



DKU032(P)  
By Paramount Education

[www.kdupg.edu.my](http://www.kdupg.edu.my)

# POSTGRADUATE PROGRAMMES

***HIT THE GROUND RUNNING™***

# KDU PENANG IS

## AN ESTABLISHED NAME

Over 35 years of superior private tertiary education

## STUDENT-CENTRED

Good student-lecturer ratio that emphasises personal attention to spark curiosity, inspire success and promote responsibility

## AWARE OF TOMORROW'S NEEDS

Practical knowledge applied throughout the entire programme to manage and solve future challenges

## STAFFED BY EXPERTS

Highly-skilled lecturers and tutors who share decades of experience

## SYNONYMOUS WITH EMPLOYABILITY

More than 90% of KDU's graduates are employed or engaged in further study within 6 months upon graduating

## GLOBAL

Students are given exposure to international standards and practices, collaborations, culture, language and work ethics

## COMPETITIVE

KDU's students compete at local and international platforms and win awards and accolades from international icons and organisations

## KDU Penang University College | Batu Kawan Campus

### The All New Live-And-Learn Environment

Targeted for opening by 2019, the upcoming KDU Campus in Batu Kawan has a feeling of openness, with the building blocks surrounded by green planting / hardscape / spaces formed by The Piazza, The Plaza and Park Avenue. Within the buildings, Park Windows bring the green into breakout spaces centered in the learning cluster, creating an outward-looking collaborative mode.

### MAIN CENTRAL CONGREGATION SPACE

The Piazza is a large, open-to-sky, gathering space on the 2<sup>nd</sup> floor where bazaars, fund-raising events and outdoor performances can be held. It is a combination of turf and hardscape.

### BREAKOUT SPACES

On the ground floor, the Cafeteria spills out around a cooling Water Concourse and an educational Herb & Spice Garden. At the student drop-off, The Galleria exhibits students' works. An outdoor Sculpture Garden along the building displays bigger sculptural art works and installations by the students.



## KDU Penang University College | Anson Campus

### Building A Strong Foundation

Spurred by the success of the Petaling Jaya campus, the KDU board decided to expand the college beyond the Damansara Utama vicinity and plans were quickly made to make this dream a reality. From there, a decision was made to set up a branch campus in Penang with the aim of providing further education access to Penangites as well as the community in Northern Malaysia.

KDU Penang University College began its chapter when it opened its doors to its first batch of students in 1991. Since then, KDU Penang University College has grown by leaps and bounds. Now, sitting proudly in Jalan Anson, KDU Penang University College is the most popular private tertiary education provider in the northern region. It has an international alumni from more than 60 countries around the world.

KDU Penang University College's range of internationally recognised industry-driven academic programmes covers a wide level of offerings from Pre-University studies to Postgraduate programmes. All its programmes are accredited by the Malaysian Qualifications Agency and are internationally affiliated with top universities around the globe such as University of Lincoln and Northumbria University from the United Kingdom and the IMI International Management Institute Switzerland.

KDU Penang was conferred an all-round 6-star College status by the Ministry of Higher Education (MOHE) MyQuest Audit 2014/2015. It boasts of state-of-the-art facilities which include industry-standard 5-star kitchens, a Recording Studio, Art Gallery and Design Studios, VLSI engineering labs, Games and

Multimedia Computing Design Labs, Business Boardrooms and Lounge, Mock Hotel Suites and many more. All this helps to ensure that every KDU student is well prepared to be gainfully employed upon graduation – an indisputable fact that has strengthened the institution's impressive graduate employment ratio record.

Over a span of 25 years, our students continue to do us proud with a string of successes in various national and international competitions. In July 2013, KDU Penang was also awarded the Penang MPSP Green Industry Award for the SME Education and Awareness category. For real education in the real world –

**HIT THE GROUND RUNNING™** with KDU Penang University College.



# POSTGRADUATE PROGRAMMES

A postgraduate programme can further your skills and knowledge in your chosen field. Employers value that experience and often entrust postgraduate qualified applicants with greater responsibilities. In fact, in some fields, a postgraduate qualification is the only way to advance your career. The benefits of a postgraduate qualification on your prospects depend on your chosen career. If you're coming to the end of your undergraduate studies but you still have the desire to learn and carry out research, and wish to differentiate yourself with future employers, a postgraduate course can satisfy your intellectual curiosity while also enhancing your career prospects. Postgraduate study gives you the chance to really specialise in your field and advance your knowledge. If you enjoy your subject of study then perhaps you have the motivation to move on to a higher degree.

