

NAME OF HEP:

UNIVERSITI TUNKU ABDUL RAHMAN

NAME OF ACCREDITED PROGRAMME: BACHELOR OF COMMUNICATION (HONOURS) ADVERTISING

NO.	NAME OF MICRO-CREDENTIAL	CREDIT VALUE	ASSESSMENT		MODE OF DELIVERY	REQUIREMENTS TO ENROL					
			CONTINUOUS ASSESSMENT	FINAL ASSESSMENT		AGE	EXPERIENCE	LANGUAGE PROFICIENCY	NUMERACY PROFICIENCY	PREREQUISITES	OTHERS
1	UFAB3073 MICRO-CREDENTIAL: POSITIVE PSYCHOLOGY	3	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
2	UFBE2013 MICRO-CREDENTIAL: CONSUMER BEHAVIOUR	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
3	MFPB32063 MICRO-CREDENTIAL: ENGLISH FOR MASS COMMUNICATION	3	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
4	UFAK1004 MICRO-CREDENTIAL: INTRODUCTION TO ADVERTISING	4	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
5	UFAB1134 MICRO-CREDENTIAL: TYPOGRAPHY IN ADVERTISING	4	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
6	UFAB1144 MICRO-CREDENTIAL: DESIGN FUNDAMENTALS	4	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
7	UFAK1023 MICRO-CREDENTIAL: DESIGN FOR MEDIA	3	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
8	UFAE1053 MICRO-CREDENTIAL: PHOTOGRAPHY IN COMMERCIAL DESIGN	3	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
9	UFAB1163 MICRO-CREDENTIAL: CREATIVE THINKING	3	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
10	UFAH2023 MICRO-CREDENTIAL: MEDIA PLANNING	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
11	UFAN1004 MICRO-CREDENTIAL: INTRODUCTION TO MASS COMMUNICATION	4	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
12	UFAH1024 MICRO-CREDENTIAL: MULTIMEDIA CONTENT PRODUCTION I	4	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
13	MFPB3123 MICRO-CREDENTIAL: TAMADUN ISLAM DAN TAMADUN ASIA (TITAS)	3	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No

14	MFPB3143 MICRO-CREDENTIAL: BAHASA MELAYU KOMUNIKASI 2	3	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
15	UFAB1103 MICRO-CREDENTIAL: HISTORY OF ADVERTISING	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
16	UFAB1123 MICRO-CREDENTIAL: MEDIA PUBLICATION	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
17	UFB1011 MICRO-CREDENTIAL: SUN ZI'S ART OF WAR AND BUSINESS STRATEGIES	1	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
18	MFPB34012 MICRO-CREDENTIAL: SOCIAL ENTREPRENEURSHIP PROJECT	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
19	MFPB34022 MICRO-CREDENTIAL: ARTS AND CULTURAL PERFORMANCE	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
20	MFPB34032 MICRO-CREDENTIAL: COMMUNITY PROJECT	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
21	MFPB34042 MICRO-CREDENTIAL: LANGUAGE, CULTURE AND SOCIAL STUDY ABROAD	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
22	MFPB34052 MICRO-CREDENTIAL: TEAM WORK AND COLLABORATIVE PROJECT	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
23	MFPB34062 MICRO-CREDENTIAL: STUDY SOFT SKILLS AND/OR LIFE SKILLS ABROAD	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
24	MFPB34072 MICRO-CREDENTIAL: ART,CRAFT, AND DESIGN	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
25	MFPB34082 MICRO-CREDENTIAL: ORAL COMMUNICATION	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
26	MFPB34092 MICRO-CREDENTIAL: MUSIC PERFORMANCE	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
27	MFPB34102 MICRO-CREDENTIAL: MANAGING PERSONAL FINANCE	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
28	MFPB34112 MICRO-CREDENTIAL: WORK ETHICS AND EQ	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No

