



**FACULTY OF ARTS AND SOCIAL SCIENCES
UNIVERSITI BRUNEI DARUSSALAM**

**RULES AND REGULATIONS
FOR
BACHELOR OF ARTS (B.A.)
DESIGN AND CREATIVE INDUSTRIES**

1.0 INTRODUCTION

1.1 APPLICATION OF REGULATIONS

- 1.1.1** These Regulations shall apply to all students registered for the Bachelor of Arts (B.A.) in Design and Creative Industries Programme offered by Universiti Brunei Darussalam (hereinafter referred to as “UBD”) from the 2017/2018 academic year.
- 1.1.2** These Regulations should be read together with the UBD Generation Next Undergraduate Degree Rules and Regulations August 2013, from which this document is derived.
- i. This document should also be read with FASS Programme Structure of Bachelor of Arts in Design and Creative Industries.

1.2 AMENDMENTS TO REGULATIONS

These Regulations shall be subject to amendments made by the Senate from time to time. Any decision of the Senate shall be final.

1.3 COMBINED MAJOR

- 1.3.1** The Bachelor of Arts (B.A.) in Design and Creative Industries is a Combined Major.
- 1.3.2** The streams in this Major are Art, Design and Media; Innovation and Technology; and Business and Management.
- 1.3.3** For rules and regulations governing Combined Major, please refer to Schedule A of the Rules and Regulations for GenNEXT Undergraduate Degree (August 2013). According to the Schedule A, this programme is in line with A.1.3 (majors or disciplines from both groups of degrees).

2.0 ADMISSION REQUIREMENTS

2.1 To enrol in this Major, applicants must satisfy the following entry requirements:

2.1.1 Applicants with ‘A’ level Qualification

- Two A-Level credits with at least 160 points,
OR
- Three A-Level credits with at least 200 points. If an applicant has more than three A-Level Credits, only the best three grades will count.

2.1.2 Applicants with Higher National Diploma /Advanced Diploma Qualification

- HND or equivalent qualifications from institutions recognised by Senate.
- A minimum of 5 merits, excluding Common Skills.

2.1.3 Applicants with International Baccalaureate (IB) Qualification (IB Diploma OR IB Certificate)

- at least 24 points
- a minimum of 5 points each in at least two subjects taken at Higher Level
OR
- a score of 5,4,4 points for three subjects taken at Higher Level
- Resit/upgrade results are allowed as in the case of GCE Advanced Level Examination.

2.1.4 Applicants with UNIBRIDGE Qualification (UBD)

Applicants must have passed 3 core modules and 1 option module in relevant subjects taken during Unibridge year.

OR

2.1.5 Any other qualification which is deemed equivalent or fit may be considered by Faculty of Arts and Social Sciences and approved by UBD Admission Committee on a case-by-case basis.

2.2 ENGLISH LANGUAGE REQUIREMENTS

At least Credit C in English Language G.C.E. Ordinary Level **OR** an IELTS score of 6.0 or better **OR** TOEFL minimum overall score of 550 **OR** a pass of UBD English Proficiency Test **OR** a pass of UBD's Bridging English Course.

3.0 TYPES OF MODULES OFFERED

Module Type	Definition
Major Core	These are compulsory modules which all students registered for a particular Major must read and pass in order to satisfy his/her graduation requirements.
Major Option	These are modules which are offered as part of a Major and count towards the requirements for graduation with a Major.
Compulsory Breadth	These are modules that all students must read and pass to satisfy their graduation requirement.

4.0 GRADUATION REQUIREMENTS

4.1 Degree Requirements

Students will be awarded **Bachelor of Arts in Design and Creative Industries** when they accumulate a minimum of 140 Modular Credits (MC) from a combination of Major Core, Compulsory Breadth, Major Option, and Discovery Year as specified in the Programme Structure of Bachelor of Arts in Design and Creative Industries, and having satisfied the requirements for graduation in the UBD Generation Next Undergraduate Degree Rules and Regulations August 2013 document within the period of 6 years of candidature.

The modular credit requirements are:

Type of Module	Modular Credits (MC)
Major Core	46
Compulsory Breadth	16
Major Option	46*
Discovery Year	32
Total	140

*24 MC of Major Option must be from one of the three streams

The detailed Programme Structure is attached in Appendix A.

