

INSTITUTE OF GRADUATE STUDIES & RESEARCH



SOUTHERN
UNIVERSITY COLLEGE
南方大學學院



Welcome

The Institute of Graduate Studies and Research (IGSR) was established in 2013 after the Southern College was upgraded to the status of Southern University College in 2012. Its primary objectives are to establish a range of graduate study programs and embark on relevant research agenda to meet local and national needs. Its mission is to meet the challenges of regionalization and globalization by setting up appropriate and relevant graduate programs, and pioneering studies in social sciences and humanities.

The IGSR consists of the followings:

1. Graduate Studies Unit
2. Research Unit

The Graduate Studies Unit is in charge of establishing, reviewing, and assessing post-graduate programs in Southern UC. It will work closely with related departments / units to ensure the rigorous standard of admission, assessment, and evaluation of graduate programs.

As far as home-grown post-graduate programs are concerned, we have been able to complete and receive approval from the Government-approval agency, MQA, to start the MBA program. This is the first Master's program at Southern UC and we proudly label it as Southern MBA, which started in 2015.

Currently, we offer Master of Art in Chinese Studies, Master of Communication, Master of Business Administration, Doctor of Philosophy (Chinese Studies) and Doctor of Philosophy (Ph.D.) Business Administration.

The Research Unit is responsible for administrating research activities among academic staff and graduate students. It acts as a platform to coordinate research funds, conference financial assistance.

The newly established research centres are Center for Malaysian Studies, Center for Business and Economic Research and Center for Computing and Electronics Engineering.



Courses

Master of Arts in **Chinese Studies**

Master of **Communication**

Master of **Business Administration**

Doctor of **Philosophy (Chinese Studies)**

Doctor of **Philosophy (Business Administration)**

Master of Business Administration

R/340/7/0467(MQA/FA4746)09/24

Course Duration Full time: 3 sems or 1.0 to 1.5 years Part time: 6 sems or 3 years

Course Introduction

The aim of the Southern MBA programme is to provide students with rigorous training in management and leadership skills and their applications in the Asia-Pacific cross-cultural context. have been trained to use these skills in a manner that will enable them to better handle the managerial demands of modern business practices.

Coursework and Research Project

To complete the Southern MBA programme, the candidate is required to take 14 modules. These include ten compulsory modules and four core/major modules. The MBA Project 1 and MBA project 2 are designed as application-oriented research projects undertaken with the supervision and guidance of a faculty member.

Compulsory Modules (30 credits)

- Financial and Managerial Accounting
- Managerial Economics
- Management Information System
- Marketing Management
- Operations Management
- Human Resource Management
- Strategic Management
- Research Methodology
- MBA Project 1
- MBA Project 2

Core / Major Modules (12 credits)

(Choose one Major)

General MBA

- Oriental Management
- Business Law
- Financial Management
- One elective from Finance / International Business / Marketing track

Finance Major

- Bank Management
- Corporate Finance
- Econometrics
- Investment

International Business Major

- Cross Cultural Management
- Logistics and Supply Chain
- Macroeconomics for Global Environment
- One elective from Finance or International Business / Marketing track

Marketing Major

- Consumer Behavior
- Marketing Research
- Relationship Marketing
- Service Marketing

Entry Requirement

- Bachelor degree in any field with a minimum CGPA of 2.50 or equivalent; OR
- Bachelor degree in any field with CGPA less than 2.50, with a minimum of 5 years working experience.
- For post graduate studies, international students are required to achieve a minimum score of 6.0 for IELTS or its equivalent.



