

BEYOND EDUCATION

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN DKU023(W)

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The Faculty of Communication and Creative Industries (FCCI) offers Diploma and Bachelor Degree programmes in Mass Communication and Creative Arts.

We offer a learning experience which is fulfilling and fun-filled through hands-on learning, practical assignments and case studies as well as internship programme which will challenge you to think creatively and hone your presentation and event management skills as well.

We are committed to honing your know-hows and expertise to ensure that you have the qualities to stand out and be highly sought after by the relevant industries.

We will mentor you on the critical skills that will aid you in achieving academic excellence and developing professional practices that will pave the way for you to become capable and employable graduates who will excel well in the employment market.

What Our Students Say

Shareen Alvina a/p Patrick George

Bachelor of Communication (Hons) in Advertising, Year 3 - TAR UC



The best part about studying in TAR UC all these years are the opportunities that have opened so many windows for me to discover my true potential. I love the processes that have come with it. The assiduously-structured syllabus and wholesome experience have allowed me to be exposed to a variety of different concepts, situations and perspectives that have shaped me to be the individual that I am today.

Foong Yen Row

Bachelor of Design (Hons) in Graphic Design, Year 3 - TAR UC



The TAR UC graphic design programme offers courses that are industry-driven with emphasis on experiential learning for future employability. There is active lecturer-student interaction and the educators actively share their knowledge and experiences with students, thus creating a conducive learning environment. TAR UC also provides state-of-the-art facilities especially computer laboratories that are equipped with the latest software that help in completion of assignments.

Mohamad Farig bin Ali

Diploma in Mass Communication (Journalism), Year 2 - TAR UC

Before pursuing the journalism diploma at TAR UC, I had freelanced in content writing, translation and blogging. I am now in my second year of the diploma and the contents of the TAR UC journalism programme has helped to strengthen my writing skills and expand my knowledge in journalism. The courses reflect well on the requirements of becoming a successful journalist. For example, the photojournalism course strikes me as a well-organised subject as it combines two different ways of story-telling into one.

Why Study at the Faculty of Communication and Creative Industries

Employable graduates.

1

2 Strong industry links.

Well-qualified and experienced lecturers trained in both local and overseas universities.

3

4 State-of-the-art facilities.

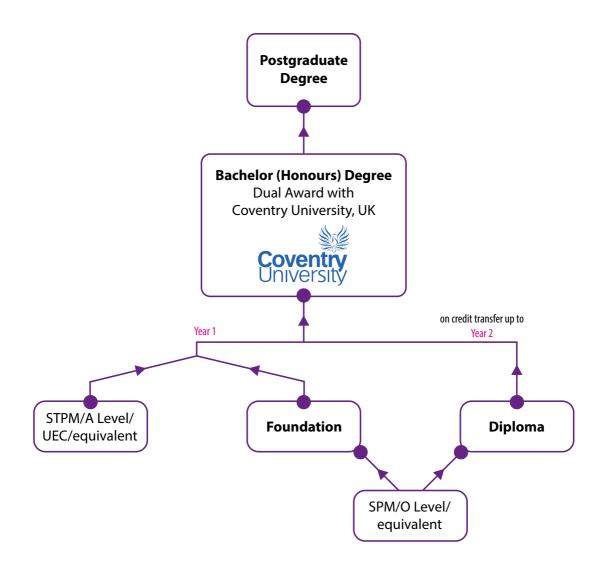
Experiential learning.

5

Moulding students into award winners.



General Progression Route



Intakes

January · Foundation · Cambridge GCE A Level Commencement Date: 13/01/2020

May

- · Bachelor Degree
- · Diploma
- · Foundation
- · Cambridge GCE A Level

Commencement Date:

12/05/2020 (Foundation & A Level) 18/05/2020

September

Foundation

Commencement Date: 7/09/2020

October

 Selected Bachelor Degree/Diploma programmes only

Commencement Date: 12/10/2020

Programmes Offered

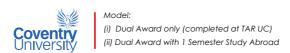
Foundation (1 Year) —— Bachelor Degree (3 Years)

