DURATION INTAKE MEDIUM OF INSTRUCTION

1 year (3 semesters)

**April / August / December** 

**English** 

#### **ABOUT THE PROGRAMME**

The arts and social science are as important as science and technology for ensuring a country's growth and development. The diverse fields of the arts and social science serve as the pillars that prop up the economy and the bonds that hold together the social fabric of a nation. The ready demand for skilled workers in the arts and social science is spurring the interest of the younger generation in taking up a profession in those fields as their lifelong careers.

The XMUM Foundation in Arts and Social Science programme opens up opportunities for higher education in various fields of the arts and social science. After the successful completion of the programme, students will progress to an undergraduate programme of study at XMUM in areas such as business, accounting, finance, e-commerce, journalism, advertising, English language and literature, and Chinese studies.

## **ENTRY REQUIREMENTS**

A pass in SPM/SPMV with at least a credit in 5 subjects; or

A pass in **O-Level** with at least a credit in 5 subjects; or

A pass in **UEC** with at least a Grade B6 in 3 subjects; or

Other equivalent qualifications.

# HIGHLIGHTS OF THE XMUM FOUNDATION IN ARTS AND SOCIAL SCIENCE PROGRAMME

- Recognition as an entry qualification for undergraduate studies at XMUM
- Lessons conducted by well-qualified and experienced academic staff
- Opportunities to interact and network with students from diverse nationalities and cultural backgrounds
- Access to world-class learning and teaching facilities and infrastructure



## **ADDITIONAL ENTRY REQUIREMENTS**

- For the academic track of Business Studies:
   Mathematics and English Language credit in SPM/SPMV/O-Level or Grade B6 in UEC or other equivalent qualifications.
- For the academic track of Communication Studies:
   English Language credit in SPM/SPMV/O-Level or Grade B6 in UEC or other equivalent qualifications.
- For the academic track of Chinese Studies:
   Chinese Language credit in SPM/SPMV/O-Level or Grade B6 in UEC or other equivalent qualifications.
   English Language pass in SPM/SPMV/O-Level/UEC or other equivalent qualifications.

FOUNDATION IN ARTS AND SOCIAL SCIENCE AT XMUM (1 YEAR)			
ACADEMIC TRACKS			
Chinese Studies	Communication Studies	Business Studies	
	•		
UNDERGRADUATE PROGRAMMES OFFERED BY XMUM			
Bachelor of Arts in Chinese Studies (Honours) (3 years)	Bachelor of Arts (Honours) in English Language and Literature (3 years)	Bachelor of Management in International Business (Honours) (3 years)	
	Bachelor of Arts in Journalism (Honours) (3 years)	Bachelor of Management in Accounting (Honours) (3 years)	
	Bachelor of Arts in Advertising (Honours) (3 years)	Bachelor of Economics in Finance (Honours) (3 years)	
	Bachelor of Arts in Communication (Honours) (3 years)	Bachelor of Management in E-Commerce (Honours) (3 years)	

# **PROGRAMME STRUCTURE**

Foundation in Arts and Social Science			
COMPULSORY COURSES	CORE COURSES		
Introduction to Academic English	Basics of Statistics		
Academic Reading and Writing	Society and Culture		
Basics of Critical Thinking	Interpersonal Communication		
Effective Presentations	Fundamentals of Algebra		
Computing and Digital Skills	Basics of Information and Communication Technology		

#### **CORE COURSES (SPECIALISATION)**

Chinese Studies	Communication Studies	Business Studies
Introduction to Chinese Language and Characters	Introduction to Mass Communication	Understanding Business
Selected Readings in Modern Chinese Literature	Introduction to Social Media Practice	Principles of Microeconomics
Selected Readings in Classical Chinese Literature	Visual Communication	Principles of Macroeconomics
Chinese Literary Appreciation and Creative Writing	Basics of Communication Research	Introduction to Accounting
Introduction to Chinese Culture and Tradition	Fundamentals of Media Writing	Introduction to Finance

The courses listed above are subject to change.

### XIAMEN UNIVERSITY MALAYSIA DULNO09(B)

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