

# LANGUAGES



**HIT THE GROUND RUNNING™**

# **VISION**

Changing lives and enriching communities for a better world.

# **MISSION**

- We deliver superior products and services that benefit society, and shape future generations of leaders and thinkers.
- We care for the safety and health of our people, and we believe in developing their talents through empowerment and enabling them to maximise their potential.
- We grow our businesses to deliver sustainable and responsible shareholder returns while ensuring that we continue to protect our environment.
- We must be bold in technological innovations to be market leaders in our core businesses.
- We will leverage on the synergies within our business ecosystem to create unique product offerings.

# **EDUCATION CHARTER**

- We inspire students and staff to lead, share and serve.
- We create a community in which learning, teaching and research are encouraged, enabled and enjoyed.
- We promote critical thinking, independent learning and creative problem solving.
- We nurture individuals to be ethical and responsible global citizens.
- We share our success with stakeholders and the community we serve.

# PARAMOUNT EDUCATION

Paramount Education is the education arm of Paramount Corporation Berhad (PCB), a public listed company with diverse interests and strong positions in property development, investment, construction and educational services.

It's a full spectrum education services provider that offers quality education from pre-school, primary and secondary, both local and international, through to undergraduate and post-graduate levels, as well as executive and professional development programmes.



# KDU 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.



# CULTIVATING AN ENTREPRENEURIAL MINDSET



## **Best Business Project Idea 2017 Competition**

The Student Entrepreneur Programme is an initiative set up by KDU Penang University College to encourage student-run start-ups, essentially providing a platform for students to gain practical, real-life experiences in setting up and running their own businesses.

In addition to expanding their knowledge and skills, the management of their start-ups, as well as integrated project work, provides them with hands-on experience.

The initiative bridges the gap between academia and industry, bringing a business world element to the campus, and provides students with a better picture of what one might face as an entrepreneur.



## **4<sup>th</sup> International Student Conference - “Be the Innovators”**

The 4<sup>th</sup> International Student Conference (ISC) themed “Be the Innovators” organised by KDU Penang University College’s Student Council was held from 25 – 27 September 2017, and attracted more than 150 students from 11 countries – China, Hong Kong, Myanmar, Vietnam, United Kingdom, Sri Lanka, Korea, Thailand, Brunei, Turkestan and Malaysia. This 3-day conference was filled with talks by prominent speakers sharing their valuable experiences and knowledge. On the first two days, workshops and teambuilding activities were also included. The event ended with a full day tour of Penang.



## **Sharing Moment with Successful Entrepreneurs**

KDU Penang UC students were treated to an eye-opening session in 2017 as two established entrepreneurs shared their experiences and insights on having a start-up business. Clarence Leong, founder and CEO of easyParcel, was a Top 10 entrepreneur in 2016’s JCI CYEA (Creative Young Entrepreneur Award) and recently received Merit for SOBA (Star Outstanding Business Award). Leong Shir Mein, CEO of Delivereat, was Top 10 in a list of remarkable female entrepreneurs (Vulcan Post).



## **Business Start-Up Coaching Day**

The KDU Business Startup Coaching Day was held on 21 April 2017, featuring highly-experienced speakers Dr Supi Yeoh and Mr Richard Oon Hock Chye, who both have years of invaluable experience in their respective fields. Attendees were taught the fundamentals of how to achieve their dreams of running their own business, beginning from the start-up level.



## **The Business Challenge Workshop**

The Business Challenge Workshop, in collaboration with Malaysian Global Innovation & Creativity Centre (MaGIC), was held on 14 September 2017. The attendees took part in activities that challenged their innovative thinking skills, as well as their critical decision-making skills. At the end of the workshop, as a gold standard test of a balance between innovation and practicality, students pitched plans and new ideas.

