



USM
UNIVERSITI
SAINS
MALAYSIA



Communication
School of Communication USM
Unit of Communication Management USM



Bachelor of Communication

Academic Session 2022/2023

Our Campus

Our campus is located in the main campus in Penang within the surroundings of the Georgetown-UNESCO World Heritage site on the tropical island which is well known as a tourist spot and heaven for its local food.

Places of interest



Penang Hill

10 KM

Street Art in George Town

16 KM



Batu Feringghi Beach

21.3 KM

Queensbay Mall

4.2 KM



USM Vision

"Transforming Higher Education for a Sustainable Tomorrow"

USM Mission

USM is a pioneering, transdisciplinary research intensive university that empowers future talents and enables the bottom billions to transform their socio-economic well-being.

SCHOOL OF COMMUNICATION'S VISION, MISSION AND OBJECTIVES



Vision

A leading academic centre in media and communication field to nurture talent that contributes to a sustainable society.



Mission

Provide a conducive and intellectual environment to nurture talents who are ready to face the future and take on the changing circumstances and society needs.



Objectives

Develop a dynamic learning and research environment with strong academic and professional networks at the national and international levels.

Develop talents who are skilled in critical thinking, creative, knowledgeable, socially and emotionally skilled in navigating the complex life and work nature.

Foster talent that is connected, engaged and contributes to society and industry throughout the evolving times.

Explore new frontiers of knowledge through interdisciplinary and multidisciplinary research, as well as high impact.

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INTRODUCTION

Since 1971, Universiti Sains Malaysia has been offering the Communication Studies programs at the School of Humanities and graduates were awarded the Bachelor of Arts Degree. In 1984, the Ministry of Education has approved the establishment of the Bachelor's Degree in Communication Program from the 1984/1985 Academic Session as a result of a report from the University Board of Studies. Considering the development of the communication industry, the structure of this study was once again amended and a new curriculum was implemented during the 1994/95 Academic Session. Subsequently, the three-year study curriculum was implemented from the 1996/97 Academic Session, in line with the announcement by the Minister of Education at the time for all local universities to offer three-year study program.

Meanwhile, a review was made again in 2009 and on 11 August 2011, where the Department of Higher Education approved the Bachelor of Communication (Hons) program for four years from the 2012/2013 Academic Session. On 23 September 2021, JKPT has approved the restructuring of the undergraduate program which will begin during the 2022/2023 Academic Session. The Bachelor's Degree in Communication (Hons) program will return to the three-year curriculum with four new specializations namely Strategic Communication, Digital Communication, Creative Screen and Journalism.



PROGRAM EDUCATIONAL OBJECTIVES (PEO)

The Program Educational Objectives of the Bachelor of Communication (PEO) are in line with the vision and mission of USM, namely:

- PEO 1** Graduates who are knowledgeable and competent in the communication field.
- PEO 2** Graduates who are ready to take on social responsibilities and possess high ethical values.
- PEO 3** Transform the communication learning process to contribute to the social, industrial, and national development.
- PEO 4** Produce graduates who are capable to lead the communication industry.

PROGRAM LEARNING OUTCOME (PLO)

PLO1:	Have in-depth knowledge and understanding of communication knowledge.
PLO2:	Having technical skills to produce communication products.
PLO3:	Able to carry out research, analyze and evaluate issues related to the field of communication
PLO4:	Express ideas clearly, creatively and relevantly.
PLO5:	Willing to work in a team, be responsible and show a high spirit of cooperation to achieve the organization's objectives.
PLO6:	Practicing ethical, moral and professional values in communication practices.
PLO7:	Develop the field of communication through research, consultation and lifelong learning.
PLO8:	Has entrepreneurial characteristics and the ability to manage business in the field of communication.
PLO9:	Having the ability to lead the communication industry.
PLO10:	Have skills in using various digital technologies and relevant software in the field of communication.
PLO11:	Have skills in analyzing, evaluating and interpreting numerical and graphic data related to the field of communication.

