ACADEMIC PROGRAMMES
UNIVERSITI MALAYSIA KELANTAN
Entrepreneurship is Our Thrust
EDITORIAL

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INTRODUCTION

This book is a guide for prospective students to the courses available at Universiti Malaysia Kelantan (UMK). The academic programmes at Universiti Malaysia Kelantan (UMK) are delivered at faculties spread across three campuses: Bachok Campus, City Campus and Jeli Campus. This book includes the courses at all these campuses.
UNIVERSITI MALAYSIA KELANTAN

Entrepreneurship is Our Thrust

PROF. DATO’ TS. DR. NOOR AZIZI BIN ISMAIL
Vice Chancellor of Universiti Malaysia Kelantan
PREFACE

In 2006, Sir Ken Robinson (an international advisor on education in the arts) gave a TED talk on the need for education to encourage creativity in students; this talk has been viewed more than 63 million times! Clearly, this talk resonates well with most people who can see that education is more than learning facts. At Universiti Malaysia Kelantan (UMK) our focus is on the development of people; we seek to develop our students into graduates who will make a real difference to the world.

Our passion is entrepreneurship; we endeavour to develop graduates who come up with innovative and creative ideas, which they develop into successful businesses, driven by our science-based faculties.

To fulfil our vision, our students still need to develop academic rigour. As Howard Gardner proposed in his book Five Minds for the Future, two vital abilities are the mastery of particular fields of study and the ability to synthesise knowledge from multiple disciplines. At UMK we develop the academic skills in our graduates that will enable them to make a real difference in the world.

This book outlines the content of our academic courses, but I would also like to take this opportunity to outline the characteristics that we seek to develop through our educational programmes. Of course, not all our students will become entrepreneurs, but they will all develop these entrepreneurial characteristics:

**Leadership**

Having both vision and the ability to realize it. Leaders who are able to see opportunities and be visionary, proactive and sensitive to changes in the business environment.

**Willingness to take risks**

Risk taking with wisdom (calculated risks), daring to innovate to gain greater reward.
Depth of knowledge

Constantly seeking and exploring knowledge through formal and informal learning (lifelong learning) aimed at enhancing entrepreneurial ability and mindset.

Identify and seize opportunities

Striving to explore, capture, create and exploit opportunities in the changing business environment.

Integrity

Responsible, trustworthy, ethical and disciplined in the discharge of responsibility by considering regulations to ensure the well-being of the community.

Creative and innovative

Harnessing creativity and innovation to optimize all available resources to generate added value.

Proactive

Taking the initiative without having to wait for directions, or being forced to take action.

Tough

Patient and resilient, with strong determination to drive an organization, or individual to create and sustain success.

High quality work ethic, effective and efficient

Prioritizing high quality, effective and efficient workmanship that meets high standards of service.

Commitment to work

Taking full responsibility, executing and completing tasks and fulfilling customer satisfaction.

Resolute and firm on principle

Resolutely and firmly acting in accordance with procedures and good practice and capable of speaking out to state views and criticisms of organizational progress where necessary.

I hope you find this book on our courses informative and helpful.
FOREWORD

Our academic programmes are especially designed to give our students in-depth understanding and expertise in their chosen field of study. The focus is not on knowledge of facts, but on the ability to use knowledge for innovation.

In a fast-changing world, we ensure all our courses constantly reflect the developments in each and every field of study. Our staff network locally and internationally, attending international conferences in order to maintain academic rigour and networks of academic learning.

An international outlook is vital in today’s world; trade between countries brings wealth and development, but such trading relationships depend on mutual respect and understanding of different cultures. At UMK, we help our students to develop proficiency in a third language in order to enhance their potential to interact with people from other countries. We develop intercultural understanding through projects and joint activities with universities in the ASEAN region. At a more formal level UMK has a range of partnerships and research collaborations with universities throughout the ASEAN countries and beyond.

Besides being closely connected to other countries and cultures, it is also important to stay closely connected to industry and businesses. To equip our students with the skills they need, we bring industrial partners into the university and also take our students out into the business world. On a regular basis we bring leaders from industry to give talks at the university and to give input on the courses we run. This collaboration includes formal arrangements with industry bodies and ad-hoc lectures.

In the final year of our academic programmes, our students have an industrial placement where they learn how to put into practice what they have learned on their course. This placement consolidates their learning and builds practical expertise. An alternative path for our students is our “2U2I” option where students spend two years at UMK followed by two years in industry.
Educational approaches need to keep pace with the changes in the real world. Whilst the need to develop in-depth expertise in a field of study remains, the means of reaching this goal requires a range of approaches. At UMK our staff continually adopt, adapt and develop their approaches to deliver the best student learning. Our delivery includes My Academic Integrated System (MyAIS) and MOOCs (Massive Open Online Courses).

This combination of international collaboration, third language skills, connection with industry, industrial placements and modern learning approaches, forms UMK’s approach to developing graduates that make a significant difference in society. At the heart of it all, is our focus on entrepreneurship, students on all programmes take at least 4 courses on entrepreneurship, representing 10% of the total credit of all their studies.

This book outlines the programmes that deliver our vision for producing entrepreneurial graduates who make a real difference in the world.
FACULTY OF ENTREPRENEURSHIP AND BUSINESS

- Bachelor of Entrepreneurship (Commerce) with Honours
- Bachelor of Entrepreneurship (Logistics & Distributive Trade) with Honours
- Bachelor of Entrepreneurship (Retailing) with Honours
- Bachelor of Business Administration (Islamic Banking and Finance) with Honours
- Bachelor of Entrepreneurship with Honours (2u2i)

Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan City Campus,
Pengkalan Chepa, 16100 Kota Bharu, Kelantan

Telephone: +609-771 7131
Website: http://fkp.umk.edu.my
BACHELOR OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

Duration of Study: 8 Semesters (4 Years)

Bachelor of Entrepreneurship (Commerce) with Honours is the first programme to be offered in the Faculty of Entrepreneurship and Business established to extend entrepreneurial and business knowledge which can benefit students, thus contributing to the community and the nation, especially in activities related to trading entrepreneurship.

Programme Synopsis

This programme is aimed at producing graduates who are knowledgeable in business, including production, marketing, finance and human resource management as well as competent in entrepreneurial skills, especially for small and medium businesses. In line with the advancing of globalisation, the programme aims to produce graduates who are competitive, creative, innovative, and have the ability to be globally involved, are open minded, have the personality to be able to withstand and adapt to the needs of the future as well as to face challenges in the business world.
## Curriculum Structure

### YEAR 1

**Faculty, Programme, Elective Core**
- Fundamental of Entrepreneurship
- Foundation of Management
- Fundamentals of Accounting
- Logistics and Distributive Trade
- Entrepreneurial Behavior
- Microeconomics
- Principles of Marketing
- Business Statistic
- Service Marketing

**Compulsory/ Curriculum**
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II

### YEAR 2

**Faculty, Programme, Elective Core**
- Business Mathematics
- Operation Management
- Application of Information Technology for Business
- Management and Development of New Enterprises
- Retail and Franchise Management
- Financial Management
- Human Resource Management
- Macroeconomics
- Agribusiness
- E-Commerce
- Student in Enterprise Programme (SIEP)
Compulsory/ Curriculum  ▪ English for Business Communication/ Academic Reading and Writing  ▪ Philosophy of Knowledge

YEAR 3

Faculty, Programme, Elective Core  ▪ Corporate Entrepreneurship  ▪ Research Methodology  ▪ Technology Entrepreneurship  ▪ Social Entrepreneurship  ▪ Domestic and International Trade  ▪ Business Law  ▪ Strategic Entrepreneurship  ▪ Current Issues In Commerce  ▪ Seminar in Entrepreneurship - Commerce

Compulsory/ Curriculum  ▪ Foreign Language I  ▪ Foreign Language II

YEAR 4

Faculty, Programme, Elective Core  ▪ Research Project (Commerce I & II )  ▪ Industrial Training

Compulsory/ Curriculum  -

Career Prospects

Further Study Option

This programme will assist you in your transition to university locally/internationally to further study in graduate program in the area of supply chain management, logistics, transportation, warehouse, operation management and logistics and trade management.
BACHELOR OF ENTREPRENEURSHIP (LOGISTICS & DISTRIBUTIVE TRADE) WITH HONOURS

Duration of Study: 8 Semesters (4 Years)

This programme focuses on logistics and distribution businesses. The programme designed has its distinctiveness from the Logistics and Business Administration programmes offered by other Higher Education Institutes (HEIs) in the country as it has its own particular niche. Learning methods using a holistic approach which implements outcome based learning as well as “in-industry” learning approaches is anticipated to provide students with actual experience in the sector.

Programme Synopsis

The aim of this programme is to produce graduates well sound in the field of logistics and distribution who is holistic, creative, and capable of working professionally, ethically performing in line with humanistic demands in all forms of logistics and distribution industry environment both in the local and global arena.
## Curriculum Structure

### YEAR 1

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Career Prospects

Entrepreneurs / Supply Chain Executives/ Logistics Executives/ Purchasing Executives/ Warehouse Executives/ Transport Executives/ Production Executives/ Freight Operation Executives/ Distribution Centre Executives/ Logistics Analyst/ Logistics Executives/ Supply Chain Analyst/ Quality Assurance Executive/ Logistics Planner/ Transport Planner/ Production Planner/ Inventory Control Executive.

Further Study Option

This programme will assist you in your transition to university locally/internationally to further study in graduate program in the area of supply chain management, logistics, transportation, warehouse, operation management and logistics and trade management.
BACHELOR OF ENTREPRENEURSHIP (RETAILING) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

The programme aims to produce human capital that is specialised in national retailing landscape. The unique programme provides students with a different branch of knowledge, but a more refined field of entrepreneurship. This programme does not only educate students with theoretical knowledge and practical skills on entrepreneurial values and concepts, but also enables them to be well-versed in both entrepreneurship and conventional retailing to better equip the students with the rapid and ever-changing economic environment.

Programme Synopsis

This retailing programme is offered to meet the need of current retailing industry. Students are exposed to a multitude of retailing knowledge both theoretically and practically. Other than emphasising on retailing, students are also required to orchestrate and manage their own business outlet, inventory management, technological advancement in retailing as well as being accustomed to the global retailing trends. This ensures students’ ability to penetrate and survive in the demanding retailing industry, locally and internationally.

Curriculum Structure

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<th>YEAR 1</th>
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<td>Faculty, Programme, Elective Core</td>
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<td>▪ Foundation of Management</td>
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<td>▪ Fundamentals of Accounting</td>
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<td>▪ Introduction to Retail Industry</td>
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<td>▪ Entrepreneurial Behaviour</td>
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<td>▪ Microeconomics</td>
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<tr>
<td>▪ Principles of Marketing</td>
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<td>▪ Business Statistic</td>
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<td>▪ Understanding Retail Consumerism</td>
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</table>
### Compulsory/ Curriculum
- **English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills**
- **Philosophy and Current Issues**
- **Appreciation of Ethics and Civilisations**
- **Co-curriculum I**
- **Co-curriculum II**

### YEAR 2
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<th>Faculty, Programme, Elective Core</th>
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<td>Application of Information Technology for Business</td>
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| Required/ Curriculum |· Current Issues in Retailing  
· Branding and Corporate Image  
· Student in Enterprise Programme (SIEP) |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------|

**YEAR 4**

| Faculty, Programme, Elective Core |· Research Project (Retailing I & II)  
· Industrial Training |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|

| Required/ Curriculum |· Foreign Language I  
· Foreign Language II |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------|

**Career Prospects**


**Further Study Option**

This programme will assist you in your transition to university locally/internationally to further study in graduate program in the area of retail and business management, retail entrepreneurship, marketing and public relation (PR), buying and merchandising, and consumer analysis to supply chain, store operations and location planning.
BACHELOR OF BUSINESS ADMINISTRATION (ISLAMIC BANKING AND FINANCE) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

The programme is specially designed and tailored to be distinct from other Bachelor’s Degree in Business Administration offered by other Public and Private Higher Learning Institutions (HEIs) in Malaysia with its own unique nice. A comprehensive and holistic teaching approach is administered in ensuring an outcome-based learning with an in-depth emphasis on real industry opportunities problems and issues in Islamic Banking and Finance. This ensures our graduates able to grasp the much needed industry experience and meet the needs of competitive and increasingly demanding Islamic Banking and Finance.

Programme Synopsis

Learning-based learning methods and the problems and approaches to learning in the industry are expected to give students a real experience. This programme also give to students the theoretical knowledge and practical skills on entrepreneurial values and concepts for them to be a person who are skilful and analytical in the field of Islamic banking and finance as well as to encourage further studies in this field in line with the constantly changing economic environment. Furthermore, this programme intends to generate graduates who will be experts in Islamic financial management, Islamic banking law, insurance, risk management, usul fiqh, and fiqh mu’amalat.
## Curriculum Structure

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<th>Faculty, Programme, Elective Core</th>
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<td>Philosophy and Current Issues</td>
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<td>Philosophy of Knowledge</td>
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### YEAR 3

**Faculty, Programme, Elective Core**
- Business Law
- Research Methodology
- Strategic Entrepreneurship
- Fiqh Muamalat
- Application of Information Technology for Business
- Operation Management
- Research Project (Islamic Banking and Finance I)
- Student in Enterprise Programme (SIEP)

**Compulsory/ Curriculum**
- Arabic I
- Arabic II

### YEAR 4

**Faculty, Programme, Elective Core**
- Research Project (Islamic Banking and Finance II)
- Strategic Management
- Industrial Training

**Compulsory/ Curriculum**
-
Career Prospects

Executive Officers / Treasurers / Executive Officers / Finance Managers and Banking Managers / Financial Advisors / Business Risk Analysts.

