

新媒体是以图片、文字、视频和语音为主的新兴媒体，  
目前已经成为新趋势并影响着各个领域。

New media is an emerging media that mainly uses  
pictures, text, video and voice, now has become a new trend and influences all fields.



B5-B7, Block B, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor DE, Malaysia.



**019-814 7796 | 019-584 3199** (DEPARTMENT OF ENTERPRISE DEVELOPMENT AND PROFESSIONAL TRAINING)  
**011-5768 2875 | 016-839 3385** (DEPARTMENT OF INNOVATION AND TECHNOLOGY)  
**016-429 7793 | 010-838 7925** (DEPARTMENT OF CREATIVE MEDIA AND BEAUTY STUDIES)  
**019-757 1709 | 016-631 0321** (DEPARTMENT OF SMART INDUSTRIAL AND HOSPITALITY)  
**016-751 5678 | 011-1086 0230** (DEPARTMENT OF INDUSTRIAL ENGINEERING)  
**018-311 8000** (DEPARTMENT OF AUTOMOTIVE TECHNOLOGY AND TRANSPORTATION ENGINEERING)  
**03-8737 8770 | 03-8210 3709** (GENERAL LINE)

✉ enrolment@neivce.edu.my    f neivce    www.neivce.edu.my

学术伙伴 Academic Partners :



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企业发展

# 新媒体传播

暨商业管理技能

Enterprise Development  
**New Media Communication**  
**(MEDIA-DB)**

with Business Management Skills

- ▲ 80% 实践训练  
80% Practical Skills
- ▲ 20% 理论  
20% Theory
- ▲ 2年课程  
2 Years Learning
- ▲ 16岁以上即可报读, 无需入学资格  
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以中文为主, 英文为辅  
Medium of Instruction: Chinese & Simple English

认证与注册鉴定单位 Accredited and Registered by :





# 企业发展 新媒体传播

## ENTERPRISE DEVELOPMENT New Media Communication (MEDIA-DB)

### 2年课程 Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：  
This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :

- 充实学生在传播媒体领域与商业管理的技能与知识，以提高他们在相关行业的就业竞争力。  
To improve the skills and knowledge of individuals to increase their chances of gaining employment within the communication media industry as well as business management.
- 为学生提供传播媒体与商业管理行业的就业机会。  
To provide students for a career in the communication media industry as well as business management.
- 满足有意提高知识与技能的相关行业从业人员的需求。  
To meet the needs and objectives of those employed in the industry wishing to broaden their knowledge and skills.

为期两年的新媒体传播暨商业管理技能课程聚焦全球传播领域发展，特别是新媒体的环境、企业传播和公关管理方面的实务知识，同时为学生提供有关传播各领域的便捷且具发展前景的就业途径。此外，也让学生有机会掌握与实际工作相关的知识与技能。本课程涵盖新媒体、传播、公关操作规范及活动管理技能。学生也将学习市场营销、品牌建立、文案撰稿、客户服务和商务活动等的知识和技能，为毕业生铺平在相关领域就业及谋求发展的道路。

This two years new media communication with business management skills course provides students with a comprehensive knowledge and practical skills of global communication, in particular the environment of new media, corporate communication and public relations management. It will give students the opportunity to apply knowledge gained about the industry to real situations in the workplace. This course provides students with accessibility and a developmental pathway to be employed for the full range of activities related to new media, communication, public relations, and event management. Students will also gain knowledge of marketing, branding, copywriting, customer service and business activities during this course.

#### 学生将学习 / Students will learn and be able to:

- ▲ 安排与处理传播与媒体相关事务  
Arrange and handle communication or media related affairs
- ▲ 使用社交媒体渠道操作数码营销  
Implement social media channels to operate digital marketing
- ▲ 使用直播做宣传  
Implement live broadcast for publicity
- ▲ 开发创意内容  
Develop creative content
- ▲ 处理公司公关事务  
Handling company public relations
- ▲ 安排公司活动事务  
Arrange company events and activities



### 课程内容 | COURSE OUTLINE

- |   |  |  |
|---|--|--|
| • 新媒体原理<br>Principles of New Media                  | • 摄影技巧<br>Photography Techniques                     | • 人力资源管理<br>Human Resources Management                 |
| • 公关原理<br>Principles of Public Relations            | • 电影研究与制作<br>Film Studies and Production             | • 商务法律<br>Business Law                                 |
| • 社交媒体原理与实践<br>Social Media Principles and Practice | • 桌面排版<br>Desktop Publishing                         | • 公开演说和演讲技巧<br>Public Speaking and Presentation Skills |
| • 播客<br>Podcasting                                  | • 数码视觉制作和编辑<br>Digital Visual Production and Editing | • 个人专业发展<br>Professional Personality Development       |
| • 直播<br>Live Streaming                              | • 商务沟通<br>Business Communication                     | • 活动管理原理<br>Principles of Event Management             |
| • 关键意见领袖<br>Key Opinion Leader                      | • 金融与会计<br>Finance and Accounting                    | • 职场英语1<br>Workplace English Communication 1           |
| • 大众传播概论<br>Introduction to Mass Communication      | • 团队建设技巧<br>Team Development Skills                  | • 职场英语2<br>Workplace English Communication 2           |
| • 新闻与媒体写作<br>Journalism and Media Writing           | • 全球化运作<br>Operating in a Global Context             | • 期末作业<br>Major Project                                |
| • 广播电视<br>Radio and Television Broadcasting         | • 创业技巧<br>Entrepreneurship Skills                    |  |
| • 创意内容开发<br>Creative Content Development            | • 市场营销原理<br>Principles of Marketing                  |  |

\* Please note that the modules listed are indicative and may be subject to change.



### OFQUAL认证 | OFQUAL RECOGNITION

OFQUAL为英国政府学历及考试评审局，受英国议会监察。所有学习材料均由该领域的专业人士和专业学术作者设计和编写，以便每个互动模块都符合OFQUAL规定的特定学习标准，OFQUAL是英国高等教育学术标准的英国政府机构。这些标准确保学生获得高质量的教育以及大学的认证和雇主认可。

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### 评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供新媒体传播暨商业管理技能的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of new media communication with business management skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



### 考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭和高级专业文凭  
Diploma and Advanced Diploma awarded by West College Scotland, UK

第五级专业文凭(资格获得QFQUAL英国政府历及考试评审局承认)  
Level 5 Extended Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation)



### 就业前景 | CAREER PATHWAYS

媒体策划员、活动策划员、数码营销专员、文案撰稿人、品牌和企业传播专员、人力资源专员、网络和社交媒体专员、关键意见领袖、客户关系专员、公共关系专员、编辑和作家、博客作者和视频博主等等。

Media Planner, Event Planner, Digital Marketing Executive, Copywriter, Brand & Corporate Communication Strategist, Human Resource Executive, Web & Social Media Executive, Key Opinion Leader, Customer Relations Executive, Public Relations Executive, Editors & Writers, Bloggers & Vloggers, etc.