PROGRAMME STRUCTURE AND DURATION

COURSE DURATION

Min. Semester	Max. Semester
6 semester (3 years)	10 semester (5 years)

The Bachelor of Communication is a three-year degree plan beginning at 2022/2023 Academic Session that combines theoretical and practical teaching. The undergraduate study program includes four specializations, namely:

- i. Digital Communication
- ii. Strategic Communication
- iii. Creative Screen
- iv. Journalism

Students must accumulate a minimum of 122 units comprising of core, elective and university courses for graduation purposes. The unit structure for Bachelor's degree is as follows:

COMPONENT			COURSE TYPE	UNIT
Core courses	Common courses	36	T	78
	Specializations	42		
Internship				12
University courses			U	20
Elective courses			E	12
TOTAL :				122

LIST OF COURSES

1. Common Core Courses (T)

Common Core Courses are **compulsory** for all Bachelor of Communication students. This course aims to help students towards a deeper theoretical understanding and comprehend concepts related to communication and society.

Code/ Unit	Courses
YKT111/3	Introduction to Communication and Media
YKT112/3	Media Writing
YKT113/3	Media Entrepreneurship
YKT114/3	Communication Theory
YKT115/3	Graphic for Communication
YKT230/3	Communication Research Methods
YKT231/3	Communication for Sustainability
YKT232/3	Media, Culture and Society
YKT233/3	Media Law and Ethics
YKT310/3	Media, Gender and Intersectionality
YKT311/6	Final Year Project (FYP)

2. Specializations Core Courses (T)

Student must choose 1 of the combination of specializations as below:

1. Strategic Communication & Creative Screen

2. Digital Communication & Journalism

3. Creative Screen & Digital Communication

4. Journalism & Strategic Communication

5. Strategic Communication & Digital Communication

6. Creative Screen & Journalism

STRATEGIC COMMUNICATION

YBP128/3	Introduction to Strategic Communication
YBP129/3	Organizational Communication
YBP230/3	Corporate Social Responsibility
YBP231/3	Public Relations Principles and Practices
YBP232/3	Contemporary Advertising
YBP233/3	Brand Communication
YBP328/3	Media Management

DIGITAL COMMUNICATION

YDP101/3	Introduction to Digital Communication
YDP102/3	Digital Consumer Behaviour
YDP203/3	Digital Content Creation and Ideation
YDP204/3	Basic Digital Media Analytics
YDP205/3	Political Economy of Digital Media
YDP206/3	Social Media Management
YDP301/3	Global Media and Digital Culture

CREATIVE SCREEN

YFP108/3	Introduction to Screen Studies
YFP109/3	Creative Screen Writing
YFP210/3	Digital Video Editing
YFP211/3	Screen Production for Multiple Platforms
YFP212/3	Digital Radio Production
YFP213/3	Screen Criticism and Appreciation
YFP326/3	Screen Advocacy

JOURNALISM

YWP125/3	Introduction to Journalism
YWP126/3	Visual Journalism
YWP226/3	Mindful Journalism
YWP227/3	Knowledge-Based Journalism
YWP228/3	News and Feature Writing
YWP229/3	News Production for Multiple Platforms
YWP312/3	Data Storytelling

2. Industrial Training (T)

YKT312/12

Industrial Training

Industrial training courses are compulsory for all Bachelor of Communication students. Final year students will undergo internship training for 6 months (24 weeks).

3. Elective Courses (E)

Students are required to take Elective courses and accumulate no less than 12 units from the list of courses offered by School of Management, School of Social Sciences, School of Arts, School of Humanities, School of Language, Literacies and Translation, School of Educational Studies and School of Computer Sciences.



