INSTITUTE OF GRADUATE STUDIES & RESEARCH

研究生与研究学院









Institute of **Graduate Studies & Research**

研究生与研究学院

The Institute of Graduate Studies and Research (IGSR) was established in 2013 after the Southern College was upgraded to the status of Southern University College in 2012. Its primary objectives are to establish a range of graduate study programs and embark on relevant research agenda to meet local and national needs. Its mission is to meet the challenges of regionalization and globalization by setting up appropriate and relevant graduate programs, and pioneering studies in social sciences and humanities.

The IGSR consists of the following:

- 1. Graduate Studies Unit
- 2. Research Unit

The Graduate Studies Unit is in charge of establishing, reviewing, and assessing postgraduate programs in Southern UC. The unit will work closely with related departments to ensure the rigorous standards for admission, assessment, and evaluation of graduate programs.

Obtaining the approval from the Malaysian Qualifications Agency(MQA), the MBA programme is the first Master's program at Southern UC and we proudly label it as Southern MBA, which accepted the first batch of students in 2015.

Currently, we also offer Master of Arts in Chinese Studies, Master of Business Administration, Master of Communication, Master of Science in Computer Science, Doctor of Business Administration, Doctor of Philosophy (Business Administration), and Doctor of Philosophy (Chinese Studies).

The Research Unit is responsible for administrating research activities among academic staff and postgraduate candidates. It acts as a platform to coordinate research funds, conference & publication financial supports, knowledge transfer programs, research workshops, and academic conferences.

At present, there are 8 research centres. The centres are

- Research Institute of Chinese Ethnicity & Culture
- A+i Design Research Centre
- Centre for Business and Management Research
- Research Centre of Traditional Chinese Medicine
- Centre for Applied Artificial Intelligence, Robotic, and IoT (CARI)
- Education, Psychology and Counselling Research Centre
- Social Sciences Research Centre (SSRC)
- Centre For Malaysian Studies

The centres work together with IGSR to pursue continuous professional development of academic staff.

紧随2012年南方学院晋升为南方大学学院,研究生与研究学院(IGSR)于2013年成立。其主要目标是建立一系列研究生课程并开展相关研究,以满足本地和国家的需求。其使命是通过建立适当和相关的研究生课程,并在社会科学和人文学科领域开展开创性研究,以应对区域化和全球化带来的挑战。

研究生与研究学院包涵两个行政单位:

- 1. 研究生硕博课程单位
- 2. 研究单位

研究生硕博课程单位负责在南方大学学院建立、审查和 评估研究生课程。该单位将与相关部门密切合作,确保 严格的研究生课程招生、评估和评价标准。

工商管理硕士学位课程(MBA)是南方大学学院的第一个硕士课程,也获得政府批准机构MQA的批准,并于2015年招收了第一批学生。

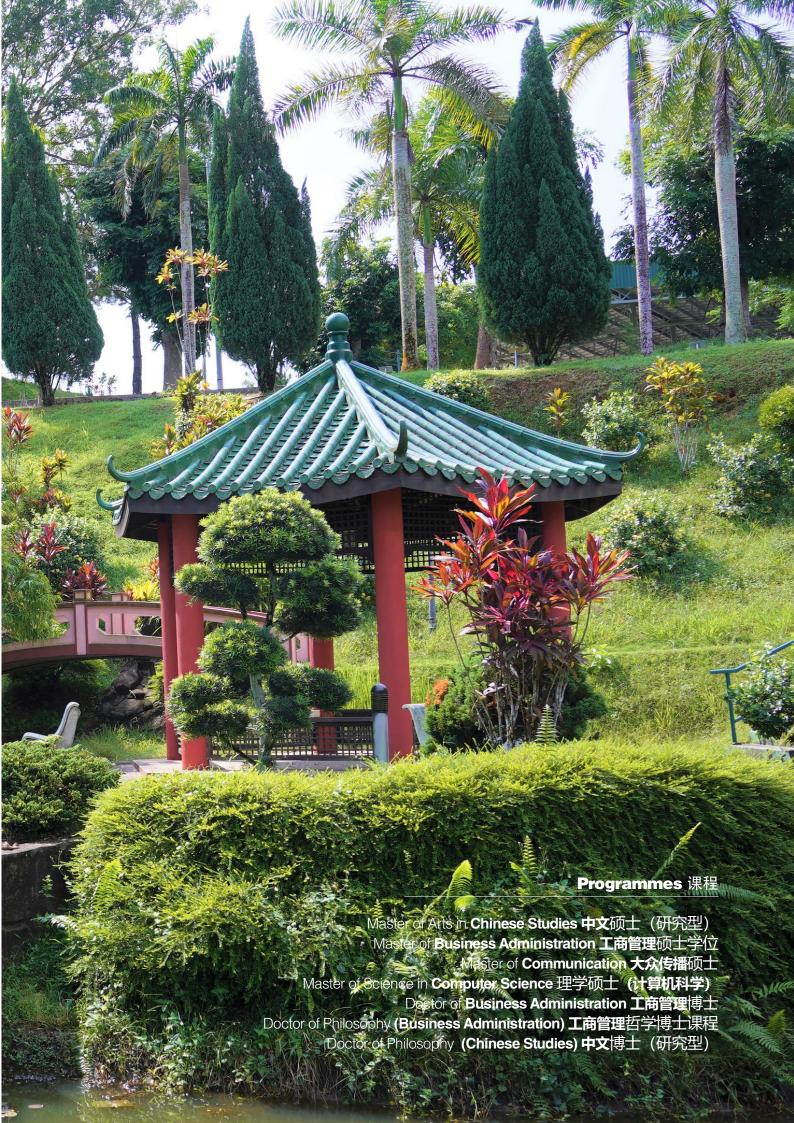
目前,南方大学学院还提供中文文学硕士,工商管理硕士学位,大众传播硕士,理学硕士(计算机科学),工商管理哲学博士课程,以及中文博士。

研究单位负责管理学术人员和研究生候选人的研究活动。它作为一个平台协调研究资金、会议和出版物的财 务支持、知识转移计划、研究研讨会和学术会议。

目前,有8个研究中心:

- 华人族群与文化研究所
- 创意设计与研究中心
- 商业与管理研究中心
- 中医药学研究中心
- 人工智能及软件科技研究中心
- 教育、心理学与辅导研究中心
- 人文社会科学研究中心
- 马来西亚研究中心

这些中心与研究生学院与研究所共同努力, 追求学术人员的持续专业发展。



Master of Arts in **Chinese Studies**

R/224/7/0058(MQA/FA5096)03/25

Programme Duration Full time: 2 - 5 years Part-time: 3 - 7 years

Mode: Research

Programme Introduction

Inheriting the tradition of Sinology, the teaching and research fields of The Master of Arts in Chinese Studies cover ancient and modern Chinese language, literature, history, philosophy on one hand, and break through the model of traditional disciplines on the other hand, incorporating emerging disciplines such as Chinese Ethnics Studies, Malaysian Chinese literature, Southeast Asian culture, and Comparative between the East and the West.

Courses

Courses of Study

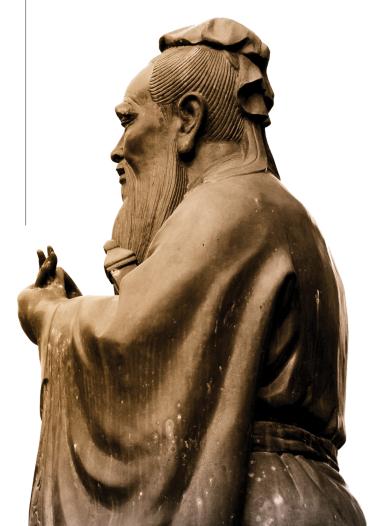
Students may choose the programme on either a full-time or part-time basis. Students are required to complete 15 credits (equivalent to 3 courses), including 6 credits of core courses, and 9 credits of research-based Thesis.

