

INSPIRING LIVES. WIDENING HORIZONS.



# FACULTY OF LIBERAL ARTS

BERJAYA SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

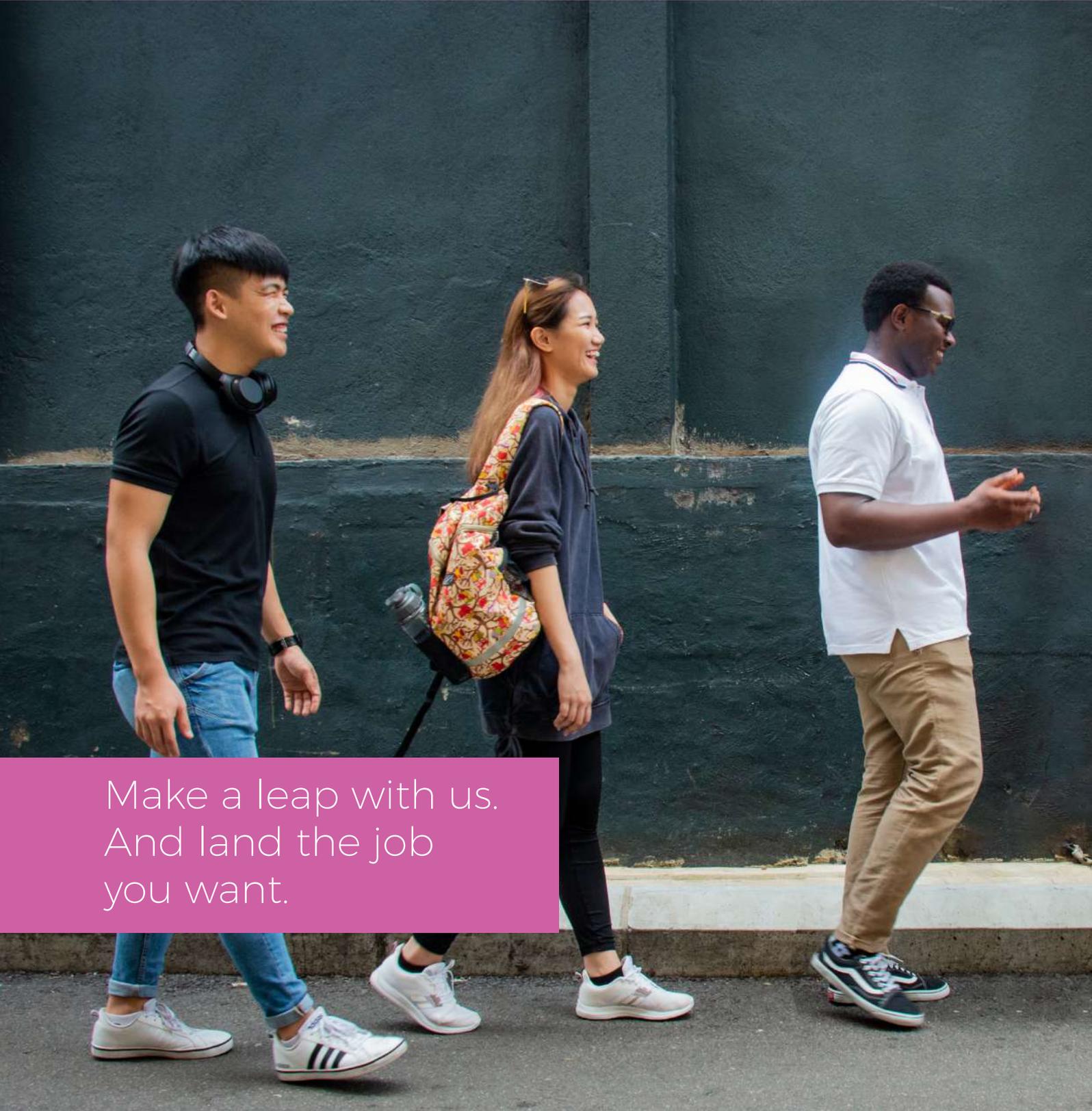
# MAKE MEANING, CHANGE MINDS

**BE BERJAYAN, MAKE THE CHANGE**



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A photograph of three young adults walking from left to right in front of a dark, textured wall. On the left is a young man with short black hair, wearing a black t-shirt, blue jeans, and white sneakers with black stripes. He has large black headphones around his neck. In the middle is a young woman with long brown hair, wearing a dark blue hoodie, black leggings, and white sneakers. She is carrying a colorful floral backpack and a water bottle. On the right is a young man with short black hair, wearing a white polo shirt, khaki pants, and black sneakers. He is wearing sunglasses and has his hands clasped in front of him.

Make a leap with us.  
And land the job  
you want.

