



HAN CHIANG UNIVERSITY COLLEGE OF COMMUNICATION

SCHOOL OF

BUSINESS

& MANAGEMENT

PROSPECTUS



HCUC AT A GLANCE

For 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

Everything 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.

Experiential 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

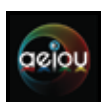
In HCUC, we have a wide array of opportunities for students to develop and enhance their soft skills through student bodies, clubs and events.



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 BUSINESS & MANAGEMENT

Dual Award

We offer programmes where students will receive equal recognition and certification from both HCUC and the University of Southern Queensland, Australia without having to study abroad.

International Perspective

With business becoming more and more of a global endeavour, we reflect the trend through the delivery of contemporary learning modules and case studies in our syllabus. This way, students are equipped with the skills to navigate the complexities of today's global economy and to leverage on the diversity to meet global business challenges.

Promising Future in Logistics, Supply Chain & Business Management

Logistics and supply chain has now been known as a strategic industry on its own especially in the Asia Pacific region where the growth is promising as it is being revolutionised by emerging technologies such as e-commerce. We are proud to be one of the few institutions in Malaysia offering this programme. Aside from logistics and supply chain, we can see that the significance of business management studies in the contemporary organisation setting is undoubtedly important. With the fourth industrial revolution, the business environment is undergoing a drastic digital transformation that requires a different approach to managing the increasingly complex demands of the workplace. Our programmes not only equips students with general business management expertise, but also specialised knowledge in the area of marketing or finance that will allow our graduates to have a wider-range of career choices.



Strong Academia - Industry Collaborations

A qualified graduate is not someone who only owns a certificate but one who is also able to perform their job well. In HCUC, we build strong relationships with the related industries so that our students are able to engage with them even during their studies, gaining employment ready skills and an expedited growth path when they step into the working world. This is done through industrial internships, inviting guests speakers and lecturers and obtaining input from our industry partners in curriculum development.

ALUMNI TESTIMONIAL

Wong Yen Jie

Procurement Executive, ams-Osram (GBS Division)

"I have completed both my Diploma and Degree in HCUC, and I think I am definitely eligible to say that the experience here was one of the best of my life. HCUC has provided an excellent platform in terms of lectures, environment, and helpful staff who encourage me to continue my Degree after I have completed my Diploma here. The lectures were fun and engaging, and the lecturers shared their previous working experiences related to the field to help us better understand the various concepts and terms in classes. I will always be indebted to HCUC for all the exposure to relevant knowledge that has helped me tremendously in choosing my career path."



Ng Xue En

Customer Service, Transairmarine Freight Services Sdn Bhd

"My study at HCUC has broadened my knowledge and made me gain various skills to face real work life. All the lecturers here are very friendly and helpful. They share their experience with us in order to help us understand classes better. Thank you HCUC for providing us with amazing lecturers and learning environment."

Nur Ain Fatimah Binti Saiffuddin

HR Executive, NSW Automation Sdn Bhd

"Deciding to pursue my Diploma in Han Chiang was a brilliant idea proposed by mum. Back then, there weren't many private colleges providing Logistics courses except for HCUC. While keeping up with the latest global trends of online shopping, I was exposed to the theories of online shopping. I was accepted by everyone in HCUC despite being a minority. Everyone was welcoming and helpful."





DIPLOMA IN LOGISTICS MANAGEMENT

(R2/345/4/0821) (01/26) (A6013)

The **Diploma in Logistics Management Programme** offers students a diploma that prepares them for a business education and a professional career in the highly competitive and fast-changing global logistics and supply chain industry. This programme gives students an insight into logistics and business processes in the supply chain and operations management.

It equips students with the knowledge and skills in managing inbound and outbound logistics systems, supply chain, warehouse, freight and transport management. Through this programme, the students will be able to think critically, identify problems, evaluate options and communicate solutions in both local and international markets. The industrial training that the student is required to undergo will further enhance these skills by providing them with additional theoretical and practical knowledge.

Aside from having analytical and problem solving skills, graduates of this programme will also be able to demonstrate positive interpersonal skills with effective planning and organising of business activities in the logistics industry.