# WORKING WITH & WITHIN COMMUNITIES



## **“Start Today, Save Tomorrow” Mud Ball Project**

Organised by Junior Chamber International (JCI) Batu Kawan and co-organised by KDU Penang, “Start Today, Save Tomorrow” Mud Ball Project was held at Sungai Jawi, on 14 October 2017. JCI Batu Kawan and KDU Penang spent two months preparing for this event. Lecturers and staff from KDU Penang took a week to run workshops on environmental protection and river pollution awareness at secondary schools in Seberang Perai Selatan. The preparation of mud balls involved about 600 teachers and students as well as parents. The main objective was to create environmental awareness on clean and healthy rivers among students.



## **KDU Penang Launched Christmas Donation to Charity Organisations**

Due to the overwhelming response, members of the Engineering Society of KDU Penang again held a charity event called Rudolph's Shoebox to celebrate Christmas last year. Rudolph's Shoebox encouraged students and staff to place gifts around the Christmas tree at the foyer. The gifts were donated to Kechara Soup Kitchen Penang and St Joseph's Home Penang.

The Engineering Society also raised funds for both charities to help them get some extra cash for the holiday season. The Christmas tree and Snowman built with recycled plastic cups remained at the foyer until the end of the year.



## **Community Service Accompanied by Fun and Games!**

Twenty students from KDU Penang were involved in the Community Service of International Scout Exchange Program for Chung Ling High School Penang and Zhonghua Secondary School Singapore. Lead by Ms Ng Fong Chiu, senior lecturer of the Department of Computing, the event saw about 80 students participating in the project.



## **Staff Development Programme for SMJK Chung Ling**

KDU Penang's senior lecturers from the School of Engineering, Computing and Built Environment conducted a staff development programme for 200 staff members (academic and nonacademic) from SMJK Chung Ling on the campus. Topics covered included “The Flipped Classroom and Instructional Video-Developing Using SOM” by Ms Ng Fong Chiu and Ms Tan Mei Hooi.



## **Hand-in-Hand for Penang Flood Victims**

Students and staff from KDU Penang collaborated with Universiti Sains Malaysia (USM) to help victims when massive floods hit Penang in early November 2017.

The Student Service Department (SSD) set up a donation box to collect essential items, money and cleaning accessories. Together, they cleaned KDU Penang's lecturer Mr Saravanan Maniam's house in Bukit Mertajam, which was inundated.

Another team of 20 KDU Penang students helped prepare food and packed essential items for victims at Dewan Besar, Sungai Dua.

# DEPARTMENT OF LANGUAGES

“English language is not a difficult thing to master if you have the right teacher. We have more than 20 years of experience in doing exactly that.”

More than 1,200 local and international students from over 60 countries have successfully completed the English programme with the Department of Languages (DOL). Our international students hail from Thailand, Indonesia, Vietnam, the Philippines, Sri Lanka, Mongolia, Turkmenistan, Bangladesh, Korea, Taiwan, Japan, China, Russia, Saudi Arabia, Bahrain, Iran, etc. Many of DOL's graduates have gone on to successfully complete their diploma and degree in the programmes of their choice, and some have joined the workforce. It's no wonder the Department of Languages is known for the tagline 'Language is Power'!

## Why KDU is the preferred choice:

### 20 years' experience

Experience spells success. We have more than 20 years of experience in delivering quality English lessons to students from all walks of life.

### Highly qualified, experienced and specialised teachers

Don't settle for less, only the best. Our teachers are not only highly qualified with a master's degree, but also experienced in delivering specialised courses such as IELTS preparatory course, oral communication and business English.

### Student-centred approach and experiential

Less of us, more of you. We help you to make the learning of English meaningful and relevant for real world communication.

### English-speaking community in the university college

Experience genuine English-speaking immersion. At KDU, English language is the medium of instruction, as well as campus-wide communication. Out of the classroom, students continue to enhance their language skills through the English Language Society and the Writing Centre.