# Make the change

Take the risk and shape the world

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Our programmes are all about making a meaningful impact in your own life as well as the lives of others. Thanks to courses like psychology, sociology, anthropology, cultural studies and languages, you will gain a deeper understanding of how society works and how to become part of the change you would like to see.

## **BERJAYA School of Humanities and Social Sciences**

What makes us unique is our community of students and lecturers: we are driven by open-minded inquiry, integrating knowledge, skills and creativity from across the curriculum. Our commitment and approach gives you confidence in developing fresh insights, taking initiative and making change where it counts the most.

That's why we are keen to learn from you. What are your views on identity, citizenship, migration, power, influencing, equality, cultural consumption, digital technologies, globalisation or the circular economy? What do you think are the big issues? And how can we help you dig deeper, look wider and ... jump farther?

# The Berjayan Advantage

## **Berjaya Immersion Methodology**

Course content will be delivered by means of lectures, tutorials, seminars and the like. For all of them, the focus is on “learning by doing”. In the context of the social sciences, this kind of student-centredness is intended to hone basic, practical and discipline-specific research skills. It also means that for the majority of our programmes and courses, assessment will take the form of 100% coursework. The idea is to promote learner autonomy and independent inquiry. Thanks to group work, students will learn to appreciate the value of collaborating with diverse others.

## **Global Business Connections**

Our university college belongs to the Berjaya Corporation Berhad and in this way benefits from its global connections. Our graduates will enter the job market or start their own business with qualifications that are backed by Berjaya’s brand strength and recognition and that share the company’s reputation for quality, ethics and results.

## **Five-Star City Campus**

Because of its location in downtown Kuala Lumpur, BERJAYA School of Humanities and Social Sciences is part school, part laboratory. Students only need to step outside to find topics for real-life case studies and research projects. The city campus makes it easier to bring urban society – in all its economic, political and cultural diversity – right into the seminar room and lecture theatre; at the same time, students will be able to apply what they have learnt to what can be observed in their immediate surroundings.

## **Academic Team**

Humanities and social sciences require academics who are suitably qualified, well-read in their disciplines and news savvy. They are able to spot and articulate major developments in society. Our lecturers will challenge you to think for yourself within – but also across – their respective fields.





# Our Strength, Your Future



Since BERJAYA University College is part of Berjaya Corporation's group of companies, our humanities and social science graduates can leverage off the group's national and global reach and its many employment opportunities.



# Jobs?

# Take your pick!

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A social science qualification is all about learning to adopt a scientific approach to understanding society. That means you will be able to evaluate current issues and events in the light of reliable facts and figures and the available evidence.

The ability to research any question, any topic and any problem sets our graduates apart from those in related but more specific disciplines. Depending on which of these disciplines you focus on as part of your broad-based social science programme, you will be able to find employment in a wide range of industries, companies, institutions and organisations:

- Business and Management, Social Enterprises, (Digital) Media and Communication
- The public sector, including governmental agencies
- Education
- Non-profit Organisations
  - Advocacy Groups
  - Charities
  - Research Centres
  - Policy Institutes
  - Think Tanks
- The Cultural and Creative Industries

What's more, your information search skills and higher-order thinking will enable you to identify new angles, generate original solutions, take decisions that can be implemented, and overall, have an impact. These are highly sought-after skills in both private and public-sector jobs, and together with excellent English as well as proficiency in other languages, you are sure to stand out. And to quickly move into supervisory and managerial positions.

## Career Opportunities

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Malaysia is steadily moving towards developed-country status. Its democracy, institutions and civil society are increasingly keeping pace with global benchmarks. This trend creates new markets for jobs and careers in local as well as international organisations.

Here are a few examples of where our graduates go and what they do.

### INDUSTRY

- Social entrepreneurship
- Management consulting
- Consumer marketing
- Circular economy

### GOVERNMENT

- Civil servant
- Special advisor
- Policy analyst
- Diplomat

### NON-PROFIT

- Advocacy groups
- Charitable organisations
- Policy think tanks
- Social activism

### CREATIVE

- Museums and heritage
- Entertainment
- Public relations
- Journalism

*imagining  
futures*

# Foundation in Arts and Social Science

(N/010/3/0513) (02/24) (MQA/PA 11396)

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The Foundation in Arts and Social Science programme prepares you for life as a degree student. At BERJAYA University College, we create a supportive and exciting learning environment so you can make a smooth move from school to university and find out about yourself and what you would like to become or achieve.

## Why choose this programme?

The Foundation in Arts and Social Science programme gives you an opportunity to get to know, first-hand, all existing degree programmes in the humanities and social sciences, communication and media arts, business and management, hospitality, tourism and culinary arts. At the same time, it offers a quality study experience for those who want to learn more about society, what people do, how they organise themselves and how they live, play and work together. Throughout, you will improve your critical thinking, communication, research and discovery skills, with lots of hands-on projects and teamwork.