Further Study Option

This program will assist you in your transition to university to further your postgraduate studies. The program also has a wide market and options as many universities offer postgraduate programs in the related field.
BACHELOR OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

Duration of Study: 8 Semesters (2u + 2i)

The programme is designed to produce graduates that are highly enterprising with sound entrepreneurial skills. Students are required to attend two (2) years of university lectures, 1 year of internship with successful entrepreneurs in suitable industries and 1 year of starting up their own business with close supervision by the university. Capital aid from the university is given to those deserved with terms and conditions.

Programme Synopsis

The coursework for this course is focused on building entrepreneurial features and necessary business skills, without specializing in any business industry. Besides, students will also be involved in practical Business Planning, Entrepreneurship Apprenticeship, New Venture Formation and New Venture Operation during the course. Through this learning method, graduates of the programme will be applied with robust entrepreneurial features, taught business administration knowledge and new aspects of venture development, engaged in real-time entrepreneurship activities in the industry as well as New Venture Development also managing and conducting New Venture Operations.
## Curriculum Structure

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### YEAR 2

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| Compulsory/ Curriculum | - |

### Career Prospects


### Further Study Option

This programme will assist you in your transition to university locally/ internationally to further study in graduate program in the areas of retail, business management, entrepreneurship, marketing and public relation (PR), and other business related field.
FACULTY OF CREATIVE TECHNOLOGY AND HERITAGE

- Bachelor of Creative Technology with Honours
  - Elective: Animation
  - Elective: Multimedia
  - Elective: Visual Communication Design
  - Elective: Screen Studies
  - Elective: Fine Art
  - Elective: Industrial Design
  - Elective: Fashion Textile

- Bachelor of Heritage Studies with Honours
  - Elective: Cultural Heritage
  - Elective: Heritage Conservation
  - Elective: Performing Arts
  - Elective: Heritage Literature

Faculty of Creative Technology and Heritage
Universiti Malaysia Kelantan
16300 Bachok, Kelantan

Telephone: +609-779 7270
Website: http://ftkw.umk.edu.my
BACHELOR OF CREATIVE TECHNOLOGY WITH HONOURS

Duration of Study: 8 Semesters (4 years)

This programme aims to produce creative graduates with the ability to appreciate the aesthetic values of their surroundings. It encourages deeper understanding and appreciation of local traditions and heritage, instilling the students with confidence and self-esteem. This program offers seven (7) specializations which are:

- Elective: Animation
- Elective: Multimedia
- Elective: Visual Communication Design
- Elective: Screen Studies
- Elective: Fine Art
- Elective: Industrial Design
- Elective: Fashion Textile

ANIMATION SYNOPSIS

The animation field offers learning opportunities in the disciplines related to the animation development process, beginning with Pre-Production, Production and Post-Production processes in line with the needs of the animation and entrepreneurship industry. The teaching and learning process is carried out both theoretically and practically through the methods of teaching lectures, studios, workshops, industry practices, product development and production, production and scientific research presentation to meet the requirements of graduation.
## Curriculum Structure

### YEAR 1

**Faculty, Programme, Elective Core**
- Basic Multimedia and Web Technology
- Introduction of Anthropology and Sociology
- Drawing
- Malay Culture and Civilization
- Studio Basic
- Visual Presentation Technique
- Traditional Art Design
- Computer and Art

**Compulsory/ Curriculum**
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II

### YEAR 2

**Faculty, Programme, Elective Core**
- Product Design Basic
- Animation History and Principles
- Scripting and Storyboarding
- Aesthetic Appreciation
- 2D Computer Graphic
- Design Concept and Characterization
- Art of Directing
- Strategic Entrepreneurship
- Corporate Entrepreneurship

**Compulsory/ Curriculum**
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
### YEAR 3

**Faculty, Programme, Elective Core**
- Traditional Technology in Heritage
- Design Theory
- Interactive Media and Advance Web Technology
- Narrative Structure Design
- 3D Graphic Modeling
- 2D Animation Studio
- Visual Effects
- Research Methodology
- 3D Animation Studio
- Animation Cinema Production
- Current Issues Seminar in Animation
- Animation Experimental

**Compulsory/ Curriculum**
- Foreign Language I
- Foreign Language II

### YEAR 4

**Faculty, Programme, Elective Core**
- Industrial Training
- Research Project I
- Research Project II
- Students in Enterprise Program (SIEP)

**Compulsory/ Curriculum**
-
Career Prospects

Career opportunities in this field include Animation Production Manager, Creative Director, Art Director, Character Designer, Animation Script Writer, Storyboard Designer, Animator, Animation Production Designer, Researcher, Consultant, Entrepreneur and Educator.

Further Study Option

This field will assist you in your transition to university for postgraduate studies in the relevant fields of study such as animation, visual effect and intractive media.
MULTIMEDIA SYNOPSIS

The Multimedia field offers learning opportunities in the discipline of knowledge related to the application of multimedia elements (graphics, text, animation, audio, video and interactivity) in the development of creative content products (websites, mobile apps, 2D & 3D animation, short films and videography) using the latest technologies in the creative industry. The teaching and learning process is carried out both theoretically and practically through the methods of teaching lectures, studios, workshops, industry practices, product development and production, production and scientific research to meet the requirements of graduation.

Curriculum Structure

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## YEAR 2

### Faculty, Programme, Elective

- Basic Product Design
- Digital Illustration
- New Media History
- Structural Design Narrative.
- Aesthetic Appreciation.
- Digital Design
- Digital Photography
- Computer Human Interaction.
- Digital Art Design.

### Compulsory/ Curriculum

- English for Business Communication/
  Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship

## YEAR 3

### Faculty, Programme, Elective

- Traditional Technology in Heritage.
- Design Theory.
- 3D Graphic Models.
- 2D Animation Studio
- Multimedia Programming Foundation.
- Video Exploration.
- Interactive Media and Advanced Web
  Technology.
- Current Issues Seminar in Multimedia.
- Mobile Application Development
- 3D Animation Studio

### Compulsory/ Curriculum

- Foreign Language I
- Foreign Language II

## YEAR 4

### Faculty, Programme, Elective

- Industrial Training
- Research Project I
- Research Project II
- Students in Enterprise Program (SIEP)

### Compulsory/ Curriculum

-
Career Prospects

Career opportunities in this field include Creative Multimedia Manager, Designers (Creative Multimedia Products, Mobile Applications, Presentation Montage, Movement Graphics, Animated Infographics, and Websites), Juridiments, Video Cars, Researchers, Consultants, Entrepreneurs, and Educators.

Further Study Option

A course in Multimedia provides students with the knowledge and skills to become Creative Multimedia designer who are implementers of multimedia projects. Whether it is building a corporate presence on the Internet or designing new layouts for interactive channels, it is all central to creatively engage an audience. Multimedia programmes integrate the theoretical, creative, conceptual and technical aspects of design and development through the use of modern technology. Students can pursue postgraduate study in the above mentioned fields of interest.
VISUAL COMMUNICATION DESIGN SYNOPSIS

This field aims to nurture creative thinking among students and determine the good picture of communication through visual with graphic approaches. Designers develop entertainment, advertising, news and features in all forms, including print publications (magazines, newspapers and brochures) digital and broadcast media such as game machines, television, web browsers, social platforms and portable devices.

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YEAR 4

Faculty, Programme, Elective Core
- Industrial Training
- Research Project I
- Research Project II
- Students in Enterprise Program (SIEP)

Compulsory/ Curriculum -

Career Prospects

With a career in visual communication design, you have the choice of working in advertising, publishing, public relations, media, industrial design, and a range of other industries. There are many career prospects in visual communication design such as:

Creative director, Art director, Film and video editor, Graphic designer, Desktop publishing artist, Industrial/product designer, multimedia artist/animator and web designer.

Further Study Option

A course in visual communication design would inspire one to communicate ideas through corporate identity, advertisements, and other marketing communication materials. Visual communication design would enable students to venture to specialized design firms as part of a collaborative team, while others being self-employed and work independently. This field enhances students’ creativity using complex graphic tools to manipulate text, images, animations and colours. You might not realize it but the newspaper you read or websites you usually browse, include the effort of a Graphic Designer with the above mentioned knowledges and skills you can pursue postgraduate study locally or internationally.
SCREEN STUDIES SYNOPSIS

Screen studies offers learning opportunities in disciplines related to the production of film, drama, television, and video and formatted program. Filmmaking process involves Pre-Production, Production and Post-Production in line with the needs of the filmmaking and entrepreneurship industry. The teaching and learning process is carried out both theoretically and practically through the methods of lectures, studios, workshops, industry practices, product development and production, production and scientific research to meet the requirements of graduation.

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### YEAR 2

**Faculty, Programme, Elective Core**
- Product Design Basic
- Script and Storyboard
- Introduction To Screen Studies
- Aesthetic Appreciation
- Cinema Dramaturgy
- Film Theory and Criticism
- Cinematography
- 2D Animation Studio

**Compulsory/ Curriculum**
- English for Business Communication/
  Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship

### YEAR 3

**Faculty, Programme, Elective Core**
- Traditional Technology in Heritage
- Design Theory
- Film and Video Editing
- Production Design
- Screen Acting
- Research Method
- Design Portfolio
- Music and Sound Effect Design
- Film Production
- Seminar on Current Issues in Screen Studies
- Art of Directing

**Compulsory/ Curriculum**
- Foreign Language I
- Foreign Language II
YEAR 4
Faculty, Programme, Elective Core
- Industrial Training
- Research Project I
- Research Project II
- Students in Enterprise Program (SIEP)

Compulsory/ Curriculum -

Career Prospects

Film, TV and Video Director, Producer, Executive Producer, Creative Writer, Video Editor, Art Director, Sound Engineer, Production Designer, Production Manager, Researcher, Consultant, Entrepreneur, Educator.

Further Study Option

This field will assist you in your transition to university for postgraduate studies.
FINE ART SYNOPSIS

Fine arts field offers learning opportunities in disciplines related to the art that covers the fields of painting, sculpture, printmaking and drawing by theoretical and practical art. Students will be trained to work creatively and critically based entrepreneurship towards becoming a professional artist. The teaching and learning process is carried out theoretically and practically through the teaching methods, studios, workshops, industry practices, development and production of scientific products and research to meet the requirements of graduation. Student achievement will be evaluated through continuous assessment and examination.

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### YEAR 2

**Faculty, Programme, Elective Core**
- Basic Product Design
- Appreciation Aesthetic
- Water Colour
- Malaysian Art History
- Painting (Icon & Reference)
- Sculpture (Icon & Reference)
- Printmaking (Icon & Reference)
- Fine art Photography

**Compulsory/ Curriculum**
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship

### YEAR 3

**Faculty, Programme, Elective Core**
- Design Theory
- Technology Traditional & Heritage
- Drawing 2
- Painting (Ism and Style)
- Sculpture (Ism and Style)
- Printmaking (Ism and Style)
- Research Methodology
- Continued Drawing
- Appreciation & Art Critic
- Exploration & Extended Art
- Street Art & Urban
- Mix Media

**Compulsory/ Curriculum**
- Foreign Language I
- Foreign Language II

### YEAR 4

**Faculty, Programme, Elective Core**
- Industrial Training
- Research Project I
- Research Project II
- Students in Enterprise Program (SIEP)

**Compulsory/ Curriculum**
- -
Career Prospects

With a career in Fine Art, you have the choice of working in Art Scene as a professional Artist, Art Entrepreneur, Graphic Artist, Animator Artist, Art Management, Art Curator, Art Consultant, Toy Artist, Art Educator and a range of other industries.

Further Study Option

This field will assist you in your transition to university for postgraduate studies.
INDUSTRIAL DESIGN SYNOPSIS

Industrial design field will equip the students with basic understanding and fundamental knowledge about product design, new product development and the management and strategic importance of these processes. The emphasis is on developing practical skills related to product management from the perspectives of industrial design. The course has an interdisciplinary base, which resides on innovation and then integrates concepts and methods of aesthetics, semantics, design thinking, technology management, user-led innovation, manufacturing, environmental sustainability, ergonomics, organization and strategy.

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### YEAR 2

**Faculty, Programme, Elective**
- Basic Product Design
- Industrial Design Sketching Technique I
- Technical Drawing
- Aesthetic Appreciation
- 3D CAD/CAM Studio
- Product Design II
- Industrial Design
- Sketching Technique 2
- Ergonomic

**Compulsory/ Curriculum**
- English for Business Communication/
  Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship

### YEAR 3

**Faculty, Programme, Elective**
- Traditional Technology in Heritage
- Design Theory
- Industrial Portfolio
- Product Design 3
- Prototype Design 1 (Workshop)
- 3D Computer Graphic Modelling
- Product Materials and Processes
- Research Methodology
- Prototype Design 2
- Experimental Construction
- Design Method
- Current Issues on Product Design
- Industrial Design Studio 4

**Compulsory/ Curriculum**
- Foreign Language I
- Foreign Language II
YEAR 4

Faculty, Programme, Elective Core
- Industrial Training
- Research Project I
- Research Project II
- Students in Enterprise Program (SIEP)

Compulsory/ Curriculum -

Career Prospects

Industrial Designer, Product Designer, Automotive Designer, Production Designer, Colour Technologist, Exhibition Designer, Materials Designer, Furniture Designer, Graphic Designer, Product Manager, Product Stylist, Design Stylist, 3D Visualiser, Self-Employed Designers, Entrepreneur In Product Design.

