

MBA in Media and Communication

Programme

The MBA in Media and Communication programme runs over a 16-month period for 12 subjects (12 months online lecture + 4 weeks face to face discussion in Kuala Lumpur, Malaysia + research project).

Subjects

MCOM 701 Communication Theory	3 credits	MIC
MCOM 702 Communication Research Methods	6 credits	MIC
MCOM 703 Intercultural Communication	3 credits	MIC
MCOM 704 Media Studies	6 credits	AIBD
MCOM 705 Marketing & Audience Research	6 credits	AIBD
MCOM 706 Principles of Media Management/Business	3 credits	AIBD
MCOM 707 International Communication Law	3 credits	MIC
MCOM 708 Media Production	6 credits	AIBD
MCOM 709 Managing Organizational Communication	6 credits	MIC
MCOM 710 Business Accounting & Finance	3 credits	HELP
MCOM 711 Marketing Management	3 credits	HELP
MCOM 712 Human Resource Management	3 credits	HELP
Research Project – Mini Thesis	9 credits	MIC
Total	60 credits	

Research Projects (9 credits)

Towards the end of their program students will prepare a mini thesis based on a research project. A supervisor for this work will be nominated by MIC and the student will prepare his/her research project under the direction of this supervisor who will help the student to:

1. choose a topic
2. prepare a research plan
3. find appropriate resources
4. determine the relevant research methodology
5. carry out the different steps of the work and
6. prepare the research report.

Each student will start his/her research work at least four months before the end of the MBA program.