## What can you expect from this programme?

Our uniquely thought-through programme offers a genuine alternative. It combines typical foundation courses (study skills or English) with liberal arts (such as reasoning or intercultural communication skills) and social science disciplines like psychology, media studies and sociology. It also emphasises learning by doing, with over half of all courses assessed by 100% coursework.

## PROGRAMME STRUCTURE

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- English for Foundation Studies 1
- University Life and Study Skills
- Learning Computer Applications
- Introduction to Practical Research
- Media Literacy
- English for Foundation Studies 2
- Developing Critical Thinkers
- Introduction to Psychology
- Introduction to Social Science
- English for Foundation Studies 3
- Basic Research Skills
- Intercultural Communication Skills
- Elective 1
- Elective 2
- Elective 3

### Electives 1 and 3

- Introduction to Business
- Fundamentals of Hospitality, Tourism and Services
- Advertising and Society

### Elective 2

- Business Mathematics
- Discovering Arts and Culture
- Media and Democracy

*Note: Elective 3 has to be different from Elective 1.*

## ENTRY REQUIREMENTS

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- SPM / O-Levels with a minimum of 5 C's.
- UEC with a minimum of 3 B's.
- Any other qualifications deemed equivalent by the Ministry of Education Malaysia.

## INTAKES

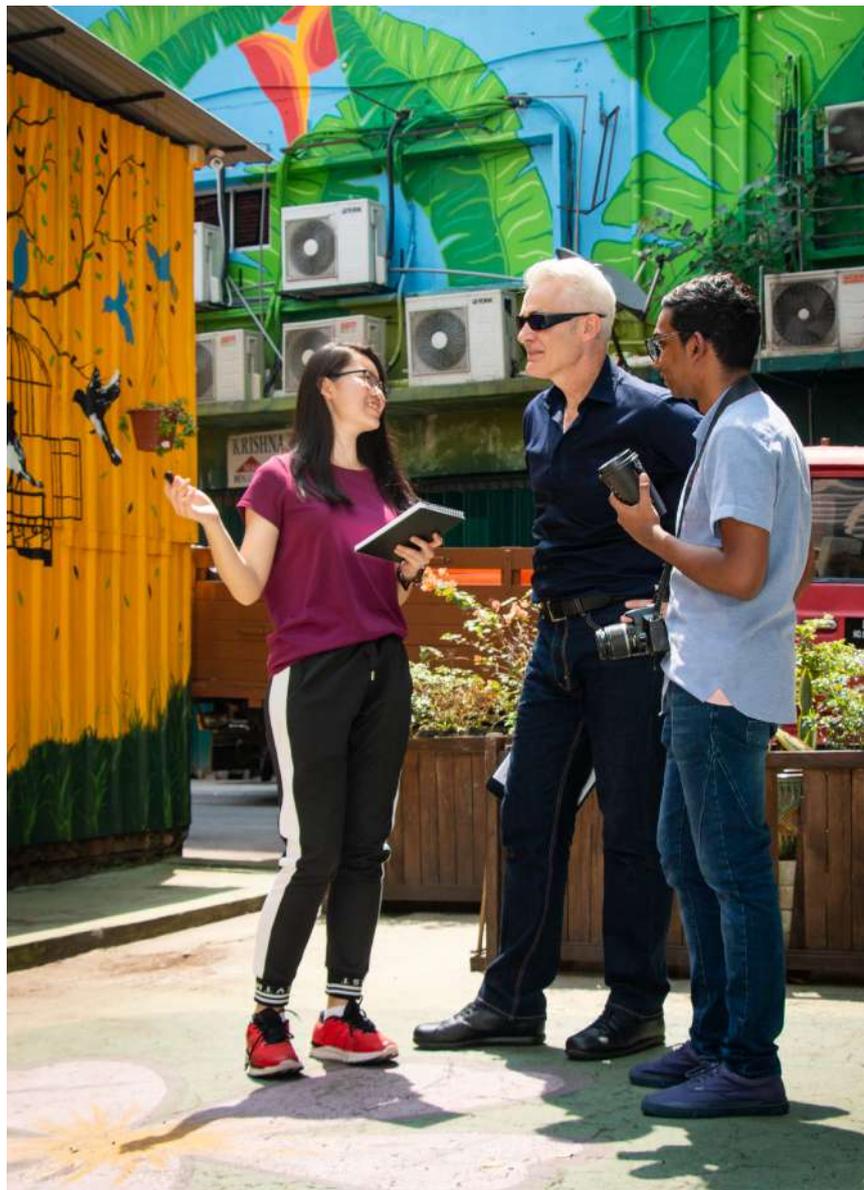
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January, May and September

