out of every opportunity presented to you throughout your time with us. It is our aim to create graduates who are well-rounded and highly employable, work-ready and equipped with the ability to take on new challenges.

As HCUC moves forward and defines the future, we remain rooted to our history and steadfastly pursue future endeavours with the same perseverance and passion that have brought us to where we are today.

WHY CHOOSE HCUC?

Where Creative Minds Meet, Ideas Spark and Imaginations Soar

verything we do in HCUC is focused on making sure that every student is well-positioned both academically and practically for the future. Here, we take learning far beyond the classroom, helping each student gain knowledge and experience to enhance their career prospects.



Quality Local and

International Educators

We have a team of dedicated lecturers who not only have the wisdom and experience to teach, but also the passion to empower the future generation.

Experential Learning

A process which enables students to develop knowledge, values and skills from direct experiences outside a traditional academic setting.

Bright Future Ahead

Whether you are stepping out to the corporate world or pursuing your postgraduate studies, we have the right network and contacts to help you kick-start your new chapter in life.

Comfortable Class Sizes

We conduct our lectures and tutorials in small classes, providing an infinitely adaptable learning experience with a low student-to-lecturer ratio.

Work Integrated &

Industrial Oriented Curriculum

With the emphasis on practical training and connecting classroom theory with workplace applications, each curriculum is tailored to bring out the best in our students, to go beyond technicalities and to think intelligently, critically and creatively.

One Campus, Two Libraries

Students are able to benefit from both HCUC library and Penang Digital Library that is only a walking distance from HCUC. Students can access over 3,000 e-books and e-journals in this 24-hour operated library.

More Than Just Studies

In HCUC, we have a wide array of opportunities for students to develop and enhance their soft skills through student bodies, clubs and events.

INDUSTRY PARTNERSHIPS

At HCUC, we understand the importance of connecting students with industry professionals and cutting-edge technology. That is why we have formed partnerships with leading companies and organisations in a variety of industries, providing our students with unique opportunities to gain hands-on experience and make valuable connections.

Our industry partners bring a wealth of expertise and resources to our campus, offering internships, collaborative programmes, and other opportunities for students to gain practical experience in their field of study. These partnerships provide students with exposure to real-world challenges and solutions, helping them to develop the skills and knowledge they need to succeed in their careers.























































SCHOOL OF COMMUNICATION

& MEDIA

Do you have what it takes to be a great communicator and storyteller? Are you passionate about photography or film, be it the person who is behind or in front of the camera? In HCUC's School of Communication and Media, we strive to empower you with the knowledge and skills required to succeed in this exciting and thriving industry.

State-Of-The-Art Facilities

Communication students get to access and utilise the latest technology and industry standard facilities which allow them to have first hand experience even before stepping out to the corporate world.

Wide Range of Career Options

The ability to communicate is one of the most highly sought after skills by employers. To many, a career in mass communication simply involves talking and writing. In reality, it is a lot more than that. It can actually lead to a wide range of career pathways such as public relations, advertising, marketing, journalism, new media, teaching, business, radio, television and even film. The possibilities are endless.

Strong Industry Linkages

We constantly build relationships and form partnerships with related industry players such as RTM, Media Prima, public relations consultancies, advertising agencies and corporate bodies so that our students will be able to gain real world experiences and skills through their internship placements.



ALUMNI TESTIMONIAL

Tan Ley Teng

TV Host / Emcee / Voice Talent / Newscaster, 8TV

"Han Chiang University College of Communication is a wonderful institution that provides a nurturing learning environment. The interaction with lecturers, course mates as well as assignments such as interviews, photography and news writing has greatly broadened my horizon. As a scholarship student, it has enabled me to concentrate on my studies and that has laid a strong foundation to venture into the media industry."





Peh Shu Min

POGO FM Business Development and Content Operation

"My life at Han Chiang University College of Communication was enriched by the constant guidance from lecturers with industrial experience. This has laid a strong foundation for me before stepping into the media industry. Thank you Han Chiang for opening the door to the media world and inspiring me to pursue my dreams."

Ng Jaz Kee

Astro AEC Evening Edition's News Anchor

"The diversity of HCUC's courses has allowed me to identify and explore my interests. The lecturers have provided me with a solid foundation and also the necessary practical skills such as mastering the operation of broadcasting equipment. Their guidance was crucial in preparing me for the challenges of the media industry."