## STUDY ROUTE

### KDU DIPLOMA / DEGREE\*

*(depending on entry requirements of each programme)*



### INTENSIVE ENGLISH PROGRAMME (IEP)

# Language is Power



**THINK  
BEFORE  
YOU  
SPEAK.  
READ  
BEFORE  
YOU  
THINK.**

# INTENSIVE ENGLISH PROGRAMME

Learners will be able to acquire the core skills of listening, speaking, reading and writing in the course. These skills are taught in an enjoyable and activity-centred environment to make learning a pleasure. To further enhance their English language skills and 21st century skills, project-based learning is introduced in this course. Working on projects in teams, learners not only reinforce their communication skills, but also strengthen their problem-solving skills, time-management skills, and research-gathering techniques using technological tools. With these combined skills, learners become autonomous drivers of their future.

At the end of this course, learners would have undergone a thorough grounding in all aspects of grammar and comprehensive training in the core skills which provide them with a solid foundation to facilitate better learning in the future.

**Duration** 8 weeks

**Course mode** Full-time

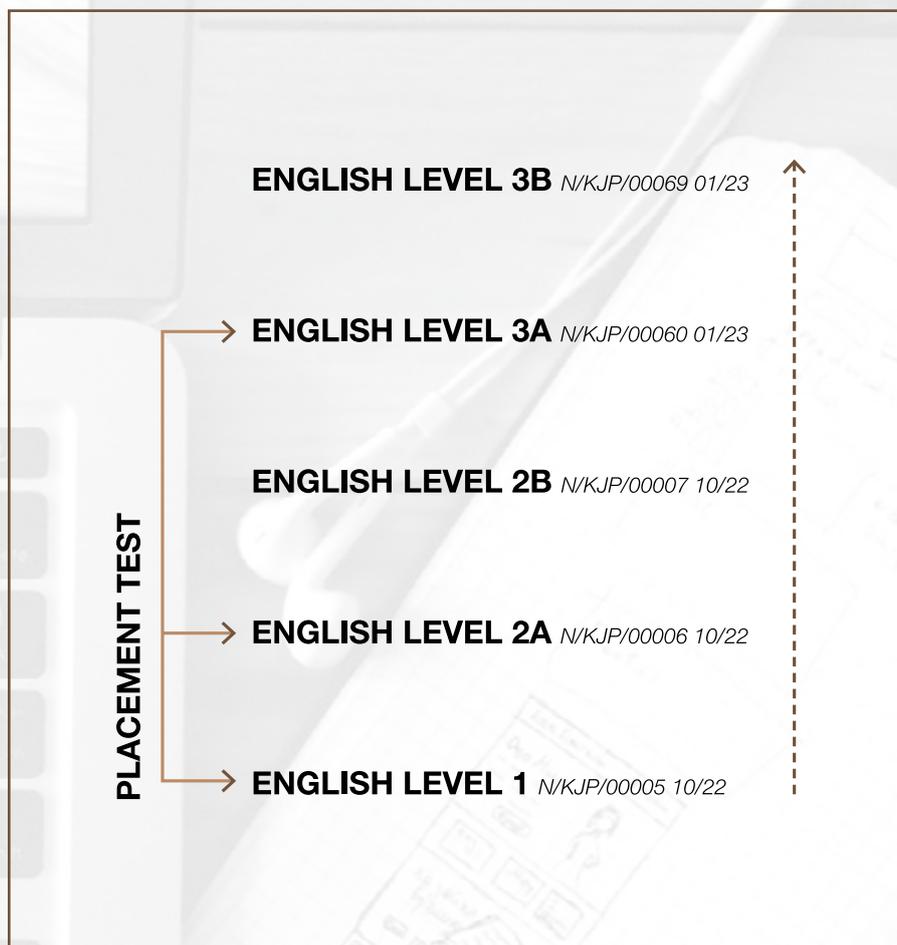
**Intakes** January, April, June, August and October

**Course location** KDU Penang University College



# PROGRAMME STRUCTURE

The programme consists of 5 levels of study: English Level 1, English Level 2A, English Level 2B, English Level 3A and English Level 3B. Students are required to sit for a placement test prior to the commencement of the course to determine their level of proficiency.