Further Study Option

Graduates are eligible to apply for entry into the Master of Arts or a PhD program. The students will be supervised by a supervisory committee comprising experts in the field of study chosen by students. Fields of research studies include and not limited to design application of various disciplines using latest technology and mechanism, visualization and design media, computer aided design and manufacturing, model making and prototyping and also product design method.
FASHION TEXTILE SYNOPSIS

The Fashion Textile field is introduced to produce a manager or labor that is not only of quality but also has a high degree of competence in Fashion Textile. The courses offered meet the demands of current economic development, in line with technological change and market needs, have marketable value in the industry and prepare for the world of work in the future.

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<td>Entrepreneurial Behavior</td>
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</table>
| YEAR 2 | Faculty, Programme, Elective Core | Textile Fashion Drawing  
| Faculty, Programme, Elective Core | Textile Fashion Evolution  
| Faculty, Programme, Elective Core | Surface Design (Tatarias)  
| Faculty, Programme, Elective Core | Draping  
| Faculty, Programme, Elective Core | Women’s Apparel Technology  
| Faculty, Programme, Elective Core | Resist Textile  
| Faculty, Programme, Elective Core | Textile Technology  
| Compulsory/ Curriculum | English for Business Communication/ Academic Reading and Writing  
| Compulsory/ Curriculum | Philosophy of Knowledge  
| Compulsory/ Curriculum | Strategic Entrepreneurship  
| Compulsory/ Curriculum | Corporate Entrepreneurship  
| YEAR 3 | Faculty, Programme, Elective Core | Fashion Retails  
| Faculty, Programme, Elective Core | Textile Fiber  
| Faculty, Programme, Elective Core | Men’s Apparel Technology  
| Faculty, Programme, Elective Core | Textile Printing  
| Faculty, Programme, Elective Core | Textile Fashion Design: Textura  
| Faculty, Programme, Elective Core | Textile Fashion Design: Form and Function  
| Faculty, Programme, Elective Core | Collection Textile Fashion  
| Faculty, Programme, Elective Core | Textile Fashion Branding  
| Faculty, Programme, Elective Core | Journalism Textile Fashion  
| Compulsory/ Curriculum | Foreign Language I  
| Compulsory/ Curriculum | Foreign Language II  
| YEAR 4 | Faculty, Programme, Elective Core | Industrial Training  
| Faculty, Programme, Elective Core | Research Project I  
| Faculty, Programme, Elective Core | Research Project II  
| Faculty, Programme, Elective Core | Students in Enterprise Program (SIEP)  
| Compulsory/ Curriculum | -  

Career Prospects

Career opportunities in this field include Designer, Textile Fashion Designer, Textile Fashion Consultant, Teacher, Lecturer, Textile Fashion Entrepreneur, Material Expertise, Researcher, Textile Conservator, Curator and others.

Further Study Option

This field will assist you in your transition to postgraduate studies locally internationally.
BACHELOR OF HERITAGE STUDIES WITH HONOURS

Duration of Study: 8 Semesters (4 years)

The aim of the programme is to build confidence and self-esteem in order to produce graduates with the ability to acknowledge the aesthetic values of the understanding and appreciation of arts and traditions. At the same time, producing graduates who are competent and committed to entrepreneurial characteristics. This programme also aim to utilise the use of creative and legacy technology in improving work of arts in the four (4) specializations:

- Elective: Cultural Heritage
- Elective: Heritage Conservation
- Elective: Performing Arts
- Elective: Heritage Literature

CULTURAL HERITAGE SYNOPSIS

Cultural studies generally a degree program that prepares students to work in diverse backgrounds which provide a strong understanding of the nature of cultural heritage amongst others including Malay culture and civilization, cultural heritage conservation as well as heritage and tourism.
## Curriculum Structure

### YEAR 1

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective</th>
<th>Core</th>
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<tr>
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<td>Drawing</td>
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<tr>
<th>Faculty, Programme, Elective</th>
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<td></td>
<td>Basic Product Design</td>
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<td>Basic Multimedia and Web Technology</td>
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<td>Innovation Management in Entrepreneurship</td>
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<td>Entrepreneurship Management and Development</td>
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<td>Computer and Arts</td>
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<td>Introduction to Cultural Heritage</td>
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<td>History of Heritage</td>
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### YEAR 3

**Faculty, Programme, Elective Core**
- Research Methodology
- Aesthetic Appreciation
- Cultural Heritage Legislation
- Heritage and Performing Art
- Heritage and Literature
- Cultural Heritage Conservation
- Research Project I
- Design Theory
- Heritage and Archaeology
- Indigenous Cultural Heritage/ Cultural Heritage of Indigenous Communities
- Heritage and Tourism
- Heritage and Architecture

**Compulsory/Curriculum**
- Foreign Language I
- Foreign Language II

### YEAR 4

**Faculty, Programme, Elective Core**
- Students in Enterprise Program
- Research Project II
- Traditional Technology in Heritage
- Seminar on Current Issues in Heritage
- Museum and Gallery
- Heritage Site
- Industrial Training

**Compulsory/Curriculum**
-
Career Prospects

Designer / Art Director / Lecturer / Educator / Tutor / Teacher / Arts Researcher / Administrative and Diplomatic Officer / Arts & Culture Officer / Composer / Music Composer / Arts Institution Manager / Stage and Performance Director / Curator / Artist / Manager of Conservation & Preservation / Archive Officer / Cultural Heritage Officer / Craft Officer / Composer / Music Director, cultural Heritage related entrepreneur.

Further Study Option

This field will assist you in your transition to university for postgraduate studies.
HERITAGE CONSERVATION SYNOPSIS

Heritage Conservation is designed to expose students with a broad range of Cultural Heritage Conservation includes tangible and intangible. Study area is focuses on the 3 main heritage conservation related fields include heritage site and buildings, artifacts and cultural heritage objects and museum’s collection management. In this regard students have the opportunity to understand various aspects of conservation which encompasses of theories and practices, national and international legislation and guidance, best practices in conservations and documentation and evaluation.

Curriculum Structure

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<thead>
<tr>
<th>YEAR 1</th>
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<tbody>
<tr>
<td>Faculty, Programme, Elective Core</td>
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<tr>
<td>▪ Drawing</td>
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<tr>
<td>▪ Malay Culture and Civilization</td>
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<tr>
<td>▪ Studio Basic</td>
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<tr>
<td>▪ Visual Presentation Technique</td>
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<tr>
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<td>▪ Philosophy and Current Issues</td>
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<tr>
<td>▪ Co-curriculum I</td>
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<td>▪ Co-curriculum II</td>
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<tr>
<td>▪ Fundamental of Entrepreneurship</td>
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<tr>
<td>▪ Entrepreneurial Behavior</td>
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## YEAR 2

<table>
<thead>
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<td>▪ Introduction to Archaeology</td>
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<tr>
<td>▪ Introduction to Conservation</td>
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<td>▪ Introduction to Anthropology and Sociology</td>
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<td>▪ Arts and Computer</td>
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<td>▪ Basic of Products Design</td>
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<th>Core</th>
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<tr>
<td>▪ Collection Management</td>
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<tr>
<td>▪ Cultural Heritage Legislation</td>
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<td>▪ Conservation (Organic)</td>
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<td>▪ Repository</td>
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<td>▪ Conservation (Non-Organic)</td>
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<tr>
<td>▪ Research Project I</td>
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<td>▪ Heritage and Architecture</td>
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## YEAR 4

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<td>▪ Traditional Technology in Heritage</td>
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<td>▪ Dilapidation Study</td>
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<td>▪ Research Documentation</td>
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<td>▪ Seminar of Current Issue in Heritage</td>
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<tr>
<td>▪ Research Project II</td>
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<tr>
<td>▪ Students in Enterprise Program (SIEP)</td>
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<tr>
<td>▪ Industrial Training</td>
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Career Prospects

Designer / Art Director / Lecturer / Educator / Tutor / Teacher / Arts Researcher / Administrative and Diplomatic Officer / Arts & Culture Officer / Composer / Music Composer / Arts Institution Manager / Stage and Performance Director / Curator / Artist / Manager of Conservation & Preservation / Archive Officer / Cultural Heritage Officer / Craft Officer / Composer / Music Director, Heritage related entrepreneur.

Further Study Option

This field will assist you in your transition to university for postgraduate studies.
PERFORMING ART SYNOPSIS

The Performing Arts Program offers learning opportunities in disciplines, dances and music based on local heritage to instil knowledgeable and knowledgeable graduates who understand and appreciate heritage art not only technically but also innovative, creatively and ethically through sustainable approaches. The teaching and learning process implemented in theory and practice through lectures, studios, workshops, industrial training, product development and creation, production presentations and academic research to meet graduation requirements.

Curriculum Structure

| YEAR 1 |
|------------------|------------------|
| Faculty, Programme, Elective Core | Core |
| ▪ Drawing | ▪ Malay Culture and Civilization |
| ▪ Studio Basic | ▪ Visual Presentation Technique |
| ▪ Traditional Art Design | ▪ Computer and Art |

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<th>Faculty, Programme, Elective Core</th>
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<th>Faculty, Programme, Elective Core</th>
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<tr>
<td>Folk Music Ensemble</td>
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<td>Basics Of Musical Instrument Making</td>
<td>Ethnic Music Ensemble</td>
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<td>Ethnic Music Ensemble</td>
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<td>Directing</td>
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<td>Directing</td>
<td>Malay Folk Dance</td>
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<td>Malay Folk Dance</td>
<td>Ethnomusicology 1</td>
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<td>Ethnomusicology 1</td>
<td>Traditional Theatre Of Kelantan</td>
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<tr>
<td>Traditional Theatre Of Kelantan</td>
<td>Techniques Of Acting</td>
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YEAR 4

Faculty, Programme, Elective Core

- Musical Instrument Making Techniques
- Southeast Asian Dance
- Traditional Malay Theatre
- Traditional Technology in Heritage
- Seminar of Current Issue in Heritage
- Research Project II
- Students in Enterprise Program (SIEP)
- Industrial Training

Compulsory/ Curriculum - 

Career Prospects

Designer / Art Director / Lecturer / Educator / Tutor / Teacher / Arts Researcher / Administrative and Diplomatic Officer / Arts & Culture Officer / Composer / Music Composer / Arts Institution Manager / Stage and Performance Director / Curator / Artist / Manager of Conservation & Preservation / Archive Officer / Cultural Heritage Officer / Craft Officer / Composer / Music Director, Performing Art related entrepreneur.

Further Study Option

This field will assist you in your transition to university for postgraduate studies.
HERITAGE LITERATURE SYNOPSIS

This field of study is fundamental and in line with the policy and development needs of our country’s creative industry. The teaching and learning process implemented involve theory and practice through lectures, tutorials and academic research to meet the needs of graduates. Student achievement will be assessed despite ongoing assessment and examination. The program is also a platform to instil curiosity, courage and encourage practical innovation to sustain a better future. The program reflects the diversity and fun of subjects as in modern times and provides opportunities for students to see the achievements of theory and practice in a variety of cultural mediums and contexts.

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### YEAR 2

**Faculty, Programme, Elective Core**
- Introduction to Cultural Heritage
- Introduction to Archaeology
- Introduction to Conservation
- Introduction to Anthropology and Sociology
- Arts and Computer
- Basic of Products Design
- Basic of Multimedia and Web Technology
- History of Malay Literature

**Compulsory/Curriculum**
- English for Business Communication/Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship

### YEAR 3

**Faculty, Programme, Elective Core**
- Traditional Poetry
- Law Literature
- Fiction
- Drama Criticism
- Mythology
- Literature in Film
- Islamic Literature
- Malay Master Piece

**Compulsory/Curriculum**
- Foreign Language I
- Foreign Language II

### YEAR 4

**Faculty, Programme, Elective Core**
- Creative Writing Technique
- Contemporary Literature
- Students in Enterprise Program (SIEP)
- Industrial Training

**Compulsory/Curriculum**
-
Career Prospects

Designer / Art Director / Lecturer / Educator / Tutor / Teacher / Arts Researcher / Administrative and Diplomatic Officer / Arts & Culture Officer / Composer / Music Composer / Arts Institution Manager / Stage and Performance Director / Curator / Artist / Manager of Conservation & Preservation / Archive Officer / Cultural Heritage Officer / Craft Officer/ Composer / Music Director.

Further Study Option

This field will assist you in your transition to university for postgraduate studies.
FACULTY OF VETERINARY MEDICINE

• Doctor Of Veterinary Medicine

Faculty of Veterinary Medicine
Universiti Malaysia Kelantan City Campus,
Pengkalan Chepa, 16100 Kota Bharu, Kelantan

Telephone: +609-771 7281
Website: http://fpv.umk.edu.my
DOCTOR OF VETERINARY MEDICINE (SUBJECT TO INTERVIEW)

Duration of Study: 10 Semesters (5 years)

The application of knowledge and skill in Veterinary Medicine; techniques to diagnose diseases; treatment methods; prevention and control of diseases; as well as all practices to ensure that the safety of animals is the priority in animals-based industry.