Scan QR code to view the **elective courses.**

4. University Courses (U)

Students are required to take 20 units for the following University courses or options as below:

UNIVERSITY COURSE REQUIREMENTS		CREDIT TOTAL	
		Local Students	International Students
General Studies (MPU)			
U1	Local Students <ul style="list-style-type: none"> • HFF225 (Philosophy and Current Issues) (2 credits) • HFE224 (Appreciation of Ethics and Civilisations) (2 credits) • LKM400 (Bahasa Malaysia IV) (2 credits) International Students <ul style="list-style-type: none"> • HFF225 (Philosophy and Current Issues) (2 credits) • LKM100 (Bahasa Malaysia I) (U) (2 credits) 	6	4
U2 (Local students) AND U3 (International students)	Local Students <ul style="list-style-type: none"> • WUS101 (Core Entrepreneurship) (2 credits) • English Language Courses (4 credits) International Students <ul style="list-style-type: none"> • SEA205E (Malaysian Studies) (4 credits) • English Language Courses (4 credits) 	6	8
U4	Co-curricular courses	2	2
Options	Skill courses/Foreign Language Courses/ Other courses offered by other schools. Students have to choose any of the following: <ul style="list-style-type: none"> • Co-curricular courses • Skill courses/Foreign Language Courses/ Other courses offered by other schools 	6	6
TOTAL		20	20

1. Curriculum Structure For Strategic Communication & Creative Screen Specialization

Course Classification		LEVEL 100		LEVEL 200		LEVEL 300		Total Unit For Graduations
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
Common Core Courses (T)		YKT11/3 Introduction to Communication and Media	YKT113/3 Media Entrepreneurship	YKT230/3 Communication Research Methods	YKT232/3 Media, Culture and Society	YKT310/3 Media, Gender and Intersectionality	-	36
		YKT112/3 Media Writing	YKT114/3 Communication Theory	YKT231/3 Communication for Sustainability	YKT233/3 Media Law and Ethics	YKT311/6 Final Year Project		
		-	YKT115/3 Graphic for Communication	-	-	-		
Specializations (T)	Strategic Communication	YBP128/3 Introduction to Strategic Communication	YBP129/3 Organizational Communication	YBP231/3 Public Relations Principles and Practices	YBP230/3 Corporate Social Responsibility	YBP328/3 Media Management	-	42
				YBP232/3 Contemporary Advertising	YBP233/3 Brand Communication			
	Creative Screen	YFP108/3 Introduction to Screen Studies	YFP109/3 Creative Screen Writing	YFP210/3 Digital Video Editing	YFP212/3 Digital Radio Production	YFP326/3 Screen Advocacy		
				YFP211/3 Screen Production for Multiple Platforms	YFP213/3 Screen Criticism and Appreciation			
Industrial Training (T)		-	-	-	-	YKT312/12 Industrial Training		12
Elective Course (E) (please refer to the Elective Courses List)		Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	-	-	12
University/Option Course (U) (20 units) Local Students		LKM400/2 Bahasa Malaysia IV	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	HFE224/2 Appreciation of Ethics and Civilisations	University/Option Course (2 units)	-	20
		LSP300/2 Academic English	WUS101/2 Core Entrepreneurship LSP403/2 Business and Communication English	University/Option Course (2 units)	University/Option Course (2 units)			
University/Option Course (U) (20 units) International Students		LKM100/2 Bahasa Malaysia I	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	SEA205E/4 Malaysian Studies	University/Option Course (2 units)	-	
		LSP300/2 Academic English	LSP403/2 Business and Communication English	University/ Option Course (2 units)				
			University/ Option Course (2 credits)					
TOTAL UNITS		20	24	25	25	17	12	122