(R2/0323/3/0002) (02/29) (A9261

The Foundation in Communication (FIC) is a one-year programme that is primarily designed to equip students with essential academic knowledge and skills that will prepare them for university and beyond.

Accredited by the Malaysian Qualifications Agency (MQA), the FIC provides you with broad knowledge of subject areas such as Communication, English, Sociology, Social Psychology, Information Technology, Business and other relevant courses that are essential for your success in university level education. As FIC students, you will also be exposed to presentation, writing, leadership, decision making, problem solving, analytical and other soft skills.

Our qualified faculty members are dedicated to help you succeed by providing personalised attention and preparing you for the rigours of university-level studies. You also get to experience a collaborative learning environment and access a wide range of academic and support services including the library, computer labs, academic advisors as well as media and sporting facilities on campus.

Progression to any of our degree programmes @ Han Chiang University College of Communication (HCUC) is automatic upon completion of your FIC if you achieve the required grades. Whether your study option is Communication, Business or Creative Arts, contact us today to learn more about the Foundation in Communication @ HCUC!

Entry Requirement

- · Pass SPM with minimum 5 Credits (Including English) OR
- · Pass UEC with minimum 3 Credits (Including English) OR
- · Other equivalent qualifications

Duration

Intakes

1 Year

April, August, November

Courses

SEMESTER 1

Introduction to Mass Communication
Visual Communication
Introduction to Management
Computer Software Application
Basic Writing & Study Skills
Pengajian Malaysia 1/BM Komunikasi 1

SEMESTER 2

Human Communication
Introduction to Journalism
Sociology
Microeconomics
Spoken English
Decision Making Skills/Bahasa Kebangsaan A

SEMESTER 3

Mass Media and Society
Social Psychology
Marketing
Computers and Computing
English for Mass Communication
Culture and Belief in Malaysia



(R3/0323/4/0002) (03/26) (MQA/FA1735)

Are you interested in pursuing a career in the exciting field of Mass Communication? If so, then a Diploma in Mass Communication is an excellent choice for you.

The Diploma in Mass Communication (DMC) @ HCUC is a comprehensive programme that provides you with a solid foundation in theory and practice of communication. Besides the core course modules in Communications and Media Studies, this programme offers you the option to choose from any of the three disciplines in mass communication - broadcasting, journalism or public relations and advertising.

This programme is delivered through interactive lectures, tutorials, role plays, case studies, real-life projects that include broadcasting productions, news productions, public relations and advertising campaigns. To ensure that you are industry ready when you graduate, you are required to undergo a 10-week industrial training in the discipline of your choice.

A Diploma in Mass Communication opens up a world of exciting career opportunities. Graduates can pursue careers in a diverse range of sectors including print and broadcast media, advertising agencies, public relations consultancies, corporate communications departments and more. Some of the job roles that graduates can pursue include broadcaster, host, content provider, influencer, media specialist, social media manager and more.

In today's world, communication is key in every aspect of our life. Hence, if you are passionate about a career that is not only dynamic but also fulfilling and rewarding, then a Diploma in Mass Communication is an excellent choice for you.

Entry Requirement

- · Pass SPM with minimum 3 Credits (Including English)
- · Pass UEC with minimum 3 Credits (Including English)

Duration

Intakes

2 Years

January, April, August

Courses

YEAR 1

Human Communication Introduction to Sociology Introduction to Mass Communication Visual Communication Graphic Design **Basic News Reporting Advanced News Reporting** Mass Media & Malaysian Society **Computer Software Application** Communicative English Spoken English 1 **Basic Writing & Study Skills** Penghayatan Etika dan Peradaban/ BM Komunikasi 1 The Morality of Ethics Integriti dan Antirasuah/Co-curriculum Elective

Broadcasting Option

Basic Digital Radio Production
Basic Digital TV Production

Journalism Option

Photojournalism News Translation

PR & Advertising Option

PR: Principles & Practice Advertising: Principles & Practice

YEAR 2

Communication Theories
Governance of the Media in the Digital Age
Communication Research Methods
Microeconomics
English for Mass Communication
Spoken English 2
Public Speaking
Time Management/Bahasa Kebangsaan A
Industrial Training

Broadcasting Option

English Pronunciation/Mandarin Pronunciation Advanced Digital TV Production Broadcasting Programming & Management Film Aesthetic & Criticism Broadcasting Production

Journalism Option

Desktop Publishing Urban Reporting Feature Writing News Editing & Production Online News

PR & Advertising Option

Desktop Publishing
Writing for Public Relations
Public Relations: Management & Practice
Advertising Campaign
Advertising: Media Planning



(R/321/6/0235) (01/28) (MQA/FA8323)

The Bachelor of Communication (Media Production) (Honours) offers a comprehensive curriculum that covers all aspects of broadcasting from media production to technical skills and industry trends. As students of this programme, you will develop the skills needed to succeed in the field under the guidance of our qualified faculty members with real-world experience.