- Research Methodology in Chinese Studies (3 credits)
- Directed Readings and Research (3 credits)
- Graduation Thesis* (9 credits)

Career Opportunities

- Educator at a university or college
- Researcher
- Manager/Supervisor in a related field
- Advancement in a current career

- A Bachelor's degree in the field or related fields with a minimum CGPA of 2.75 or equivalent; OR
- A Bachelor's degree in the field or related fields with a minimum CGPA of 2.50 and not meeting CGPA of 2.75, can be accepted subject to rigorous internal assessment; OR
- A Bachelor's degree in the field or related fields with a minimum CGPA of 2.00 and not meeting CGPA of 2.50, can be accepted subject to a minimum of 5 years working experience in a relevant field and rigorous internal assessment.
- Others: Recognised equivalent qualification.
- English Competency Requirement for International Students: A minimum score of 5.0 in IELTS or its equivalent.



中文硕士(研究型)

R/224/7/0058(MQA/FA5096)03/25 课程完成期限 全职: 2 - 5年 兼职: 3 - 7年

模式: 研究

课程介绍

本课程注重传统与创新,不仅涵盖传统汉学的中华古今语言、文学、历史、哲学,还包括华人方言族群、马华文学、东南亚文化、东方与西方比较等新兴学科领域。

课程

课程结构

研究生可选择报读全职或兼职课程。研究生必须在年限内修满15个学分,其中包括两门必修课(6学分)与论文(9学分)。

- 研究资料与方法(3学分)
- 专书导读与研究(3学分)
- 论文(9学分)

就业机会

- 大学/学院教育工作者
- 研究员
- 相关领域主管
- 在目前职业上的提升

入学资格

- 拥有中文或相关专业领域学士学位且 CGPA2.75 或以上,或其他同等资历;或者
- 拥有中文或相关专业领域学士学位, CGPA 2.50 或以上但低于CGPA2.75, 并接受严格的内部评估;或者
- 拥有中文或相关专业领域学士学位, CGPA2.00或以 上但低于CGPA2.50, 拥有至少5年相关领域的工作 经验并接受严格的内部评估;
- 其他:被认可的同等资历。
- 国际学生英语能力要求: 雅思考试得分要求为5.0或以上,或其他同等资历。





Master of **Business Administration**

R/340/7/0467(MQA/FA4746)09/24

Programme Duration Full time: 1 year Part time: 2 years

Mode: Coursework

Programme Introduction

The MBA programme aims to produce business leaders who can understand the dynamics, strengths and weaknesses of the local business environment. Students will be trained to address issues that arise from the local businesses. The complementary aspects between the Oriental and Western management styles will be an area of focus.

Coursework and Research Project

To complete the Southern MBA programme, the candidate is required to take 14 modules (42 credits). These include ten compulsory modules and four core/major modules. The MBA Project 1 and MBA project 2 are designed as application—oriented research projects undertaken with the supervision and guidance of a faculty member.

Compulsory Modules (30 credits)

- Financial and Managerial Accounting
- Managerial Economics
- Management Information System
- Marketing Management
- Operations Management
- Human Resource Management
- Strategic Management
- Research Methodology
- MBA Project 1
- MBA Project 2

Core / Major Modules (12 credits)

(Choose one Major)

General MBA

- Oriental Management
- Business Law
- Financial Management
- One elective from Finance / International Business / Marketing track

Finance Major

- Bank Management
- Corporate Finance
- Econometrics
- Investment

International Business Major

- Cross Cultural Management
- Logistics and Supply Chain
- Macroeconomics for Global Environment
- One elective from Finance or International Business / Marketing track

Marketing Major

- Consumer Behaviour
- Marketing Research
- Relationship Marketing
- Service Marketing

- Bachelor degree in related fields with a minimum CGPA of 2.50; OR
- Bachelor degree in related fields with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted, subject to rigorous internal assessment; OR
- Bachelor degree in non-related fields with a minimum CGPA of 2.00 as accepted by Southern UC Senate and with relevant working experience subject to a rigorous internal assessment; OR
- Bachelor's degree in non-related fields with a minimum CGPA of 2.00 as accepted by Southern UC Senate and without relevant working experience, subject to passing prerequisite courses; OR
- Other equivalent/related qualifications to a Bachelor's degree recognised by the Malaysian Government.
- For post-graduate studies, international students are required to achieve a minimum score of 6.0 for IELTS or its equivalent.