Foundation in Arts (Track B) KL

- → Bachelor of Communication (Honours) in Advertising KL
- → Bachelor of Communication (Honours) in Broadcasting* KL
- → Bachelor of Communication (Honours) in Journalism **KL**
- → Bachelor of Communication (Honours) in Media Studies KL
- → Bachelor of Public Relations (Honours) KL
- → Bachelor of Creative Multimedia (Honours) **KL**
- Bachelor of Design
 (Honours) in Graphic Design KL
- Bachelor of Design (Honours) in Fashion Design KL

■ KL - Kuala Lumpur Main Campus





Programmes Offered

on credit transfer up to

Diploma (2 Years)



Bachelor Degree (3 Years)

- Diploma in Mass Communication (Advertising) KL
 Diploma in Mass Communication
- Bachelor of Communication (Honours) in Advertising KL
- Diploma in Mass Communication (Broadcast Communication) KL/PG
- → Bachelor of Communication (Honours) in Broadcasting* KL
- Diploma in Mass Communication (Journalism) KL
- → Bachelor of Communication (Honours) in Journalism **KL**
- Diploma in Mass Communication (Media Studies) KL
- Bachelor of Communication (Honours) in Media Studies KL
- ➤ Diploma in Communication and Media Studies **PK**

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- Diploma in Public Relations KL/PG/PK
- ◆ Bachelor of Public Relations (Honours) KL
- **▶** Diploma in Multimedia Design **KL** ² Years 4 Months
- Bachelor of Creative Multimedia (Honours) KL
- Diploma in Graphic Design KL
- Bachelor of Design (Honours) in Graphic Design KL
- Diploma in Fashion Design KL
- Bachelor of Design (Honours) in Fashion Design KL

- KL Kuala Lumpur Main Campus
- PG Penang Branch Campus
- PK Perak Branch Campus

* Dual Award with



Advertising

This programme encompasses the basic knowledge and practical skills of advertising, media and communication. This programme aims not only to produce advertising personnel who can apply the relevant skills in the field of advertising, but also to offer students a greater depth of knowledge and practical skills in terms of management and persuasive communication, preparing students to join a competitive and dynamic industry. Students will also develop a critical understanding and appreciation of the advertising profession, in addition to acquiring relevant computer software skills.

Career Prospects

- · Account Executives
- Media Planners
- · Advertising and Promotion Personnel
- Copywriters
- Social Media Executives

Level & Campus

Bachelor of Communication (Honours) in Advertising - 3 years

• KL (R/321/6/0097)(09/23)(MQA/FA3878)

Diploma in Mass Communication (Advertising) - 2 years

• KL (R/342/4/0072)(08/23)(AA0082)

Journalism

This programme caters for students who wish to develop a successful career in the journalism and media industry. With industry driven content, the programme offers a teaching and experiential learning experience that prepares students with enhanced and progressive skills for professional media reporting. With a focus on an enriching learning experience, the programme prepares students for a challenging and fast evolving media world. The programme also explores the local Malaysian and global media context to produce graduates that are highly employable in the industry.

Career Prospects

- Journalists
- Writers
- · Reporters
- Copy Editors
- Editors

Level & Campus

Bachelor of Communication (Honours) in Journalism - 3 years

• **KL** (R/321/6/0094)(09/23)(MQA/FA3937)

Diploma in Mass Communication (Journalism) - 2 years

• **KL** (R/321/4/0088)(08/23)(AA0081)



■ KL - Kuala Lumpur Main Campus

Broadcasting/Broadcast Communication

This programme entails knowledge and skills for the technical understanding, writing, scripting, presenting and organising of traditional and new broadcast media. There are also specific courses designed to enhance the depth of knowledge and appreciation of the broadcast communication industry, like Film Appreciation, Criticism and Interpretation, Cinematography and Visual Communication, Production and Multimedia, Radio Journalism, Communication Technology, Communication Theories, as well as application in Audio, Television and Video Production. Students will engage in all aspects of the creation and production works.