You will have access to state-of-the-art media facilities and equipment, allowing you to gain hands-on experience in radio and television production. Embedded in the Bachelor of Communication (Media Production) (Honours) is a four-month internship with media outlets, giving you valuable real-world experience and the opportunity to build professional networks for a successful entry into the media production industry.

As a graduate of this programme, you will be well prepared for a diverse range of careers in the media industry. Whether you are interested in working on- or behind-the-scenes in content production and technical operations, our programme will equip you with the skills and knowledge needed to succeed.

Entry Requirement

- · Sijil Tinggi Persekolahan Malaysia (STPM)
- Pass with minimum of 2 Grade C AND
- Credit in English (SPM)
- · Foundation / Matrikulasi
 - Pass with min. CGPA 2.00 AND
- Credit in English (SPM)

Duration

3 Years (Full Time)/6 Years (Part Time) 2 Years (Diploma in related fields subject to credit transfer granted)

- Diploma
 - Pass in Diploma in a related field with min. CGPA 2.00 AND
 - Credit in English (SPM)
- Unified Examination Certificate (UEC)
- Pass with a minimum of 5 Grade B, including English

Intakes

April, August, November

Courses

YEAR 1

Introduction to Broadcasting Introduction to Screen Studies

Introduction to Digital Media

Human Communication

Introduction to Mass Communication

Communication Theories

Visual Communication

Radio Production I

Basic TV Production

Scriptwriting

English for Communication

Negotiation Skills/Bahasa Kebangsaan A

Religious Philosophy

Presentation Skills

Elective 1

YEAR 2

Advanced TV Production

Non-Fiction TV Production

Radio Production II

Video Editing

Animation

Film Aesthetics & Criticism

Audio Visual Literacy

Academic Writing

Integriti dan Antirasuah/Self-development

Falsafah dan Isu Semasa

Penghayatan Etika dan Peradaban/

BM Komunikasi 2

Oualitative Research Methods

Quantitative Research Methods

Elective 2

YEAR 3

Motion Graphics

Digital Broadcast Production

Broadcast Programming & Management

Media Law and Ethics

Research Project 1

Research Project 2

Industrial Training



(R/321/6/0201) (04/26) (MOA/FA7534

The Bachelor of Communication (Advertising) (Honours) is an exciting programme that prepares students for a career in the fast-paced world of advertising. This programme provides you with a good understanding of the principles, practices and technologies that are essential for success in the advertising industry.

This will enable you to develop and execute effective advertising campaigns through exposure to creative concepts, effective copy, design, compelling visuals and the use of a diverse range of media channels to reach their intended audience. You will get to work on live campaigns and projects through a four-month industrial training for a head start in your career.

To enable students of this programme to pursue a wide range of careers in the advertising industry including account management, creative direction, copywriting, media planning, content creation and many more, you are given access to media hardware and software.

If you have a flair for creative arts, then the Bachelor of Communication (Advertising) (Honours) is the right choice for you.

Entry Requirement

- Sijil Tinggi Persekolahan Malaysia (STPM)
- Pass with minimum of 2 Grade C AND
- Credit in English (SPM)
- · Foundation / Matrikulasi
- Pass with min. CGPA 2.00 AND
- Credit in English (SPM)

Duration

3 Years (Full Time)/6 Years (Part Time) 2 Years (Diploma in related fields subject to credit transfer granted)

- Diploma
 - Pass in Diploma in a related field with min. CGPA 2.00 AND
 - Credit in English (SPM)
- Unified Examination Certificate (UEC)
- Pass with a minimum of 5 Grade B, including English