2. Curriculum Structure For Digital Communication & Journalism

Course Classification		LEVEL 100		LEVEL 200		LEVEL 300		Total Unit For Graduations
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
Common Core Courses (T)		YKT11/3 Introduction to Communication and Media	YKT13/3 Media Entrepreneurship	YKT230/3 Communication Research Methods	YKT232/3 Media, Culture and Society	YKT310/3 Media, Gender and Intersectionality	-	36
		YKT12/3 Media Writing	YKT14/3 Communication Theory	YKT231/3 Communication for Sustainability	YKT233/3 Media Law and Ethics	YKT311/6 Final Year Project		
		-	YKT115/3 Graphic for Communication	-	-	-		
Specializations (T)	Digital Communication	YDP101/3 Introduction to Digital Communication	YDP102/3 Digital Consumer Behaviour	YDP203/3 Digital Content Creation and Ideation	YDP205/3 Political Economy of Digital Media	YDP301/3 Global Media and Digital Culture	-	42
				YDP204/3 Basic Digital Media Analytics	YDP206/3 Social Media Management			
	Journalism	YWP125/3 Introduction to Journalism	YWP126/3 Visual Journalism	YWP228/3 News and Feature Writing	YWP227/3 Knowledge-Based Journalism	YWP312/3 Data Storytelling		
				YWP226/3 Mindful Journalism	YWP229/3 News Production for Multiple Platforms			
Industrial Training (T)		-	-	-	-	YKT312/12 Industrial Training		12
Elective Course (E) (please refer to the Elective Courses List)		Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	-	-	12
University/Option Course (U) (20 units) Local Students		LKM400/2 Bahasa Malaysia IV	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	HFE224/2 Appreciation of Ethics and Civilisations	University/Option Course (2 units)	-	20
		LSP300/2 Academic English						
				LSP403/2 Business and Communication English				
University/Option Course (U) (20 units) International Students		LKM100/2 Bahasa Malaysia I	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	SEA205E/4 Malaysian Studies	University/Option Course (2 units)	-	
		LSP300/2 Academic English						
				University/Option Course (2 credits)				
TOTAL UNITS		19	24	25	25	17	12	122

3. Curriculum Structure For Creative Screen & Digital Communication

Course Classification		LEVEL 100		LEVEL 200		LEVEL 300		Total Unit For Graduations
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
Common Core Courses (T)		YKT11/3 Introduction to Communication and Media	YKT13/3 Media Entrepreneurship	YKT230/3 Communication Research Methods	YKT232/3 Media, Culture and Society	YKT310/3 Media, Gender and Intersectionality	-	36
		YKT112/3 Media Writing	YKT114/3 Communication Theory	YKT231/3 Communication for Sustainability	YKT233/3 Media Law and Ethics	YKT311/6 Final Year Project		
		-	YKT115/3 Graphic for Communication	-	-	-		
Specializations (T)	Creative Screen	YFP108/3 Introduction to Screen Studies	YFP109/3 Creative Screen Writing	YFP210/3 Digital Video Editing	YFP212/3 Digital Radio Production	YBP326/3 Screen Advocacy	-	42
				YFP211/3 Screen Production for Multiple Platforms	YFP213/3 Screen Criticism and Appreciation			
	Digital Communication	YDP101/3 Introduction to Digital Communication	YDP102/3 Digital Consumer Behaviour	YDP203/3 Digital Content Creation and Ideation	YDP205/3 Political Economy of Digital Media	YDP301/3 Global Media and Digital Culture		
				YDP204/3 Basic Digital Media Analytics	YDP206/3 Social Media Management			
Industrial Training (T)		-	-	-	-	YKT312/12 Industrial Training		12
Elective Course (E) (please refer to the Elective Courses List)		Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	-	-	12
University/Option Course (U) (20 units) Local Students		LKM400/2 Bahasa Malaysia IV	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	HFE224/2 Appreciation of Ethics and Civilisations	University/Option Course (2 units)	-	20
		LSP300/2 Academic English	WUS101/2 Core Entrepreneurship LSP403/2 Business and Communication English	University/Option Course (2 units)	University/Option Course (2 units)			
University/Option Course (U) (20 units) International Students		LKM100/2 Bahasa Malaysia I	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	SEA205E/4 Malaysian Studies	University/Option Course (2 units)	-	
		LSP300/2 Academic English	LSP403/2 Business and Communication English	University/ Option Course (2 units)				
			University/ Option Course (2 credits)					
TOTAL UNITS		19	24	25	25	17	12	122