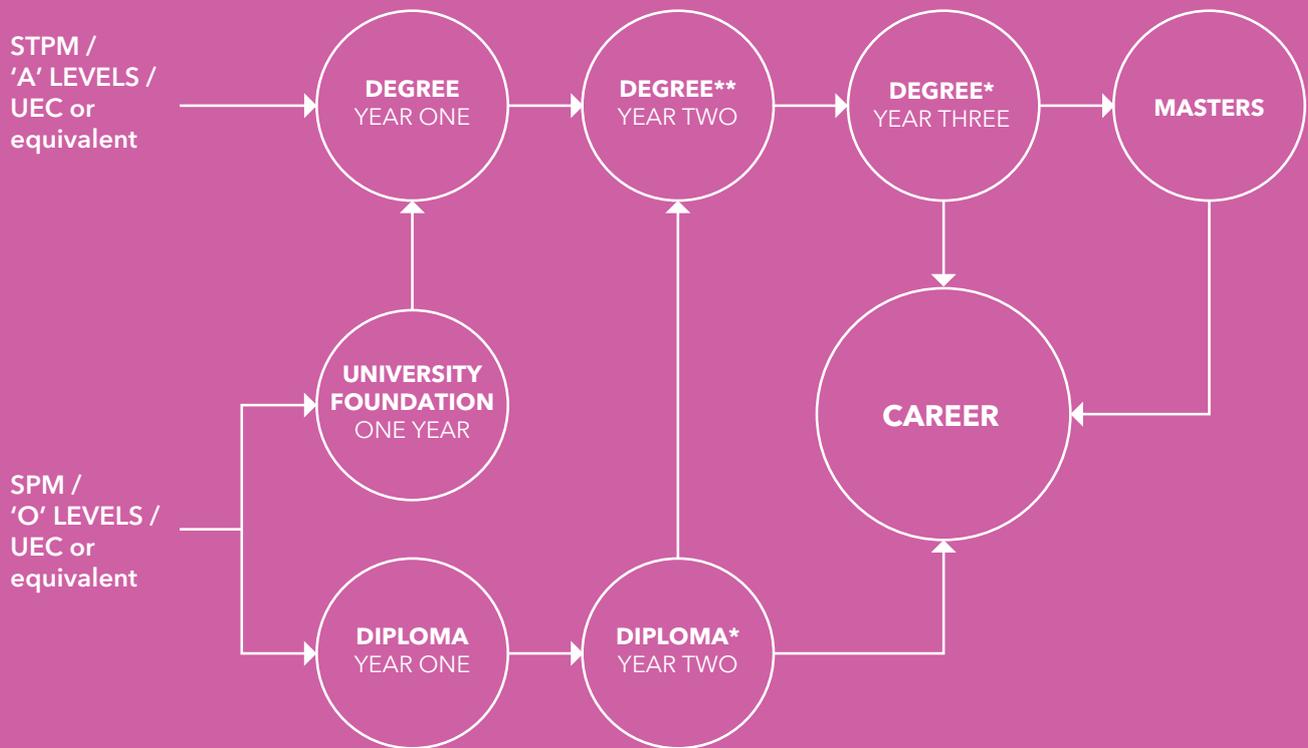
## DURATION

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1 year



# Career Pathways



[\*] Internship period between 16 - 24 weeks may apply depending on the selected programme.

[\*\*] Diploma holders are eligible for transfer of credit up to 30% into a degree programme.

# Education Pathways

## [ WHERE YOU ARE NOW ]

Sijil Pelajaran Malaysia (SPM/SPMV)  
Unified Examination Certificate (UEC)  
'O' Level equivalent qualification



## [ WHAT YOU SHOULD DO FIRST ]

Foundation in Arts and Social Science



## [ YOUR CAREER ]

Endless possibilities



## [ WHAT YOU WANT TO STUDY ]

Bachelor of Communication (Hons)  
Bachelor of Business Management (Hons)  
Bachelor of Retail Management (Hons)  
Bachelor in Accounting & Finance (Hons)  
Bachelor of Hospitality Management (Hons)  
Bachelor of Tourism Management (Hons)  
Bachelor of Events Management (Hons)  
Bachelor of Culinary Arts Management (Hons)

# Five-Star City Campus

Situated in the heart of Kuala Lumpur, the BERJAYA University College campus is designed to enhance your educational experience, every step of the way.

As a premier university campus, the reception presents itself with the look and feel of a 5-Star hotel. Recreating the mood of an actual working environment allows learning to remain conducive at all times.



## BERJAYA UNIVERSITY COLLEGE

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Faculty of  
Liberal  
Arts

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**BERJAYA SCHOOL OF  
HUMANITIES AND SOCIAL SCIENCES**

**BE DISTINCTIVE**

**BE EXCELLENT**

**BE BERJAYAN**

**BE WORLD-CLASS**

A MEMBER OF



**BERJAYA University College**

DKU007(W)

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