Master of Arts in Chinese Studies 中文文学硕士

R/224/7/0058(MQA/FA5096)03/25

课程完成期限

全职: 2 - 5年 兼职: 3 - 7年

课程特色

南方大学学院中文系创建于1997年，迄今已有22年历史，是马来西亚华社创办的第一个中文系，也是本校获得马来西亚政府高等教育部学术鉴定局最高认证的，可用华语教学的学术单位。目前中文系开设中文专业文凭、中文荣誉学士课程、中文硕士课程及中文系博士课程。

中文系（Department of Chinese Studies）继承汉学的传统，教学与研究领域涵盖中华古今语言、文学、历史、哲学，更突破传统学科的模式，包括华人方言族群、马华文学、中日韩文学、东南亚文化、东方与西方比较等新兴学科的教学与研究。

中文系肩负中华语言文化的传承与创新使命，从本土出发，与全球结合，整合多元文化，实现多民族共享、跨学科结合，在全球化、资讯化、文化产业化的浪潮中奋进，使中文系成为全球化资讯化时代的顶尖人文人才培养中心。

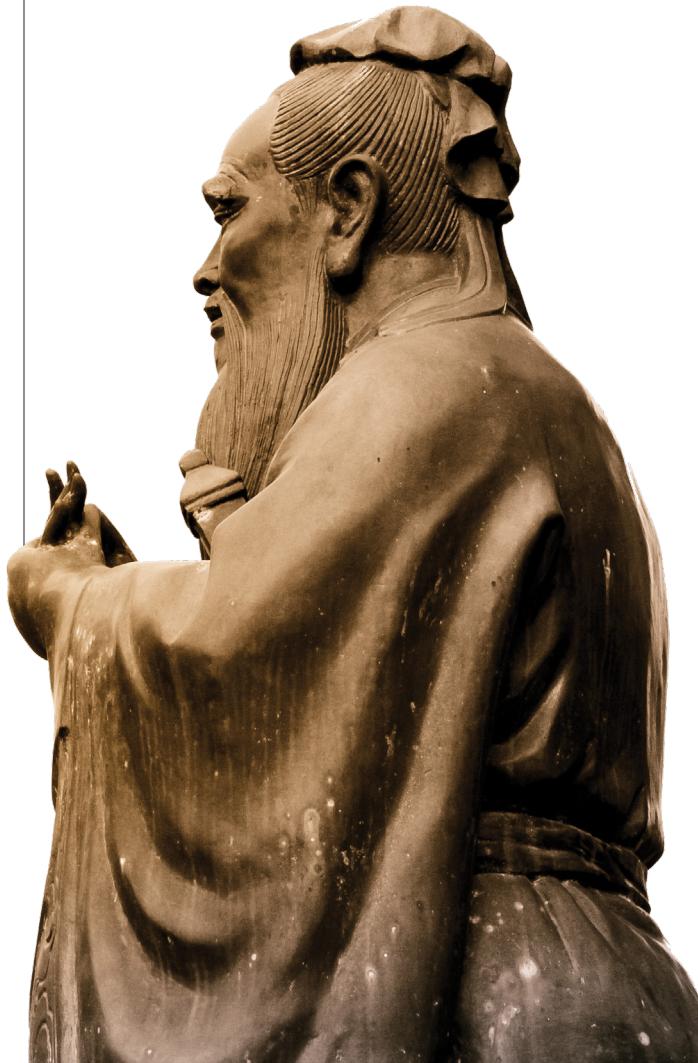
课程与论文

研究生可选读全职或部分时间，修完15个学分，及格即可毕业，包含两门必修课（6学分）与论文（9学分）。

课程
研究资料与方法
导读与研究
毕业论文

入学条件

- 大学学士学位，具有CGPA2.75或同等成绩，或
- 大学学士学位，成绩未达CGPA2.75，但达到CGPA2.50以上，须通过内部审核，或
- 大学学士学位，成绩未达CGPA2.50，具有5年相关领域工作经验或有相关研究著作，或
- 拥有受承认机构的学术资格，
- 其他相关同等学历



Master of **Communication**

N/321/7/0233 (MQA/FA8547) 12/22

Course Duration Full time: 1.5 - 5 years Part-time: 2.5 - 7 years

Course Introduction

The Master of Communication offers a mixed mode of teaching and dissertation writing. It brings together conceptual, research, and practical approaches so as to prepare graduates to handle communication challenges in the current fast-changing environment. We employ pedagogical methods that put students at the center of learning. Upon graduation, students will be equipped with knowledge and problem solving skills highly useful in the media and communication industry at home and abroad.