4. Curriculum Structure For Journalism & Strategic Communication

Course Classification		LEVEL 100		LEVEL 200		LEVEL 300		Total Unit For Graduations
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
Common Core Courses (T)		YKT111/3 Introduction to Communication and Media	YKT113/3 Media Entrepreneurship	YKT230/3 Communication Research Methods	YKT232/3 Media, Culture and Society	YKT310/3 Media, Gender and Intersectionality	-	36
		YKT112/3 Media Writing	YKT114/3 Communication Theory	YKT231/3 Communication for Sustainability	YKT233/3 Media Law and Ethics	YKT311/6 Final Year Project		
		-	YKT115/3 Graphic for Communication	-	-	-		
Specializations (T)	Journalism	YWP125/3 Introduction to Journalism	YWP126/3 Visual Journalism	YWP228/3 News and Feature Writing	YWP227/3 Knowledge-Based Journalism	YWP312/3 Data Storytelling	-	42
				YWP226/3 Mindful Journalism	YWP229/3 News Production for Multiple Platforms			
	Strategic Communication	YBP128/3 Introduction to Strategic Communication	YBP129/3 Organizational Communication	YBP231/3 Public Relations Principles and Practices	YBP230/3 Corporate Social Responsibility	YBP328/3 Media Management		
				YBP232/3 Contemporary Advertising	YBP233/3 Brand Communication			
Industrial Training (T)		-	-	-	-	YKT312/12 Industrial Training		12
Elective Course (E) (please refer to the Elective Courses List)		Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	-	-	12
University/Option Course (U) (20 units) Local Students		LKM400/2 Bahasa Malaysia IV	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	HFE224/2 Appreciation of Ethics and Civilisations	University/Option Course (2 units)	-	20
		LSP300/2 Academic English	WUS101/2 Core Entrepreneurship LSP403/2 Business and Communication English	University/Option Course (2 units)	University/Option Course (2 units)			
University/Option Course (U) (20 units) International Students		LKM100/2 Bahasa Malaysia I	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	SEA205E/4 Malaysian Studies	University/Option Course (2 units)	-	
		LSP300/2 Academic English	LSP403/2 Business and Communication English	University/Option Course (2 units)				
			University/Option Course (2 credits)					
TOTAL UNITS		19	24	25	25	17	12	122

5. Curriculum Structure For Strategic Communication & Digital Communication

Course Classification		LEVEL 100		LEVEL 200		LEVEL 300		Total Unit For Graduations
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
Common Core Courses (T)		YKT111/3 Introduction to Communication and Media	YKT113/3 Media Entrepreneurship	YKT230/3 Communication Research Methods	YKT232/3 Media, Culture and Society	YKT310/3 Media, Gender and Intersectionality	-	36
		YKT112/3 Media Writing	YKT114/3 Communication Theory	YKT231/3 Communication for Sustainability	YKT233/3 Media Law and Ethics	YKT311/6 Final Year Project		
		-	YKT115/3 Graphic for Communication	-	-	-		
Specializations (T)	Strategic Communication	YBP128/3 Introduction to Strategic Communication	YBP129/3 Organizational Communication	YBP231/3 Public Relations Principles and Practices	YBP230/3 Corporate Social Responsibility	YBP328/3 Media Management	-	42
				YBP232/3 Contemporary Advertising	YBP233/3 Brand Communication			
	Digital Communication	YDP101/3 Introduction to Digital Communication	YDP102/3 Digital Consumer Behaviour	YDP203/3 Digital Content Creation and Ideation	YDP205/3 Political Economy of Digital Media	YDP301/3 Global Media and Digital Culture		
				YDP204/3 Basic Digital Media Analytics	YDP206/3 Social Media Management			
Industrial Training (T)		-	-	-	-	YKT312/12 Industrial Training		12
Elective Course (E) (please refer to the Elective Courses List)		Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	-	-	12
University/Option Course (U) (20 units) Local Students		LKM400/2 Bahasa Malaysia IV	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	HFE224/2 Appreciation of Ethics and Civilisations	University/Option Course (2 units)	-	20
		LSP300/2 Academic English	WUS101/2 Core Entrepreneurship	University/Option Course (2 units)	University/Option Course (2 units)			
University/Option Course (U) (20 units) International Students		LKM100/2 Bahasa Malaysia I	LSP403/2 Business and Communication English	HFF225/2 Philosophy and Current Issues	SEA205E/4 Malaysian Studies	University/Option Course (2 units)	-	
				LSP300/2 Academic English				
				University/Option Course (2 credits)				
TOTAL UNITS		19	24	25	25	17	12	122

