

For **qualifications**
that make a real difference
to **your career choices**,
look no farther than
**Management and
Science University
(MSU)**



SCHOOL of HOSPITALITY and CREATIVE ARTS (SCHA)





#beMSUrians



Mission

TRANSFORMATIVE - To provide compelling transformative learning experiences through educational opportunities and a collaborative learning environment centred on pioneering innovative delivery, ethical values, and economic as well as social transformation efforts.

GLOBAL - To be a leading globally connected university, diversely rich in culture and inclusiveness, and providing pathways for the exchange of knowledge and mobility programmes.

ENTREPRENEURIAL - To be the catalyst in a sustainable entrepreneurship ecosystem that promotes the development of an entrepreneurial culture as well as leaders with a global mindset.

RESEARCH & INNOVATION DRIVEN - To promote the culture of research and innovation in responding to national and global challenges; commercialising its interdisciplinary and translational research outcomes through entrepreneurship and incubators.

INDUSTRY EMBEDDED - To enhance a collaborative environment with industries, where applications of knowledge and research are incorporated into an industry-embedded curriculum that complements talent mobility activities, career pathways, and global community engagement efforts.

CARING INSTITUTION - To ensure the talented but disadvantaged are not impeded from achieving their dreams on account of unfavourable socio-economic station, and to accord appropriate opportunities for the gifted to actualise their true potential.

HOLISTIC EDUCATION - To mould holistic graduates through a balanced education that will enrich their personal, interpersonal and social skills through multi-disciplinary approaches, leadership, integrity, professionalism, and academic excellence, and nurture lifelong learning.

BETTER FUTURE - To generate excellent talents, lifelong learners, and responsible global citizens, and create diversified career pathways that help transform lives for a better future.

Vision

MSU aspires to be a leading transformative global university, engaging the society through entrepreneurship, research, innovation, industry embedment, and holistic education for a better future.



Why msu?

40

years in education
embedded with
21st-century
technology

98.7%

graduate
employability
within 6 months of
convocation

172+

accredited
programmes

150+

leading international
university
collaborations

1700+

industrial partnerships
supported by an
entrepreneurship
ecosystem

25

key research areas
including local
and cross-border
initiatives
benefiting multiple
communities

40+

countries with
international
students enrolled in
MSU via various
mobility
programmes

30%

of MSU's faculty
comprises
international lecturers,
broadening
MSU's global outlook

25,000

students

Recognitions and Awards



Offshore Campuses:
. Bangalore . Colombo . Jakarta . Almaty .

Shah Alam

'A vibrant and friendly city for all'

Management and Science University is located right in the heart of Shah Alam, the capital city of the state of Selangor. It is a city tailored for all, with much to see and do; from shopping malls and cafes, cultural attractions to parks and recreational centres. This 'Orchid City' offers visitors a variety of dining options from popular coffee outlets, bistros to fine dining restaurants; perfect for all budgets.

With a comprehensive public transportation system, visitors are able to have a smooth

commute to Kuala Lumpur, Malaysia's capital city and reach the Kuala Lumpur International Airport via the Express Rail Link (ERL) in just thirty minutes. Further expansions set to be completed in 2020 will see the LRT3 (Light Rail Transit) system which runs through strategic locations in Shah Alam; bringing better mobility and connectivity to commuters. An added bonus will be the Malawati LRT3 station which will be right next to MSU; providing easy access to all.

Regardless of where you come from, whether halfway across the world or a few kilometres away, Shah Alam is an ideal destination to continue your studies.



Hotels and Accommodations



Sports and Recreational Facilities



Local Street Foods





Malaysia is ranked
as the **World's 9th**
most preferred study destination.

* International Students Mobility Survey by
United Nations Educational, Science and
Cultural Organisation (UNESCO)

Kuala Lumpur
World's most affordable
city for students

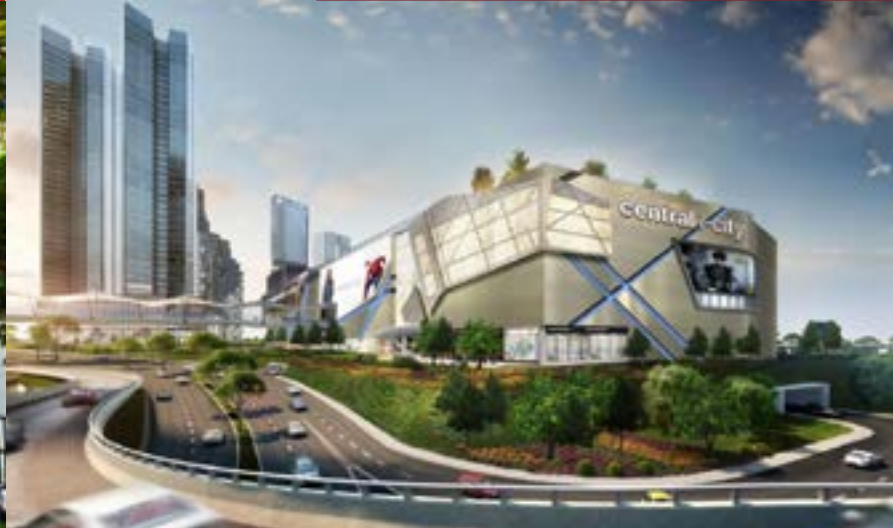
* QS Best Student Cities 2017 survey



*Sultan Salahuddin
Abdul Aziz Shah Mosque*



Raja Tun Uda Library



Shopping

Campus *Life* @ management & science university









Beyond the **CLASSROOM**

Learning in MSU is not limited within the four walls of the classroom. The experiential learning implemented provides our students with the necessary knowledge in their respective fields.



The Residence

It's all on Campus

MSU continuously strives to provide the best services to the students and staff. From banking services, travel bookings to various food outlets, students can find almost everything they need on campus.



MSU Gallery



U-Fitness



Library



Books & Gifts



Performing Arts Theatre



Dining



Books & Gifts



Medical Centre



Classroom



Bank

Transforming LIVES,
ENRICHING *Future*

SHCA

SCHOOL OF HOSPITALITY AND CREATIVE ARTS



The School of Hospitality and Creative Arts (SHCA) programmes in hospitality and creative arts are offered with a strong practical and industry focus. SHCA boasts excellent training facilities such as an on-campus professional kitchen, a fashion hallway, a travel agency, a spa, and a beauty outlet. SHCA programmes prepare their graduates for management careers within the dynamic fields of hospitality and the creative arts. SHCA students are given solid grounding in the business operation side of the hospitality

and creative arts industries, alongside effective leadership and management skills. A strong experiential component of SHCA programmes is the period of industrial internship, which allows SHCA students to put theory into practice and apply their learning to a variety of business situations. SHCA graduates are thus equipped with the skills, knowledge, and experience necessary for careers in hospitality and the creative arts. SHCA programmes comprise diploma and bachelor's degree studies.