Programme Synopsis

The Doctor of Veterinary Medicine (DVM) at UMK emphasize on preparing our graduates to possess the essential knowledge and skills to work in various veterinary fields, including clinical, animal production, pharmaceutical, research and development. Therefore, the program covers subjects such as anatomy, physiology, biochemistry, microbiology, pathology, surgery, anesthesiology, radiology and ultrasonography, pharmacology, theriogenology, animal welfare, ethics and jurisprudence, epidemiology, public health, diseases in pets, production and laboratory animals, also exotic and wildlife species.
### Curriculum Structure

#### YEAR 1

**Faculty, Programme, Elective Core**
- Introduction to Veterinary Medicine
- Veterinary Anatomy I
- Veterinary Anatomy II
- Veterinary Physiology I
- Veterinary Physiology II
- Veterinary Biochemistry
- Veterinary Histology
- Veterinary Embryology
- Ruminant Production
- Animal Nutrition
- Animal Genetics and Breeding
- Industrial Training I

**Compulsory/ Curriculum**
- English For Science (Muet Band 3)
- Intensive Communication Skills
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

#### YEAR 2

**Faculty, Programme, Elective Core**
- Basic Molecular Biology
- Non Ruminant Production
- Veterinary Bacteriology and Mycology
- Veterinary Parasitology I
- Veterinary Parasitology II
- Veterinary Pharmacology and Toxicology
- Veterinary Immunology
- Veterinary Virology
- Veterinary Pathology
- Industrial Training II
Compulsory/ Curriculum

- Advances Grammar for Undergraduates
- Nationhood and Malaysia Development
- Development and Management of New Enterprise
- Co-Curriculum I
- Philosophy of Knowledge
- Foreign Languages I
- Foreign Languages II

YEAR 3

Faculty, Programme, Elective Core

- Veterinary Medicine I
- Veterinary Medicine II
- Veterinary Surgery I
- Veterinary Surgery II
- Anaesthesiology and Intensive Care
- Veterinary Pathology I
- Veterinary Pathology II
- Veterinary Pathology III
- Animal Welfare and Ethology
- Veterinary Diagnostic Imaging
- Theriogenology
- Veterinary Entrepreneurship
- Clinical Pathology
- Industrial Training III

Compulsory/ Curriculum

- Academic Reading & Writing
- Ethnic Relation
- Co-Curriculum II
- Strategic Entrepreneurship
- Corporate Entrepreneurship
### YEAR 4

**Faculty, Programme, Elective Core**
- Ruminant Medicine
- Feline & Canine Medicine
- Poultry Medicine
- Veterinary Epidemiology
- Veterinary Public Health
- Equine Medicine
- Porcine Medicine

- Laboratory Animal Health and Management
- Experimental Design and Statistical Analysis
- Clinical
- Clinical Practice II
- Industrial Training IV

**Compulsory/ Curriculum** -

### YEAR 5

**Faculty, Programme, Elective Core**
- Exotic Animal and Wildlife Medicine
- Aquatic Animal Health
- Veterinary Jurisprudence and Regulation
- Clinical Practice III
- Clinical Practice IV
- Research Project
- Applied Veterinary Medicine

**Compulsory/ Curriculum** -
Career Prospects

The graduates from the DVM program will be registered as a professional under the Malaysia Veterinary Council and be able to practice as veterinarians in clinical, animal production, pharmaceutical, research and development settings and other fields related to animal care and health. Additionally, graduates that aspire to become entrepreneurs could establish their own veterinary clinic, livestock farm or other animal health related companies.

Further Study Option

The DVM graduates will be able to pursue postgraduate studies in certificate, diploma or degree (Master’s and doctoral) level locally or overseas as our degree is recognize worldwide. The field of study would include all subjects covered under the program, as well as in business and management degrees such as Master of Business Administration (MBA).
FACULTY OF EARTH SCIENCE

- Bachelor Of Applied Science (Natural Resource Science) With Honour
- Bachelor Of Applied Science (Sustainable Science) With Honour
- Bachelor Of Applied Science (Geoscience) With Honour

Faculty of Earth Science
Universiti Malaysia Kelantan Jeli Campus,
17600 Jeli, Kelantan

Telephone: +609-947 7030
Website: http://fsb.umk.edu.my
BACHELOR OF APPLIED SCIENCE (NATURAL RESOURCE SCIENCE) WITH HONOUR

Duration of Study: 8 Semesters (4 years)

Students are exposed to the Science and Technology applications towards conserving and preserving the natural environment to contribute to sustainable development and formation of technology-wise society in order. The learning covers aspects of environmental management such as Natural Resources Ecology, Environment Analysis, Soil Ecosystem, Wildlife Management, Park Management, Natural Resources Tourism and Natural Resources Energy.

Programme Synopsis

Combine the three major aspects of studies namely ecology, social and economy. It also integrates aspects of science, policy and balanced society as well as ensuring the variety of natural resources we have are well maintained. It is planned with the aim to produce a highly intellectual human capital that possess generic skills, etiquettes, good appearance, competitive as well as being able to address enviromental problems creatively and innovatively.
## Curriculum Structure

### YEAR 1

**Faculty, Programme, Elective Core**
- Natural Resources Ecology
- Biodiversity
- Molecular Biology and Genetics
- Plant and Animal Systematics

**Compulsory/ Curriculum**
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

### YEAR 2

**Faculty, Programme, Elective Core**
- Geographic Information System (GIS)
- Remote Sensing
- Entomology
- Natural Resources Economics
- Student in Enterprise Programme (SIEP)

**Compulsory/ Curriculum**
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship
YEAR 3
Faculty, Programme, Elective
Core
- In-situ and ex-situ conservation
- Population Biology
- Park and wildlife management
- Ecological modelling
- Research Project (Commerce I & II)

Compulsory/ Curriculum
- Foreign Language I
- Foreign Language II

YEAR 4
Faculty, Programme, Elective
Core
- Industrial Training

Compulsory/ Curriculum
-

Career Prospects

Lecturer/ Educator/ Research Officer/ Science Officer/ Quality Control Officer/ Administrative and Diplomatic Officer/ Wildlife Officer/ Ecotourism Entrepreneur/ Agricultural Park Entrepreneur/ Tourist Guide/ Eco Tour Guide/ Manager of Wildlife Conservation Centre/ Research Officer in product development in company, manufacturing and industrial/Service and management in industry/ Company that is based on exploitation of natural resources as business materials.

Further Study Option

Bachelor of Applied Science (Natural Resources) with Honours provides pathway to postgraduate programmes including Master of Science offered by Centre of postgraduate studies in UMK and other universities.
BACHELOR OF APPLIED SCIENCE (SUSTAINABLE SCIENCE) WITH HONOUR

Duration of Study: 8 Semesters (4 years)

This Bachelor of Applied Science (Sustainable Science) programme will provide you a broad and practical insight in preserving and protecting our natural environment for well-being of future generations, combating climate change, advocating for laws and procedures to improve sustainability.

Programme Synopsis

The curriculum strikes a balance between theory and practice, focusing on a wide range of transferable skills which integrate the component of environment, social, economic and governance. The innovative and collaborative learning experiences employed at our faculty industry as well as in natural setting will aid in enhancing your core competencies in environmental science and management.
## Curriculum Structure

### YEAR 1

**Faculty, Programme, Elective Core**
- Biochemistry
- Biodiversity
- Microbiology
- Principle of Chemistry
- Basic Mathematics
- Basic Physics

**Compulsory/ Curriculum**
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

### YEAR 2

**Faculty, Programme, Elective Core**
- Basic Statistic
- Introduction to Environmental Science
- Environmental management & planning
- Education for sustainable Development
- Sustainable Agriculture
- Energy & natural resource
- Student in Enterprise Programme (SIEP)

**Compulsory/ Curriculum**
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship
YEAR 3
Faculty, Programme, Elective Core
- Remote Sensing & GIS
- Waste management & pollution prevention
- Environmental impact assessment
- Remediation technology
- Global environmental sustainability
- Economic, Trade and Environment
- Environmental impact assessment
- Sociology & sustainable development
- Climate change & Global resource
- Atmospheric science
- Instrumentation & environmental analysis
- Environmental management system
- Environmental GIS
- Water treatment technology

Compulsory/ Curriculum
- Foreign Language I
- Foreign Language II

YEAR 4
Faculty, Programme, Elective Core
- Industrial Training
- Research Project I & Research II

Compulsory/ Curriculum
-
Career Prospects

Environmental officer/ Environmental control officer/ Research officer; Environmental auditor/ Lecturer/ Science officer/ Environmental lab executive/ Safety, health & environment (SHE) officer/ Environmental consultant/ Environmental laboratory officer/ Quality control (QC) executive/ Quality assurance (QA) executive/ Research executive / Entrepreneur in related field.

Further Study Option

Through this Bachelor of Applied Science (Sustainable Science) program, you will able to pursue your study in the area of Environmental sciences, Environmental management, and Environmental economic.
BACHELOR OF APPLIED SCIENCE (GEOSCIENCE) WITH HONOUR

Duration of Study: 8 Semesters (4 years)

The development of this programme is aimed to produce workforce who are expert in exploiting the earth natural resources for a sustainable generation of these sources. The learning covers research on Earth History, Principle and Technology of Chemistry Field (Geochemistry) to analyse and elaborate the mechanism behind the geological system such as the earth’s crust and the oceans, Mineralogy, Petroleum Geology, Petroleum Production, Hydrology, Sedimentology (Soil Formation), Geodisaster etc.

Programme Synopsis

The Geoscience Programme in UMK is an entrepreneurship-based programme, which never offered by a Public Universities in Malaysia. The programme emphasizes aspects of industrial needs, natural resources and entrepreneurship and integrates sciences, social and economic aspects. The graduates are expected to specialize in the management of natural geological resources to ensure the continuity of the resources for future generations benefit.

Curriculum Structure

<table>
<thead>
<tr>
<th>YEAR 1</th>
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<tbody>
<tr>
<td><strong>Faculty, Programme, Elective Core</strong></td>
</tr>
<tr>
<td>Principle of Chemistry</td>
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<tr>
<td>Basic Mathematics</td>
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<tr>
<td>Basic Physics</td>
</tr>
<tr>
<td>Basic Biology</td>
</tr>
<tr>
<td>Earth Processes</td>
</tr>
<tr>
<td>Earth Materials</td>
</tr>
</tbody>
</table>
### Compulsory/ Curriculum
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

### YEAR 2

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective Core</th>
<th>Compulsory/ Curriculum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Geoscience</td>
<td>English for Business Communication/ Academic Reading and Writing</td>
</tr>
<tr>
<td>Remote Sensing and GIS</td>
<td>Philosophy of Knowledge</td>
</tr>
<tr>
<td>Paleontology</td>
<td>Strategic Entrepreneurship</td>
</tr>
<tr>
<td>Earth Systems</td>
<td>Corporate Entrepreneurship</td>
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<tr>
<td>Geophysics</td>
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<tr>
<td>Geochimistry</td>
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<tr>
<td>Mineralogy</td>
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<tr>
<td>Basic Geological Mapping</td>
<td></td>
</tr>
<tr>
<td>Student in Enterprise Programme (SIEP)</td>
<td></td>
</tr>
</tbody>
</table>

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![Image of a classroom setting with a teacher at the front and students in the foreground.](image-url)
YEAR 3

Faculty, Programme, Elective Core
- Research Methods and Scientific Writing
- Petrology - Petroleum Geology
- Structural Geology and Geotectonics
- Stratigraphy and Earth History
- Sedimentology
- Geomorphology
- Research Project I
- Hydrogeology
- Advance Technology in Geosciences
- Malaysia Geology and Fieldwork

Compulsory/ Curriculum
- Foreign Language I
- Foreign Language II

YEAR 4

Faculty, Programme, Elective Core
- Student In Enterprise Programme
- Research Project II
- Engineering Geology
- Mineral Resources
- Industrial Training

Compulsory/ Curriculum

Career Prospects

Geology / Engineering / Oil and Gas / Mining and Quarrying / Remote Sensing & GIS / Academic Lectures / Business / Mining officers’ consultant / Petroleum Geologist / Geophysicist / Mineralogist / Hydrogeologist / Agencies and Statutory Bodies, Entrepreneur in related field.

Further Study Option

This programme will assist you in your transition to university to further studies in various fields that relates to geosciences, geology, GIS, engineering geology, petroleum geology, mineralogy, hydrogeology, paleoclimatology etc.
FACULTY OF AGRO-BASED INDUSTRY

- Bachelor of Applied Science (Agrotechnology) with Honours
- Bachelor of Applied Science (Husbandry Science) with Honours
- Bachelor of Applied Science (Product Development Technology) with Honours
- Bachelor of Applied Science (Food Security) With Honours

Faculty of Earth Science
Universiti Malaysia Kelantan Jeli Campus,
17600 Jeli, Kelantan

Telephone: +609-947 7020
Website: http://fiat.umk.edu.my
BACHELOR OF APPLIED SCIENCE (AGROTECHNOLOGY) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Agrotechnology programme emphasizes the need to increase food production and security through technology-based management of the agriculture industry, productivity improvement and competitiveness. The essence of the programme is to promote sustainable precision farming through the latest technology development.