工商管理硕士学位

R/340/7/0467(MQA/FA4746)09/24

课程完成期限 全职: 1年 兼职: 2年

模式: 课程作业

课程介绍

工商管理硕士学位(MBA)旨在培养能够理解本地商业环境的动态、优势和弱点的商业领袖。学生将接受培训,以解决本地企业可能面临的问题。东方和西方管理风格之间的互补性将是关注的重点领域。

课程作业与研究项目

为了完成南方MBA课程, 学生需要修习14个科目(42学分)。其中包括十个核心科目和四个专业必修科目。MBA专案1和MBA专案2旨在进行应用导向的研究项目, 候选人在导师的监督和指导下完成。

核心科目(30学分)

- 财务和管理会计
- 管理经济学
- 市场营销管理
- 运营管理
- 人力资源管理
- 管理信息系统
- 战略管理
- 研究方法论
- MBA 专案 1
- MBA 专案 2

专业必修科目 (12 学分) 选择任意一个

工商管理专业

- 工商管理专业
- 东方管理
- 财务管理
- 选修1个市场营销专业:金融专业科目/市场营销专业/国际商务专业

金融专业

- 银行经营
- 企业公司财务
- 计量经济学
- 投资学

国际商务专业

- 跨文化管理
- 物流与供应链管理
- 全球环境宏观经济学
- 选修1个金融专业科目/市场营销专业

市场营销专业

- 消费者行为
- 市场研究
- 客户关系营销
- 服务业营销

- 相关领域的学士学位,最低累积平均积点(CGPA)为2.50;或者
- 相关领域的学士学位,最低累积平均积点(CGPA) 为2.00,但不符合2.50的CGPA,可以接受,但需要 经过严格的内部评估;或者
- 非相关领域的学士学位,最低累积平均积点 (CGPA)为2.00,获得南方大学学院评议会认可, 并具有相关工作经验,需要经过严格的内部评估; 或者
- 非相关领域的学士学位,最低累积平均积点 (CGPA)为2.00,获得南方大学学院评议会认可, 并且没有相关工作经验,需通过先修课程;或者
- 马来西亚政府认可的其他与学士学位等同/相关的资格。
- 对于研究生学习,国际学生需要获得至少6.0分的雅思成绩(IELTS)或其等同成绩。

Master of **Communication**

R/321/7/0233(MQA/FA8547)12/27

Programme Duration Full time: 1.5 - 5 years Part-time: 2.5 - 7 years

Mode: Mixed mode

Programme Introduction

The Master of Communication offers a mixed mode of teaching and dissertation writing. It brings together conceptual, research, and practical approaches so as to prepare graduates to handle communication challenges in the current fast-changing environment. We employ pedagogical methods that put students at the center of learning. Upon graduation, students will be equipped with knowledge and problem solving skills highly useful in the media and communication industry at home and abroad.

Coursework and Dissertation

Candidates need to obtain 40 credits to graduate, and there are two components which are as follows:

Coursework (12 credits) Dissertation (28 credits)

Coursework	Oral examination
Advanced Communication Theory	Proposal defense
Quantitative Research Methods for Communication	
Qualitative Research Methods for Communication	
Dissertation	

- A Bachelor's degree or its equivalent, with a minimum CGPA of 2.75; OR
- A Bachelor's degree or its equivalent, with a minimum CGPA of 2.50 and not meeting a CGPA of 2.75, can be accepted subject to rigorous internal assessment; OR
- A Bachelor's degree or its equivalent, not meeting a CGPA of 2.50, can be accepted subject to a minimum of 5 years' working experience in relevant field.
- For post-graduate studies, international students are required to achieve a minimum score of 6.0 for IELTS or its equivalent.



大众传播硕士

R/321/7/0233(MQA/FA8547)12/27

课程完成期限 全职: 1.5 - 5年 兼职: 2.5 - 7年

模式: 混合模式

课程介绍

大众传播硕士课程采用混合式的教学和论文写作模式。 它将概念、研究和实践方法结合起来,为毕业生在当前 快速变化的环境中应对传播挑战提供准备。我们采用以 学生为中心的教学方法。毕业后,学生将具备在国内外 媒体和传播行业中非常有用的知识和解决问题的能力。

课程与论文

学生需要获得40学分才能完成课程,其中包括以下两个组成部分:

课程作业 (12学分) 论文 (28学分)