Creative Arts

Hospitality and Tourism





MUHAMMAD ANNASIZ ZUMRI
DIPLOMA IN FASHION DESIGN

SCHOOL OF HOSPITALITY AND CREATIVE ARTS

FASHION, BEAUTY & MUSIC

1. Bachelor of Spa Management (Hons)	KPT/ JPS (R/815/6/0001) 11/21
2. Bachelor in Fashion Design with Marketing (Hons)	KPT/ JPS (R/214/6/0001) 11/21
3. Bachelor of Accessories Design (Hons)	KPT/ JPS (N/214/6/0145) 05/20
4. Bachelor in Beauty and Hair Management (Hons)	KPT/ JPS (N/815/6/0011) 11/21
5. Bachelor in Music Technology (Hons)	KPT/ JPS (R/212/6/0023) 08/24
6. Bachelor in Music Performance (Hons)	KPT/ JPS (N/212/6/0036) 06/22
7. Bachelor in Music (Composition and Arranging) (Hons)	KPT/ JPS (N/212/6/0037) 06/22
8. Diploma in Fashion Design	KPT/ JPS (N/214/6/0034) 11/21
9. Diploma in Spa Management	KPT/JPS (R/815/4/0002) 11/21
10. Diploma in Hairdressing	KPT/ JPS (R/815/4/0007)08/23
11. Diploma in Beauty Management	KPT/ JPS (N/815/4/0010)05/24
12. Diploma in Music Technology	KPT/ JPS (R/212/4/0022) 08/24
13. Diploma in Music	KPT/ JPS (N/212/6/0056) 07/23

**FOR MORE
INFORMATION
PLEASE VISIT**

[http://www.msu.edu.my/
school-hospitality-creative-arts/](http://www.msu.edu.my/school-hospitality-creative-arts/)



Bachelor of Spa Management (Hons)

KPT/ JPS (R/815/6/0001) 11/21

ABOUT THE PROGRAMME



Understanding the managerial aspects of running a spa is integral to working in a spa or owning one. MSU's Bachelor in Spa Management programme will provide you with an expansive understanding of the spa business and industry. Our curriculum teaches you not only the basic and contemporary treatments and therapies but also the business and managing aspects of the business. You will be trained at our on campus spa by our lecturers, who are industry practitioners. A practical experience towards the end of your studies ensures you are well equipped to pursue a professional career in spa management.

AMONG THE COURSES OFFERED



Year One

- Introduction to Spa Therapies
- Principles and Practices of Spa
- Fundamentals of Anatomy and Physiology for Spa
- Customer Services in Hospitality

Year Two

- Health and Wellness Tourism
- Spa Operation Management
- Spa Planning and Design
- Legal Aspects In Hospitality and Tourism

Year Three

- Current Issues in Spa Treatments Industries
- Strategic Management for Spa
- Industrial Training

DURATION
3 YEARS

FURTHER STUDY OPTIONS

Bachelor of Spa Management (Hons) provides the pathway into management-related postgraduate programmes including the Master in Business Administration and the Master in Management.

CAREER PROSPECTS

- Spa Manager
- Wellness Consultant
- Health Services Operations Manager

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Bachelor in Fashion Design with Marketing (Hons)

KPT/ JPS (R/214/6/0001) 11/21

ABOUT THE PROGRAMME

At Management and Science University, we provide a dynamic, supportive environment for the cultivation and development of fashion artistry that will put you at the forefront of the fashion industry. You will design and construct garments that reflect the physical, aesthetical, and social needs of contemporary fashion, translate ideas from theory into practice, from paper into object, and from fabric into garment. Courses in technical, creative, and contextual subjects will teach you to be articulate, meticulous, and thoughtful, and develop your analytical, communication, and problem-solving skills.

Your fashion sense and techniques will be further enhanced by the knowledge and experience of our lecturers and the practical training ensures you will be ready to forge into this dynamic and competitive industry.

AMONG THE COURSES OFFERED

Year One

- Art and Design Fundamentals
- Sewing Techniques
- Colour Theory
- Patternmaking

Year Two

- Patternmaking and Construction
- Fashion Show Management
- Fabric Embellishment
- Menswear

Year Three

- Visual Merchandising
- Fashion Image and Styling
- Industrial Training

DURATION
3 YEARS

FURTHER STUDY OPTIONS

Bachelor in Fashion Design with Marketing (Hons) provides a pathway to an array of postgraduate programmes including Master in Fashion Business offered by MSU's Graduate School of Management.

CAREER PROSPECTS

- Retail Buyer
- Fashion Merchandiser
- Visual Merchandiser
- Fashion Designer

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Bachelor of Accessories Design (Hons)

KPT/ JPS (N/214/6/0145) 05/20

ABOUT THE PROGRAMME



Accessories complement a perfect outfit by giving it a finished look with the pairing of the right shoes, belt and handbag. The accessories design programme at Management and Science University will provide you with the skill and knowhow in art, design, fashion and also the management side of a business. You will be trained in budgeting and estimating, advertising and promotion, also merchandise buying and sourcing.

The collaborative and supportive teaching at Management and Science University will bring out the entrepreneur in you with the guidance of our experienced lecturers, who are seasoned professionals. The culmination of your studies will be the practical stint at major fashion outlets and design companies.

AMONG THE COURSES OFFERED



Year One

- Art and Design Fundamentals
- Sewing Techniques
- Colour Theory
- Patternmaking

Year Two

- Principles of Soft Accessory
- Shoe and Bag Design
- Jewellery Design
- Advertising and Promotion in Fashion Design

Year Three

- Merchandise Buying and Sourcing
- Portfolio Development
- Industrial Training

DURATION
3½ YEARS

FURTHER STUDY OPTIONS

Bachelor in Accessories Design (Hons) provides the pathway into postgraduate business administration and management programmes offered by MSU's Graduate School of Management.

CAREER PROSPECTS

- Accessories Designer
- Trend Forecaster
- Product Merchandiser

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Bachelor in Beauty and Hair Management (Hons)

KPT/ JPS (N/815/6/0011) 11/21

ABOUT THE PROGRAMME

The beauty therapy industry is highly competitive and constantly seeking staff who not only possess a wide range of practical skills but also an understanding of commercial aspects. As a student on the Bachelor in Beauty and Hair Management programme at MSU, you will be exposed to the basic, advanced and contemporary techniques in beauty therapies as well as developing your soft skills in the area of communication and leadership.

This programme will provide you with a strong foundation for a variety of future careers in beauty therapy including managing a salon or spa, starting your own business, or marketing a company's beauty products. Industrial training at the end of the programme provides you with real-world business skills and readies you for a career in beauty and hair management.

AMONG THE COURSES OFFERED

Year One

- Safety and Maintenance for Beauty
- Introduction to Beauty Industry
- Professional Grooming
- Hair Styling

Year Two

- Manicure and Pedicure
- Skin Structure and Growth
- Promotion in Sales and Marketing for Beauty Industries

Year Three

- Operation Management for Saloon
- Industrial Training
- OSHA Management for Beauty Industries

DURATION
3½ YEARS

FURTHER STUDY OPTIONS

Bachelor in Beauty and Hair Management (Hons) provides the pathway into postgraduate business administration and management programmes offered by MSU's Graduate School of Management.

CAREER PROSPECTS

- Beauty Consultant
- Salon Owner
- Hair Designer

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Bachelor in Music Technology (Hons)

KPT/ JPS (R/212/6/0023) 08/24

ABOUT THE PROGRAMME

Bachelor in Music Technology aims to develop your musical talent by providing you with the technical skills associated with creating music, producing and recording sound. You will compose music and arrange it, also learn the elements of music production including surround sound and recording techniques, and specialised skills such as film scoring and video production. The class sessions are set at our state of the art recording studio, guided by our lecturers and industry professionals, experts who developed our curriculum in line with current industry trends. You will graduate with a balance of artistic development and creative skills with technical expertise, attained through coursework as well as internship.