Career Prospects

- TV and radio programming
- · Disc jockeying
- · Research writing for broadcast media
- · Internet-based businesses
- · Production houses
- Advertising agencies
- Creative Industries

Level & Campus

Bachelor of Communication (Honours) in Broadcasting - 3 years

• **KL** (R/321/6/0096)(09/23)(MQA/FA3939)

Diploma in Mass Communication (Broadcast Communication) - 2 years

- **KL** (R/321/4/0087)(08/23)(AA0083)
- **PG** (R/321/4/0106)(11/23)(MQA/FA3524)

■ KL - Kuala Lumpur Main Campus

■ PG - Penang Branch Campus



Media Studies

This programme takes the relationships between media and society to a greater height where students are exposed to various actors, interests and issues that revolve around the media systems. Students will acquire knowledge concerning media policies, industries, literacies, audiences, cultures and social concerns. This programme further complements students' conceptual understanding with research, writing, computing and organisational skills that will enhance their competitiveness in the employment market.

Career Prospects

- Advertising
- Public Relations
- · Producers of Information
- Media Writers
- Educators
- · Media planning

Level & Campus

Bachelor of Communication (Honours) in Media Studies - 3 years

• **KL** (R/321/6/0095)(09/23)(MQA/FA3938)

Diploma in Mass Communication (Media Studies) - 2 years

• KL (R/321/4/0089)(08/23)(AA0085)

Diploma in Communication and Media Studies - 2 years

• **PK** (N/321/4/0213)(04/22)(MQA/PA7542)

Public Relations

This programme develops students' practical expertise in formulating media strategies, managing and running PR campaigns, producing PR write-ups and promotional material. To produce PR professionals, media liaisons and strategic managers, it entails courses in corporate communication, integrated marketing communication, crisis management, employee and community relations, public opinion, advertising, social media, ethics, in both the Malaysian and global contexts. Students' experiential skills are enhanced via case studies, campaigns and internship.

Career Prospects

- · Supervisory and strategic-level personnel in PR
- Marketing
- Communication
- Advertising
- Events management
- Hospitality
- · Customer Relations

Level & Campus

Bachelor of Public Relations (Honours) - 3 years

• **KL** (R/321/6/0101)(10/23)(MQA/FA3940)

Diploma in Public Relations - 2 years

- KL (R/321/4/0073)(08/23)(MQA/FA10790)
- **PG** (R/321/4/0252)(09/23)(MQA/FA10816)
- **PK** (R/321/4/0254)(09/23)(MQA/FA10854)

Multimedia Design

This programme aims to impart knowledge and develop skills in studio-based design process and techniques which enable graduates to choose in and perform a wide range of career setting relevant to various media related industries.

Multimedia Design is an ever-evolving field. In order to thrive in such an industry, graduates are not only equiped with the skills and knowledge required, but also the ability to improve and adopt to the evolving industry. The programme constantly makes improvement in terms of technological advancement as well as design trend to compare and compete on industrial level.

We are locally and internationally recognised; graduates are widely accepted by local and creative industries overseas. The programme actively supports participation in creative workshops, events, and competitions and has been awarded with numerous achievements. The programme also includes a 3-month internship period, allowing students to practically experience and involve themselves in managing industrial level projects.

Career Prospects

- Interactive Media Artists / Designers
- UX & Web Designers
- Mobile Application Developers
- Social Media / Content Designers
- 2D / 3D Animators
- Motion Designers
- Digital Filmmakers / Editors
- Post Production Designers / Compositors
- Instructional Designers / Game Designers
- Creative Technologies Entrepreneurs

Level & Campus

Bachelor of Creative Multimedia (Honours)

- 3 years
- **KL** (R/213/6/0147)(09/23)(MQA/FA3880)

Diploma in Multimedia Design

- 2 years 4 months
- **KL** (R/213/4/0138)(08/23)(AA0090)



Graphic Design

This programme is an integrated design study that helps develop your creative passion, specifically focusing on fostering your conceptual and technical design skills. Graphic design course is also known as communication design. It is the art and practice of planning and projecting ideas through visual and textual forms for user experience. Forms of communication designed could be represented in physical and or virtual state accompanied by interactive engagement and or display.