## Why KDU Penang is the preferred choice:

### Highly qualified academics

More than 80% of academic staff at KDU Penang have a minimum of a Master's degree, and many have a doctorate degree, in their chosen field. Indeed, in some disciplines up to 40% of staff have a PhD, establishing their credentials as world class researchers. These academic staff possess vast knowledge in their research area(s) with the competency to supervise you, ensuring you enhance the skill and knowledge in your chosen research area.

### Real World Learning with industry experts

At KDU Penang, our programmes are designed with the industry's needs in mind and are taught by faculty members who are industry experts.

### Flexible study arrangements

The postgraduate programmes at KDU Penang offer students flexibility in their study arrangements, with both part-time and full-time programmes available. As such, the programmes are suitable for those who wish to work full time with simultaneously pursuing a postgraduate degree.

### Research Grants & Conference Funding

Research degree students have access to competitive internal grant opportunities and Conference funding provided by KDU Penang that form part of the University College research ecosystem.

## POSTGRADUATE STUDY ROUTE

### KDU PENANG DOCTORAL DEGREE

- DOCTOR OF PHILOSOPHY (BUSINESS)
- DOCTOR OF PHILOSOPHY (HOSPITALITY AND TOURISM)
- DOCTOR OF PHILOSOPHY (ENGINEERING)
- DOCTOR OF PHILOSOPHY (COMPUTER SCIENCE)



### KDU PENANG MASTER'S DEGREE

- MASTER OF COMPUTER SCIENCE
- MASTER OF SCIENCE (ENGINEERING)
- MASTER OF SCIENCE IN HOSPITALITY AND TOURISM
  - MASTER OF BUSINESS
- MASTER OF BUSINESS ADMINISTRATION



BACHELOR'S DEGREE



KDU PENANG FOUNDATION STUDIES\*/DIPLOMA/STPM/UEC/A-LEVEL OR EQUIVALENT



SPM/O-LEVEL OR EQUIVALENT

\* Specific foundation programmes that meet the entry requirement.

# PROGRAMME OVERVIEW

KDU Penang University College provides a wide range of postgraduate programmes for both recent degree graduates and working adults who have an interest in pursuing postgraduate studies. We offer programmes which are industry compatible, delivered by academic experts, as well as providing the library resources and research eco-system you would expect from a leading University College. KDU Penang University College has over 80% of academic staff qualified with a minimum of a Master's degree and in excess of 20% with a doctorate level qualification. They are qualified to guide you in your pursuit of knowledge in their research area. This expertise can be utilised by the postgraduate student to enhance their existing competency and knowledge in the area of research they wish to pursue.

## RESEARCH DEGREE PROGRAMMES

KDU Penang University College postgraduate by research students will spend a minimum of 3 years for a full-time Ph.D. degree programme and 2 years for a Master degree programme. Flexible part-time study options are available. Students who are enrolled in these programmes are provided with 2 mandatory modules that will enhance their research as well as analytical skills. The table below summarises the list of postgraduate programmes at KDU as well as a suggested list of possible research areas that you may like to pursue. Don't however be constrained by this list, let your imagination run wild and chat with academic staff on tailoring a research topic for your needs.

## MASTER IN COMPUTER SCIENCE

N/481/7/0804 01/23 (PA9271)

This programme provides you opportunity to enhance your existing knowledge of computer programming and mathematical frameworks through independent research. You will develop your research skills through two taught modules, i.e. Research Methodology and Algorithm Design & Analysis.

This flexible programme provides you the chance to work closely with your supervisors, academic experts, industrial practitioners, and government agencies locally and internationally in the following areas:

- Artificial Intelligence
- Machine Learning
- Deep Learning
- Data Visualisation
- Image Processing
- Big Data
- IOT / Industry 4.0

### Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Algorithm Design & Analysis
- Dissertation/Thesis

**Duration** 2-4 years (Full-time) / 3-6 years (Part-time) **Intake** January and July **Course location** KDU Penang University College

## MASTER OF SCIENCE (ENGINEERING)

N/520/7/0110 01/23 (PA9272)

This programme provides you opportunity to specialise in a chosen field of engineering research. You will understand, study and demonstrate your expertise in engineering research topic through your dissertation. You will develop your research skills through two taught modules, i.e. research methodology and quantitative analysis.