AMONG THE COURSES OFFERED

Year One

- Fundamentals of Sound
- Music Theory
- Analogue Audio Workstation
- Basic Electronics & Audio Chain

Year Two

- Advanced Mixing
- Synthesis and Sampling
- Recording Techniques
- Advanced Audio Mastering

Year Three

- Film Scoring
- Artiste Management
- Industrial Training

DURATION
3 YEARS

FURTHER STUDY OPTIONS

Bachelor in Music Technology (Hons) provides the pathway into postgraduate business administration and management programmes offered by MSU's Graduate School of Management.

CAREER PROSPECTS

- Studio Engineer
- Live Sound Engineer
- Production Director

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Bachelor in Music Performance (Hons)

KPT/ JPS (N/212/6/0036) 06/22

ABOUT THE PROGRAMME

The music performance degree programme at Management and Science University (MSU) will equip you with skills and techniques gained through exposure to various musical genres. You will learn the history of western music as well as 20th and 21st century music, and sharpen your aural proficiency and music-theory knowledge. Class sessions are set at our music studio, guided by our lecturers and industry professionals, experts who developed our curriculum in line with current industry trends. You will graduate with a balance of artistic development and creative skills with technical expertise, attained through coursework as well as internship.

AMONG THE COURSES OFFERED

Year One

- Honour Music Theory
- Western Music History
- Aural Proficiency
- Honour Principles Study

Year Two

- Gamelan Ensemble
- Performance Seminar
- MIDI and Programming

Year Three

- Study of Composition
- Basic Live Sound Engineering
- Artiste Management
- Orchestra Performance

Year Four

- Industrial Training

DURATION
3½ YEARS

FURTHER STUDY OPTIONS

Bachelor in Music Performance (Hons) provides the pathway into postgraduate business administration and management programmes offered by MSU's Graduate School of Management.

CAREER PROSPECTS

- Accompanist
- Event Manager
- Music Publishing Specialist
- Studio Musician

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Bachelor in Music (Composition and Arranging) (Hons)

KPT/ JPS (N/212/6/0037) 06/22

ABOUT THE PROGRAMME

The music composition and arranging degree programme at Management and Science University (MSU) will equip you with knowledge in western music history as well as music of the 20th and 21st centuries. It will hone your aural proficiency towards developing your harmonizing, orchestration, and arranging competencies. You will study composition in four modules and participate in composition seminars. MIDI & Programming, dissertation, and a final project towards the end of your studies prepare you for industrial training in your final semester. Bachelor in Music (Composition and Arranging) (Honours) is delivered by the Department of Creative Arts at the School of Hospitality and Creative Arts (SHCA).

AMONG THE COURSES OFFERED

Year One

- Music Business and Legal Studies
- Form and Analysis
- Western Music History
- Honour Music Theory

Year Two

- Orchestration and Arranging
- Study of Composition I and II
- Harmony I and II

Year Three

- Composition Seminar I and II
- Advance Orchestration and Arranging
- MIDI and Programming
- Honour Final Project

Year Four

- Industrial Training

DURATION
3½ YEARS

FURTHER STUDY OPTIONS

Bachelor in Music (Composition and Arranging) (Hons) provides the pathway into postgraduate business administration and management programmes offered by MSU's Graduate School of Management.

CAREER PROSPECTS

- Orchestral Player
- Digital Music Composer
- Audio Engineer
- Music Educator

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Diploma in Fashion Design

KPT/JPS (N/214/6/0034) 11/21

ABOUT THE PROGRAMME

MSU's Diploma in Fashion Design programme aims to develop creative awareness and understanding of fashion and textiles through the practices of research, drawing, and technical skills, also through an understanding of colour, texture, pattern, and form, and an awareness of fashion and textiles as a three-dimensional experience. You will be introduced to the research and design cycles and encouraged to develop your design skills besides adding your individual approach to both two-dimensional and three-dimensional work.

Your classes are real-world and use industry technology and software. Your lecturers are industry professionals themselves, experts who developed our curriculum and share our passion in experiential learning. Their experience and industrial links are important in this fast-moving industry, keeping you abreast with industry happenings. At the end of your studies, we celebrate your talent by asking you to design for the runway, create pieces from your own unique vision.

AMONG THE COURSES OFFERED

Year One

- Sample Making
- Introduction to Visual Design
- Introduction to Fashion
- Basic Marketing for Fashion

Year Two

- Fashion Design Interpretation
- Draping
- Fabric Studies
- Industrial Training

Year Three

- Garment Production
- Visual Display and Merchandising

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

Diploma in Fashion Design will support you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Fashion Design and Marketing programme.

CAREER PROSPECTS

- Design Assistant
- Production Assistant
- Junior Pattern-Maker / Cutter

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Diploma in Spa Management

KPT/JPS (R/815/4/0002) 11/21

ABOUT THE PROGRAMME

As a Diploma in Spa Management student, you will become fully conversant with the range of skills and knowledge relevant to the beauty industry. Business related courses such as management, accounting and marketing are injected into the curriculum to ensure you will have the necessary tools to start a business and carve a name for yourself as an entrepreneur. You will train at our on-campus spa guided by our industry-professional lecturers, and acquire valuable industry exposure through the internship period at the end of your studies. The union between theoretical knowledge and practical experience will ensure that you graduate industry-ready for a professional career in spa management.

AMONG THE COURSES OFFERED

Year One

- Introduction to Customer Services
- Human Biology
- Management for Service Industry
- Principles of Spa

Year Two

- Spa Therapy
- Mandarin
- Spa Maintenance
- Industrial Training

Year Three

- Human Nutrition and Diet
- Spa Marketing & Promotion
- Spa Operation & Management

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

Diploma in Spa Management will support you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor of Spa Management (Hons) and Fashion and Beauty programme.

CAREER PROSPECTS

- Spa Entrepreneur
- Spa Supervisor
- Junior Customer Service Officer
- Spa Therapist

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Diploma in Hairdressing

KPT/JPS (N/214/6/0034) 11/21

ABOUT THE PROGRAMME

MSU's Diploma in Hairdressing programme will equip you with all that you need to know about the world of cosmetology. You will be trained in the core skills of hair cutting and colouring, professional grooming, styling, and make-up. Courses in management will ground you in the fundamentals to managing and entrepreneurship. With their vast experience, our lecturers will guide you in the theoretical and practical aspects of the field, and a period of internship at the end of your studies will place you right in the heart of the job market.

AMONG THE COURSES OFFERED

Year One

- Introduction to Beauty Industry
- Customer Service and Sales
- Fundamental of Hair Cutting
- Hair Styling

Year Two

- Management for Service Industry
- Hair and Scalp Treatment
- Industrial Training

Year Three

- Skin Structure and Growth
- Make Up
- Hair Colouring

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

Diploma in Hairdressing will support you in your transition to university or employment and may give you guaranteed entry into MSU's Fashion, Beauty and Marketing programme.