Courses in Graphic Design will nurture your design capabilities of working across a range of creative industry-relevant practice from commercial, education to environment, cultural, and civic sectors. Each area of explorations will focus on graphical aspects of print, illustration and screen-based interactive design which contribute to the problem-solving challenges in any area of visual communication.

Throughout the programme, you will indulge in developing your creative ideas in subject area such as advertising, branding, digital visualisation, photography, illustration and concept. These studies are essential to the development of becoming a trained professional graphic designer, while the learning process exposes you to opportunities of developing your progressive graphic design portfolio, to prepare you for better future career prospect.

Career Prospects

- Illustrators
- Art Directors
- Typographers
- · Brand Designers
- · Signage Designers
- · Graphic Designers
- · Design Consultants
- · Packaging Designers
- Web Page Designers
- · Interaction Designers
- · Communication Designers
- · Sales Promotion Designers

Level & Campus

Bachelor of Design (Honours) in Graphic Design - 3 years

• KL (R/213/6/0146)(09/23)(MQA/FA3936)

Diploma in Graphic Design - 2 years

• KL (R/213/4/0139)(08/23)(AA0084)





Fashion Design

This programme provides academic and specialised practical knowledge to prepare students for careers in the fashion industry, or for the professional seeking to upgrade skills in apparel construction, pattern making, draping, tailoring and other related fashion design industry.

Students will be given the opportunities to perform competitively within the local and international fashion industry, combining creative and intellectual approaches to visual-design innovations with strong theoretical as well as learning both traditional and computer-generated design in developing individual sense of design style.

This programme is focused on acquiring the technical and professional skills required by the fashion industry, while developing a personal fashion signature and prepared to seek entry-level employment such as costume designer, assistant fashion buyer, fashion designer, or seamstress.

Career Prospects

- · Fashion & Image Consultants
- Fashion & Apparel Designers
- Garment Manufacturing Designers
- Garment & Textile Designers
- · Fashion Designers
- Fashion & Textiles Merchandisers
- Costume for Performing Arts Designers
- · Fashion Retails
- Pattern Makers
- · Paper Pattern Digitizer and Grader
- · Visual Merchandisers
- Fashion Event Organisers
- · Fashion Stylists
- Fashion Illustrators
- Wardrobe Assistants

Level & Campus

Bachelor of Design (Honours) in Fashion Design - 3 years

• KL (R/214/6/0096)(09/23)(MQA/FA3879)

Diploma in Fashion Design - 2 years

• **KL** (R/214/4/0089)(08/23)(AA0089)



Bachelor Degree Entry Requirements

Bachelor of	STPM	A Level	SAM	UEC	TAR UC	Other IHL
Communication (Honours) in Advertising	Grade C in 2 relevant subjects	Grade D in 2 relevant subjects	ATAR 70 and minimum Grade B in	Grade B in 5 relevant subjects	■ Foundation in Arts (Track B)	Relevant Foundation/ Diploma
Bachelor of Communication (Honours) in Broadcasting	·	, The state of the	2 relevant subjects		OR Polovont	accredited by MQA
Bachelor of Communication (Honours) in Journalism					■Relevant Diploma	
Bachelor of Communication (Honours) in Media Studies						
Bachelor of Public						
Relations (Honours)	SPM Cred	I lit/ 0 Level Grade C/	NND UEC Grade B in Engli	ish Language		

Note:

- a) SPM holders must have at least a pass in Bahasa Melayu and SPM holders from Year 2013 onwards must have at least a pass in Sejarah.
- b) Students without a credit in SPM Bahasa Melayu are required to pass Bahasa Kebangsaan A before the award of Bachelor Degree.
- c) TAR UC Diploma will be accepted on credit transfer into Bachelor Degree programmes.
- d) Equivalent qualifications/qualifications from other Institution of Higher Learning (IHL) will be considered on a case-by-case basis.
- e) Information is correct at the point of printing. Subject to the Ministry of Education latest requirements.



