Foundation in Arts

This programme is designed to equip students with basic knowledge that will enable them to pursue their degrees in Mass Communication or Business Management.

Mass Communication Pathway
This programme is designed to enhance communication skills and media literacy skills required of future media practitioners. Students will be given an insight into the creative and critical side of writing, to prepare them for a career that requires the use of words and images to creatively and effectively communicate ideas via media such as television, radio, newspapers and the Internet.

Business Management Pathway
This programme will also allow students to study courses relevant to their desired degrees in the areas of management. These courses provide a fundamental understanding of concepts and principles of how an organization works, organizational structure and behavior, market structure and consumer behavior.

Assessment
Assessment of individual courses in this programme consists of two components:
- Continuous coursework (50%)
- Final examination (50%)

The continuous coursework component comprises different assessment tasks such as projects, assignments, laboratory work, presentations, tests, and others as assigned throughout each semester. The final examination is conducted at the end of each semester. The assessments are subject to quality assurance procedures to maintain high standards and ensure fair assessment.

Courses offered
- Basic Computing
- English Language Skills 1
- English Language Skills 2
- Fundamentals of Business Management
- General Studies
- Introduction to Business Studies
- Introduction to Creative Writing
- Introduction to Intercultural Communication
- Introduction to Mass Media
- Self-Development Skills
- Skills for Creative Thinking

Electives** (Please choose ONE Combination)
- Basic Sociology *
- Digital Communication
- Fundamentals of Psychology*
- Macroeconomics
- Microeconomics
- Visual Communication

Offered at
INTI International University
NPT/JPS/A6769/04/2018

INTAKES: JAN, MAY & AUG

INTI International College Subang
NPT/JPS/N/010/3/0341/04/2020

INTAKES: JAN, APR & AUG

Duration
1 Year

Progression
Students who have successfully completed the Foundation in Arts can choose to enter the following undergraduate programmes:

Mass Communication
- 3+0 BA(Hons) Mass Communication, in collaboration with University of Hertfordshire, UK
- Bachelor of Mass Communication (Hons)

Business
- 3+0 BA(Hons) Marketing, in collaboration with University of Hertfordshire, UK
- 3+0 BA(Hons) Event Management & Marketing, in collaboration with University of Hertfordshire, UK
- Bachelor of Business (Hons) in Psychology

For more information, please consult the Head of Programme.

*Only available in Nilai Campus
** Offering of electives, please consult the Head of Programme.