CAREER PROSPECTS

- Junior Hair Stylist
- Hair Salon Owner

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Diploma in Beauty Management

KPT/ JPS (N/815/4/0010)05/24

ABOUT THE PROGRAMME

Gain that professional edge as you undertake the Diploma in Beauty Management programme at Management and Science University. From acquiring the basic skills in cosmetology, you will also learn customer service etiquette, and develop the self-confidence and attitude required in the industry. The courses in management and marketing will aid you in developing strategies, solutions and products that meet industry requirements; and also stylize, develop and provide beauty services based on market demands. An industrial stint will ensure that you graduate ready for a professional career in beauty management.

AMONG THE COURSES OFFERED

Year One

- Introduction to Beauty Industry
- Management for Service Industry
- Professional Grooming
- Customer Service and Etiquette

Year Two

- Manicure and Pedicure
- Promotion and Marketing
- Make up I
- Industrial Training

Year Three

- Body Treatment
- Waxing
- Make up II

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

Diploma in Beauty Management will support you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Beauty and Hair Management (Hons) and Management programme.

CAREER PROSPECTS

- Esthetician
- Makeup Artist
- Beauty Therapist

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Diploma in Music Technology

KPT/ JPS (R/212/4/0022) 08/24

ABOUT THE PROGRAMME

The Diploma in Music Technology at Management and Science University will give you a thorough and contemporary foundation in the use of technology for music production. Here, you will have the opportunity to learn in a creative environment where you will build lasting connections with fellow aspiring musicians, supervised by industry professionals and lecturers who will guide you towards a career in music. Develop and explore your musical artistry at our state of the art recording studio whilst learning the mechanics of sound production. An industrial stint at the end of your studies will provide you with a deep understanding of the music industry whilst cultivating your entrepreneurial skills.

AMONG THE COURSES OFFERED

Year One

- Music Theory
- Fundamentals of Audio Workstation
- Basic Electronics and Audio Chain
- Music Technology

Year Two

- Digital Audio Workstation
- Fundamentals of Song Writing
- Music Business and Legal Studies
- Industrial Training

Year Three

- Audio Mastering Techniques
- Basic Live Sound Engineering
- Sound Design

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

Diploma in Music Technology will support you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Music Technology (Hons) and Marketing programme.

CAREER PROSPECTS

- Studio Engineer
- Live Sound Engineer
- Production Director

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Diploma in Music

KPT/ JPS (N/212/6/0056) 07/23

ABOUT THE PROGRAMME

The Diploma in Music program will give students the opportunity to experience the realization of artistic concepts, confident instrumental delivery and good musical understanding. The aim of this program is to give students the knowledge, skills and competencies necessary for employment in management, support positions within the music area and music industry sector, and/or to prepare them for further academic study in this or related areas. Throughout this program, student will master one major/principal study of musical instrument (string, woodwind, brass, percussion).

AMONG THE COURSES OFFERED

Year One

- Music Theory I
- Western Music History I
- Aural Training I
- Principal Study I

Year Two

- Music Theory II
- Western Music History II
- Aural Training I
- Principal Study II

Year Three

- Music Theory III
- Ensemble II (Choir/Orchestra)
- Introduction to Songwriting
- Introduction to Arranging
- Principal Study IV

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

Diploma in Music will support you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Music Technology (Hons) and Marketing programme.

CAREER PROSPECTS

- Semi-Professional Studio Musician
- Semi-Professional Live Musician
- Orchestral Player
- Choir Singer
- Music Teacher
- Songwriter & Arranger

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SCHOOL OF HOSPITALITY AND CREATIVE ARTS

HOSPITALITY AND CULINARY

- | | |
|--|--------------------------------|
| 1. Bachelor in Hospitality & Tourism Management (Hons) | KPT/ JPS (R2/812/6/0034) 07/23 |
| 2. Bachelor in Event Management (Hons) | KPT/ JPS (R/810/6/0003) 11/21 |
| 3. Bachelor in Outdoor Recreation Management (Hons) | KPT/JPS (R2/813/6/0051) 08/24 |
| 4. Bachelor in Airlines Services Management (Hons) | KPT/JPS (N/840/6/0048) 03/27 |
| 5. Bachelor in Culinary Arts (Hons) | KPT/ JPS (R/811/6/0197) 09/24 |
| 6. Bachelor in Patisserie Arts (Hons) | KPT/ JPS (R/811/6/0258) 05/27 |
| 7. Diploma in Hospitality & Tourism Management | KPT/ JPS (R3/811/4/0007) 06/25 |
| 8. Diploma in Event Management | KPT/JPS (R2/345/4/0002) 11/21 |
| 9. Diploma in Outdoor Recreation | KPT/JPS (R/813/4/0051) 07/24 |
| 10. Diploma in Culinary Arts | KPT/ JPS (R2/811/6/0197) 03/24 |
| 11. Diploma in Patisserie Art | KPT/ JPS (N/811/4/0251) 05/25 |

**FOR MORE
INFORMATION
PLEASE VISIT**

[http://www.msu.edu.my/
school-hospitality-creative-arts/](http://www.msu.edu.my/school-hospitality-creative-arts/)



Bachelor in Hospitality and Tourism Management (Hons)

KPT/ JPS (R2/812/6/0034) 07/23

ABOUT THE PROGRAMME

From hotels to resorts, cruise ships to tour agency, the Bachelor in Hospitality and Tourism Management prepares you for a career in one of the most dynamic and fastest growing sectors, a harmonious blend between hospitality and tourism with the addition of specialised business and management. Courses in management will allow you to understand key concepts and skills imperative to managing and supervising a business, whilst the hospitality and tourism components will provide you with valuable practical skills.

Our curriculum strikes a balance between theory and practice, giving you a deep understanding to succeed in the hospitality and tourism fields, you will also develop a wide range of transferable skills which may be utilised in both managerial and entrepreneurial roles.

AMONG THE COURSES OFFERED

Year One

- Introduction to Hospitality and Tourism Industry
- Food and Beverage Service Management
- Housekeeping Management
- Customer Services in Hospitality

Year Two

- Tour Operation Management
- Front Office Management
- Legal Aspects in Hospitality and Tourism

Year Three

- Tourism Planning and Development
- Strategic Management for Service Industry
- Industrial Training

DURATION
3½ YEARS

FURTHER STUDY OPTIONS

Bachelor in Hospitality & Tourism Management (Hons) provides the pathway into management-related postgraduate programmes including the Master in International Hospitality and Tourism Management and the Master in Business Administration.

CAREER PROSPECTS

- Travel Agency Manager
- Resort Manager
- Cruise Director

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Bachelor in Event Management (Hons)

KPT/ JPS (R/810/6/0003) 11/21

ABOUT THE PROGRAMME

Managing events requires individuals who have a blend of creativity with effective communication, excellent management, and strong business acumen. You will be taught protocol and ethics, including public relations and customer service, and have the chance to flex your creative muscles in designing and producing, also develop your managerial prowess in planning and marketing.

You receive hands-on training that puts principle into practice in possible real-world situations. The real-life environment and experience we provide gives you a deep understanding of the industry and develops your entrepreneurial and business skills. You graduate industry-ready for a professional career in this highly dynamic industry.