Intakes

April, August, November

Courses

YEAR 1

Introduction to Advertising
Human Communication
Introduction to Graphic Design
Introduction to Broadcasting
Introduction to Marketing
Communication Theories
Introduction to Mass Communication
Visual Communication
Digital Photography
Copywriting
English for Communication
Presentation Skills
Negotiation Skills/Bahasa Kebangsaan A
Religious Philosophy

YEAR 2

Advertising: Media Planning
Introduction to Multimedia Design
Advanced Graphic Design
Advanced Multimedia Design
Media Law and Ethics
Brands & Branding
Qualitative Research Methods
Quantitative Research Methods
Academic Writing
Integriti dan Antirasuah/Self-development
Falsafah dan Isu Semasa
Penghayatan Etika dan Peradaban/
BM Komunikasi 2
Elective 1

YEAR 3

Advertising Campaign I
Advertising Campaign II
Integrated Marketing Communication
Consumer Behaviour
Motion Graphics
Public Speaking
Industrial Training
Elective 2



(R/321/6/0236) (01/28) (MOA/FA8946

The Bachelor of Communication (New Media) (Honours) is an innovative degree programme where you will learn how to create engaging and interactive content from a range of platforms, from websites to social media. It will also equip knowledge in web design, graphic design, digital audio design, digital storytelling and many more, hence giving you the tools to create compelling digital experiences and tell stories that resonate with people.

As students of this programme, you will have the opportunity to participate in a four-month internship, giving you hands-on experience and a head start in your career.

The Bachelor of Communication (New Media) (Honours) is more than just technical skills. It is also about creativity and innovation.

If you are interested in pursuing a career in social media management, digital marketing, web development or any other field that involves digital media, our Bachelor of Communication (New Media) (Honours) is the right pathway for you to jumpstart your career.

Entry Requirement

- Sijil Tinggi Persekolahan Malaysia (STPM)
- Pass with minimum of 2 Grade C AND
- Credit in English (SPM)
- Foundation / Matrikulasi
- Pass with min. CGPA 2.00 AND
- Credit in English (SPM)

Duration

3 Years (Full Time)/6 Years (Part Time) 2 Years (Diploma in related fields subject to credit transfer granted)

- Diploma
 - Pass in Diploma in a related field with min. CGPA 2.00 AND
 - Credit in English (SPM)
- Unified Examination Certificate (UEC)
- Pass with a minimum of 5 Grade B, including English

Intakes

April, August, November

Courses

YEAR 1

Introduction to Digital Media
Human Communication
Introduction to Digital Video
Introduction to Broadcasting
Animation
Introduction to Mass Communication
Visual Communication
Digital Content Creation
Social Media Engagement
English for Communication
Presentation Skills
Negotiation Skills/Bahasa Kebangsaan A

Elective 1

Religious Philosophy

YEAR 2

Media Law and Ethics
Communication Theories
Introduction to Web Design
Desktop Publishing
Digital Photography
Digital Broadcast Production
Editing in the Digital Age
Qualitative Research Methods
Quantitative Research Methods
Academic Writing
Penghayatan Etika dan Peradaban/
BM Komunikasi 2
Falsafah dan Isu Semasa
Integriti dan Antirasuah/Self-development
Elective 2

YEAR 3

Research Project 1
Research Project 2
Digital Audio Design
Digital Storytelling
Digital and Media Literacy
Digital Marketing
Motion Graphics
Industrial Training



(N/321/6/0241) (07/25) (MQA/FA8798)

The Bachelor in Public Relations (Honours) prepares students for a career in public relations for the digital age. It provides you with a deep understanding of the art of communication, the nuances of persuasion and the strategies necessary to build and maintain strong relationships between organisations and the public they serve.

You will learn from qualified and experienced faculty members who will provide you with the latest tools and techniques for crafting effective messaging, navigating the media channels and managing crises.

The programme covers a wide range of topics including social media engagement, digital and inbound public relations, risk and crisis management, reputation management, media law and ethics, media relations and more. The curriculum is designed to provide you with both theoretical and practical knowledge. You will gain valuable hands-on experience through a four-month industrial training and real-life public relations campaigns, giving you a head start in the competitive public relations job market.

Job titles may include public relations specialist, content writer, communications manager, media relations specialist, social media manager, event planner, corporate communication specialist and social influencer. If engaging with diverse communities interests you, then the Bachelor in Public Relations (Honours) is the right choice for you.