29	MFPB34132 MICRO-CREDENTIAL: MANAGEMENT OF SPORTS ACTIVITY	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
30	MFPB34142 MICRO-CREDENTIAL: CRITICAL THINKING, CREATIVE THINKING AND PROBLEM SOLVING	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
31	MFPB34152 MICRO-CREDENTIAL: LEADERSHIP AND TEAMBUILDING	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
32	MFPB34162 MICRO-CREDENTIAL: BUSINESS PLAN WRITING & PREPARATION	2	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
33	UFAE2014 MICRO-CREDENTIAL: ADVERTISING COPY WRITING	4	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	UFAK1004 MICRO- CREDENTIAL: INTRODUCTION TO ADVERTISING	No
34	UFAB2113 MICRO-CREDENTIAL: ADVERTISING CLIENT MANAGEMENT	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
35	UFAE3043 MICRO-CREDENTIAL: WEB PAGE DESIGN	3	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
36	UFAB3133 MICRO-CREDENTIAL: 3D COMPUTER ANIMATION	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
37	UFAB2014 MICRO-CREDENTIAL: COMMUNICATION THEORIES	4	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
38	UFAE2033 MICRO-CREDENTIAL: PUBLIC SPEAKING	3	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
39	UFAB2114MICRO-CREDENTIAL: ADVERTISING CREATIVE STRATEGY	4	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	UFAK1023 MICRO- CREDENTIAL: DESIGN FOR MEDIA UFAB1123 MICRO- CREDENTIAL: MEDIA PUBLICATION	No
40	UFAB2283 MICRO-CREDENTIAL: DIGITAL ADVERTISING	3	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
41	UFAB3004 MICRO-CREDENTIAL: ADVERTISING RESEARCH METHODS	4	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	UFAK1004 MICRO- CREDENTIAL: INTRODUCTION TO ADVERTISING	No
42	UFAH2024 MICRO-CREDENTIAL: MEDIA LAW AND ETHICS	4	60%	40%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No

43	MFPB32013 MICRO-CREDENTIAL: BAHASA KEBANGSAAN A	3	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
44	UFAE1003 MICRO-CREDENTIAL: INTRODUCTION TO GERMAN LANGUAGE	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
45	UFAH1003 MICRO-CREDENTIAL: INTRODUCTION TO FRENCH	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
46	UFAB2013 MICRO-CREDENTIAL: INTRODUCTION TO JAPANESE	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
47	UFAK1003 MICRO-CREDENTIAL: INTRODUCTION TO TAMIL LANGUAGE	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
48	UFAN1003 MICRO-CREDENTIAL: INTRODUCTION TO THAI LANGUAGE	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
49	UFJB1093 MICRO-CREDENTIAL: INTRODUCTION TO KOREAN	3	50%	50%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
50	MFPB3113 MICRO-CREDENTIAL: HUBUNGAN ETNIK	3	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
51	MFPB3173 MICRO-CREDENTIAL: MALAYSIAN STUDIES 3	3	70%	30%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	None	None	No
52	UFAB2064 MICRO-CREDENTIAL: DIGITAL COMMUNICATION TECHNOLOGY	4	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
53	UFCB1003 MICRO-CREDENTIAL: INTRODUCTION TO INTERNET OF THINGS AND ITS APPLICATIONS	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
54	UFCB1213 MICRO-CREDENTIAL: FUNDAMENTALS OF DIGITAL MEDIA TECHNOLOGY	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
55	UFCB1613 MICRO-CREDENTIAL: COMPUTER SYSTEMS AND APPLICATIONS	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
56	MFPB33053 MICRO-CREDENTIAL: INTRODUCTION TO POLITICAL SCIENCE	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
57	MFPB33063 MICRO-CREDENTIAL: CULTURE AND COMMUNICATION	3	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No

58	MFPB33073 MICRO-CREDENTIAL: INTRODUCTION TO SOCIOLOGY	3	100%	0%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
59	MFPB33093 MICRO-CREDENTIAL: DEVELOPMENT TRENDS IN MALAYSIA	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No
60	UFAB3063MICRO-CREDENTIAL: ADVERTISING AND SOCIETY	3	40%	60%	CONVENTIONAL (Blended mode)	18 Years old and above	None	Proficiency in English - Intermediate Able to demonstrate language proficiency in reading, writing, speaking and listening	Proficiency Level - Basic Basic Knowledge of numbers and calculations	None	No