Entry Requirement

- Pass SPM with minimum 3 Credits OR
- Pass UEC with minimum 3 Credits

Duration

2 Years

Intakes

January, April, August

Courses

YEAR 1

Principles of Marketing
Microeconomics
Principles of Management
Recording Financial Transactions
Computer Software Application
Communicative English
Macroeconomics
Information Systems Management
Fundamentals of Logistics Management
Human Resource Management
Accounting for Cost 1
Basic Writing and Study Skills
Time Management/Bahasa Kebangsaan A
The Morality of Ethics
Integriti dan Antirasuah/Co-curriculum
Penghayatan Etika dan Peradaban/
BM Komunikasi 1

YEAR 2

Quantitative Methods and Statistics
Data Analytics
Business Ethics
Entrepreneurship and Small Business
Management
Spoken English I
Business Law
Global Logistics
Freight and Transport Management
Inventory and Material Management
Supply Chain Management
Business Communication
Warehouse Management
English for Business Management
Spoken English II
Elective
Industrial Training

ELECTIVES

Maintaining Financial Records
Organisational Behaviour
Production & Operations Management
Digital Marketing
Business Strategy
Managing Finance
Planning, Control and Performance Management
Public Speaking



DIPLOMA IN BUSINESS MANAGEMENT

(R3/345/4/1037) (03/26) (MQA/FA1922)

The **Diploma in Business Management Programme** offers students a diploma that prepares them for a business education and a professional career in the highly competitive and fast changing business place. This programme offers a study scheme that allows students to hone their business skills and work in a range of management environments in the modern business world. Students are given an insight into organisations and business environments.

It equips students with the knowledge and skills in managing people, operations, logistics, marketing, finance and ethical business management. Through this programme, the students will be able to think critically, identify problems, evaluate options and communicate solutions in both local and international markets. The industrial training that the student is required to undergo will further enhance these skills by providing them with additional theoretical and practical knowledge.

Upon completion of the programme, graduates will have a well-rounded skill set that ranges from interpersonal skills, to the ability to assess and interpret information in an analytical manner, to being an effective leader.

Entry Requirement

- Pass SPM with minimum 3 Credits OR
- Pass UEC with minimum 3 Credits

Duration

2 Years

Intakes

January, April, August

Courses

YEAR 1

Microeconomics
Principles of Management
Quantitative Methods and Statistics
Recording Financial Transactions
Principles of Marketing
Macroeconomics
Information Systems Management
Human Resource Management
Maintaining Financial Records
Organisational Behaviour
Business Law
Computer Software Application
Communicative English
Basic Writing and Study Skills
Spoken English I
Penghayatan Etika dan Peradaban/
BM Komunikasi 1
Time Management/Bahasa Kebangsaan A
The Morality of Ethics
Integriti dan Antirasuah/Co-curriculum

YEAR 2

Business Ethics
Data Analytics
Production and Operations Management
Entrepreneurship and Small Business Management
Business Research
Consumer Behaviour
Fundamentals of Logistics Management
Managing Finance
Digital Marketing
English for Business Management
Spoken English II
Elective
Industrial Training

ELECTIVES

Customer Services
Global Logistics
Freight and Transport Management
Inventory and Material Management
Supply Chain Management
Business Communication
Warehouse Management
Planning, Control and Performance Management
Business Strategy



BACHELOR OF ARTS (HONOURS) IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

(R/345/6/1074) (01/28) (MQA/FA8814)

The Bachelor of Arts (Honours) in Logistics & Supply Chain offers students a degree that prepares them for a business education and a professional career in the highly competitive and fast-changing global logistics and supply chain industry. It offers a study scheme that allows students to hone their business skills and work in a range of logistics and supply chain management environments in the modern business world.

This programme gives students an insight into logistics and business processes in the supply chain operations and management. It equips students with the knowledge and skills in warehouse management, inventory monitoring, purchasing and procurement, material planning, transport and distribution.

Through this programme, the students will be able to think critically, identify problems, evaluate options and communicate solutions in both local and international markets. Students will be required to undergo industrial training at logistics and supply chain organisations. The four-month training will further enhance the skills that students acquired through the programme by providing them with additional theoretical and practical knowledge.

Entry Requirement

- **Sijil Tinggi Persekolahan Malaysia (STPM)**
 - Pass with minimum of 2 Grade C AND
 - Pass in Mathematics and English (SPM)
- **Foundation / Matrikulasi**
 - Pass with minimum CGPA 2.00 AND
 - Pass in Mathematics and English (SPM)
- **Diploma**
 - Pass in Diploma in a related field with minimum CGPA 2.00 AND
 - Pass in Mathematics and English (SPM)
- **Unified Examination Certificate (UEC)**
 - Pass with a minimum of 5 Grade B

Duration

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

Intakes

April, August, November

Courses

YEAR 1

Microeconomics
Macroeconomics
Introduction to Management
Introduction to Marketing
Introduction to Logistics Management
English for Communication
Negotiation Skills/Bahasa Kebangsaan A
Religious Philosophy
Business Accounting
Business Information System
Business Law
Organisational Behaviour
Quantitative Methods for Business
Business Ethics