AMONG THE COURSES OFFERED

Year One

- Introduction to Events Industry
- Protocol and Ethics in Event Management
- Cost Accounting for Event Industry
- Public Relations in Event Management

Year Two

- Event Planning
- Event Design and Production
- Fundraising Management
- Events and Tourism Marketing

Year Three

- Current Issues in Hospitality and Tourism
- Event Risk Management
- Industrial Training

DURATION
3 YEARS

FURTHER STUDY OPTIONS

Bachelor in Event Management (Hons) provides the pathway into management-related postgraduate programmes including the Master in Business Administration and the Master in Management.

CAREER PROSPECTS

- Event Manager
- Banquet Manager
- Wedding Organiser

FIND OUT MORE

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Bachelor in Outdoor Recreation Management (Hons)

KPT/JPS (R2/813/6/0051) 08/24

ABOUT THE PROGRAMME

With the combination of practical aspects of outdoor recreation management with the relevant business management skills, this programme is well tailored to those who are seeking to venture into the outdoor, leisure and adventure management industry. You will be trained by industry professionals who utilise the natural environment as a living classroom for you to gain the required practical and technical skills. Upon graduating, you will graduate with professional certificates as added values. Expand your study by enrolling on our Global Mobility Programme, through which you may spend a semester or more abroad in our affiliated universities. And the MSU Global Internship Programme will provide you with the platform to experience working with distinguished experts in the outdoor recreation industry internationally.

AMONG THE COURSES OFFERED

Year One

- Introduction to Outdoor and Recreation Industry
- Life Saving
- Marketing for Outdoor and Recreation

Year Two

- Outdoor Education and Instruction Technique
- Research Methods for Service Industry
- Effective Outdoor Leadership
- Event Management

Year Three

- Recreation Program Planning and Delivery
- Management Research for Service Industry
- Industrial Training

DURATION
3 YEARS

FURTHER STUDY OPTIONS

Bachelor in Outdoor Recreation Management (Hons) provides the pathway into management-related postgraduate programmes including the Master in Business Administration and the Master in Management.

CAREER PROSPECTS

- Swimming Instructor
- Recreation Instructor
- Recreation Coordinator
- Event coordinator for sports event
- Conservation and Environmental Coordinator
- Outdoor recreation equipment and facilities business

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Bachelor in Airlines Services Management (Hons)

KPT/JPS (N/840/6/0048) 03/27

ABOUT THE PROGRAMME

From ground handling to in-flight services, Bachelor in Airline Services Management at Management and Science University primes you for a career in airlines industries. Students would possess a sound theoretical knowledge, practical, technical, managerial competencies and industry-embedded as part of your learning experiences in airline industry. A period of industrial internship at the end of your studies ensures you graduate industry ready for a career in airline industry.

AMONG THE COURSES OFFERED

Year One

- Introduction to Travel and Aviation Industry
- Personality Development
- Ticketing and Reservation

Year Two

- Airport Management
- In Flight Service
- Ground Handling

Year Three

- In-Flight Safety and Emergencies Awareness
- Current Issues in Travel and Airport Management
- Industrial Training

DURATION
3½ YEARS

FURTHER STUDY OPTIONS

Bachelor in Airlines Services Management (Hons) provides the pathway into management-related postgraduate programmes including the Master in Business Administration and the Master in Management.

CAREER PROSPECTS

- Airport Manager
- Ground Staff Manager
- Safety and Maintenance Manager
- Ticketing Manager
- Customer Service Representative
- Check-in Service
- Front Desk Executive
- Ground Hostess

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Bachelor in Culinary Arts (Hons)

KPT/ JPS (R/811/6/0197) 09/24

ABOUT THE PROGRAMME

Culinary arts graduates are always in demand all over the globe and in a wide range of industries. Advance your culinary arts study with the Bachelor in Culinary Arts programme at Management and Science University as it is designed to sharpen your culinary artistry and polish your managerial skills. Between theoretical classes and palate training, culinary methods and techniques, you will learn about food preparation, restaurant design, food critique, and F&B management.

Expand your culinary horizon by enrolling on our Global Mobility Programme, through which you may spend a semester or more abroad in our affiliated universities. And the MSU Global Internship Programme will provide you with the platform to experience working under and learning from distinguished chefs in the culinary world.

AMONG THE COURSES OFFERED

Year One

- Introduction to Hospitality Management
- Principles of Food Preparation
- Pastry, Bakery and Confectionery Techniques
- International Cuisine

Year Two

- Malay Cuisine
- Food and Beverage Service Management
- Purchasing and Cost Control
- Advanced Pastry, Bakery and Confectionery Techniques

Year Three

- Food Supply Chain
- Restaurant Planning and Design
- Industrial Training

DURATION
3 YEARS

FURTHER STUDY OPTIONS

Bachelor in Culinary Arts (Hons) provides the pathway into management-related postgraduate programmes including the Master in Business Administration and the Master in Management.

CAREER PROSPECTS

- Food Stylist
- Restaurateur
- Sous Chef

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Bachelor in Patisserie Arts (Hons)

KPT/ JPS (R/811/6/0258) 05/27

ABOUT THE PROGRAMME

The patisserie world is a dynamic and rapidly growing industry with new trends emerging ever so often. To stay ahead in this competitive market, you need to be in the know with the latest techniques and trends. You must vigorously train in creativity and detailing, and prepare yourself to lead and be business savvy in running entire operations that can range from handling cleanliness and safety issues to controlling cost and quality. Bachelor in Patisserie Arts at Management and Science University will prepare you for these challenges and the pace of the baking industry. Experience working abroad under the guidance of international pastry chefs when you embark on the MSU Global Internship Programme, giving you a competitive edge in the food and beverage industry.

AMONG THE COURSES OFFERED

Year One

- Fundamentals of Pastry and Bakery
- Bread Making and Technique
- Accounting Principles for Service Industry
- Cake Making

Year Two

- Chocolate and Petit Four
- Restaurant Planning and Design
- Patisserie Artistry

Year Three

- OSHA Management
- Advanced Pastry and Confectionery Techniques
- Industrial Training

DURATION
3½ YEARS

FURTHER STUDY OPTIONS

Bachelor in Patisserie Arts (Hons) provides the pathway into management-related postgraduate programmes including the Master in Business Administration and the Master in Management.

CAREER PROSPECTS

- Pastry Sous Chef
- Patissier
- Boulangerie Owner

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Diploma in Hospitality and Tourism Management

KPT/ JPS (R3/811/4/0007) 06/25

ABOUT THE PROGRAMME

From overseeing travel and tour plans, to managing hotel operations and liaising with counterparts overseas, the hospitality and tourism management diploma programme at Management and Science University primes you for a career at the heart of one of the most exhilarating and fastest growing industries. Our curriculum is designed with experiential learning in mind; focusing on giving you the competency in contemporary hospitality and tourism practices and the supervisory skills for entry-level management. A period of industrial internship towards the end of your studies ensures you graduate industry ready for a career in hospitality and tourism management.

AMONG THE COURSES OFFERED

Year One

- Introduction to Hospitality and Tourism Industry
- Tour Guide Technique
- Introduction to Tour Operation
- Customer Service and Etiquette

Year Two

- Fundamentals of Finance in Service Industry
- Recreation Management
- Industrial Training

Year Three

- Introduction to Tourism Planning
- Entrepreneurial Skills
- Front Office Operations

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

This programme will assist you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Hospitality and Tourism Management (Hons) programme.