Entry Requirement

- Sijil Tinggi Persekolahan Malaysia (STPM)
- Pass with minimum of 2 Grade C AND
- Credit in English (SPM)
- · Foundation / Matrikulasi
- Pass with min. CGPA 2.00 AND
- Credit in English (SPM)

Duration

3 Years (Full Time)/6 Years (Part Time) 2 Years (Diploma in related fields subject to credit transfer granted)

- Diploma
 - Pass in Diploma in a related field with min. CGPA 2.00 AND
 - Credit in English (SPM)
- Unified Examination Certificate (UEC)
- Pass with a minimum of 5 Grade B, including English

Intakes

April, August, November

Courses

YEAR 1

Introduction to Public Relations
Human Communication
Introduction to Graphic Design
Introduction to Digital Media
Communication Theories
Introduction to Mass Communication
Visual Communication
Media Relations
Social Media Engagement
Presentation Skills
Corporate Writing
English for Communication
Negotiation Skills/Bahasa Kebangsaan A
Religious Philosophy

YEAR 2

Elective 1

International Public Relations **Event Planning and Management** Media Law and Ethics Reputation Management Risk and Crisis Management Corporate Social Responsibility Intergrated Marketing Communication Communication Research Methods **Digital Marketing Academic Writing** Research Project 1 Falsafah dan Isu Semasa Penghayatan Etika dan Peradaban/ BM Komunikasi 2 Integriti dan Antirasuah/Self-development Elective 2

YEAR 3

Public Relations Campaigns
Public Sector and Non-For Profit PR
Digital and Inbound Public Relations
Research Project 2
Public Speaking
Industrial Training
Elective 3



DUAL AWARDS

ith our new dual award programmes offered by the Schools of Communication & Media, Business & Management as well as Applied Creative Arts & Design, students can now enjoy better opportunities when they graduate from HCUC.

Students under the dual award programmes are presented with the option to study one semester in the University of Southern Queensland (UniSQ), Australia. This opportunity allows students to immerse themselves in an exciting experience of studying abroad. Students pursuing the dual award programmes will be granted recognition from both HCUC and UniSQ upon completion of their studies at HCUC.

A regional university based in Toowoomba, Queensland, UniSQ is one of Australia's leading universities offering quality education with the highest graduate employability rate in Queensland. It is renowned for its online and blended education, providing a supportive environment and student-





- * Locally and internationally recognised certification from both institutions
- * Added value in academic qualifications which leads to better employability
- * Increased skill sets and employer links, both local and overseas
- * Flexible online learning (UniSQ courses)
- * Pathway for future postgraduate studies

Programmes Offered

School of Communication & Media

- Bachelor of Communication & Media (BCNM) Advertising Major
- · Bachelor of Communication & Media (BCNM) Journalism Major
- · Bachelor of Communication & Media (BCNM) Public Relations Major
- Bachelor of Film and Screen Production (BFSP) Film Production or Screen Major
- Bachelor of Television and Radio Production (BTVR) Television Production or Radio Production Major

School of Applied Creative Arts & Design

• Bachelor of Film & Screen Production (BFSP) Screen Production Major

School of Business & Management

• Bachelor of Business (BBIZ) Human Resource Management or Emergent Leadership

Entry Requirement

C6 and above for SPM English 1119 or equivalent.

focused

teaching



Media Production/ Broadcasting

Assistant Producer
Producer
Assistant Director

Assistant Director

Director

Editor

Radio DJ

Videographer Newscaster

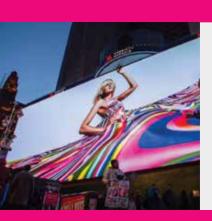
TV Host

YouTuber

Filmmaker

Content Producer





Advertising

Advertising Manager Media Planner and Buyer Creative Director Copywriter / Content Creator

Graphic Designer Art Director Social Media Specialist

Marketing Communications Manager

Digital Marketer

Event Planner

Market Researcher
Photographer

Public Relations

Public Relations Practitioner Social Media Manager Event Manager Media Researcher Content Producer Host

Planner

Consumer Relations Officer
Marketing Communications Manager
Corporate Communications Manager
Copywriter
Digital Editor
Media Planner
Media Relations Officer