Programme Synopsis

Agricultural technology represents a vital component of agro-industry and this programme focuses on the development of the agro-based industries with the objective of exploiting various resources towards generating economic growth for the country. In line with the university’s mission, vision and goals towards making UMK a centre of excellence in both academic and research in agriculture and agro-based industry centered on entrepreneurship, this program will produce graduates who are knowledgeable and sufficiently skilled to make use of various opportunities available.
## Curriculum Structure

### YEAR 1

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>- Biochemistry</td>
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<tr>
<td></td>
<td>- Microbiology</td>
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<tr>
<td></td>
<td>- Calculus</td>
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<tr>
<td></td>
<td>- Fundamental of Entrepreneurship</td>
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<tr>
<td></td>
<td>- Biochemistry</td>
</tr>
<tr>
<td></td>
<td>- Principles of Chemistry</td>
</tr>
<tr>
<td></td>
<td>- Introduction to genetics</td>
</tr>
</tbody>
</table>

|                              | - Philosophy and Current Issues |
|                              | - Appreciation of Ethics and Civilisations |
|                              | - Co-curriculum I |
|                              | - Co-curriculum II |

### YEAR 2

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>- Basic statistic</td>
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<td></td>
<td>- Biology of economic crop</td>
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<tr>
<td></td>
<td>- Soil science</td>
</tr>
<tr>
<td></td>
<td>- Farm management</td>
</tr>
<tr>
<td></td>
<td>- Student in Enterprise Programme (SIEP)</td>
</tr>
</tbody>
</table>

| Compulsory/ Curriculum        | - English for Business Communication/ Academic Reading and Writing |
|                              | - Philosophy of Knowledge |
|                              | - Entrepreneurial Behavior |
YEAR 3

Faculty, Programme, Elective Core

- Postharvest technology
- Crop protection
- Water science
- Plant breeding
- Agriculture marketing

Compulsory/ Curriculum

- Foreign Language I
- Foreign Language II
- Strategic Entrepreneurship
- Corporate Entrepreneurship

YEAR 4

Faculty, Programme, Elective Core

- Research Project (I & II)
- Industrial Training

Compulsory/ Curriculum

-

Career Prospects

Science Officer / Environmentalist / Research Officer / Agriculturist / Agro-technology Entrepreneur/ Business and management (companies)/ Teaching, training and consultation (universities, universities of applied sciences, organisations, development cooperation projects)/ Communication (universities, media, companies, ministries, organisations)/ Entrepreneurship (self-employment).

Further Study Option

This programme will assist you in your transition to university or related agro-based field of postgraduate level.
BACHELOR OF APPLIED SCIENCE (HUSBANDRY SCIENCE) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Husbandry Science is the key to the development of agro-based industry in Malaysia. Livestock industry has been established in Malaysia and has contributed significantly to the economic development. Various types of livestock have the potential to be further developed. Among them are ruminants like cattle and goats and others as well as aquatic animals such as fish and various crustaceans.

Programme Synopsis

Bachelor of Applied Science (Husbandry Science Programme) existed with the understanding to be the key to the development of agro-based industry. Husbandry Science program is blended with the elements of entrepreneurship as well. Various types of livestock have the potential to be further developed. Among them are ruminants like cattle and goats well as fish and various crustaceans.
## Curriculum Structure

### YEAR 1

**Faculty, Programme, Elective Core**
- Microbiology
- Introduction to genetic
- Biodiversity
- Biochemistry
- Principle of Chemistry
- Animal anatomy and physiology
- Basic Mathematics

**Compulsory/ Curriculum**
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

### YEAR 2

**Faculty, Programme, Elective Core**
- Basic Statistic
- Genetic and animal breeding
- Poultry Industry
- Ruminants Industry
- Animal Feed Technology
- Livestock economy and marketing
- Student in Enterprise Programme (SIEP)

**Compulsory/ Curriculum**
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
### YEAR 3

| Faculty, Programme, Elective Core | • Livestock production  
• Aquaculture Industry  
• Livestock Business Management  
• Livestock Economy and Marketing  
• Farm Management  
• Special Topics In Husbandry Science  
• Research Project I |

| Compulsory/ Curriculum | • Foreign Language I  
• Foreign Language II  
• Strategic Entrepreneurship  
• Corporate Entrepreneurship |

### YEAR 4

| Faculty, Programme, Elective Core | • Research Project II  
• Industrial Training |

| Compulsory/ Curriculum | - |

## Career Prospects

Upon graduation, all undergraduates in this field will be highly demanded as professionals in both government (ie: science officers, researchers, lecturers) and private sectors (ie: Farm/ Animal Husbandry Manager, animal nutritionist at feed factories), Agencies and Statutory Bodies as well as entrepreneurs related to Husbandry Science.

## Further Study Option

This programme will assist you in your transition to university to further studies in various fields that relates to animal husbandry, aquaculture, feed technology and other discipline related to animal.
BACHELOR OF APPLIED SCIENCE (PRODUCT DEVELOPMENT) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Bachelor of Applied Science (Product Development) with Honours is a new programme offered at the faculty. Graduates in this program will be exposed to various aspects of product development for commercialisation purposes starting from the basic design to the process of improving its commercial values.

Programme Synopsis

Bachelor of Applied Science (Product Development) program aims to produce graduates who are able to demonstrate the understanding of knowledge and skills in the fields of science and to review the decision-making solutions in agriculture and applied biology. Graduates in this program will be exposed to various aspects of product development for commercialisation purposes.
Curriculum Structure

YEAR 1

Faculty, Programme, Elective Core
- Biochemistry
- Microbiology
- Biochemistry
- Principles of Chemistry
- Introduction to genetics
- Basic Mathematics
- Basic Physics

Compulsory/Curriculum
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

YEAR 2

Faculty, Programme, Elective Core
- Basic statistic
- Biology of economic crop
- Soil science
- Farm management
- Student in Enterprise Programme (SIEP)

Compulsory/Curriculum
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
YEAR 3

Faculty, Programme, Elective
Core
- Principles of Packaging
- Development of Food Product Technology
- Issues in Product Development
- Packaging Component
- Development Of Cosmetic Products

Compulsory/ Curriculum
- Foreign Language I
- Foreign Language II
- Strategic Entrepreneurship
- Corporate Entrepreneurship

YEAR 4

Faculty, Programme, Elective
Core
- Research Project (I & II )
- Industrial Training

Compulsory/ Curriculum
- Science Officer / Quality Assurance Executive / Research Officer / Food Processing Plant Executive / Executive in Plantations Companies / Agro-technology Entrepreneur.

Career Prospects

Further Study Option

This programme will assist you in your transition to UMK or other Universities.
BACHELOR OF APPLIED SCIENCE (FOOD SECURITY) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Bachelor of Applied Science (Food Security) with Honours programme, is a new programme offered by a the faculty. The creation of the programme is in line with Malaysia’s Food Security Policy to ensure sufficient and sustainable food supply for the country. Graduates in this programme will be exposed to relevant aspects of plant and animal based product development, leading to the awareness of nation’s food security aspiration.

Programme Synopsis

Food security programme is in line with Malaysia’s Food Security Policy to ensure sufficient and sustainable food supply for the country. Graduates from this programme will be exposed to relevant aspects of plant and animal based product development, leading to awareness of nation’s food security aspiration. Student’s ability to design better food product’s quality for the community will be enhances through latest technology applications.
<table>
<thead>
<tr>
<th>YEAR 1</th>
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</table>
| Faculty, Programme, Elective Core | ▪ Biochemistry  
  ▪ Microbiology  
  ▪ Introduction to agriculture  
  ▪ Biochemistry  
  ▪ Introduction to Genetics  
  ▪ Principles of Chemistry  
  ▪ Basic mathematics  
  ▪ Basic Practices Agriculture Ecosystem  |

  ▪ Philosophy and Current Issues  
  ▪ Appreciation of Ethics and Civilisations  
  ▪ Co-curriculum I  
  ▪ Co-curriculum II  
  ▪ Fundamental of Entrepreneurship  
  ▪ Entrepreneurial Behavior  |

<table>
<thead>
<tr>
<th>YEAR 2</th>
<th></th>
</tr>
</thead>
</table>
| Faculty, Programme, Elective Core | ▪ Basic Statistic  
  ▪ Principle Of Economics  
  ▪ Principles In Food And Science Technology  
  ▪ Food Security  
  ▪ Principles Of Animal Production And Management  
  ▪ Principles Of Crop Production And Management  
  ▪ Student in Enterprise Programme (SIEP)  |
<table>
<thead>
<tr>
<th>Compulsory/ Curriculum</th>
<th>English for Business Communication/ Academic Reading and Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Philosophy of Knowledge</td>
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<tr>
<td></td>
<td>Strategic Entrepreneurship</td>
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<td></td>
<td>Corporate Entrepreneurship</td>
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</tbody>
</table>

**YEAR 3**

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective Core</th>
<th>Principles Of Aquaculture Production And Management</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>International Trade And Food Policies</td>
</tr>
<tr>
<td></td>
<td>Agro Food Business And Entrepreneurship</td>
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<tr>
<td></td>
<td>Food Production Technology And Management Practices</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Compulsory/ Curriculum</th>
<th>Foreign Language I</th>
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<td>Foreign Language II</td>
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</table>

**YEAR 4**

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective Core</th>
<th>Research Project (I &amp; II )</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Industrial Training</td>
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</tbody>
</table>

**Career Prospects**

Science Officer / Quality Assurance Executive / Research Officer / Food Processing Plant Executive / Executive in Plantations Companies / Agro-technology Entrepreneur

**Further Study Option**

This programme will assist you in your transition to university to further studies in various fields that relates to farm management, agronomics, food technology and manufacturing and social science that covers the food and agriculture policies.
FACULTY OF ARCHITECTURE AND EKISTICS

- Bachelor Of Science In Architecture With Honours
- Bachelor Of Interior Architecture With Honours
- Bachelor Of Landscape Architecture With Honours

Faculty of Architecture And Ekistics
Universiti Malaysia Kelantan
16300 Bachok, Kelantan

Telephone: +609-779 7560
Website: http://fae.umk.edu.my
BACHELOR OF SCIENCE ARCHITECTURE WITH HONOURS

Duration of Study: 7 Semesters (3 1/2 years)

The program aims to produce graduates who are knowledgeable and technically skilled in the field of architecture, meeting the qualifications requirements of the Board of Architects Malaysia (LAM) Part I and the equivalent, in line with industry requirements; have communication skills and leadership in organizations that are prepared to face the risks and challenges in the workplace; seeks to address innovative, creative and professional architectural issues through a sustainable approach that fulfils social responsibility.

Programme Synopsis

The program also aims to equip graduates with the skills and knowledge to practice architecture including understanding of technology, professional context, culture and architecture where skills can be used in creative and comprehensive ways and equip graduates to pursue higher education in the field of architecture.
## Curriculum Structure

### YEAR 1

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective Core</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ] Architecture Design Studio I</td>
<td>[ ] History and Theory of Architecture I</td>
</tr>
<tr>
<td>[ ] Architectural Communication</td>
<td>[ ] Architecture Design Studio II</td>
</tr>
<tr>
<td>[ ] Anthropometric and Ergonomics</td>
<td>[ ] Building Technology I</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Compulsory/ Curriculum</th>
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</thead>
<tbody>
<tr>
<td>[ ] English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills</td>
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<tr>
<td>[ ] Philosophy and Current Issues</td>
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<tr>
<td>[ ] Appreciation of Ethics and Civilisations</td>
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<tr>
<td>[ ] Co-curriculum I</td>
<td></td>
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<tr>
<td>[ ] Co-curriculum II</td>
<td></td>
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<tr>
<td>[ ] Fundamental of Entrepreneurship</td>
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<tr>
<td>[ ] Entrepreneurial Behavior</td>
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</tbody>
</table>

### YEAR 2

<table>
<thead>
<tr>
<th>Faculty, Programme, Elective Core</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ] Architecture Design Studio III</td>
<td>[ ] Architecture Design Studio IV</td>
</tr>
<tr>
<td>[ ] Architectural Science I</td>
<td>[ ] Building Services I</td>
</tr>
<tr>
<td>[ ] History and Theory of Architecture II</td>
<td>[ ] Computer Aided Design and Drafting (CADD)</td>
</tr>
<tr>
<td>[ ] Building Technology II</td>
<td>[ ] Working Drawing</td>
</tr>
<tr>
<td>[ ] Student in Enterprise Programme (SIEP)</td>
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</table>

<table>
<thead>
<tr>
<th>Compulsory/ Curriculum</th>
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<tbody>
<tr>
<td>[ ] English for Business Communication/ Academic Reading and Writing</td>
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<tr>
<td>[ ] Philosophy of Knowledge</td>
<td></td>
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<tr>
<td>[ ] Strategic Entrepreneurship</td>
<td></td>
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<tr>
<td>[ ] Corporate Entrepreneurship</td>
<td></td>
</tr>
</tbody>
</table>
YEAR 3
Faculty, Programme, Elective Core
- Architecture Design Studio III
- Architecture Design Studio IV
- Architectural Science I
- Building Services I
- History and Theory of Architecture II
- Building Technology II
- Working Drawing.

Compulsory/ Curriculum
- Foreign Language I
- Foreign Language II

YEAR 4
Faculty, Programme, Elective Core
- Design Project In the Industry
- Industrial Training

Compulsory/ Curriculum
-

Career Prospects
Assistant Architect / Development Officer / Designer / 3D Visualizer / Architecture Officer / Site Supervisor / Project Coordinator / Draftsman / Development Governance Officer / Tutor / Research Assistant / Diplomatic Administrative Officer / Developer / Contractor / Graphic Designer / Architectural Technologist / Entrepreneur.

Further Study Option
This programme will assist you in your transition to Master of Architecture (LAM) Part II which is a professional postgraduate programme qualify student to graduate as ‘Graduate Architect’. This qualification of Graduate Architect will qualify you to practice in architectural industries and allows you to take LAM Part III professional examination which leads you to become an ‘Architect’. For those who are not interested to become professional architect can further their studies in postgraduate programmes in Architecture and Built Environment field.
BACHELOR OF INTERIOR ARCHITECTURE WITH HONOURS

Duration of Study: 8 Semesters (4 years)

This programme aims to provide graduates with a profound knowledge, skills, diverse, critical thinking skills, creativity and innovation in the field of interior architecture and interdisciplinary, contextual understanding, entrepreneurship and professionalism will contribute in the field of built environment.