CAREER PROSPECTS

- Travel Agent
- Restaurant Manager
- Tour Guide

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Diploma in Event Management

KPT/JPS (R2/345/4/0002) 11/21

ABOUT THE PROGRAMME

From the internationally recognised Academy Awards ceremony to national festive celebrations, event management has evolved into a lucrative and progressive business. Here at Management and Science University, we equip future industry leaders with the knowledge and skills needed to have a successful career in this field. Learn about the managerial and financial side of the industry with our experienced lecturers. Apply and implement the theories learnt in the classroom in real-world projects and assessments.

In preparing you for vital negotiation and communication, we place a strong emphasis on the development of your critical thinking and leadership skills, and also the cultivation of your entrepreneurial spirit.

AMONG THE COURSES OFFERED

Year One

- Tourism and Leisure Environment
- Protocol and Ethics
- Event Budgeting and Cost Control
- The Event Industry

Year Two

- Human Resource for Service Industry
- Management for Service Industry
- Industrial Training

Year Three

- Public Relation for Event Industry
- Convention, Meeting and Exhibition
- Entrepreneurial Skills

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

This programme will assist you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Event Management (Hons) programme.

CAREER PROSPECTS

- Event Coordinator
- Corporate Event Planner

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Diploma in Culinary Arts

KPT/ JPS (R2/811/6/0197) 03/24

ABOUT THE PROGRAMME

A passion for food and creating gastronomic delights can open a world of possibilities. Whether working in world class kitchens, building your own restaurant, or running a catering business, the MSU Diploma in Culinary Arts is a recipe of solid culinary knowledge blended with practical competency and management skills.

From *mise en place* to running the restaurant, you will train under our skilled lecturers in our industry-standard on-campus kitchen and fine dining room. You may also experience working under the tutelage of world-class chefs in international restaurants through the MSU Global Internship Programme, where you may spend a semester or more overseas. This will place you right in the heart of the international job market, so you graduate industry-ready and with a global edge, for a professional career in the gastronomic industry.

AMONG THE COURSES OFFERED

Year One

- Theory of Food
- Garde Manger
- Customer Service and Etiquette
- Food Safety and Sanitation

Year Two

- Restaurant Operation
- Patisserie, Bakery and Confectionary
- International Cuisine
- Industrial Training

Year Three

- Catering System Management
- Pastry Artistry
- Human Resource for Service Industry

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

This programme will assist you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Culinary Arts programme.

CAREER PROSPECTS

- Commis Cook
- Sous Chef
- Food Stylist
- Chef de Partie

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Diploma in Patisserie Arts

KPT/ JPS (N/811/4/0251) 05/25

ABOUT THE PROGRAMME

A career in patisserie arts calls for a mastery of techniques fused with artistic finesse. It requires individuals with attention to detail, precision and patience; traits needed to be a successful patissier. The diploma programme in patisserie arts will equip you with the fundamentals of pastry making, right up to creating complex confectioneries, preparing you well for a career in the baking industry.

Our industry-standard on-campus kitchens will provide you with an authentic feel of working in a real kitchen, and the guidance by our lecturers, who are seasoned professionals, will enhance your patisserie skills. In your final year of studies, you will try your hand at entrepreneurship and be placed in internship, which rounds off your culinary training and readies you for the career route or further study in patisserie arts.

AMONG THE COURSES OFFERED

Year One

- Pastry Making
- Cake Decorating
- Catering System Management
- Food Safety and Sanitation

Year Two

- Purchasing and Procurement
- Art of Dessert Presentation
- Food and Beverage Cost Control
- Industrial Training

Year Three

- Chocolate and Confectionery
- Pastry Artistry
- Customer Service and Etiquette

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

This programme will assist you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Patisserie Arts programme.

CAREER PROSPECTS

- Patissier
- Cake Designer
- Boulangerie Owner

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Diploma in Outdoor Recreation

KPT/JPS (R/813/4/0051) 07/24

ABOUT THE PROGRAMME

If you love the outdoors and manage recreation activities, our Diploma in Outdoor Recreation programme will equip you with the relevant management skills and in-depth practical experience needed for the area of outdoor recreation. As part of MSU's global outlook initiative, you will be having an opportunity to experience trips abroad to develop your leadership skills through our Global Leadership Programme, Dual Degree program with our partner university and undergo a working stint overseas through our Global Internship Programme. Both will give you invaluable experience and instill you with the confidence for a career in outdoor and recreation management.

AMONG THE COURSES OFFERED

Year One

- Introduction to Outdoor and Recreation
- Swimming
- Life Saving

Year Two

- Wilderness Survival Management
- Recreation and Disability
- Leisure Facility Design

Year Three

- Outdoor Instruction Technique
- Rescue Operation
- Industrial Training

DURATION
2½ YEARS

FURTHER STUDY OPTIONS

This programme will assist you in your transition to university or employment and may give you guaranteed entry into MSU's Bachelor in Outdoor Recreation Management (Hons) programme.

CAREER PROSPECTS

- Nature Guide
- Camp Facilitator
- Recreation Planner
- Park / Theme Park Ranger
- Sales and Marketing Officer
- Customer Service Officer
- Reservation and Ticketing Officer
- Adventure Tourism Officer

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Studying at **msu**

IMPROVING YOU

The learning experience at Management & Science University is not only about getting the theoretical knowledge of your chosen field. We are also committed to providing you with the skills required to excel in the workplace or for further studies. Skills such as communication, leadership and teamwork are some of the soft skills embedded in our course delivery.

“As our continuous improvement system, we will actively seek your feedback and views on your programme and campus facilities so we can continue to develop and upgrade them.”

Through our mentoring system, the lecturers are able to monitor your academic and personal progress so you are able to develop further. By the end of your studies, we expect you to be able to perform tasks independently, be resourceful, and have the entrepreneurial acumen with the right moral values. These are what employers will expect of a graduate you.







Industrial Experience

ADVANTAGES OF INDUSTRIAL EXPERIENCE

Through the industrial experience, you are able to display the skill of applying your academic knowledge into the working world.

Networking skills will be an added bonus for you as you are able to start on building your contacts earlier in your working life.



Global Mobility Programme



@ Royal Brisbane and Women's Hospital, Australia



@ Kadir Has University, Istanbul, Turkey



@ASEAN Young Women Leadership Programme, Japan



'Imagine spending a portion of your studies in another country. The global mobility initiatives in MSU give you the option of spending a semester or more overseas depending on the programme you choose.'

The **Global Mobility Programme (GMP)** provides a platform for students to experience new countries and different cultures. You are able to study for one or more semesters at an international partner university.

Through the **Global Internship Programme (GIP)**, MSU students are able to experience real life working stint in an international setting. Students are able to immerse themselves in other cultures and at the same time gain an insight to their chosen fields.

MSU **Global Leadership Programme (GLP)** is focused on preparing students to become the leaders of tomorrow in their chosen profession and to further develop a global mind-set. It is structured to provide opportunities to students to enhance their learning experiences and develop important soft skills such as leadership, teamwork and communications skills.