# SHORT COURSES

## INTENSIVE ENGLISH LANGUAGE ENHANCEMENT PROGRAMME (IELEP)

IELEP is a comprehensive and intensive English language programme designed for everyone. It is an ideal programme for vacationers holidaying in the UNESCO World Heritage City of Penang, expatriates living in Penang or locals who wish to take up a short course to upgrade their English language proficiency level. Those under the MM2H project will also benefit from this programme as IELEP is a fuss-free programme and it caters to different levels of proficiency in the language. IELEP has monthly intakes and is open to anyone aged 15 years and above. Upon completion, students will be presented with a certificate of attendance.

**Duration** 1 month

**Course location** KDU Penang University College

## HOLIDAY ENGLISH LANGUAGE COURSE (HELCC)

This is an exciting and highly interactive English language enrichment package designed for a total 'immersion' experience. It includes both indoor and outdoor fun-filled experiences that enhance participants' proficiency in the English language.

**Duration** 3 days or more (course can be customised)

**Course location** KDU Penang University College



# CORPORATE TRAINING

In many areas of the working world today, one's success depends on the ability to communicate effectively both in spoken and written English. Thus, each corporate module is designed for business professionals who need to improve their business and social skills in English rapidly, effectively and efficiently. The 'Better English for Better Business Opportunity' training series is as follows:

- Speech Matters
- Getting Through with English
- Speak Up and Be Heard
- Essence of Success
- Contacts to Contracts

**Duration** 3 days or more (course can be customised)

**Course location** KDU Penang University College

# ENGLISH FOR RESEARCH

Non-native English researchers constantly face problems with English usage in their academic writing. Thus, this course aims to provide tips on writing error-free research papers. It also covers the style of writing a typical research paper.

**Duration** 3 days or more (course can be customised)

**Course location** KDU Penang University College



# ENGLISH LANGUAGE TEACHING PROGRAMME (ELTP)

Non-native English researchers constantly face problems with English usage in their academic writing. Thus, this course aims to provide tips on writing error-free research papers. It also covers the style of writing a typical research paper.

**Duration** 3 days or more (course can be customised)

**Course location** KDU Penang University College

# STUDENT LIFE IN KDU



# REAL WORLD FACILITIES



Games Lab



Smart Classroom: i-Connect



Smart Classroom: i-Xplore



Computer lab



Lecture Theatre



Hostel



Library



Bar 91



Auditorium

- Auditorium
- Bar 91
  - casual dining snack bar
- Bon Appétit Restaurant
  - fine dining training restaurant
- Business Lounge
- Cafeteria
- Carême
  - pastry & bakery kitchen
- Computer Aided Design Lab
- Computer Labs and iMac Labs
- Creative Hub
- Culinary Arts Studio
  - carving and food arts studio
- Dry Studio
- Electrical Power Lab
- Electronics Lab
- Escoffier
  - garde-manger & butchery kitchen
- Fully-equipped Science Labs
- Gallery
- Games Lab and Games Lounge
- Gymnasium
- Hostel
- KDU Hospitality Training Suite
- KDU-IMI Lounge
- Lecture Theatres
- Library
  - electronic book databases
  - electronic journal databases
  - specialised electronic databases
- Mechanical Lab
- Machines Workshop
- Main Kitchen
  - for fully-equipped hotel standard commercial kitchens state of the art equipment
  - food production kitchen, island kitchen, preparation kitchen, main pastry kitchen
- Media Analytics Centre
- Media Command Centre
- Mixology Lab
  - beverage studies lab
- National Instruments LabVIEW Academy/VLSI Lab
- Pastry Kitchen
  - fully-equipped hotel specification kitchen
  - state-of-the-art equipment
- Recording Studio
- Science Lab
- Simulation Ward
- Simulated Health Clinic
- Smart Classroom: i-Connect
- Smart Classroom: i-Xplore
- Solace Room
- Spin Doctor Lab
- Surau
- Wet Studio
- Wi-Fi Enabled Campus



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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