课程作业	口试
高级传播理论	提案答辩
大众传播研究的量化方法	
大众传播研究的质性方法	
毕业论文	7

- 本领域或相关领域学士学位,最低CGPA为2.75;或者
- 本领域或相关领域学士学位,最低CGPA为2.50,但 不符合2.75的CGPA要求,可经过严格的内部评估后 接受;或者
- 本领域或相关领域学士学位,不符合2.50的CGPA要求,可以在相关领域拥有至少5年工作经验。
- 对于研究生学习,国际学生需要获得至少6.0分的雅思成绩(IELTS)或其等同成绩。



Master of Science in **Computer Science**

N/481/7/0829(MQA/PA15100)11/26

Programme Duration Full time: 2 - 4 years Part-time: 3 - 5 years

Mode: Research

Programme Introduction

The Master of Science (Computer Science) offers a full research mode of study. The programme will to meet current and future market needs and contribute to both social and national development. The aim of Master of Science (Computer Science) is to fulfil the country's need for nurturing professional computer science experts in all organizations and industries. Upon graduation, students are able to demonstrate their competency as professional leaders, technical key players or active researchers in the field of computer science.

Coursework and Dissertation

All candidates are required to obtain 6 credits and complete a dissertation.

Programme Structure

Compulsory	Oral Examination
Research Methodology	Proposal Defense
Directed Readings and Research	Postgraduate Completion Seminar
Dissertation	Viva voce

- A Bachelor's degree (Level 6, MQF) in Computing or related fields with a minimum CGPA of 3.00 or equivalent, as accepted by the HEP Senate; OR
- A Bachelor's degree (Level 6, MQF) in Computing or related fields or equivalent with a minimum CGPA of 2.75 can be accepted subject to rigorous internal assessment; OR
- A Bachelor's degree (Level 6, MQF) in Computing or related fields or equivalent with a minimum CGPA of 2.50 can be accepted subject to a minimum of FIVE (5) years of working experience in the related fields and rigorous internal assessment; OR
- Candidates without a qualification in the related fields or relevant working experience must undergo appropriate prerequisite courses as determined by the HEP and meet a minimum CGPA of 2.50 with a minimum of FIVE (5) years of working experience in the related fields and rigorous internal assessment; OR
- Other qualifications equivalent to a Bachelor's degree (Level 6, MQF) in the field of Computing or related fields recognised by the Government of Malaysia must undergo appropriate prerequisite courses as determined by the HEP.
- International students must achieve a minimum score of 6.0 in the International English Language Testing System (IELTS) or its equivalent.



理学硕士(计算机科学)

N/481/7/0829(MQA/PA15100)11/26

课程完成期限

全职: 2-4年 兼职: 3-5年

模式: 研究模式

课程介绍

理学硕士课程采用全面的研究模式进行学习。该课程将能够满足当前和未来市场需求,并为社会和国家发展做出贡献。理学硕士的目标是满足我国在各个组织和行业中对专业电脑科学专家的需求。毕业后,学生能够展示自己作为专业领导者、技术关键人物或活跃的电脑科学领域研究人员的能力。

课程与论文

学生需要获得6个学分并完成一篇论文

课程结构

必修课	口试
研究资料与方法	开题
导读与研究	预答辩
毕业论文	答辩

对于没有计算机学位的候选人,将提供两个计算机先修课程(Java编程I和数据库系统)。

- 计算机或相关领域学士学位(六级, MQF), 最低 CGPA为3.00, 经由高等教育机构(HEP) 校务委员 南方大学学院评议会批准, 或者
- 计算机或相关领域学士学位(六级, MQF), 最低 CGPA为2.75, 可经过严格的内部评估, 或者
- 计算机或相关领域学士学位(六级, MQF),最低 CGPA为2.50,可以在相关领域拥有至少五(5)年 工作经验和经过严格的内部评估,或者
- 若没有相关领域的学历或相关工作经验,必须完成 高等教育机构确定的先修课程,最低CGPA为2.50并 在相关领域拥有至少五(5)年工作经验和经过严格 的内部评估后,或者
- 其他与计算机或相关领域学士学位(六级, MQF)相当的资格,需符合马来西亚政府认可,必须完成高等教育机构确定的先修课程。
- 国际学生需要获得至少6.0分的雅思成绩(IELTS) 或其等同成绩。



Doctor of

Business Administration

N/0414/8/0006(MQA/PA15554)06/29

Programme Duration Mode: Coursework

Full time: minimum 9 semesters or 3 years

Part-time: minimum 12 semesters or 4 years

Programme Structure

The DBA programme adopts the global perspective in its design of the programme structure, curricula, and pedagogy. The student is required to take 10 modules. These include nine compulsory modules and one elective module. The DBA Project Paper is designed as an application oriented research project undertaken with the supervision and guidance of a faculty member.