PARTNER INSTITUTIONS

MIDDLE EAST

- . Emirates College for Management and Information Technology
- . Hadhramout Establishment for Human Development

EURASIAN

- . Abdullah Gul University
- . Bilkent University
- . Gaziantep University
- . Kadir Has University
- . Yunus Emre Institute

EUROPE

- . ICHEC Brussels Management School
- . Thomas More University of Applied Sciences
- . University of Southern Denmark
- . Bangor University
- . Coventry University
- . University of Derby
- . University of Northampton
- . Estonian Business School
- . SIGMA Clermont Graduate School of Engineering
- . ISM International School of Management
- . EBS Universitat Fur Wirtschaft Und Recht
- . Heilbronn University
- . Hochschule Hof (Hof University of Applied Sciences)
- . Athlone Institute of Technology
- . University of Limerick
- . Islamic Community of Kosovo
- . Avans University of Applied Sciences
- . Hanze University of Applied Sciences Groningen
- . Adam Mickiewicz University in Poznan
- . NOVA School of Business and Economics
- . Porto Business School
- . University of Maribor

CENTRAL ASIA

- . Suleyman Demirel University
- . Turan University
- . University of Almaty
- . University of International Business

EAST ASIA

- . Josai International University
- . Josai University Educational Corporation
- . Josai University
- . Kansai University of International Studies
- . Nagoya City University
- . The University Of Tsukuba
- . Tokyo University of Technology
- . UEDA College of Fashion



CHINA

- . Anyang Normal University
- . Beijing Open University
- . Guangzhou University of Chinese Medicine
- . Henan Polytechnic University
- . Henan University of Chinese Medicine
- . Luohe Medical College
- . Nanjing University of Chinese Medicine
- . Shanghai University Of Traditional Chinese Medicine
- . Wuxi Institute of Technology
- . The Education University of Hong Kong
- . The Hong Kong Polytechnic University

WESTERN ASIA

- . Institute of Aeronautical Engineering Hydrebad
- . Institute of Management Education Sahibabad
- . Cyryx College
- . Maldives National University
- . University of Colombo
- . Eastern University Dhaka

ASEAN

- . Universitas Airlangga (UA)
- . University of The Immaculate Conception
- . University of The Philippines
- . University of Santo Tomas
- . Burapha University
- . Chulalongkorn University

AUSTRALIA

- . Box Hill Institute
- . The University of Newcastle
- . Western Sydney University





SUPPORT
to Meet Your Needs

1

Student Career Development

The Student Career Development department complements the faculties, schools and centres of learning of the university in areas of students' personal and professional developments. Its role is seen as an enhancer of students' character building through the activities that it organizes. Career based activities which are aimed at sharpening students' organizational skills and personal competencies are a common feature throughout any academic year.

Opportunities for entrepreneurial ventures are assimilated in various activities to provide the foundation and experience for students to embark into the world of business. Students are also given guidance in the areas of employment development whereby the department offers individualized assistance for students with all of their career-related needs.


Student Career Department also serves as a hub for campus life as a variety of students based events are jointly organized between the department and the various clubs and association under its care. The department also provides counseling and assistance on general welfare of students, housing and alumni networking.





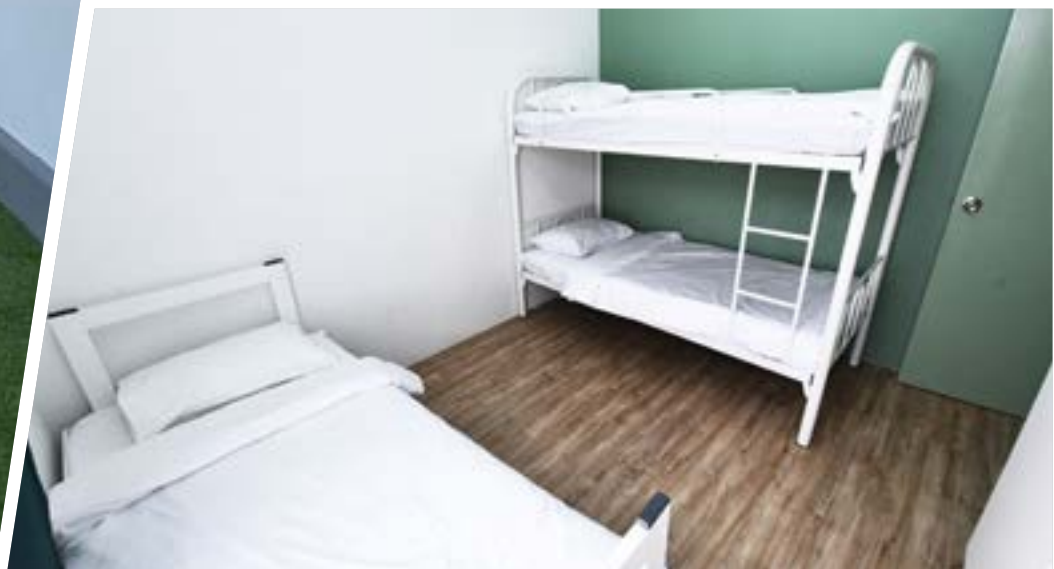
📍 Support to Meet Your Needs 📍 Accommodation



For more information, please visit www.msu.edu.my 

Accommodation

One of the biggest concerns of any university student is finding the right accommodation. Since it is an integral part of your student life, here at MSU we are dedicated to helping you find the accommodation that fits your needs and provides you with a supportive learning environment right on the University's grounds. Through the Residence, MSU's very own on-campus student housing with 260 apartments and studio-styled accommodation, students have easy access to all the University's amenities. Your future residence comes with the basic necessities.



3

Library and Resource Centre

The resource centre services are geared to meet the needs of all students and staff. Extensive collections of learning and reference materials are available, including monographs, books, magazines, journals, theses, students' projects, mainstream English and Malay newspapers and past year exam questions.

In line with the connected world that we live in, MSU library provides on-line access to thousands of journals and electronic books. Users can access, download or print the journal articles or books via the MSU Student Portal. Through our online facility, users will be able to retrieve more than 130,000 e-books and thousands of journal articles in various disciplines or subjects. For those who prefer to peruse through traditional books, the MSU library currently holds more than 30,000 books.

MSU library is fully automated and our computerized Library Management Utility, will provide users with information about what is held in the collections and what has been borrowed, and also allow self-reservations and renewal of borrowings. Users can also do their own searching and status checking via the OPAC (Online Public Access Catalog).



“the MSU library currently holds more than 30,000 books”



4

Financial Assistance and MSU Scholarship

As part of promoting the culture of giving and being grateful, MSU allocates RM3 million yearly as financial assistance to deserving students. The funds are dispensed through various means including collaborative efforts between MSU and several public and private institutional partners. All scholarship and financial assistances are provided through the MSU Foundation and the following schemes:

PRESIDENT SCHOLARSHIP

MSU's very own scholarship is one such scheme that has over the years benefited many students. This is an award given to students who exhibit exemplary academic achievements and come from an economically challenged background.

JOINT SCHOLARSHIPS

Joint scholarship schemes such as SKOR Berita Harian and The Star Education Fund are some examples of MSU's involvement in ensuring the less fortunate gets to continue their tertiary education at MSU. The scholarship is opened to all Malaysians and the financial assistance awarded ranges from a full to a partial

scholarship. Details of the scholarship and application forms are available at the Registrar's office.

FELLOWSHIP & SLAB SCHEMES

In its effort to train qualified academics to manage the university's human capital needs and to further enhance its research and innovation activities, MSU offers fellowship awards to local and foreign candidates for graduate studies leading to Phd at MSU. The SLAB scheme, a fully funded internal programme aimed at developing academic staff in their pursuit of higher education, is another effort of the university among its staff-development initiatives.