This flexible programme provides you the chance to work closely with your supervisors, academic experts, industrial practitioners, and government agencies locally and internationally in the following areas:

- Electrical and electronic
- Renewable/Sustainable energy
- Advanced Materials
- Manufacturing and system Engineering
- Embedded System
- Artificial Intelligent
- Solid mechanics and materials
- Green manufacturing
- Image Processing
- Quality
- Thermo-fluids and turbomachinery
- IOT / Industry 4.0

### Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Quantitative Analysis
- Dissertation/Thesis

**Duration** 2-4 years (Full-time) / 3-6 years (Part-time) **Intake** January and July **Course location** KDU Penang University College

# MASTER OF BUSINESS

N/340/7/0756 10/25 (PA9617)

If you are ambitious to undertake a substantive independent research to get ahead personally and professionally, then you should enroll yourself in this Master of Business program. This research-focused master program has been designed particularly to enable you to improve your research skills and help you to make strategic business decisions through rigor research processes. You will be supervised by a research expert to explore the key areas of this discipline. The key research area that you can explore in:

- Contemporary Management and International Business Issues
- Consumer Psychology
- Technology and Innovation
- Financial Metrics
- Business and Marketing Channel
- Strategic Decision Making

## Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Qualitative/Quantitative Methods\*
- Dissertation/Thesis

\*Student will need to choose either one of these subjects based on the research project.

**Duration** 2-4 years (Full-time) / 3-6 years (Part-time) **Intake** January and July **Course location** KDU Penang University College

# MASTER OF SCIENCE IN HOSPITALITY AND TOURISM

N/811/7/0349 08/25 (PA9616)

This programme provides you with the opportunity to specialise in a chosen field of Hospitality and Tourism research. You will understand, study and demonstrate your expertise in a hospitality and tourism topic through your dissertation. You will develop your research skills through two taught modules, i.e. research methods and quantitative or qualitative methods.

This flexible programme provides you the chance to work closely with your supervisors, academic experts, industrial practitioners, and government agencies locally and internationally in the following areas:

- Hospitality and Hotel Management
- Leisure and Events Management
- Tourism Management
- Hospitality and Tourism Technology Management
- Tourism Economics and Finance

## Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Qualitative/Quantitative Methods\*
- Dissertation/Thesis

\*Student will need to choose either one of these subjects based on the research project.

**Duration** 2-4 years (Full-time) / 3-6 years (Part-time) **Intake** January and July **Course location** KDU Penang University College

# MASTER OF BUSINESS ADMINISTRATION

N/345/7/1095 02/26 (PA9512)

The KDU Penang University College MBA programme is tailored for aspiring managers and professionals with an ambition to become strategic leaders and change managers within their industrial environment. Our dedicated team of PhD and industry qualified academics will lead you on a journey that will empower you to be an effective manager in an increasingly dynamic business world. You will be challenged to simultaneously understand the complexity of the organizational and business environment while also developing the pragmatism that you need to succeed as a change manager. This programme is ideally positioned for emerging managers transitioning in their careers or seeking to extend the effectiveness of an existing leadership role. Once you enroll with us, you will be challenged to critically reflect on your effectiveness and apply expert knowledge to real business problems. This experiential learning focus provides an opportunity for you to get involved in research activities which enhance your problem solving skills using contemporary scientific research methods.

We recognize that context is important for post-experience education and therefore we offer the opportunity for you to customize your learning through access to our unique platform of MBA specializations. You can delve deeper into the latest in management theory with the 'Management' specialization or alternatively select an industry based specialization tailored to the next step in your career trajectory. Whether you aspire to manage in the area of 'Business Analytics' (i.e. Big data), 'Hospitality', 'Tourism', or be a 'Project Management' practitioner we have a solution for you. Speak to our counsellors on how this could even be the first step in you becoming a Certified Project Management Professional. The choice is yours and we have a dedicated team of academics and industry professionals ready to take you on this tailored journey.

Specialisations:

- Business Analytics
- Management
- Project Management
- Hospitality
- Tourism

**Duration** 1 year (Full-time) / 2 years (Part-time) **Intake** January, May and September **Course location** KDU Penang University College

# DOCTOR OF PHILOSOPHY (BUSINESS)

N/340/8/0731 08/25 (PA9619)

If you are committed to research that makes a difference not to philosophy but also practice of business themselves, then you should enroll yourself in this Doctor of Philosophy (Business) program. In this doctoral program, you will work towards producing a substantial work that makes novel contribution to the subject knowledge. You will conduct research under a supportive research environment and remained closely supervised by an academic expert. You will make original contribution to the key areas of this discipline.

The key research area that you can explore in:

- Contemporary Management and International Business Issues
- Business and Marketing Channel
- Consumer Psychology
- Financial Metrics
- Strategic Decision Making
- Technology and Innovation

## Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Qualitative/Quantitative Methods\*
- Dissertation/Thesis

\*Student will need to choose either one of these subjects based on the research project.