Programme Synopsis

The program aims to equip graduates with the skills to practice interior architecture and understanding of the technology, professional contexts, culture and interior design in which skills can be used in a creative and imaginative.

Curriculum Structure

<table>
<thead>
<tr>
<th>YEAR 1</th>
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<tbody>
<tr>
<td>Faculty, Programme, Elective Core</td>
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<tr>
<td>Core</td>
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</tr>
<tr>
<td>▪ Interior Architecture Studio I</td>
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<tr>
<td>▪ Interior Architecture Studio II</td>
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<tr>
<td>▪ History of Architecture I</td>
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<tr>
<td>▪ History of Architecture II</td>
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<tr>
<td>▪ Design Communication I (Drafting)</td>
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<tr>
<td>▪ Building Construction and Materials I.</td>
<td></td>
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<tr>
<td>Compulsory/ Curriculum</td>
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<td>▪ English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills</td>
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<td>▪ Philosophy and Current Issues</td>
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<td>▪ Co-curriculum I</td>
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<td>▪ Co-curriculum II</td>
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<td>▪ Fundamental of Entrepreneurship</td>
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<td>▪ Entrepreneurial Behavior</td>
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<td>YEAR 2</td>
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</table>
| **Faculty, Programme, Elective Core** | - Interior Architecture Studio III  
- Interior Architecture Studio IV  
- Design Communication II (CAD)  
- Building Construction & Materials II  
- Anthropometrics and Ergonomics  
- Furniture Design  
- Principle of Project Management  
- Student in Enterprise Programme (SIEP) |
| **Compulsory/ Curriculum** | - English for Business Communication/ Academic Reading and Writing  
- Philosophy of Knowledge  
- Strategic Entrepreneurship  
- Corporate Entrepreneurship |

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<th>YEAR 3</th>
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</table>
| **Faculty, Programme, Elective Core** | - Interior Architecture Studio V  
- Interior Architecture Studio VI  
- Building Science and Services I  
- Building Science and Services II  
- Lighting Design  
- Professional Practices in Management  
- Sustainable Interior Design  
- Design Management Practices |
| **Compulsory/ Curriculum** | - Foreign Language I  
- Foreign Language II |

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</thead>
</table>
| **Faculty, Programme, Elective Core** | - Interior Architecture Studio VII  
- Topical Research  
- Industrial Training |
| **Compulsory/ Curriculum** | - |
Career Prospects


Further Study Option

This programme is as a requirement to be a professional Interior Designer in Malaysia registered under Lembaga Arkitek Malaysia (LAM) and eligible to get professional certificate. Upon completion, you can also further studies in Built Environment disciplines such as Master and PhD in Interior Design and other related fields.
BACHELOR OF LANDSCAPE ARCHITECTURE WITH HONOURS

Duration of Study: 8 Semesters (4 years)

The programme aims to provide graduates with profound knowledge, diverse skills, critical, creative and innovative thinking, contextual understanding, entrepreneurship and professionalism that will contribute to the field of landscape architecture.

Programme Synopsis

This programme aims to provide graduates with comprehensive knowledge skills, critical thinking skills, other various skills, creativity and innovation in the field of landscape architecture and inter-disciplinary, contextual understanding, entrepreneurship, and professionalism which will contribute in the areas of the built environment. The programme is also intended to equip graduates’ ability to creatively and imaginatively think and draw those thoughts in mind clearly in design.
Curriculum Structure

**YEAR 1**

**Faculty, Programme, Elective Core**
- Basic of Landscape Architecture Studio
- Introduction to Landscape Architecture
- Landscape Plant material
- Planting Design Studio
- Nursery and Horticulture
- Soil Science and Environmental

**Compulsory/ Curriculum**
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

**YEAR 2**

**Faculty, Programme, Elective Core**
- Planning of Park and Recreation Design Studio
- Ecology and Resources Planning
- Urban Landscape Design Studio
- Computerised Drafting Studio
- Urban Planning Theory
- Student in Enterprise Programme (SIEP)

**Compulsory/ Curriculum**
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship
### YEAR 3

**Faculty, Programme, Elective Core**
- Grading and Drainage
- Cultural and Heritage Landscape Studio
- Community Design Theory
- Project Management Principle
- Geography Information System (GIS)
- Research Methodology
- Rainwater Drainage Management
- Topical Study Studio
- Professional Practices
- Landscape Maintenance and Management

**Compulsory/ Curriculum**
- Foreign Language I
- Foreign Language II

### YEAR 4

**Faculty, Programme, Elective Core**
- Extensive Design Studio
- Industrial Training

**Compulsory/ Curriculum**
- -
Career Prospects

Landscape Architect, Lecturer, Site Supervisor, Project Manager, Project Executive, Educator, Tutor, Research Officer, Administrative and Diplomatic Officer, Assistant Architecture Officer, Consultant, Entrepreneur in landscaping industries, Site Supervisor, Architectural Model Making Experts, Draftsman, Architecture Photographer, Entrepreneur.

Further Study Option

This programme is as a requirement to be a professional landscape architect in Malaysia registered under Institute of Landscape Architect Malaysia (ILAM) and eligible to get professional certificate. Besides, this programme assists you to continue studies in Built Environment Disciplines such as Master and PhD in Landscape Architecture, Urban Planning, Architecture, Sustainable Environment, etc.
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS

- Bachelor of Entrepreneurship (Tourism) with Honours
- Bachelor of Entrepreneurship (Hospitality) with Honours
- Bachelor Of Entrepreneurship (Wellness) with Honours

Faculty of Hospitality, Tourism and Wellness
Universiti Malaysia Kelantan City Campus,
Pengkalan Chepa, 16100 Kota Bharu, Kelantan

Phone: +609-771 7157
Website: http://fhpk.umk.edu.my
BACHELOR OF ENTREPRENEURSHIP (TOURISM) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

This program aims to produce specialized graduates who will master the areas of tourism management, activities, processing and communication (dealing with tourists, suppliers, communities and governments).

Programme Synopsis

This programme focuses on the objectives of producing graduates with a broad understanding of all areas of functional tourism management as well as identifying, exploring and grabbing opportunities and business space and courageous to create opportunities in the industry globally. Emphasis is given to the ability to communicate effectively in a variety of key languages in an effective way and assessing and caring for economic, eco-tourism, socio-cultural potentials in entrepreneurial practice and improving professionalism by respecting the attitudes, abilities and beliefs of tourists, also willing to lead in order to succeed goals and policies of the national tourism industry among graduates.

Curriculum Structure

<p>| YEAR 1 |
|-----------------|-----------------|
| Faculty, Programme, Elective Core | Basic Accounting |
|                                | Principle of Management |
|                                | Marketing in Tourism and Hospitality |
|                                | Principle of Economics |
|                                | Introduction to Tourism Industry |
|                                | Tourism Geography |
|                                | Philosophy and Current Issues |</p>
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<th>Year 2</th>
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<td>Core</td>
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<td>Volunteerism Product Innovation</td>
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<td>Co-curriculum I</td>
<td>Visitor Attraction and Resort Management</td>
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<td>Co-curriculum II</td>
<td>Tourism Planning and Development</td>
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<td>Fundamental of Entrepreneurship</td>
<td>Leisure and Recreation Management</td>
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<td>Entrepreneurial Behavior</td>
<td>Concept and Trends in Tourism</td>
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<td>Tourism Research Project (I)</td>
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<td>Travel and Tours Management</td>
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YEAR 4

Faculty, Programme, Elective Core

- Domestic and International Travel Management
- Meeting, Incentive, Convention and Exhibition (MICE)
- Business Development for Visitor Attraction and Resort
- Industrial Training

Compulsory/ Curriculum -

Career Prospects

With the high skills and adequate training in technology of tourism industry, graduates from this program are not only limited in the field of travel agency. It is even more needed in other fields related to event management and tour guiding. Graduates can also be a free lance providers such as travel package and tourist guide. Hence, they also may engage in research in order to produce the latest innovations in the effort to assist the development of the tourism industry and indirectly in the field of travel and tour services. Entrepreneurship is onother option for career prospect.

Further Study Option

Specific in-house training is likely to be available within the tourism industry and is often encouraged to enhance promotion prospects and knowledge of particular issues. Relevant postgraduate study in this program includes courses with an emphasis on management skills, particularly in areas such as tourism, heritage and sustainability. Postgraduate courses in specialist areas such as event management or tourism development may also be helpful.
BACHELOR OF ENTREPRENEURSHIP (HOSPITALITY) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

The program aims to foster entrepreneurship culture among hospitality graduates and produce resilient graduates, willing to work on opportunities, creative, innovative, ethical and open-minded in the business environment, whether in the local or global arena.

Programme Synopsis

Bachelor of Entrepreneurship (Hospitality) with Honours is a programme of study designed to provide a vast understanding of entrepreneurship in the hospitality industry especially accommodation, culinary arts and restaurant business. This programme provides graduates with sufficient skills in leadership, teamwork, communication and the opportunity to undergo industrial training as part of the curriculum. This programme can provide graduates with industry-oriented skills to become entrepreneurs in the hospitality industry.

Curriculum Structure

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<td>Faculty, Programme, Elective Core</td>
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<td>▪ Marketing in Tourism and Hospitality</td>
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<td>▪ Principle of Economics</td>
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<td>▪ Introduction to Hospitality Industry</td>
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**YEARS 2**

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<th>Faculty, Programme, Elective Core</th>
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<td>Technology and Information in Business</td>
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<td>Research Methodology</td>
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<td>Enterprise Management</td>
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<td>Basic Cookery</td>
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<td>Basic Serving</td>
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<td>Halal Management in Hospitality</td>
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<td>Student in Enterprise Programme (SIEP)</td>
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<th>Compulsory/ Curriculum</th>
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<td>Philosophy of Knowledge</td>
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<td>Strategic Entrepreneurship</td>
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<td>Corporate Entrepreneurship</td>
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### YEAR 3

**Faculty, Programme, Elective Core**

- Volunteerism Product
- Innovation Room Division
- Management Food and Beverage
- Management Front Office
- Management Food and Beverage
- Cost Control Hospitality Tourism
- Research Project (I & II)

**Compulsory/ Curriculum**

- Foreign Language I
- Foreign Language II

### YEAR 4

**Faculty, Programme, Elective Core**

- Professional Development in Hospitality
- Facility Management
- Sales and Public Relations
- Industrial Training

**Compulsory/ Curriculum**

- 

### Career Prospects

Hotel operations: front office, rooms division, food & beverage, events
Hospitality management: HR, finance, marketing, real estate, public relations
Food & Beverage: fine dining, catering, culinary arts, sommeliers
Other roles: hotel openings, hospitality consultancy, project management, R&D, Entrepreneur.

### Further Study Option

There are many routes into hospitality management. Many graduates choose further study as a way to get their foot in the door and specialize in a particular area of hospitality. Relevant postgraduate study in this program includes courses with an emphasis on management skills, particularly in areas such as entrepreneurship, hospitality management, food and beverage.
BACHELOR OF ENTREPRENEURSHIP (WELLNESS) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Bachelor of Entrepreneurship (Wellness) with Honours programme to prepare students in both aspects of theoretical knowledge and practical skills as well as entrepreneurial attributes in order for them to become competent entrepreneurs or employees who are also analytical in both fields of entrepreneurship and conventional health and wellness industry and to encourage further studies in the fields.

Programme Synopsis

The programme focuses on the objective of producing graduates with a broad understanding in health and wellness areas as well as identifying, exploring and grabbing opportunities and business space and courageous to create opportunities in the industry globally. The program is set up to produce creative graduates who are capable of working professionally, ethically, and acting in harmony in any form of the environment whether in the local arena or globally. Students will be exposed to a booming healthcare industry such as a spa, gymnasium, beauty boutique and food care with emphasizing of healthy lifestyle aspect.
## Curriculum Structure

### YEAR 1

| Faculty, Programme, Elective Core | ▪ Basic Accounting  
▪ Principle of Management  
▪ Marketing in Tourism and Hospitality  
▪ Principle of Economics  
▪ Introduction to Wellness Industry  
▪ Introduction to Human Anatomy and Physiology |
▪ Philosophy and Current Issues  
▪ Appreciation of Ethics and Civilisations  
▪ Co-curriculum I  
▪ Co-curriculum II  
▪ Fundamental of Entrepreneurship  
▪ Entrepreneurial Behavior |

### YEAR 2

| Faculty, Programme, Elective Core | ▪ Organizational Behaviour  
▪ Business Statistics  
▪ Financial Management  
▪ Human Resource Management  
▪ Business Law  
▪ Technology and Information in Business  
▪ Research Methodology  
▪ Enterprise Management  
▪ Fundamental of Human Nutrition  
▪ Traditional and Complementary Medicine  
▪ Student in Enterprise Programme (SIEP) |
### Compulsory/ Curriculum
- English for Business Communication/
  Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship

### YEAR 3
#### Faculty, Programme, Elective Core
- Volunteerism Product Innovation
- Wellness Facilities Management
- Occupational Safety and Health
- Wellness Research Project (I)
- Wellness Research Project (II)
- Spa Operation Management
- Spa Strategic Development
- Research Project (I & II)

### Compulsory/ Curriculum
- Foreign Language I
- Foreign Language II

### YEAR 4
#### Faculty, Programme, Elective Core
- Corporate Relationship in Spa Sector
- Spa Massage and Therapy
- Beauty Treatments
- Industrial Training

### Compulsory/ Curriculum
- -
Career Prospects

Health Officer, Hospital Manager, Nutritionist, Beauty Centre Manager, Health Centre Manager, Nutrition Consultant, Health Consultant, Entrepreneur in related fields with wellness.