5

MSU Foundation

'Yayasan MSU' or the MSU Foundation is a foundation for building excellence. The foundation is an embodiment of the aspirations of the Founder and President of MSU, Professor Tan Sri Dato' Wira Dr Mohd Shukri, who is passionate about helping those in need and driven towards excellence as well as scholarly success. The foundation itself is an extension of the university's commitment to education, lifelong learning and community engagement work, a reflection of MSU being a caring and giving institution. It is committed towards providing financial assistance and scholarships for research or academic pursuits to eligible recipients with the hope that the contribution will spark opportunities for social and economic improvements in the beneficiaries and the society at large.

Underlying this benevolent effort is the commitment to instill the values of excellence in the creation of quality human capital. This noble and charitable cause rests on the belief that the spirit of giving will eventually spur compassion, understanding and tolerance, essential ingredients in the creation of an integrated society.

Community engagement is also an area in which the Foundation its aims these are the uplifting of living standards in the urban poor and the provision of financial assistance to orphans. Various community engagement activities are targeted towards these groups annually. The Foundation's involvement also encompasses the poor in Indonesia, Thailand, Cambodia, Vietnam, Sri Lanka and India.





6

International Office

Welcoming international students from 37 countries is part and parcel of MSU's vision to become a global university of choice. The cultural diversity on campus brings exciting opportunities for all students to develop their globally mindedness, and social responsibility, and bolster their value to future employers.

SUPPORTING INTERNATIONAL STUDENTS

The International Office is committed to provide necessary assistance to all international students to make them feel at home from their moment of arrival.

If you are an international student, you can expect assistance by way of:

- a dedicated orientation programme upon your arrival,
- on-campus housing,
- professional consultations in matters such as immigration and visas, and
- friendly support from our International Student Society.

“on campus housing and friendly support from our International Student Society”

 Residence Lounge



7

CEEdEC Continuing and Extended Education Centre

CEEdEC serves as the training hub of the university. It provides academic enhancement courses and personal enrichment opportunities for students, staff, businesses, and the surrounding community. The courses range in discipline and level, from Photography and Patisserie Arts to Effective English and Corporate Development programmes.

The courses and training provided fall under the categories of:

- Professional Development Courses
- Summer Programmes
- Youth Programmes

Centres of Excellence

In promoting a dynamic and robust entrepreneurial culture at the university, MSU has developed numerous platforms for the advancement of entrepreneurship efforts and research capabilities.

Leadership and Entrepreneurship Advancement Institute (LEAD)

LEAD plays a vital role in the entrepreneur ecosystem at MSU. Its main purpose is to inculcate the entrepreneurial mind-set in the university community as well as the surrounding communities through building an integrated entrepreneur network. LEAD further enhances the entrepreneur culture by acting as a conduit for eligible candidates to develop their innovative ideas into successful ventures.

Ideas are explored and developed into feasible endeavours. The idea conceptualisation through academic learning activities allow transformation into real life business opportunities that receive full support from MSU.

Information Technology and Innovation Centre (ITIC)

ITIC is the mainstay of all technological advancements in the university, providing computing resources to the research units of the university. It supports the development of high-speed computer technologies and promotes information exchanges, within MSU

and Malaysia and also internationally, through high-speed networks and research databases. Its research areas include knowledge and learning management system, campus management system, management information system, data communication infrastructure, and ICT security.

The International Centre for Halal Studies (ICHLAS)

ICHLAS undertakes the promotion and development of matters relating to research, training and education dedicated to halal products and services especially in Halal Cosmeceuticals and Pharmaceuticals. In its effort to be in the forefront of research, ICHLAS establishes partnerships and undertakes consultations with Halal-authority organisations in Malaysia, such as the Department of Islamic Development Malaysia (JAKIM), the Halal Industry Development Corporation (HDC), and other local independent companies.

At the international level, ICHLAS also associates itself with Josai University in Japan, Henan University in China, Burapha University in Thailand, the Indonesian Ministry of Health, and Budi Andhika cosmetics industry in Indonesia. ICHLAS is looking forward to be in the circle of global Halal industry players who complement each other, and especially to contribute to developing Malaysia's halal hub potential.

Applying to **msu**

We welcome you to join our vibrant MSU community. Come visit us during our open days and get a feel for the programme of your choice before you apply.

During the visit, there will be numerous activities lined up for you. Take a tour of the campus and faculties to look at the teaching and learning facilities. Meet with our friendly counsellors to get detailed information on the programmes at MSU. Talk to your future lecturers at their faculty demonstrations and to our students for an idea of your future university life here.

FIND OUT MORE

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MSUmalaysia.CnC](https://facebook.com/MSUmalaysia.CnC)



FOLLOW US ON

[twitter.com/
MSUenquiry](https://twitter.com/MSUenquiry)



How to Apply

Local Students

Log on to <http://www.msu.edu.my> for further information. You can also drop by our Counselling and Communication Office for a one-to-one session with our counsellors.

International Students

Log on to <http://www.msu.edu.my> to discover more about MSU


English Language Requirements

At MSU, our medium of instruction is English. Therefore, all MSU students are required to be proficient in spoken and written English to the standard that we require and to the specific entry requirements of the programme you enrolled for.

As a general admission to most of our programmes, you will require a minimum of an

International English Language Testing (IELTS) average score of 5.5 or a Test of English as a Foreign Language (TOEFL) score of 500 or any English course recognized by the University. We offer English courses for those who do not fulfill these conditions.



For more information, please visit www.msu.edu.my 

FOUNDATION

Local Students

- Malaysian Studies I
- Thinking Skills / National Language A (applicable to students who did not obtain a credit in SPM Bahasa Melayu)
- Islamic Studies / Moral Education

International Students

- Malay Language Communication I
- Thinking Skills
- Constitution and the Malaysian Society*

Additional INFORMATION

The following subjects are compulsory under the Ministry of Higher Education (MOHE), Malaysia, General Studies subjects. Applicable for both local and international students at the undergraduate level.

DIPLOMA

Local Students

- Malaysian Studies II
- Thinking Skills / National Language A (applicable to students who did not obtain a credit in SPM Bahasa Melayu)
- Islamic Studies / Moral Education
- Community service*

International Students

- Malay Language Communication II
- Thinking Skills *
- Constitution and the Malaysian Society*
- Community service*

** Or any other subject that is assigned by the faculty*

BACHELOR

Local Students

- Islamic Civilization and Civilization Asia
- Ethnic Relations
- Entrepreneurial Skills *
- Malaysian Economy*
- Community service*

International Students

- Malay Language Communication II
- Malaysian Studies III
- Entrepreneurial Skills*
- Malaysian Economy*
- Community service*

** Or any other subject that is assigned by the faculty*

CONNECT WITH **MSU**



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www.instagram.com/msumalaysia



www.pinterest.com/msumalaysia



www.flickr.com/photos/managementandscienceuniversity

DISCLAIMER

The University endeavours to ensure that all the information listed in this prospectus are current and accurate at the time of printing. However, the University reserves the right to make changes where required without notice. You should contact the University to verify the information given.



msu
MARA UNIVERSITY OF TECHNOLOGY


msu

**Thank you
all frontliners.**
We are in this
together
msu #stayhome



#beMSUrians

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