Bachelor Degree Entry Requirements

Bachelor	STPM	A Level	SAM	UEC	TAR UC	Other IHL
of Creative Multimedia	Grade C in	Grade D in	ATAR 70 and	Grade B in	■ Foundation	■ Relevant
(Honours)	2 relevant	2 relevant	minimum	5 relevant	in Arts	Foundation
	subjects	subjects	Grade B in	subjects	(Track B)	accredited by
		•	2 relevant	:		MQA
		:	subjects	:	OR	
		:	:	:		OR
					= Relevant	
					Diploma	= Relevant
					(with	Diploma (with
					minimum	minimum
		Δ1	ND		: CGPA 2.5000)^	CGPA 2.5000)^
	CDM Dass (O.L.			ich Languago**		accredited
	SPINI PASS/U L	evel Grade E (Pass)/	UEC Grade C in Engl	isii Laiiguage""		by MQA
					·	
Bachelor of	STPM	A Level	SAM	UEC	TAR UC	Other IHL

Bachelor of	STPM	A Level	SAM	UEC	TAR UC	Other IHL
Design (Honours) in Graphic Design Bachelor of Design (Honours) in Fashion Design	Grade C in 2 relevant subjects	Grade D in 2 relevant subjects	ATAR 70 and minimum Grade B in 2 relevant subjects	Grade B in 5 relevant subjects which must include English	■ Foundation in Arts (Track B) OR	Relevant Foundation/ Diploma accredited by MQA
	AND SPM Pass/O Level Grade E (Pass) in English Language			Language	■ Relevant Diploma	
	AND ***MUET Band 1 or replaced with IELTS Band Score 5.5 or TOEFL Score 550					

^ Graduates with CGPA below 2.5000 are required to sit and pass a specified portfolio test and interview.

Pass a specified portfolio test and interview conducted by TAR UC

Note

- a) SPM holders must have at least a pass in Bahasa Melayu and SPM holders from Year 2013 onwards must have at least a pass in Sejarah.
- b) Students without a credit in SPM Bahasa Melayu are required to pass Bahasa Kebangsaan A before the award of Bachelor Degree.
- c) TAR UC Diploma will be accepted on credit transfer into Bachelor Degree programmes.
- $d) \ Equivalent \ qualifications/qualifications \ from \ other \ Institution \ of \ Higher \ Learning \ (IHL) \ will \ be \ considered \ on \ a \ case-by-case \ basis.$
- e) Information is correct at the point of printing. Subject to the Ministry of Education latest requirements.



^{**}Grade C and above in AELE0364 English Language conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants who fail English Language at SPM/O Level/UEC.

^{***} Exempted for students whose programme full medium of instruction was in English.

Diploma Entry Requirements

Diploma in Mass Communication (Advertising)

Diploma in Mass Communication (Broadcast Communication)

Diploma in Mass Communication (Journalism)

Diploma in Mass Communication (Media Studies)

Diploma in Public Relations

Diploma in Communication and Media Studies [Only in Perak Branch Campus]

SPM	0 Level	UEC	Certificate
3 Credits in the relevant subjects	3 Grade C in the relevant subjects	3 Grade B in the relevant subjects	Relevant Certificate accredited by MQA

Compulsory subject:

SPM Credit/O Level Grade C/UEC Grade B in English Language

OR
Relevant Skilled/
Technical/Vocational
Certificate recognised

by the Malaysian

Government

	SPM	0 Level	UEC	Certificate
Diploma in Graphic Design	3 Credits in the relevant subjects	3 Grade C in the relevant subjects	3 Grade B in the relevant subjects	Relevant Certificate accredited by MQA
Diploma in Fashion Design Diploma in	Compulsory subject:	: E (Pass)/ UEC Grade C in E	endish Language**	OR Selection of Skills and
Multimedia Design	SPM Pass/O Level Glau	e e (Pass)/ VEC Glade C III E	igiisii Laiiguage	Relevant Skilled/ Technical/Vocational Certificate recognised by the Malaysian Government
	Pas	•	AND and interview conducted by TA	AR UC

^{**}Grade C and above in AELE0364 English Language conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants who fail English Language at SPM/O Level/UEC.