Further Study Option

Specific in-house training is likely to be available within the wellness industry and is often encouraged to enhance promotion prospects and knowledge of particular issues. Relevant postgraduate study in this program includes courses with an emphasis on management skills, particularly in areas such as wellness and community health management.
FACULTY OF BIOENGINEERING AND TECHNOLOGY

- Bachelor of Applied Science (Bioindustrial Technology) with Honours
- Bachelor of Applied Science (Materials Technology) with Honours
- Bachelor of Applied Science (Forest Resources Technology) with Honours

Faculty of Bioengineering And Technology
Universiti Malaysia Kelantan Jeli Campus,
17600 Jeli, Kelantan

Telephone: +609-947 7405
Website: http://fbkt.umk.edu.my
BACHELOR OF ENTREPRENEURSHIP (BIOINDUSTRIAL TECHNOLOGY) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Bioindustrial is one of the industries expected to be one of the major engines of economic growth. Students participating in this program will have a wide scope in selecting career fields following the industry’s new tendency in exploring Bioindustrial as a new economic field. This development is supported by the National Biotechnology Policy that emphasises on the importance of biotechnology industry that is based on biological resources.

Programme Synopsis

The Bachelor of Applied Science (Bioindustrial Technology) with Honours program will provide opportunities for students to master the science and technology knowledge and skills that are in line with government policies and aspirations of the people in modernising industrial-based agricultural sector and applied biology. Bioindustry is expected to be one of the major engines to generate economic growth in line with the development of the country’s biotechnology field. This development is in tandem with the national biotechnology policy goals that emphasise on the importance of biotechnology industry that is based on biological resources.
## Curriculum Structure

### YEAR 1

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<td>▪ Bioproduct Safety and Quality Control</td>
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<td>▪ Introduction to Big Data Analytics</td>
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YEAR 4

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<th>Ethics in Bioindustrial</th>
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<td>Research Project II</td>
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<td>Industrial Training</td>
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</table>

| Compulsory/ Curriculum | - |

**Career Prospects**

Researcher (field: biotechnology, bioprocessing, food technology, biopharmaceutical, agriculture) Technologists (field: biotechnology, bioprocessing, food technology, biopharmaceutical, nutraceuticals) UA / US Lecturer (field: biotechnology, bioprocessing, biopharmaceutical): Bioprocessing, bioprocessing, food technology, biopharmaceuticals, nutraceuticals) Science Officer (field: biotechnology, bioprocessing, food technology, biopharmaceuticals, nutraceuticals), Entrepreneur in related fields.

**Further Study Option**

Bachelor of Applied Science (Bioindustrial Technology) with Honours is an ideal pathway into postgraduate programmes including Master and PhD in Materials Technology, Forest Resources Technology, Bioindustrial Technology in UMK and other higher institutions such as Master of Science (Bioindustrial Technology), Master of Science (Biology), Master of Science (Biotechnology) and Master of Science (Bioprocess Technology).
BACHELOR OF ENTREPRENEURSHIP (MATERIALS TECHNOLOGY) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

The program is developed to cater students’ interests in the field of material production to generate a sustainable economy. The courses learned will provide exposure to graduates about the potential of natural ingredients to enhance quality and innovation, thereby enabling graduates who are capable of managing the environmentally friendly material technology industry in tandem with national development without undermining the preservation of the earth’s treasures.

Programme Synopsis

The Material Technology Program focuses on the development and processing of various materials such as metals, ceramics, polymers, and composites. In addition, the program also provides students with knowledge and exposure on material production processes ranging from design, development, processing to material characterization. Additionally, students are also given early exposure on advanced materials that will provide the key competitive advantage in almost every part of the country’s manufacturing industry.
## Curriculum Structure

### YEAR 1

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<tr>
<th>Faculty, Programme, Elective Core</th>
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<td>- Introduction to Materials Science</td>
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<td>- Industrial Revolution 4.0 Seminar</td>
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<td>- Computer Application Materials Design</td>
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<td>- English for Science (MUET Band 3)</td>
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<td>- Philosophy and Current Issues</td>
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<td>- Co-curriculum I</td>
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<td>- Fundamental of Entrepreneurship</td>
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<td>- Entrepreneurial Behavior</td>
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### YEAR 2

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<th>Faculty, Programme, Elective Core</th>
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<td></td>
<td>- Ceramic Materials In Industry</td>
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<td>- Introduction to Big Data Analytics</td>
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<td>- Materials Testing and Evaluation</td>
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<td>- Metallurgy</td>
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<td>- Corrosion</td>
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<td>- Polymer Technology</td>
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<td>- Nationhood &amp; Malaysia Development</td>
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<td>- Student in Enterprise Programme (SIEP)</td>
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<td>- English for Business Communication/ Academic Reading and Writing</td>
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<td>- Strategic Entrepreneurship</td>
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<td>- Corporate Entrepreneurship</td>
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### YEAR 3

**Faculty, Programme, Elective Core**
- Coating Technology
- Materials Technology in Business Environment
- Nanotechnology
- Materials Quality Control
- Advances in Materials Technology
- Membrane Technology
- Materials Characterization
- Research Project I
- Academic Reading & Writing

**Compulsory/ Curriculum**
- Foreign Language I
- Foreign Language II

### YEAR 4

**Faculty, Programme, Elective Core**
- Research Project II
- Industrial Training

**Compulsory/ Curriculum**
- -

**Career Prospects**

Product Quality Technologist/ Electronic and Electrical Materials Technologist/ Joining and Welding Technologist/ Corrosion Technologist/ Polymer Technologist/ Ceramic Technologist/ Lecturer/ Science Officer/ Materials Research Officer/ Materials Consultant, Entrepreneur in related fields.

**Further Study Option**

Bachelor of Applied Science (Materials Technology) With Honours is ideal pathway into postgraduates programme including Master and PhD in Materials Technology, Forest Resources Technology, Bioindustrial Technology in UMK and other higher institutions.
BACHELOR OF ENTREPRENEURSHIP (FOREST RESOURCES TECHNOLOGY) WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Students participating in this program will be exposed to forest resource management for new economic generation without neglecting the aspects of sustainability and conservation. The diversity of forest resources in Malaysia allows new exploration and discovery that may be beneficial for subsequent exploitation and commercialisation for human benefit.

Programme Synopsis

The Forest Resource Technology Program is one of the programs of study offered at the Faculty of Bioengineering and Technology. This program emphasises efficient use of forest resources to ensure its sustainability. Students will be exposed to subjects such as basic forestry, wood species recognition, silviculture, dendrology, pulp and paper technology, as well as product development from forest resources. As an entrepreneurship university, students in UMK will be equipped with entrepreneurial knowledge and skills in empowering forest resources for the purpose of producing high-tech wood-based products without neglecting sustainability.
## Curriculum Structure

### YEAR 1

**Faculty, Programme, Elective Core**
- Biodiversity
- Microbiology
- Industrial Revolution 4.0 Seminar
- Computer Application Materials Design
- English for Science (MUET Band 3)
- Intensive Communication Skills

**Compulsory/ Curriculum**
- English I/ English II/ English for Business Communication/ Advanced Grammar for Undergraduates/ Intensive Communication Skills
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Fundamental of Entrepreneurship
- Entrepreneurial Behavior

### YEAR 2

**Faculty, Programme, Elective Core**
- Dendrology
- Silviculture
- Wood Physical and Mechanical Properties
- Wood Identification and Anatomy
- Introduction to Big Data Analytics
- Advance Grammar for Undergraduates
- Nationhood & Malaysia Development
- Student in Enterprise Programme (SIEP)

**Compulsory/ Curriculum**
- English for Business Communication/ Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship
- Corporate Entrepreneurship
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<th>YEAR 3</th>
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<td>Faculty, Programme, Elective</td>
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<tr>
<td>- Wood and Non-Wood Chemistry</td>
<td>- Research Project II</td>
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<td>- Pulp and Paper Technology</td>
<td>- Furniture Manufacturing Technology</td>
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<tr>
<td>- Wood and Non-Wood Processing Technology</td>
<td>- Paper Packaging Technology</td>
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<td>- Forest Resources Bioenergy</td>
<td>- Wood Drying and Preservation</td>
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<tr>
<td>- Academic Reading &amp; Writing</td>
<td>- Wood Product Design</td>
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<tr>
<td>- Research Project I</td>
<td>- Bio product Development</td>
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<td>- Academic Reading &amp; Writing</td>
<td>- Industrial Training</td>
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<td>- Foreign Language I</td>
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Career Prospects

Forest Range Officer, Research Officer, Science Officer, Quality Control Officer, Lecturer, Educator, R & D Officer, Quality Assurance Officer, Production Officer, Consultant, Entrepreneur in the related fields

Further Study Option

Bachelor of Applied Science (Forest Resources Technology) with Honours is an ideal pathway into postgraduates programme including Master and PhD in Materials Technology, Forest Resources Technology, Bioindustrial Technology in UMK and other higher institutions.
CENTER FOR LANGUAGE STUDIES AND GENERIC DEVELOPMENT

- Bachelor of Business Communication English With Honours

Center For Language Studies and Generic Development
Universiti Malaysia Kelantan
16300 Bachok, Kelantan

Telephone: +609-7797445
Website: http://ppbpi.umk.edu.my
BACHELOR OF BUSINESS COMMUNICATION ENGLISH WITH HONOURS

Duration of Study: 8 Semesters (4 years)

Bachelor of Business Communication with English is designed to enable students to acquire and apply business communication and language skills, especially in English. Students will be exposed to effective ways of communicating in English and demonstrating high quality of leadership in the ever-changing business communication landscape in the era of digital technology.

Programme Synopsis

This program is designed to enable students to master and apply knowledge of business communication and language. Students will be exposed to effective communication in English as well as showing highly leadership quality upon graduation.

Curriculum Structure

| YEAR 1 |
|-----------------|-------------------|
| Faculty, Programme, Elective Core | Compulsory/ Curriculum |
| ▪ Speak Up | ▪ Introduction to Liberal Studies |
| ▪ English for Budding Entrepreneurs | ▪ Fundamental of Entrepreneurship |
| ▪ New Media in Business Communication | ▪ Entrepreneurial Behavior |
| ▪ Advanced Grammar for Undergraduates | ▪ Corporate Entrepreneurship |
| ▪ Appreciation of Ethics and Civilisations | ▪ Philosophy and Current Issues |
### YEAR 2

**Faculty, Programme, Elective Core**
- Appreciation of Ethics and Civilisations
- Co-curriculum I
- Co-curriculum II
- Interpersonal Communication
- Industrial Writing
- Contemporary Intercultural Communication
- Research Methodology for Liberal Studies
- Public Relations Management
- Writing for Corporate Public Relations
- Negotiation Communication
- Student in Enterprise Programme (SIEP)

**Compulsory/ Curriculum**
- English for Business Communication/Academic Reading and Writing
- Philosophy of Knowledge
- Strategic Entrepreneurship

### YEAR 3

**Faculty, Programme, Elective Core**
- Basic Statistics for Liberal Studies
- Academic Writing 1
- Contemporary Organisational Communication
- Communicative Techno-Business
- Corporate Communication
- Academic Writing 2
- Critical Thinking
- Event Management Leadership
- Business Communication and English Language Summit

**Compulsory/ Curriculum**
- Foreign Language I
- Foreign Language II
YEAR 4

Faculty, Programme, Elective Core

- Research Project (I & II)
- Industrial Training

Compulsory/ Curriculum

- Career Prospects

Interpreter/ Marketing Executive/ Sales and promotion Executive/ Public Relations Officer/ Business Executive, Entrepreneur.

