



# DUAL AWARD PROGRAMMES

**K|D|U**  
PENANG  
UNIVERSITY  
COLLEGE  
DKU032(P)  
By Paramount Education

Validated by:



UNIVERSITY OF  
LINCOLN  
UNITED KINGDOM



## OUR PARTNERSHIP

KDU Penang University College has a strong strategic partnership with the University of Lincoln in the UK and we are pleased to offer dual degrees in a number of subjects. Our dual degrees offer students the opportunity to gain an academic qualification from both institutions.

KDU Penang has 25 years' experience in teaching excellence and producing industry-ready graduates. The University of Lincoln is a top 50 UK university, ranked 22nd in The Guardian University Guide 2019. Students rated it 7th (out of 127 institutions) in the UK for student satisfaction in the National Student Survey 2018.

This collaboration combines the University of Lincoln's excellent teaching and research experience with KDU Penang's specialist knowledge to guide the transfer of learning within a local business and cultural context.

## KDU PENANG UNIVERSITY COLLEGE AWARD

Bachelor of Accountancy (Hons)  
Bachelor of Business Management (Hons)  
Bachelor of Arts (Hons) in Media Production  
Bachelor of Arts (Hons) in Communication and Public Relations  
Bachelor of Computer Science (Hons)  
Bachelor of Information Systems (Hons)  
Bachelor of Computer Science (Hons) in Computer and Network Technology  
Bachelor of Science (Hons) Mechatronics Engineering

## BENEFITS OF DUAL AWARDS

- Obtain an internationally recognised degree from the UK and a quality home-grown KDU Penang University College degree, which can enhance the quality and recognition of your academic qualifications
- Experience the consistently high-quality academic standards of a UK degree programme
- Receive quality teaching from both local and international teaching staff (visiting guest lecturers from the University of Lincoln)
- By completing a degree taught in English, you can further enhance your command of the language to meet the challenges of the professional workplace.

## DUAL AWARD

This collaborative academic partnership has developed a number of quality dual award undergraduate programmes. These programmes are delivered at the KDU Penang campus and validated by the University of Lincoln, UK. Within this academic partnership arrangement, students pursuing a KDU Penang University College degree also gain an internationally recognised UK degree award from the University of Lincoln, UK.

Dual Award programmes are offered in Accountancy and Finance, Business and Management, Computer Science, Mechatronics Engineering, Media Production, and Public Relations.

Graduates of a dual award degree programme receive a degree award from both KDU Penang University College and the University of Lincoln. A dual award degree programme constitutes completion of a single programme of study and is differentiated from a double - degree.

## UNIVERSITY OF LINCOLN AWARD

BA (Hons) Accountancy and Finance  
BA (Hons) Business and Management  
BA (Hons) Media Production  
BA (Hons) Public Relations  
BSc (Hons) Computer Science  
BSc (Hons) Computer Science (Information Systems)  
BSc (Hons) Computer Science (Network Technology)  
BEng (Hons) Automation Engineering

*Note: Graduates will receive an award and transcript from both institutions.*

## STUDY ABROAD OPTION

After an initial minimum qualifying period of two semesters at KDU Penang University College, students have the option to pursue a period of study at the University of Lincoln, UK. One of the world's great historic cities, Lincoln's ancient architecture blends together seamlessly with modern living. The fusion of old and new, ancient and contemporary, makes Lincoln an exciting place to live and study.

The University of Lincoln's striking city centre campus provides a modern student-centred community. Based on the picturesque Brayford Pool marina, everything you need is either on campus or a short walk away.







## ABOUT THE UNIVERSITY OF LINCOLN

The University of Lincoln, UK, has established an international reputation for the quality of its teaching and research, with academics and students working together on major projects across areas as varied as improving cancer treatment, antibiotic resistance, and the future of food production. More than half of the research submitted by the University of Lincoln to the national Research Excellence Framework (REF) 2014 was judged to be internationally excellent or world-leading (3\* or 4\*) – the highest scores possible.

The University of Lincoln has been awarded Gold in the Teaching Excellence Framework (2017) for its teaching quality, student support and graduate success.

## GREAT STUDENT EXPERIENCE

The University of Lincoln is placed in the top 20 for student experience in The Times and Sunday Times Good University Guide 2019.

## EXCELLENT EMPLOYMENT PROSPECTS

Ninety-six per cent of the University of Lincoln's most recent graduates were in work or further study six months after completing their programme, with almost three-quarters in graduate-level roles, according to the latest Destinations of Leavers from Higher Education survey.

## STRONG INDUSTRY LINKS

The University of Lincoln is recognised for excellence in teaching and learning through its pioneering approach to working with industry. The University's relationships with companies such as Siemens demonstrate its innovative and industry-engaged approach and has been acknowledged through a Lord Stafford Award and a Times Higher Education Award. The University of Lincoln is a Global Principal Partner with Siemens.

## THE SCHOOL OF COMPUTER SCIENCE

The School of Computer Science at the University of Lincoln, UK, holds a broad range of expertise in computing technologies and information systems, including specialisms in robotics and autonomous systems, computer vision and image engineering, medical applications of technology, social computing, games computing, cultural computing and business computing.

Computer Science at the University of Lincoln is ranked in the top 10% in the UK for learning resources according to the National Student Survey 2018 [out of 108 institutions offering the subject]. In the most recent external Research Excellence Framework, nearly two-thirds of staff publications were rated as being of 'international quality' or 'world-leading'.





## LINCOLN INTERNATIONAL BUSINESS SCHOOL

The Lincoln International Business School is committed to providing an educational experience that enables students to enhance their careers and for individuals and businesses to create successful futures. The School's ambition is to make a difference to society through innovative engaged approaches to research and education, and to create knowledge and research which is recognised for its international quality and excellence.

## SCHOOL OF ENGINEERING

The School of Engineering combines specialist Research and Development (R&D) and teaching facilities with research informed teaching and industrial links. We recognise the importance of engineering to the future of the UK economy. The School was part of a £37 million project, with £7 million allocated to build our dedicated Engineering Hub. Students on our engineering programmes can benefit from the industry knowledge of academics on our exciting degrees. The School is a Global Principal Partner of Siemens Industrial Turbomachinery Limited who share our vision of producing graduates who are industry ready and academically excellent. Siemens have transferred their R&D equipment to our Engineering Hub, alongside relocating their training team.

## SCHOOL OF ENGLISH AND JOURNALISM

Lincoln's School of English and Journalism offers students the opportunity to work alongside leading academics and use industry-standard news production facilities. Journalism at the University of Lincoln is ranked 5<sup>th</sup> in the UK for overall satisfaction, according to the National Student Survey 2018.

## LINCOLN SCHOOL OF FILM AND MEDIA

Lincoln School of Film and Media has forged a reputation for excellence built on outstanding facilities, a diverse portfolio of programmes and strong relationships with the creative industries. The School has links with media and film organisations including the BBC, Panasonic, Sky, Adobe, BAFTA, the Royal Television Society and the British Film Institute.

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