Coursework and Research Project

Compulsory Modules

- Corporate Finance Strategy
- Global Economic Theory & Issues
- Business Accounting & Finance for Decision Making
- Contemporary Management
- Human Resource Management
- Global Strategic Marketing & Competitive Analysis
- Research Methodology
- Literature Review & Research Design
- Data Analysis, Interpretation & Presentation

Elective Modules

(Choose one of the following)

- Digital Business
- **Business Consultation Tactic**
- Strategic Entrepreneurial Growth
- Organisation Change Management
- Leadership and Organisational Effectiveness

Project Paper

More than 50,000 words

- A Master's degree in related fields as accepted by the Senate; OR
- A Master's degree in non-related fields as accepted by the Senate, subject to having relevant working experience and rigorous internal assessment; OR
- A Master's degree in non-related fields as accepted by the Senate and without relevant working experience, subject to passing pre-requisite subjects; OR
- Other Qualifications equivalent to a Master's degree recognised by the Malaysian government.



工商管理博士

N/0414/8/0006(MQA/PA15554)06/29

课程完成期限 全职: 至少9个学期或3年 兼职: 至少12个学期或4年

模式: 课程作业

课程结构

课程设计采用了全球视角和全方位的课程结构、包含各专业领域科目和个案研究的授课方式。学生需要修读十门科目,其中包括九门必修科目和一门选修科目,以及编写五万字以上的专业研究论文。学生们可以依据他们的兴趣或专业经验,在其指导教授引导和监督下进行商业管理实务的研究。

课程作业与研究项目

必修科目

- 公司财务战略
- 全球经济理论与课题
- 会计与财务管理决策
- 当代管理学
- 人力资源管理
- 全球营销策略与竞争分析
- 研究方法论
- 文献综述与研究设计
- 研究资料分析、诠释和呈现

选修科目 任选一门科目

- 电子商务
- 商务咨询战略
- 创业成长战略
- 组织变革管理
- 领导力和组织效能

研究论文

• 五万字以上

- 南方大学学院评议会批准的相关领域硕士学位,或者
- 南方大学学院评议会批准的非相关领域硕士学位, 需具备相关工作经验并经过严格的内部评估,或者
- 南方大学学院评议会批准的非相关领域硕士学位, 无相关工作经验,需修读先修课程,或者
- 马来西亚政府认可的其他同等硕士学位。
- 国际学生需备具至少MUET4等级或相当于CEFR(Mid B2) 的水平。



Doctor of Philosophy (Business Administration)

N/345/8/1063(MQA/PA9436)01/25

Programme Duration Full time: 3 - 7 years Part time: 4 - 9 years

Mode: Research

Programme Introduction

The programme aims to provide students with rigorous, in-depth and advanced research knowledge within their specific areas of business studies. It also aims to inculcate in them a systematic and ethical approach in conducting research in specialized areas, thereby contributing new insights to the body of knowledge and managerial practices.

Course and Dissertation

Candidates are required to obtain 3 credits (one core module) and complete a research thesis.

Programme Structure

Compulsory	Oral Examination
Research Methodology	Proposal Defense
	Postgraduate Completion Seminar
	Viva voce

- A Master's degree in related fields as accepted by the Senate; OR
- A Master's degree in non-related fields as accepted by the Senate, subject to having relevant working experience and passing rigorous internal assessment; OR
- A Master's degree in non-related fields as accepted by the Senate and without relevant working experience, subject to passing pre-requisite subjects; OR
- Other Qualifications equivalent to a Master's degree recognised by the Malaysian government.
- For post-graduate studies, international students are required to achieve a minimum score of 6.0 for IELTS or its equivalent.