6. Curriculum Structure For Creative Screen & Journalism

Course Classification		LEVEL 100		LEVEL 200		LEVEL 300		Total Unit For Graduations
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
Common Core Courses (T)		YKT11/3 Introduction to Communication and Media	YKT13/3 Media Entrepreneurship	YKT230/3 Communication Research Methods	YKT232/3 Media, Culture and Society	YKT310/3 Media, Gender and Intersectionality	-	36
		YKT112/3 Media Writing	YKT114/3 Communication Theory	YKT231/3 Communication for Sustainability	YKT233/3 Media Law and Ethics	YKT311/6 Final Year Project		
		-	YKT115/3 Graphic for Communication	-	-	-		
Specializations (T)	Creative Screen	YFP108/3 Introduction to Screen Studies	YFP109/3 Creative Screen Writing	YFP210/3 Digital Video Editing	YFP212/3 Digital Radio Production	YFP326/3 Screen Advocacy	-	42
		YFP211/3 Screen Production for Multiple Platforms	YFP213/3 Screen Criticism and Appreciation					
	Journalism	YWP125/3 Introduction to Journalism	YWP126/3 Visual Journalism	YWP228/3 News and Feature Writing	YWP227/3 Knowledge-Based Journalism	YWP312/3 Data Storytelling		
				YWP226/3 Mindful Journalism	YWP229/3 News Production for Multiple Platforms			
Industrial Training (T)		-	-	-	-	-	YKT312/12 Industrial Training	12
Elective Course (E) (please refer to the Elective Courses List)		Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	Elective Course (3 units)	-	-	12
University/Option Course (U) (20 units) Local Students		LKM400/2 Bahasa Malaysia IV	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	HFE224/2 Appreciation of Ethics and Civilisations	University/Option Course (2 units)	-	20
		LSP300/2 Academic English	WUS101/2 Core Entrepreneurship LSP403/2 Business and Communication English	University/Option Course (2 units)	University/Option Course (2 units)			
University/Option Course (U) (20 units) International Students		LKM100/2 Bahasa Malaysia I	Co-curriculum Course (2 units)	HFF225/2 Philosophy and Current Issues	SEA205E/4 Malaysian Studies	University/Option Course (2 units)	-	
		LSP300/2	LSP403/2 Business and Communication English	University/Option Course (2 units)				
			University/Option Course (2 credits)					
TOTAL UNITS		19	24	25	25	17	12	122

CREDIT TRANSFER

Credit transfer is defined as the recognition of the total number of credits obtained by USM students taking courses in other IPTAs (Public Institution of Higher Learning) within the period of study at USM and is combined with credits obtained at USM to fulfil the unit requirements for his/her programme of study. The transferred examination results or grades obtained in courses taken at other IPTAs will be taken into consideration in the Cumulative Grade Point Average (CGPA) calculation.

1. Category of Students Who Can Be Considered for Credit Transfer

USM full-time Bachelor Degree level students who would like to attend specific Bachelor Degree level courses at other IPTAs.

USM full-time diploma level students who would like to attend specific diploma level courses at other IPTAs.

2. Specific Conditions

a) Basic and Core Courses

Credit transfer can only be considered for credits obtained from other courses in other IPTAs that are equivalent (at least 80% of the content is the same) with the courses offered by the programme.

Courses that can be transferred are only courses that have the same number of units or more. For equivalent courses but with less number of units, credit transfers can be approved by combining a few courses. Credits transferred are the same as the course units offered in USM. The average grade of the combined courses will be taken into account in the CGPA calculation.

b) Elective or Option Courses

Students may take any appropriate courses in other IPTAs subject to permission from the School as well as the approval of the IPTAs.

The transferred credits are credits obtained from courses at other IPTAs. No course equivalence condition is required.

