XIAMEN UNIVERSITY MALAYSIA
厦門大學馬來西亞分校

PROGRAMME HANDBOOK

MASTER OF COMMUNICATION AND CULTURE

ACADEMIC SESSION: 2026/09

SCHOOL OF COMMUNICATION

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1. PROGRAMME AIMS

Master's Degree of Communication and Culture provides learners with the theoretical and analytical training required to continue to a research degree or to develop professional skills relevant to working at management level in the fields of communications and culture policy and industry. Global communication is directly affected by the process of globalization, and helps to increase business opportunities, remove cultural barriers and develop a global village. Both globalization and global communication have changed the environmental, cultural, political and economic elements of the world. The learners are given various exposures to gain an understanding of the recent literature on technological change and its cultural contexts. The programme nurtures learners with professional skills and knowledge, and values of dignity to serve the society as a fine citizen of the region.

2. PROGRAMME OBJECTIVES

The PEOs are to produce:

1. Practitioners who can propose and evaluate advanced knowledge with critical and analytical thinking to function effectively in the communication field.
2. Practitioners who can perform functional work competencies and leadership qualities to perform effectively in diverse communication settings.
3. Practitioners who can manage personal and entrepreneurial skills to accomplish strategic and innovative goals in various work-related and society-related environments.
4. Practitioners who can exemplify ethical and professional conduct to maintain sustainable practices towards life-long learning.

3. PROGRAMME LEARNING OUTCOMES

At the end of the programme, graduates will be able to:

1. Assess systematically advanced knowledge in communication and its relevance to culture.
2. Evaluate advanced knowledge in communication and its relevance to culture for continuous improvement.
3. Adapt advanced skills to resolve communication-related issues and their impacts on culture.
4. Prioritise teamwork, professional networking, and anticipatory thinking in

communication and culture.

5. Advocate advanced normative communication skills to diverse audiences in communication and culture.
6. Support digital communication plans through various contexts in communication and culture.
7. Evaluate empirical data with critical thinking to gain insight into communication and culture.
8. Adapt relevant leadership styles, integrated problem solving, and autonomous decision-making within diversified environments in communication and culture.
9. Prioritise self-advancement, and strategic thinking for continuous professional development, fostering sustainable growth in communication and culture.
10. Formulate entrepreneurial ventures and collaboration with stakeholders in communication and culture.
11. Prioritise ethical standards, professionalism and self-awareness in communication and culture.

4. EXPECTED AREAS OF GRADUATE EMPLOYMENT

Master's Degree in communication and Culture opens the door to a variety of career possibilities across different industries, including business administration, traditional media such as film, newspapers, radio and television, digital media, marketing, public relations, advertising, and government and public affairs.

With such a wide range of job options after graduation, choosing a specialized elective module sets students on the path to their ideal career.

Student will also be well prepared for further postgraduate study, such as a PhD or teaching qualification.

5. CURRICULUM CONTENT AND STRUCTURE

The minimum credits for graduation will be 40 credits with all the parts meeting the minimum requirements of credit value in Table 1.

Table 1: Components of the Programme and its Value

	Course Classification	Credit Value	Percentage (%)
1	Compulsory courses/modules*	0	0.0%
2	Core**/Major(s)***/Specialisation:		
	• Core	12	30.0%
	• Dissertation	28	70.0%
	Total Credit Value	**40**	**100.0%**

Terminology Explanation:

Core Courses: Courses designed to meet the core educational objectives; each major has its own features.

6. LIST OF COURSES OFFERED FOR EACH ACADEMIC YEAR

Semester/ Year Offered	Name of Course/ Subject	Code of Course/ Subject	Classification (Compulsory/ Core/ General/ others)	Credit Value
Semester 1 Year 1	Communication & Culture: An Interdisciplinary Approach	MCC101	Core	3
	Research Methodology	MCC104	Core	3
			Subtotal:	**6**
Semester 2 Year 1	Communication Theories	MCC105	Core	3
	Data Analysis	MCC106	Core	3
			Subtotal:	**6**
Semester 1 Year 2	Dissertation	MCC301	Major Core	28
Semester 2 Year 2	Dissertation (Continue)			
			Subtotal:	**28**
			Total Credit Value:	**40**