工商管理哲学博士课程

N/345/8/1063(MQA/PA9436)01/25

课程完成期限 全职: 3 - 7年 兼职: 4 - 9年

模式: 研究模式

课程介绍

本课程旨在为研究生提供严谨、深入和先进的研究知识。同时向他们灌输在专业领域进行研究的系统和道德方法,从而为知识体系和管理实践贡献新的见解。

课程与论文

博士生需要完成一篇研究论文,并从必修课中获得3个学分

课程结构

必修课	口试
研究资料与方法	开题
	预答辩
	答辩

- 南方大学学院评议会批准的相关领域硕士学位,或者
- 南方大学学院评议会批准的非相关领域硕士学位, 需具备相关工作经验并经过严格的内部评估,或者
- 南方大学学院评议会批准的非相关领域硕士学位, 无相关工作经验,需修读先修课程,或者
- 马来西亚政府认可的其他同等硕士学位。
- 对于研究生学习,国际学生需要获得至少6.0分的雅思成绩(IELTS)或其等同成绩。



Doctor of Philosophy (Chinese Studies)

R/0231/8/0005(MQA/FA10010)12/30

Programme Duration Full time: 3 - 6 years Part-time: 4 - 8 years

Mode: Research

Programme Introduction

Inheriting the tradition of Sinology, the teaching and research fields of The Doctor of Philosophy (Chinese Studies) cover ancient and modern Chinese language, literature, history, philosophy on one hand, and break through the model of traditional disciplines on the other hand, incorporating emerging disciplines such as Chinese Ethnics Studies, Malaysian Chinese literature, Chinese-Japanese-Korean literature, Southeast Asian culture, and Comparative between the East and the West.

Courses

Courses of Study

- Research Resources and Methodology in Chinese Studies (3 Credits)
- Graduate Research Skills (3 Credits)
- Dissertation (9 credits)

Career Opportunities

- Educator at a university or college
- Researcher
- Manager/Supervisor in a related field
- Advancement in a current career

- A Master's degree (Level 7), MQF in language or a related field.
- Others: Equivalent professional qualification from a recognized professional body.
- English Competency Requirement for International Student: A minimum score of 5.0 in IELTS or its equivalent.





中文博士 (研究型)

R/0231/8/0005(MQA/FA10010)12/30

课程完成期限 全职: 3-6年 兼职: 4-8年

模式: 研究

课程介绍

本课程注重传统与创新,不仅涵盖传统汉学的中华古今语言、文学、历史、哲学,还包括华人方言族群、马华文学、中日韩文学、东南亚文化、东方与西方比较等新兴学科领域。

课程

课程结构

- 研究资料与方法 (3 学分)
- 专题研讨(3学分)
- 论文 (9学分)

就业机会

- 大学/学院教育工作者
- 研究员
- 相关领域主管
- · 在目前职业上的提升

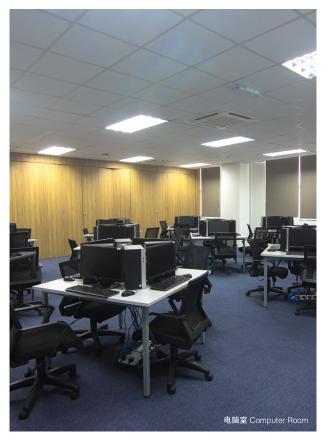
入学资格

- 拥有硕士学位(第7级), 马来西亚学术资格框架 (MQF)语言或相关领域。
- 其他: 拥有来自公认的专业机构的同等专业资格。
- 国际学生英语能力要求: 雅思考试得分要求为5.0或以上, 或其他同等资历。



Facilities of Campus





















No Perakuan Pendaftaran: DKU 019(J)

Southern University College (198704v)

Jalan Selatan Utama, Off Jalan Skudai, 81300 Skudai, Johor, Malaysia.

Tel: 07-5586605

Contact info

- © 07-554 3466
- **6** 07-556 3306
- **o** 011-2666 5541
- marketing@sc.edu.my
- www.southern.edu.my
- Southern University College
- Southern_UC

入学条件将跟随马来西亚学术资格鉴定机构的指示而调整。

Entry requirement is subject to change according to MQA programme standards.

All information is correct at the time of printing and is subject to change without prior notice. (03/24 printed)