Coursework and Dissertation

Students need to obtain 40 credits to graduate in the programme and there are two components which are given as follows:

Coursework

3 Core courses which make up 30% of the total grade, totaling 12 credits.

- Advanced Communication Theory
(4 credits)
 - Quantitative Research Methods for Communication
(4 credits)
 - Qualitative Research Methods for Communication
(4 credits)

Dissertation (28 credits)

Students are required to conduct a research in a communication-related field under the supervision of an academic staff and to complete the dissertation of 35 000-40 000 words.

Entry Requirement

- A Bachelor's Degree or its equivalent, with minimum CGPA 2.75, as accepted by the University Senate; OR
 - A Bachelor's Degree or its equivalent with minimum CGPA of 2.50, and not meeting CGPA 2.75, can be accepted subject to the rigorous internal assessment; OR
 - A Bachelor Degree's or its equivalent, not meeting CGPA of 2.50, can be accepted subject to a minimum of 5 years of working experience in relevant field.
 - For post graduate studies, international students are required to achieve a minimum score of 6.0 for IELTS or its equivalent.



Doctor of Philosophy Business Administration

N/345/8/1063(MQA/PA9436)01/23

Course Duration Full time: 3 - 7 years Part time: 4 - 9 years

Course Introduction

The programme aims to provide students with rigorous, in-depth and advanced research knowledge within their specific areas of business studies. It also aims to inculcate in them a systematic and ethical approach in conducting research in specialized areas, thereby contributing new insights to the body of knowledge and managerial practices.

Course and Dissertation

Candidates are required to obtain 3 credits (one core module) and complete a research thesis.

Modules

- Research Methodology
- Thesis

Study Plan

This programme comprises three stages:

- Compulsory Core Course: Research Methodology
- Proposal Defense
- Completion of thesis

Entry Requirement

- A Master's degree in business or related field
- Other qualification equivalent to a Master's degree as accepted by university senate.
- For post graduate studies, international students are required to achieve a minimum score of 6.0 for IELTS or its equivalent.



Doctor of Philosophy (Chinese Studies) 中文博士

N/224/8/0096(MQA/PA10010)12/23

课程完成期限

全职: 3 - 6年 兼职: 4 - 8年

课程特色

南方大学学院中文系创建于1997年，迄今已有22年历史，是马来西亚华社创办的第一个中文系，也是本校获得马来西亚政府高等教育部学术鉴定局最高认证的，可用华语教学的学术单位。目前中文系开设中文专业文凭、中文荣誉学士课程、中文硕士课程及中文系博士课程。

中文系 (Department of Chinese Studies) 继承汉学的传统，教学与研究领域涵盖中华古今语言、文学、历史、哲学，更突破传统学科的模式，包括华人方言族群、马华文学、中日韩文学、东南亚文化、东方与西方比较等新兴学科的教学与研究。

中文系肩负中华语言文化的传承与创新使命，从本土出发，与全球结合，整合多元文化，实现多民族共享、跨学科结合，在全球化、资讯化、文化产业化的浪潮中奋进，使中文系成为全球化资讯化时代的顶尖人文人才培养中心。

课程与论文

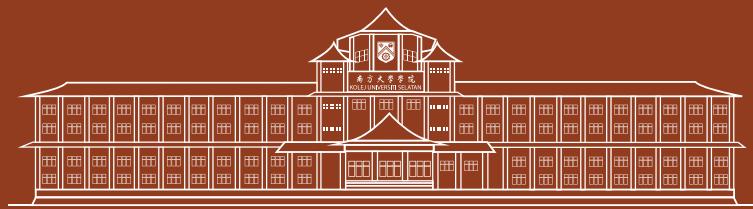
需修习完成6学时（两门主修课程），完成毕业论文：

课程	学时
研究资源与方法	3
毕业研究专题（东南亚与全球华人）	3
毕业论文	通过/不通过

入学条件

- 拥有相关领域硕士学位，或
- 拥有来自公认的专业机构的同等专业资格，或
- 持有南方大学学院硕士学位。





No Perakuan Pendaftaran: DKU 019(J)

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