

BACHELOR OF APPLIED LANGUAGE STUDIES (Hons) ENGLISH FOR INTERCULTURAL COMMUNICATION

LG243 : UiTM CODE EB02 : UPU CODE

This programme aims to expose undergraduates to foster responsible and creative English for Intercultural Communication Specialists in supporting the country's aspiration of enhancing global networking towards enrichment of the country's economy. The programme, focusing on the study of communication across different cultures and social groups, exposes the students to a wide range of day-to-day English language communication processes and problems that exist within an organization or social context. This prepares students to work with individuals from diverse cultural backgrounds. The programme also equips students with a wide range of transferable skills, such as communication skills, interpersonal skills, leadership skills and organizational skills, that enable the students to be competitive in the job market.





Graduates from APB will be able to find employment in:

- Publishing writers, copy-writers, sub-editors, reporters
- Management and Administration
- International Relations
- Diplomatic Services
- Corporate Communication
- Corporate Training
- Public Relations
- Instructional Design
- Marketing
- Radio and Television (Broadcasting)
- Advertising
- Journalism
- Human Resource Management
- Tourism, Hospitality and Recreation Services



Akademi Pengajian Bahasa

AKADEMI The
PENGAJIAN Home of
Modern Languages
BAHASA & Applied Linguistics

http://apb.uitm.edu.my

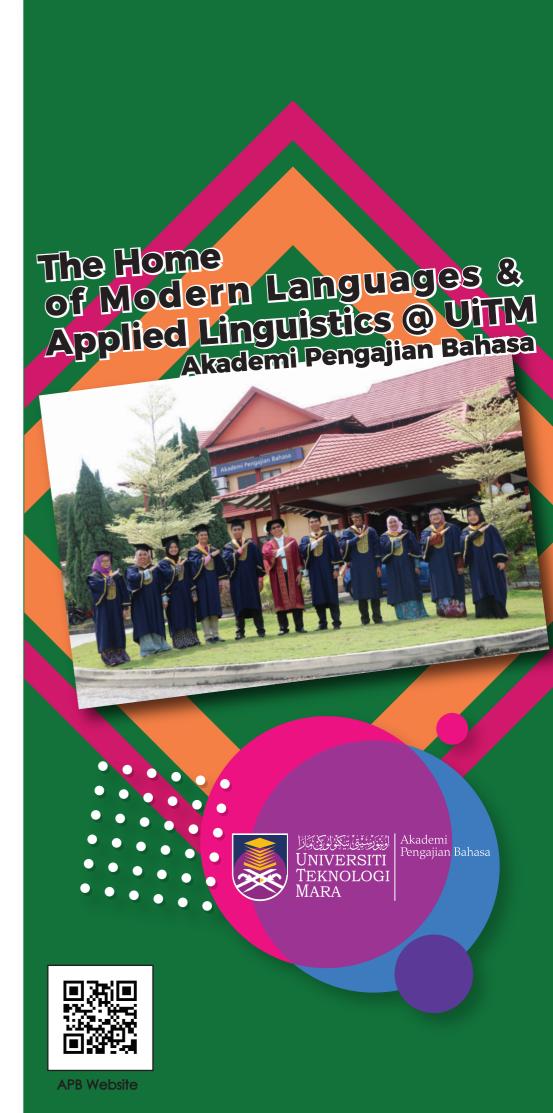
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APB Map



AKADEMI PENGAJIAN BAHASA (APB)

Introduction

The Akademi Pengajian Bahasa (APB) was established in 1972 for the purpose of co-ordinating the learning and teaching of English as a Second Language (ESL), as well as that of other Asian and European languages to all the students of UiTM. It was then known as the Language Centre.

Prior to this date, the teaching of these languages was decentralised according to the needs of different disciplines. With the setting up of this nerve centre, UiTM's language curriculum was formulated to cater for the ever-growing number of students who need to be proficient not only in the English language, but also in a third language. This language competency gives UiTM students a competitive edge in the job market. The Academy of Language Studies prides itself on having more than 700 lecturers, with 235 serving in various faculties in Shah Alam and the rest in the branch campuses all over Malaysia.