YEAR 2

Data Analytics
Order Fulfilment Management
Freight Transportation
Academic Writing
Business Research Methods
Material Planning and Inventory Management
Warehouse Management and Distribution Channels
Researching Logistics and Supply Chain-
Management Issues A
Falsafah dan Isu Semasa
Penghayatan Etika dan Peradaban/
BM Komunikasi 2
Integriti dan Antirasuah/Self-development
Elective 1
Elective 2

YEAR 3

Strategic Management
Procurement and Supply Management
Customs and Forwarding
Supply Chain Management
Operations Management and Research
Researching Logistics and Supply Chain-
Management Issues B
Industrial Training
Elective 3

ELECTIVES

Entrepreneurship and Small Business Management
International Business
Product and Service Innovation Management
Business Marketing
Introduction to Digital Media



BACHELOR OF BUSINESS MANAGEMENT (HONOURS)

(N/340/6/0817) (01/28) (MQA/PA14208)

The Bachelor of Business Management (Honours) offers students a degree that prepares them to take on the Fourth Industrial Revolution (IR4.0). This three-year programme is specially designed to empower graduates with the skill sets necessary to survive and thrive in the increasingly challenging digital world of business.

Students who enroll for the programme will acquire real-life business experience through a four-month industrial training and work-integrated learning business management projects. The industry readiness of graduates of this programme will benefit their future clients, organisations, communities, and society at large. Graduates of HCUC's Bachelor of Business Management (Honours) will also be able to embark on postgraduate studies in business administration, management, marketing and finance should they decide to pursue an academic career.

Entry Requirement

- **Sijil Tinggi Persekolahan Malaysia (STPM)**
 - Pass with minimum of 2 Grade C AND
 - Pass in Mathematics and English (SPM)
- **Foundation / Matrikulasi**
 - Pass with minimum CGPA 2.00 AND
 - Pass in Mathematics and English (SPM)
- **Diploma**
 - Pass in Diploma in a related field with minimum CGPA 2.00 AND
 - Pass in Mathematics and English (SPM)
- **Unified Examination Certificate (UEC)**
 - Pass with a minimum of 5 Grade B

Duration

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

Intakes

April, August, November

Courses

YEAR 1

Microeconomics
Macroeconomics
Introduction to Management
Introduction to Marketing
Quantitative Methods for Business
Human Resource Management
Business Law
Business Ethics
Business Information System
Business Accounting
Organisational Behaviour
Operations Management
Negotiation Skills/Bahasa Kebangsaan A
Religious Philosophy

YEAR 2

Entrepreneurship and Small Business Management
Data Analytics
Strategic Management
International Business
Business Research Methods
Academic Writing
Penghayatan Etika dan Peradaban/ BM Komunikasi 2
Falsafah dan Isu Semasa
Integriti dan Antirasuah/Self-development

Specialisation in Marketing

Consumer Behaviour
Digital Marketing
Integrated Marketing Communication
Dissertation A

Specialisation in Finance

Maintaining Financial Records
Business Finance
Corporate Finance 1
Dissertation A

YEAR 3

Industrial Training
Electives

Specialisation in Marketing

Product and Service Innovation Management
Service Marketing
Retail Marketing Management
Dissertation B

Specialisation in Finance

Corporate Finance 2
Financial Markets and Institutions
Islamic Finance
Dissertation B

ELECTIVES (MARKETING)

Business Marketing
Brands and Branding
Risk and Crisis Management
Customer Relationship Management
Order Fulfilment Management
Procurement and Supply Management
Supply Chain Management

ELECTIVES (FINANCE)

Financial Accounting
International Finance
Management Accounting
Money and Banking
Material Planning and Inventory Management
Procurement and Supply Management
Supply Chain Management



DUAL AWARDS

With 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 (USQ), 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 USQ upon completion of their studies at HCUC.

A regional university based in Toowoomba, Queensland, USQ 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-focused commitment to teaching and learning.



Benefits

- * **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 (USQ 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.

CAREER OPPORTUNITIES

Logistics

International Logistics Manager
Freight Forwarder
Shipping Manager
Logisticians
Warehouse Manager
Reverse Logistics Manager

Enforcement Officer
Global Logistics Coordinator
Transportation Operations Manager
e-Commerce Logistics Manager
Logistics Solutions Analyst
Dispatch Coordinator



Finance

Investment & Commercial Banker
Corporate Treasurer
Portfolio Manager
Financial Research Analyst
Economic Analyst
Financial Planner

Chief Financial Officer
Fintech Manager
Foreign Trade Consultant
Risk Management Specialist
Digital Investment Analyst
Fund Manager

Supply Chain

Supply Chain Planner
Procurement Specialist
Aftermarket Buyer
Operations Integration Specialist
Production Planner
Supply Chain Consultant
Distribution Controller
Inventory Planning Manager