**Duration** 3-6 years (Full-time) / 4-8 years (Part-time) **Intake** January and July **Course location** KDU Penang University College

# DOCTOR OF PHILOSOPHY (HOSPITALITY AND TOURISM)

N/811/8/0349 08/25 (PA9620)

This programme provides you with the opportunity to specialise in a chosen field of hospitality and tourism research. You will understand, study and demonstrate your novelty in hospitality and tourism research and contribution to this knowledge through your dissertation. This is the best way for you to demonstrate your research passion, discover new knowledge, contribute to hospitality and tourism knowledge and being recognized for your contribution through attainment of a doctoral degree. You will develop your research skills through two taught modules, i.e. research methods and quantitative or qualitative methods.

A flexible framework is provided enabling you to pursue your research passion working closely with your supervisors, academic experts, industry practitioners, government agency(s) from local and international fields in the following areas:

- Hospitality and Hotel Management
- Tourism Management
- Tourism Economics and Finance
- Leisure and Events Management
- Hospitality and Tourism Technology Management

## Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Qualitative/Quantitative Methods\*
- Dissertation/Thesis

\*Student will need to choose either one of these subjects based on the research project.

**Duration** 3-6 years (Full-time) / 4-8 years (Part-time) **Intake** January and July **Course location** KDU Penang University College

## GLOBAL SUPERVISION TEAM

You will be supervised by active and experienced supervisor in KDU, and gain access and guidance from potential co-supervisor by partner university located in UK. Interaction with supervisors from different discipline enhance your learning opportunities, and allow you to progress in diverse and interdisciplinary research.

## EXCELLENCE RESEARCH CULTURE

We are committed in providing extensive training and support to all postgraduate students. You will learn research methodology and analysis method through core modules. Student will also receive training sessions; including inventive problem solving approach, project management, scholarship and research funding application, English writing, communication skills and information research and retrieval. Series of research seminars, workshops and talks will be available, enhance and stimulating research culture in KDU Penang.

# DOCTOR OF PHILOSOPHY (ENGINEERING)

N/520/8/0105 01/23 (PA9273)

This programme provide you opportunity to specialise in a chosen field of engineering research. You will understand, study and demonstrate your novelty in engineering research and contributions to engineering knowledge through your dissertation. This is the best way for you to demonstrate your research passion, discover new knowledge, contribute to engineering knowledge and being recognized by obtaining a doctoral degree. You will develop your research skills through two taught modules, i.e. research methodology and quantitative analysis.

This is a flexible framework, that you will have chances working closely with your supervisors, academic experts, industrial practitioners, government agency from local and international in the following areas:

- Electrical and electronic
- Image Processing
- Artificial Intelligent
- Advanced Materials
- Thermo-fluids and turbomachinery
- Green manufacturing
- Embedded System
- Renewable/Sustainable energy
- Quality
- Solid mechanics and materials
- Manufacturing and system Engineering
- IOT / Industry 4.0

## Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Quantitative Methods
- Dissertation/Thesis

**Duration** 3-6 years (Full-time) / 4-8 years (Part-time) **Intake** January and July **Course location** KDU Penang University College

# DOCTOR OF PHILOSOPHY (COMPUTER SCIENCE)

N/481/8/0787 08/25 (PA9618)

This programme provides you opportunity to enhance your existing knowledge of computer programming and mathematical frameworks through independent research. You will develop your research skills through two taught modules, i.e. Research Methodology and Algorithm Design & Analysis.

This flexible programme provides you the chance to work closely with your supervisors, academic experts, industrial practitioners, and government agencies locally and internationally in the following areas:

- Artificial Intelligence
- Big Data
- Image Processing
- Deep Learning
- Data Visualisation
- Machine Learning
- IOT / Industry 4.0

## Modules

The programme consists of two taught modules, and a dissertation. You will be required to pass 2 modules and the dissertation to be awarded the MSc. The modules comprise:

- Research Methods
- Algorithm Design & Analysis
- Dissertation/Thesis

**Duration** 3-6 years (Full-time) / 4-8 years (Part-time) **Intake** January and July **Course location** KDU Penang University College



Anson Campus



Batu Kawan Campus

# ONE KDU PENANG TWO CAMPUSES



All information provided in this brochure is up-to-date and accurate at the time of publication.  
KDU Penang University College reserves the right to make amendment(s) to its brochure with or without prior notice.  
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