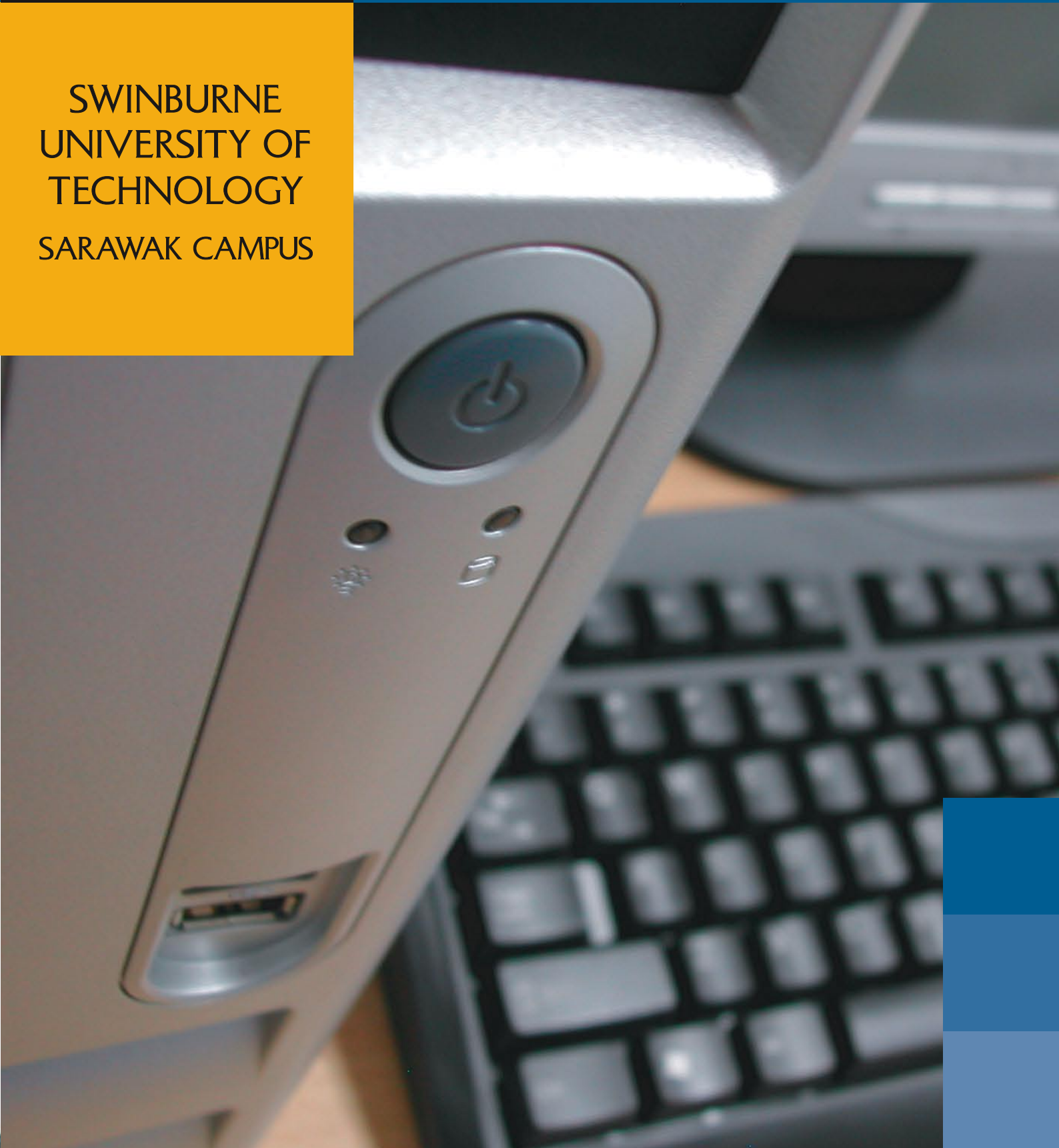


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## School of IT and Multimedia

- Bachelor of Multimedia (Business Marketing)
- Bachelor of Science  
(Computer Science & Software Engineering)

SWINBURNE  
UNIVERSITY OF  
TECHNOLOGY  
SARAWAK CAMPUS



## IT & Multimedia



### Bachelor of Multimedia (Business Marketing)

KP/JPS(KA4559)1/09

Duration: Three years full-time

Annual fee:

RM12000 (Year 1)

RM16000 (Year 2)

RM16000 (Year 3)

Total course fee: RM44000

Semester entry: February and August

Entry requirements:

- Swinburne University Foundation Programme: Pass all subjects
- STPM / 'A' Level: 2 principal passes
- UEC: 5 Bs including English and Mathematics
- SMU III grade 7.0 average
- Other equivalent examination results

The Bachelor of Multimedia (Business Marketing) gives graduates the opportunity to participate in the exciting new field of electronic commerce. It would serve the needs of those wishing to pursue a multimedia-oriented career, particularly related to the production and design of multimedia applications in their respective chosen discipline, as expressed by the co-major. Graduates will provide their future employers with comprehensive skills in the principles and practice of marketing as they are applied in a multimedia environment, with a solid grounding in the analysis and modeling of market conditions.

Career opportunities: Graduates may seek employment in a broad spectrum of career opportunities in eCommerce and the multimedia industry. Employment can be found in website development, multimedia project management, running a multimedia business, public relations, internet marketing, international marketing, eCommerce consultant, product/brand management, advertising and marketing research.

### Course Module

Year 1

HDMD101	Design for Multimedia 1
HET113	The Internet and WWW 1
HBM110	The Marketing Concept
HMB110	Quantitative Analysis A
HDMD102	Design for Multimedia 2
HBM220	Market Behaviour
HBM222	Market Planning
HET123	The Internet and WWW 2

Year 2

HET213	User Experience Design
HET215	Multimedia Applications
HBQ229	Marketing Research
HET208	3D Animation and Special Effects
HET222	Digital Video and Audio
HBM223	Transnational Marketing
HBM271	Customer Relationship Management
Approved Elective	

Year 3

HET407	Multimedia Technology
HET401	Multimedia Project 1
HBM272	eMarketing
HBM330	Marketing Innovation Management
HET332	Interactive Multimedia
HET402	Multimedia Project 2
HBM341	Business Strategy
Approved Elective	



## Bachelor of Science (Computer Science and Software Engineering)

KP/JPS(KN4659)12/09

Duration: Three years full-time

Annual fee:

RM12000 (Year 1)

RM16000 (Year 2)

RM16000 (Year 3)

Total course fee: RM44000

Semester entry: February and August

Entry requirements:

- Swinburne University Foundation in Engineering Programme: Pass all subjects
- STPM / 'A' Level: 2 principal passes
- UEC: 5 Bs including English, Mathematics and Science
- SMU III grade 7.0 average
- Other equivalent examination results

The course focuses on the object-oriented approach to software development, accepted by industry as a key technology for the future. The course provides extensive contemporary education approaches to the analysis, design and implementation of large-scale systems, along with a sound understanding of the traditional aspects of computer science such as hardware and operating systems. The course includes programming in the Java and C++ programming languages. Graduates of this course will develop extensive skills in software development, particularly relating to medium and large scale projects, will gain valuable experience working on team projects, and will develop oral and written communications skills.

**Career opportunities:** Graduates will typically find employment in organisations engaged in medium to large-scale software development. Initially graduates are usually employed in technical areas such as programming and systems analysis and design, internet systems development. They are well prepared for progression into project leadership and management positions as their experience develops.

## Course Module

### Year 1

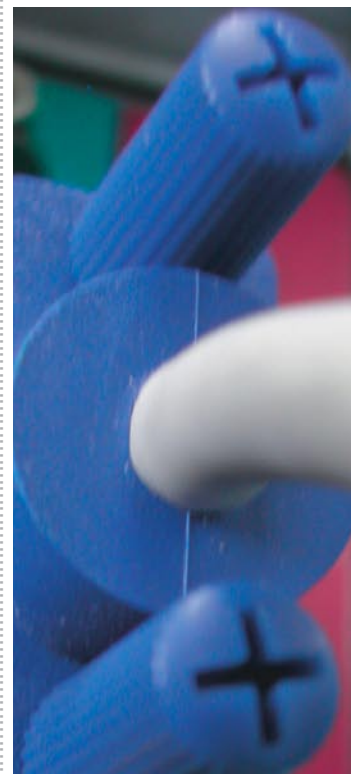
HIT0003	CSSE Transition Program
HIT1015	Computer Systems
HIT1051	Software Development 1
HMS131	Mathematics for Computing A
HIT1091	Web Development
HIT2016	Database 1
HIT1031	Introduction to Software Engineering
HIT1052	Software Development 2
HMS132	Mathematics for Computing B