Further Study Option

This programme will assist you in your transition to university or related business and corporate field at postgraduate level.
CENTRE FOR POSTGRADUATES STUDIES

Programme By Research
Faculty Of Entrepreneurship And Business
• Master Of Entrepreneurship

Faculty Of Hospitality, Tourism And Wellness
• Master Of Entrepreneurship

Faculty Of Creative Technology And Heritage
• Master Of Arts

Faculty Of Architecture And Ekistics
• Master Of Arts

Centre For Language Studies And Generic Development
• Master Of Arts

Faculty Of Veterinary Medicine
• Master Of Science

• Master Of Science

Faculty Of Agro Based Industry
• Master Of Science

Faculty Of Bioengineering And Technology
• Master Of Science

Faculty Of Earth Sciences
• Master Of Science

Programme By Coursework
• Master In Entrepreneurship
• Master In Islamic Finance

Centre for Postgraduate Studies, Universiti Malaysia Kelantan City Campus, Pengkalan Chepa, 16100 Kota Bharu Kelantan

Telephone: +609-771 7145
Website: https://cps.umk.edu.my/
PROGRAMME BY RESEARCH

FACULTY OF ENTREPRENEURSHIP AND BUSINESS

• Doctor Of Philosophy
• Master Of Entrepreneurship

Research Field
- Management
- Finance
- Accounting
- Retail
- Commerce
- Marketing
- Islamic Banking and Finance
- Logistic Management and Operation
- Human Resource Management
- Entrepreneurship (for PhD only)

FACULTY OF HOSPITALITY, TOURISM AND WELLNESS

• Doctor Of Philosophy
• Master Of Entrepreneurship

Research Field
- Tourism
- Hospitality
- Health Entrepreneurship

FACULTY OF CREATIVE TECHNOLOGY AND HERITAGE

• Doctor Of Philosophy
• Master Of Arts

Research Field
- Heritage Studies
- Textile and Fashion
- Product Design
- Multimedia
- Visual Communication

FACULTY OF ARCHITECTURE AND EKISTICS

• Doctor Of Philosophy
• Master Of Arts

Research Field
- Architectural History and Theory

CENTRE FOR LANGUAGE STUDIES AND GENERIC DEVELOPMENT

• Doctor Of Philosophy
• Master Of Arts

Research Field
- History and Civilization
- Islamic Studies
- Value Development and Education
- Language Studies and Education
- Communication
- Philosophy and Community Development
- Religious and Contemporary Issues

FACULTY OF VETERINARY MEDICINE

- Doctor Of Philosophy
- Master Of Science

Research Field
- Pathology
- Nutrition
- Anatomy
- Microbiology
- Parasitology
- Physiology
- Anaesthesiology and Analgesia
- Epidemiology
- Public Health
- Aquatic Animal Health
- Surgery
- Avian Medicine
- Small Animal Medicine
- Ruminant Medicine
- Radiology and Imaging
- Animal Theriogenology
- Pharmacology and Toxicology
- Forensic Veterinary Pathology
- Equine Medicine
- Virology
- Oncology
- Immunology
- Molecular Biology

FACULTY OF AGRO BASED INDUSTRY

- Doctor Of Philosophy
- Master Of Science

Research Field
- Agro Technopreneurship
- Product Development Technology
- Agricultural Biotechnology
- Animal Husbandry
- Food Security
- Aquaculture
- Agro Technology
- Agribusiness
- Agronomy
- Pest Management
- Plant Mycology
- Plant Pathology
- Horticulture
- Plant Breeding
- Weed Science
- Post-Harvest Technology
- Soil Science
- Plant Biotechnology
- Animal Nutrition
- Aquaculture Nutrition
- Animal Reproduction and Breeding
- Forage and Fodder Crops Science
- Poultry Science
- Dairy Science and Technology
- Industrial Biotechnology
- Molecular Biotechnology
FACULTY OF BIOENGINEERING AND TECHNOLOGY

• Doctor Of Philosophy
• Master Of Science

Research Field
Bioindustrial Technology
Energy Technology
Material Technology
Forest Resources Technology

FACULTY OF EARTH SCIENCES

• Doctor Of Philosophy
• Master Of Science

Research Field
Sustainable Science
Geoscience
Natural Resources Management

PROGRAMME BY COURSEWORK

FACULTY OF ENTREPRENEURSHIP AND BUSINESS

• Master in Entrepreneurship

PROGRAMME SYNOPSIS

Master in Entrepreneurship was offered by Faculty of Entrepreneurship and Business. This programme aims to develop an individual potential in the field of entrepreneurship with integrated manner from spiritual and matter aspects, emotion and physical as caliph for Ummah ‘s well-being.
FACULTY OF ENTREPRENEURSHIP AND BUSINESS
MASTER IN ISLAMIC FINANCE

PROGRAMME SYNOPSIS

Master in Entrepreneurship was offered by Faculty of Entrepreneurship and Business. This programme aims to develop an individual potential in the field of islamic finance with integrated manner from spiritual and matter aspects, emotion and physical as caliph for Ummah ‘s well-being.
MALAYSIAN GRADUATE SCHOOL OF ENTREPRENEURSHIP AND BUSINESS

- Master of Business Administration
- Doctor of Business Administration

Malaysian Graduate School of Entrepreneurship And Business
Universiti Malaysia Kelantan City Campus, Pengkalan Chepa, 16100 Kota Bharu, Kelantan

Telephone: +609-7717028
Website: http://mgseb.umk.edu.my
MASTER OF BUSINESS ADMINISTRATION

PROGRAMME SYNOPSIS

Our full accreditation Master of Business Administration (MBA) program by The Malaysian Qualification Agency (MQA) is designed to meet the needs for proficient managers, leaders and entrepreneurs. This program aims to produce graduates with high ethical values and accountability that able to demonstrate good business knowledge, communicate effectively, work as effective team members, and think critically and creatively.

CAREER PROSPECTS

Lecturer, Entrepreneur Finance Manager, Accounting Manager, Human Resources Manager, Marketing Manager.

FURTHER STUDY OPTION

The graduates will be able to pursue postgraduate studies in doctoral level locally or overseas as our degree is recognise worldwide. The field of study would include all subjects covered under the program, as well as in business and management degrees such as Doctor of Business Administration (DBA).
DOCTOR OF BUSINESS ADMINISTRATION

PROGRAMME SYNOPSIS

The MGSEB Doctor of Business Administration (DBA) is a doctoral degree designed to enhance corporate executive, entrepreneur, and professional practice. The program is practical-oriented and is well suited for working professionals as the combination of practical knowledge and critical thinking skills exists. Indeed, the program blends together three important components i.e. Coursework, consultancy, training, and dissertation.

CAREER PROSPECTS

Management analyst/ C level executive/ Market Research Analyst/ Economist/ Lecturer.

FURTHER STUDY OPTION

The graduates will be able to pursue in post-doctoral level locally or overseas as our degree is recognised worldwide.
UMK CENTRE OF EXTERNAL EDUCATION (UMKCEE)

UMKCEE is a platform to build up and run lifelong learning. UMKCEE it also support the University’s income generation in line with Malaysia Education Blueprint (Higher Education) 2015-2025. A few activities will be operate by UMKCEE such as offering academic programmes, short term course and professional programmes.

- Academic Programmes offered:
  - Bachelor of Entrepreneurship (Commerce) with Honours
  - Bachelor of Entrepreneurship (Logistics and Distributive Trade) with Honours
  - Bachelor of Entrepreneurship (Retailing) with Honours
  - Bachelor of Entrepreneurship (Tourism) with Honours

Website : www.umkcee.umk.edu.my

INSTITUTE FOR ARTIFICIAL INTELLIGENCE & BIG DATA (AIBIG)

The idea of establishing AIBIG was inspired by YBhg Chairman LPU UMK to set up an institute to address the latest challenges in the digital and information revolution, especially Big Data challenges and the impact of Artificial Intelligence’s global development on human life. It has been established on September 2017. Objective is to be a reference center in AI and BD for the well-being and prosperity of human kind.

Function to UMK and PTJ Responsibility

- To research and develop theory, technology and application of IR4.0 especially in AI and BD.
- To engage AI and BD research and projects with the industry.
- To assist UMK in producing technopreneur in digital and IR4.0 fields.
- To give services and training of IR4.0 for society.
INSTITUTE OF FOOD SECURITY & SUSTAINABLE AGRICULTURE (IFSSA)

IFSSA is set up as a centre for research and innovation in the area of agriculture, agricultural technology and food security. The focus of research and innovation is to enhance food productivity through the use of state of the art agricultural technologies and methodologies. Enhancing food productivity means ensuring food security. Other activities include coordinating training, seminars, consultancy services, conferences, and community services. IFSSA will be collaborating with various government agencies such as the Ministry of Agriculture (MOA), Regional Transformation Centre (RTC), National Agriculture Training Council (NATC, MOA), FAMA, KESEDAR, KADA, ECER and private sectors, including the possibility of technology transfer of research findings and commercialization.

Objectives

- To act as coordinating center for the activities related to the research and innovation in the area of agriculture, agriculture technology and food security. IFSSA will be one of the focal point for new strategies in enhancing research and innovation in agriculture at UMK.

- To undertake lifelong teaching and learning, consultation and services center, and technology incubator for agriculture, agriculture technology and food security to create successful entrepreneurs through short courses on specific technological know-how and agro-based industries development.

- To provide services in agriculture, agriculture technology and food security products development, and marketing strategies through the incubators facilities in line with the Agropark development.

- To manage and monitor the progress and the way forward for the in the businesses of knowledge sharing and skills development with the stakeholders.
• To undertake management and promotional roles in enhancing the availability of resources and expertise in UMK.

• To collaborate with national and international institutions specializing in agriculture and to complement the initiatives by government agencies particularly agencies under MOA in areas related to agriculture practices and food production.

CENTER FOR ACADEMIC EXCELLENCE AND DEVELOPMENT (CAED)

Beginning July 2012, UMK Management had organizational restructuring. In the implementation of the restructuring, the Teaching and Learning Unit under the Center for Academic Development and Management renamed to the Teaching, Learning and Entrepreneurial Education Unit (UPPPK) and placed directly under the Deputy Vice Chancellor (Academic & International) Office. UPPPK has also been tasked with spearheading the implementation of the e-Learning system in UMK in line with the current educational needs and direction of the Ministry of Education Malaysia (MOE).

The broader scope of work involves not only programs aimed at endorsement but includes staff development programs such as Research Methodology, Supervision, e-Learning and others academic and leadership related courses. UPPPK was upgraded to the Center in the first quarter of 2014 to become a Center for Teaching and Learning (PPP). In October 2018, through the amendment of the Organization Chart of UMK, the PPP was renamed the Center for Academic Excellence and Development (CAED). The function of the CAED has been expanded to 3 units namely the Teaching & Learning Innovation Unit, Academic Staff Development Unit and Academic Program Evaluation Unit.
Objectives

- To promote a competitive and innovative curriculum design
- To promote an effective teaching and learning environment to produce competent students

Function

Teaching & Learning Innovation Unit

- Design, manage and monitor OBE implementation policies (programs / courses)
- Manage the training needs / teaching and learning courses
- Manage the e-learning system & development of MOOC (content & technical support)
- Plan and manage the implementation of Blended Learning
- Manage the academic evaluation

Academic Staff Development Unit

- Design and manage academic talent competency training plans
- Manage the ongoing professional development program implementation plan
- Developing frameworks, guidelines and strategies for implementation at faculty and education center to produce Inspiring educator, accomplished researcher, experienced practitioner and Institutional leader
- Academic culture / Academic enculturation through coaching and mentoring, sharing session, networking in / between areas of expertise and role model in the delivery and appreciation of integrity as an academic

Academic Program Assessment Unit

- Assessment of academic program development and implementation
- Design the curriculum
CENTER OF UNIVERSITY QUALITY MANAGEMENT

Objectives

- Ensure the management, coordination, review and monitoring the agenda of UMK Academic Quality Assurance is executed effectively and robust to fulfil the UMK strategic objective in line with the University’s Vision and Mission.

- Establish and ensure the UMK Quality Management System is based on the international standard through the ISO agenda and supported by the Quality Environment (QE/5S) to fulfil the customers’ requirements and expectations.

- Sustain and reinforce the importance of UMK in focusing on quality as added-value that lead PPQ UMK to become as internal and external source of reference.

- Act to manage, coordinate, and monitor the implementation as well as culturing the program/initiative of organization’s quality and productivity enhancement at UMK such as: MS ISO, Manual of Work Procedure (MWP), Desk File (DF), Staff Promotion Process, Innovative and Creative Circle (ICC), and others related.

- The role as Secretariat of University Quality Council.

- Channeling the latest information related to quality management program for University Community:

  - Act as facilitator by providing consultation and advisory services on quality management program to Center of Responsibility and University Community as well as to stakeholders; and

  - Building and enhancing the quality culture through activities such as the Quality Day, Quality Award and others related.
Division of Academic Quality Assurance

- The function of the Academic Quality Assurance Division is to manage, coordinate, review and monitor

- Documentation of application for academic program to Malaysian Qualifications Agency (MQA)

- Documentation of application for academic program to Department of Higher Education (JPT)

- Involved in mutual communications related to academic quality matters (Department Higher Education (JPT) and Malaysian Qualifications Agency (MQA)

- Any future agenda of academic quality assurance including agenda of UNQA, Self-Accreditation, university Ranking and Accreditation such as Quacquarelli Symonds (QS), Association of MBAs (AMBA), AACSB, ABEST21, and globalization agenda related to academic programs.

Division of Quality Management System

- The function of Quality Management System Division is to manage, coordinate and monitor:

  - Achievement of ISO 9001: 2015 certification at UMK;

  - Internal Quality Audit (Academic and Administrative) as well as Location Audit (Academic); Auditing promotion process

  - Monitoring the University’s quality and strategic planning agenda through responsibility as the Secretariat of University Quality Council);

  - The Culturing of Quality Environment (QE/5S) and Innovative and Creative Circle (ICC) activities;
• Culturing the program/initiative of organization’s quality and productivity enhancement at UMK covering all kind of related agenda of ISO, Manual of Work Procedure (MWP), Desk File (DF), Staff Promotion Process, Innovative and Creative Circle (ICC), and others related.

• Development of e-ISO (academic and administrative internal auditing) and e-5S (QE)

• Others related to university quality agenda.

Division of UMK Branding Quality

The function of UMK Branding Quality Division is to implement, manage, coordinate and monitor:

• Conduct seminars, training and programs that’s related to quality;
• Conduct the professional courses;
• Publication of PPQ activities in Bulletin, news or announcements, and others related.;
• Managing PPQ’s website and PPQ’s social media account;
• Any kind of research, consultancy and publication (academic) related to quality;
• Managing of customer feedback on UMK quality agenda; and
• Any related to quality branding.
CONTACT US

UNIVESITI MALAYSIA KELANTAN
16300 BACHOK
KELANTAN

Tel:
+609-771 7000
+609-779 7400
+609-779 7000

Kita #BinaLegasiUMK Bersama
#WeAreUMKFamily
#OneUMKOneDream

Entrepreneurship is Our Thrust