3. General Conditions

a) The total maximum units transferred should not exceed one-third of the total number of units for the programme.

b) Credit transfer from other IPTAs can be considered only once for each IPTA.

c) The examination results obtained by a student who has taken courses at other IPTAs will be taken into account for graduation purposes. Grades obtained for each course will be combined with the grades obtained at USM for CGPA calculation.

d) Students who have applied and are approved for credit transfer are not allowed to cancel the approval after the examination result is obtained.

e) Students are required to register for courses at other IPTAs with not less than the total minimum units as well as not exceeding the maximum units as stipulated in their programme of study. However, for specific cases (e.g. students on an extended semester and only require a few units for graduation), the Dean may allow such students to register less than the minimum units and the semester will not be considered for the residential requirement. In this case, the CGPA calculation will be similar to that requirement of the KSCP.

f) USM students attending courses at other IPTAs who have failed in any courses will be allowed to re-sit the examinations of the courses if there is such a provision in that IPTA.

g) If the method of calculation of examination marks in the other IPTAs is not the same as in USM, grade conversions will be carried out according to the existing scales.

h) USM students who have registered for courses at other IPTAs but have decided to return to study in USM must adhere to the existing course registration conditions of USM.

4. Application Procedure for Attending Courses/Credit Transfer

USM students who would like to apply to attend courses/credit transfer at other IPTAs should apply using the Credit Transfer Application Form.

The application form should be submitted for the Dean's approval for the programme of study at least three months before the application is submitted to other IPTAs for consideration.

PLAGIARISM

The reputation of an academic institution depends on the ability to achieve and sustain academic excellence through the exercise of academic integrity. Academic integrity is based on honesty, trust, fairness, respect, and responsibility, which form the basis of academic work.

One aspect of the loss of academic integrity is due to plagiarism, which is the act of presenting published and unpublished ideas, writings, works or inventions of others in written or other medium, as one's own original intellectual endeavours without any clear acknowledgement of or reference to the author of the source.

POLICY ON PLAGIARISM OF UNIVERSITI SAINS MALAYSIA

University Sains Malaysia Policy on Plagiarism describes the University's strong commitment to uphold academic integrity in relation to plagiarism. It will come into effect when there is an infringement of academic conduct relating to plagiarism.

This policy acts as a guideline to educate and prevent plagiarism and can be used as the guideline if the University's staff and students violate any rules and regulations of the University.

The policy applies to all students, former students, staff and former staff which include fellows, post-doctorates, visiting scholars, as well as academic, non-academic, research, contract and temporary staff who study, serve or have served, or have graduated from the University.

Plagiarism is defined as the act of presenting, quoting, copying, paraphrasing or passing off of ideas, images, processes, works, data, own words or those of other people or sources without proper acknowledgement, reference or quotation of the original source(s). The acts of plagiarism include, but are not limited to, the following:

1. Quoting verbatim (word-for-word replication of) works of other people.
2. Paraphrasing another person's work by changing some of the words, or the order of the words, without due acknowledgement of the source(s).

3. Submitting another person's work in whole or part as one's own.

4. Auto-plagiarising or self-plagiarising (one's own work or previous work) that has already been submitted for assessment or for any other academic award and pass it as a new creation without citing the original content.

5. Insufficient or misleading referencing of the source(s) that would enable the reader to check whether any particular work has indeed been cited accurately and/or fairly and thus to identify the original writer's particular contribution in the work submitted.

The University will take action on every report and offence relating to plagiarism and if the student is found guilty, the student can be charged by the university according to the Students Disciplinary Rules.

GENERAL INFORMATION OF THE PROGRAM (School of Communication)

i) Dean's Award

The Dean's Award certificate will be given to students who obtain a GPA of 3.5 and above for each semester with a minimum unit load of 14 units.

(ii) Communication Association (PERKOM), USM

Communication Association (PERKOM), Universiti Sains Malaysia was established as a platform for students of the School of Communication to carry out various activities (non-academic and academic). All students of the School of Communication are members of this association. PERKOM is an intermediary body between the administrative management and students. Among PERKOM's activities are organizing lecturer-student orientation ceremonies, arranging study tours and coordinating student activities and liaising with other higher learning institutions in and outside the country.

For full version of academic handbook, please refer to:



Kindly log in using your **campus online ID** and **password**



**Bachelor of
Communication**

Academic Session 2022/2023