Strategic Sourcing & Purchasing Officer
Commodity Manager
Distribution Centre Manager
Incoming Quality Inspector
Order Fulfilment Officer
Customer Service Manager
Industry Analyst



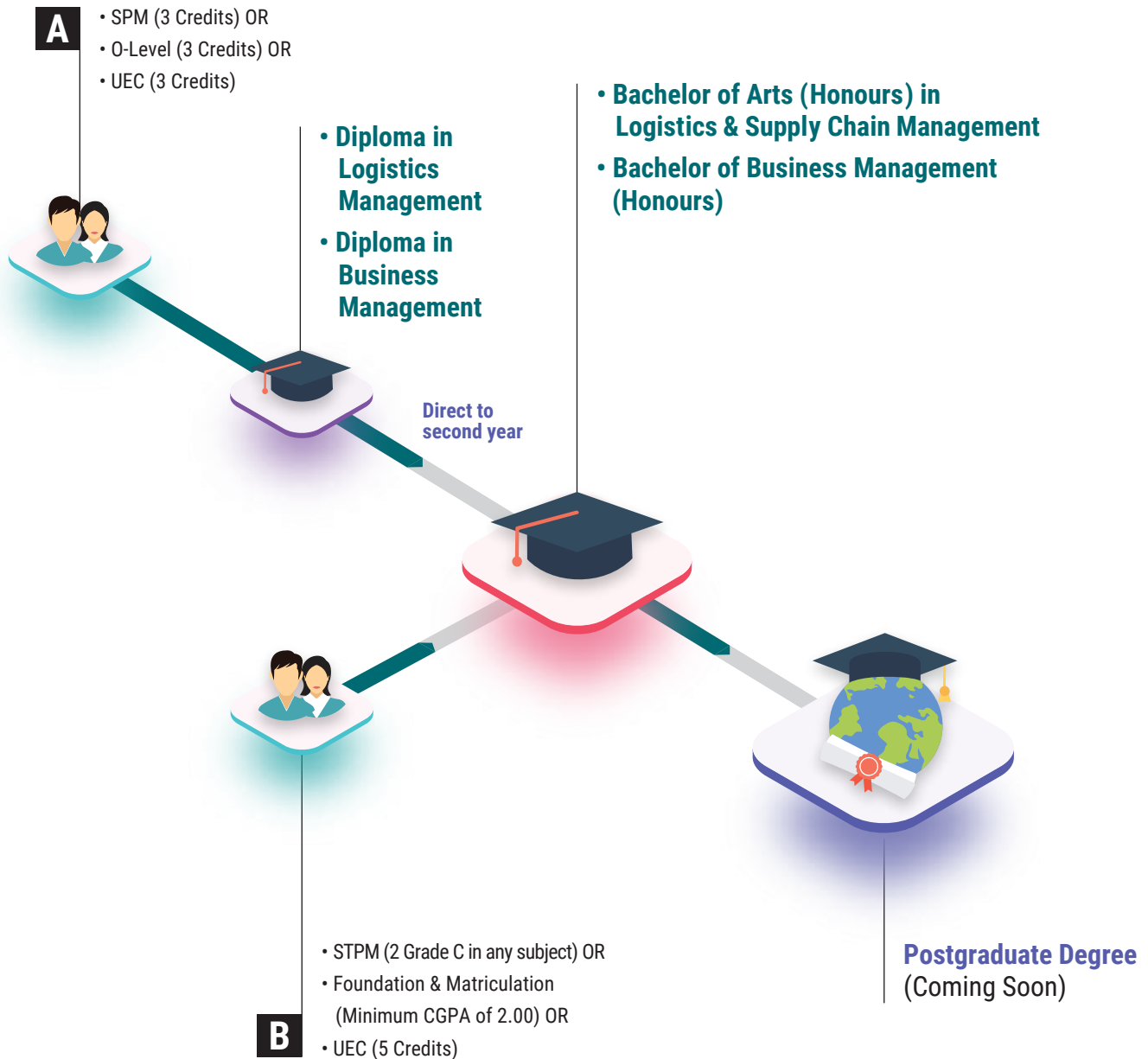
Marketing

Brand Manager
Business Planning Consultant
Business Development Manager
Consumer Engagement Specialist
Customer Service Manager
Digital Marketing Specialist
e-Commerce Marketing Specialist
Entrepreneur

Market Research Manager
Performance Marketing Manager
Product Development Manager
Sales Manager
Social Media Specialist
Strategic Marketing Expert



BUSINESS AND MANAGEMENT PATHWAYS AT HCUC





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.



HOW TO APPLY



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

Join 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.





GET IN TOUCH WITH US!

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