### Year 2

HIT0004	Careers & Employment
HIT2024	Introduction to Human-Computer Interaction
HIT2056	Software Project Management
HIT2092	Advanced Web Technologies
HIT2253	Data Structures & Algorithms
HIT2114	Operating Systems (Linux)
HIT2120	Data Communications & Security
HIT3149	Analysis Modelling & Design
HIT3054	C++ for Java Programmers
Approved Elective	

### Year 3

HIT3102	Intelligent Agents
HIT3058	Software Engineering Project
HIT3044	Professional Issues in Information Technology
HIT3058	Software Engineering Project
Approved Elective 1	
Approved Elective 2	
Approved Elective 3	
Approved Elective 4	



# Swinburne IT & Multimedia Programmes

## Contact

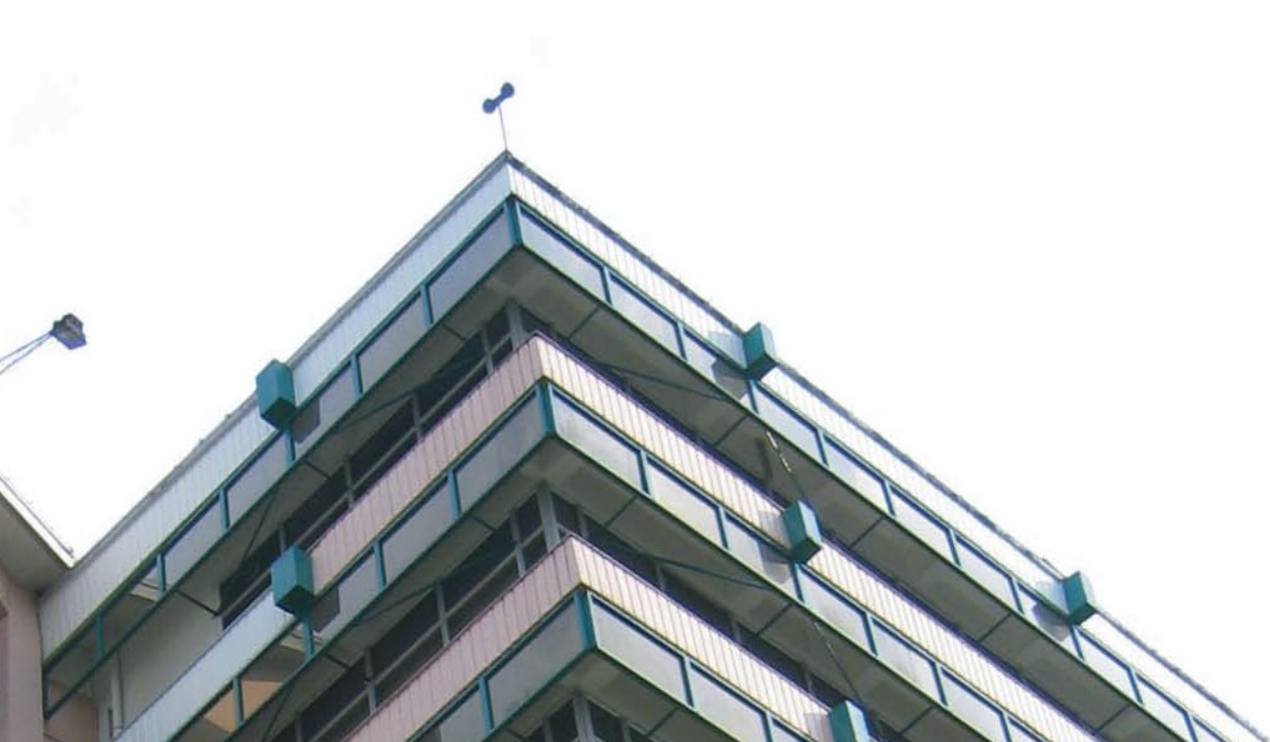
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(Owned by Swinburne Sarawak Sdn Bhd : 497194-M)  
Kompleks Negeri, Jalan Simpang Tiga,  
93576 Kuching, Sarawak, Malaysia.

General Line: +60 82 416353  
Course Enquiry: +60 82 415353  
Fax: +60 82 423594  
Website: [www.swinburne.edu.my](http://www.swinburne.edu.my)  
Email: [info@swinburne.edu.my](mailto:info@swinburne.edu.my)

## Privacy Statement

While the information provided in this flyer was correct at the time of its publication, Swinburne University of Technology (Sarawak Campus) reserves the right to alter the information should the need arises.

January 2005  
KP/JPS/DFT/US/02



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[swinburne.edu.my](http://swinburne.edu.my)