Note:

- a) SPM holders must have at least a pass in Bahasa Melayu <u>and</u> SPM holders from Year 2013 onwards must have at least a pass in Sejarah.
- b) Students without a credit in SPM Bahasa Melayu are required to pass Bahasa Kebangsaan A before the award of Diploma.
- c) Equivalent qualifications/qualifications from other Institution of Higher Learning (IHL) will be considered on a case-by-case basis.
- d) Information is correct at the point of printing. Subject to the Ministry of Education latest requirements.

Foundation Entry Requirements

BACHELOR DEGREE	FOUNDATION	ENTRY REQUIREMENTS			
BACHELUK DEGKEE	FOUNDATION	SPM	O LEVEL	UEC	
Bachelor of Communication (Honours) in Advertising	Foundation in Arts (Track B)	5 Credits in the relevant subjects	5 Grade C in the relevant subjects	3 Grade B in the relevant subjects	
Bachelor of Communication		Compulsory subject	<u>:</u>		
(Honours) in Broadcasting		SPM Credit/O Level Grade C/UEC Grade B in English Language			
Bachelor of Communication (Honours) in Journalism					
Bachelor of Communication (Honours) in Media Studies					
Bachelor of Public Relations (Honours)					
Bachelor of Design (Honours) in Fashion Design	Foundation in Arts (Track B)	5 Credits in the relevant subjects	5 Grade C in the relevant subjects	3 Grade B in the relevant subjects	
Bachelor of Design		Compulsory subject	<u>::</u>		
(Honours) in Graphic Design		SPM Pass/ O Level Grade E (Pass)/ UEC Grade C in English Language**			
Bachelor of Creative Multimedia (Honours)		AND			
			lio test and interview co ative Multimedia (Honou		

^{**}Grade C and above in AELE0364 English Language conducted by TAR UC is accepted as having fulfilled the English Language requirement for applicants who fail English Language at SPM/O Level/UEC.

- a) SPM holders must have at least a pass in Bahasa Melayu <u>and</u> SPM holders from Year 2013 onwards must have at least a pass in Sejarah.
- b) Equivalent qualifications other than the above will be considered on a case-by-case basis.
- c) Information is correct at the point of printing. Subject to the Ministry of Education latest requirements.



Student Achievements





Google Cafe: Guardians of the Interwebz 2019

Google Malaysia Head of Communications and Public Affairs Zeffri Yusof (second from left) and TAR UC Faculty of Communication and Creative Industries Dean, Dearna Kee (third from left), along with Bachelor of Public Relations (Honours) students wrapping up the Google Cafe: Guardians of the Interwebz industry-collaboration project



Student Achievements







Merit Scholarship

Diploma/Foundation/Cambridge GCE A Level Programmes

Entry Qualification	Criteria	Waiver of Tuition Fee
SPM O Level	9As and above 8As	100%
SPM O Level	8As 7As	50%
SPM O Level	7As 6As	25%
SPM	6As	20% Foundation programmes only
SPM	5As	15%

SPM: A+, A and A-

Bachelor Degree Programmes

Entry Qualification	Criteria	Waiver of Tuition Fee
STPM / A Level	3As	
Unified Examination Certificate (UEC)	8As	
*TAR UC Diploma / *TAR UC Foundation / Matriculation	CGPA ≥ 3.8500	100%
South Australian Matriculation (SAM) / Western Australian Certificate of Education (WACE)/ Higher School Certificate (HSC)	≥ ATAR 95	100/0
Canadian Pre-University (CPU)	≥ 95%**	
CTDM (ALL)		
STPM / A Level	2As	
Unified Examination Certificate (UEC)	7As	
*TAR UC Diploma / *TAR UC Foundation / Matriculation	CGPA ≥ 3.7500	50%
South Australian Matriculation (SAM) / Western Australian Certificate of Education (WACE)/ Higher School Certificate (HSC)	≥ ATAR 90	30 /0
Canadian Pre-University (CPU)	≥ 90%**	

^{*}Must have obtained straight passes in all courses (including co-curriculum courses for diploma)
**For all subjects with a minimum of 6 subjects
Automatically offered upon admission. Terms & Conditions apply

For further information, please contact:

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(S) 011-1075 8513

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Jalan Segamat/Labis, 85000 Segamat, Johor, Malaysia.

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