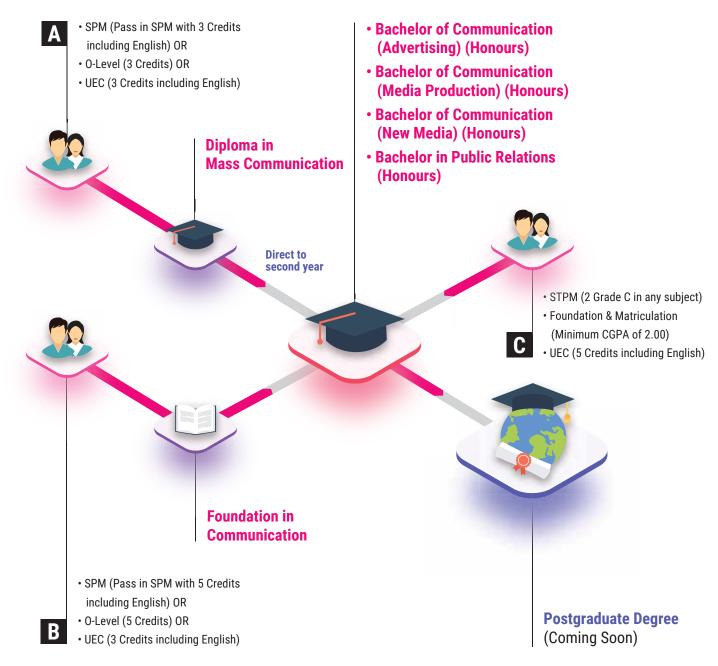
Web Writer
Web Designer
Web Editor
Publisher
Journalist
Photojournalist

Social Media Manager Digital Content Developer Blogger Digital Marketer Content Creator











APPLYING TO HCUC & FINANCIAL AID

Visit Our Campus

If HCUC is the ideal choice to further your education, drop by HCUC where our education counsellors are available for a one-to-one discussion.

Scholarship & Bursary

Paying for your education should be a partnership between you, your family and your education institution. In HCUC, we are committed to provide assistance to promising individuals who possess the potential to excel in their academics, but are facing financial challenges.

Alternatively, Malaysian students can also apply for financial aid from national bodies such as the National Higher Education Fund Corporation (Perbadanan Tabung Pendidikan Tinggi Nasional; PTPTN) and the Employee's Provident Fund (EPF). You may refer to our Bursary & Scholarship flyer for more information.

HCUC is also one of two private institutions of higher education that is eligible for 1-Bita, a one-off RM1,000 scholarship programme initiated by the Penang State Government for students.





Choose your programme

This booklet provides an overview of the programmes we offer. You may check out the respective programme booklets for more details and intake months.



Check your programme entry requirements

Before applying to HCUC, kindly ensure that you are eligible for entry and meet the English language requirements (for dual awards). You may reach out to our education counsellors if you are in doubt.



Submit your application

You may fill in the online application form which is available on our website and submit it together with the relevant documents.



Application outcomes

All applications will be acknowledged and assessed for eligibility. The application processing time can take up to 1 week. Application processing times can also be affected by failure to provide relevant documents. Successful applicants will be sent a letter of offer.



Acceptance

Once you have accepted the letter of offer, you may proceed to pay your fees and arrange for accommodation (if necessary).

FACILITIES

oin a community of learners and leaders at HCUC, where we believe that student success starts with the right environment. Our facilities are designed to support your academic and personal growth, with everything you need to thrive.

From spacious classrooms and cutting-edge labs to comfortable study spaces and lounges, you'll have access to all the resources you need to succeed.

Our library is your hub for research and learning, with a collection of books, journals, and electronic resources that is second to none. And if you need a break from your studies, you can join student organisations, attend events, or just relax in one of our many common areas.



NOTES



GET IN TOUCH WITH US!

Han Chiang University College of Communication

Jalan Lim Lean Teng 11600 Penang, Malaysia Tel: (604) 283 1088 Fax: (604) 282 9325

Email: enquiries@hcu.edu.my

www.hcu.edu.my



DKU037(P) JPT/BPP(U)1000-801/143/JLD.2 (5) wholly owned by HJU International College Sdn.Bhd) (480642-1)

Kindly note that whilst Han Chiang University College of Communication has taken all reasonable steps to ensure the accuracy of the content within this collateral at the time of printing, the University College reserves the right to remove, vary or amend the content of the collateral at any time without prior notice. Readers are responsible for verifying the information that pertains to them by contacting the University College.