There are 3 departments:

- Department of English Language and Linguistics
- Department of Malay Studies
- Department of Asian and European Languages

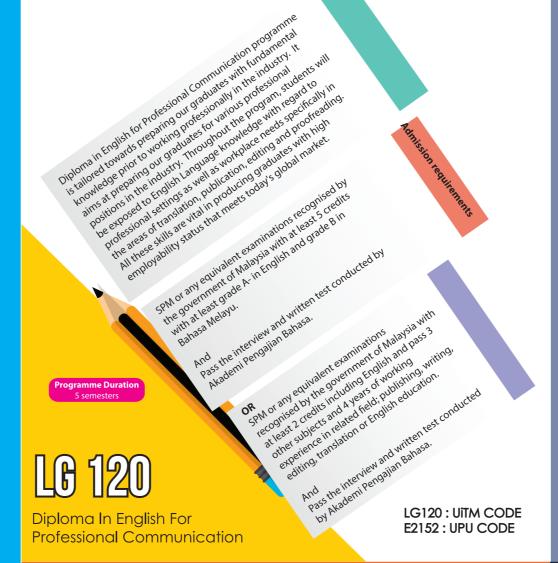
Akademi Pengajian Bahasa offers a variety of language programmes at the Diploma and Bachelor levels which focus on the development of critical thinking, communication strategies, linguistics, management, cross-cultural interaction and etc.

The faculty aims to spearhead the advancement of languages in Malaysia and on the international front through a variety of language strategies and research.

Programmes

- Diploma in English For Professional Communication (LG120 / E2152)
- Bachelor of Applied Language Studies (Hons.) English for Professional Communication (LG240 / EB00)
- Bachelor of Applied Language Studies (Hons.) Malay Language for Professional Communication (LG241 / EB03)
- Bachelor of Applied Language Studies (Hons.) Arabic for Professional Communication (LG242 / EB05)
- Bachelor of Applied Language Studies (Hons.) English for Intercultural Communication (I G243 / FB02)





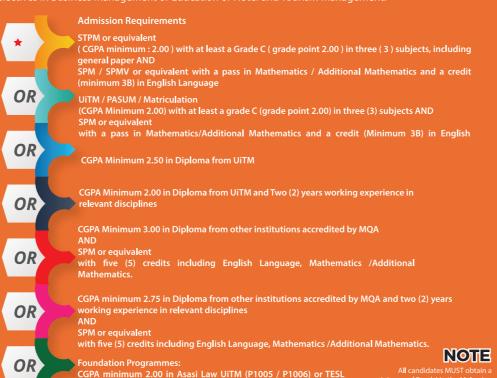
LG240

BACHELOR OF APPLIED LANGUAGE STUDIES (Hon

Programme Duratio 6 semesters

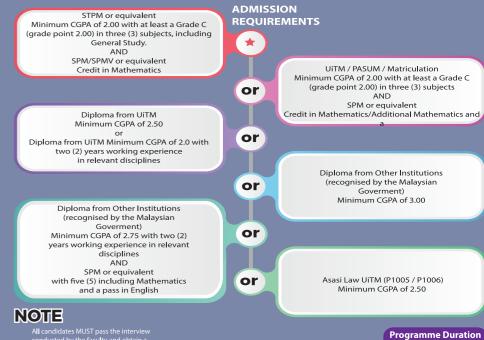
EB00 : UPU CODE

The Applied Language Studies (Hons) English for Professional Communication programme is tailor made to meet the growing demand for graduates with excellent language and communication skills who can compete in a globalised workplace. The programme structure emphasizes communication strategies, linguistics, critical thinking, cross-cultural interaction, management, entrepreneurship, computer literacy and organizational behavior. Students in the programme would combine core programme courses with electives in Business Management or Education or Hotel and Tourism Management.



BACHELOR OF APPLIED LANGUAGE STUDIES (Hons)
MALAY LANGUAGE FOR PROFESSIONAL COMMUNICATION

Bachelor of Applied Language Studies (Honours) Malay Language for Professionals Communication (LG 241) is a programme specifically designed to nurture graduates who are competent and skilled in terms of communication, language, Bahasa Melayu and English with background knowledge of information technology, critical thinking, entrepreneurship and organizational management. Students in the programme would combine core programme courses with electives in Business Management or Malay Language Studies.



Bachelor of Applied Language (Hons) Arabic Professional Communication (LG242) is a programme designed to produce graduates who are competent in Arabic and competitive in professional fields. The programme emphasizes on the aspects of language, applied linguistics, professional communication, information technology, culture, entrepreneurship and management. Students in the programme would combine core programme courses with electives in Tourism Management and Muamalat.



EB05: UPU CODE