4.2 Major Core, Compulsory Breadth and Discovery Year Requirements

4.2.1 Students must accumulate a minimum of 46 MC for major core modules

4.2.2 Students must undertake two semesters of the Discovery Year (32 MC).

- 4.2.3 Students must take the following modules as compulsory breadth:
 - 4.2.3.1 LE-1503 Communication Skills I: Academic Reading and Writing Skills and LE-2503 Communication Skills II: Academic Report Writing and Presentation (8 MC);
 - 4.2.3.2 PB-1501 Melayu Islam Beraja (MIB) **OR** PB-1502 Introduction to Brunei Darussalam (4 MC); and
 - 4.2.3.3 MS-1501 Islamic Civilisation and the Modern World (4 MC).
- 4.2.4 Major Option Requirements
 - 4.2.4.1 The Programme offers Major Option modules from the three streams: Art, Design and Media; Innovation and Technology; and Business and Management.
 - 4.2.4.2 Students must accumulate a total of 46 MC of Major Option modules, 24 MC of which must be from ONE stream, as specified in the Bachelor of Arts in Design and Creative Industries Programme Structure (Refer to Appendix A).
- 4.3 A student may read up to a maximum of 40 MC of Level 1000 modules. A maximum of 40 MC of Level 1000 modules will count towards credit accumulation of 140 MC in order to graduate.
- 4.4 Students are required to undertake two semesters of the Discovery Year Programme. For the Study Abroad Programme (SAP), the MC are calculated per module taken and they are not counted towards GPA and cGPA calculations. However, some modules may be counted towards the major. Internship, Community Outreach Programme and Innovation/Incubation Projects each have a value of 16 MC for one semester.
- 4.5 A student must have completed a minimum of 24 MC of Level 4000 modules to graduate.
- 4.6 The 16 MC breadth requirement outside the faculty and the 4 MC breadth module requirement from the other group of degrees as indicated in Regulation 2.3 and Regulation 2.4 of the UBD Generation Next Undergraduate Degree Rules and Regulations August 2013 document shall not apply for this combined major.

5.0 MODES OF STUDY

5.1 Double Majors

- 5.1.1 Students who wish to take a Double Major degree within FASS (by the Dean's recommendation) must successfully complete a minimum of 52 MC in each of two Major programmes. This will allow for the Compulsory Breadth Modules (16 MC) and the Discovery Year (32 MC, some of which may be counted towards their major), and adding up to 140 MC minimum in order to graduate. Students must complete their study within a maximum of 6 years.
- 5.1.2 Only students with a minimum cGPA of 3.5 for their first year of study will qualify for this route. Eligible and intending students must apply to do a Double Major degree at the end of their second semester.
- 5.1.3 Double Major students must maintain a minimum CGPA of 3.5 for both programmes in any two consecutive semesters, failing which they must revert to the Combined Major route.
- 5.1.4 Students who wish to take a Double Major degree within FASS must take a minimum of 16MC at Level 4000 for each major.
- 5.1.5 A FASS student wishing to take a Second Major in another faculty will need to satisfy

the minimum requirement in FASS for the First Major (52 MC), and will be subject to the minimum requirement of the other faculty for the second Major. A FASS student taking this option will upon graduation receive B. Arts degree but the second Major taken in another faculty will appear on the degree transcript.

- 5.1.6 A student from outside FASS wishing to take a second Major (for the Double Major) in FASS will be required to successfully complete a minimum of 52 MC in the Design and Creative Industries Major, and will be subject to FASS Rules and Regulations as far as that Major is concerned. Upon graduation, the second Major taken in FASS will appear on the degree transcript.

5.2 Double Degree

- 5.2.1 Students may opt to major in two subjects from two different faculties contingent upon recommendation by the Dean. To qualify, a student will need to have achieved a minimum cGPA of 3.5 for their first year of study. Eligible and intending students must apply to do a Double Degree programme by the end of their second semester.
- 5.2.2 A Double Degree student will need to complete the Compulsory Breadth modules (16 MC) and the Discovery year component (32 MC, some of which may be counted towards their major).
- 5.2.3 To remain on the Double Degree programme, a student must maintain a cGPA of 3.5 for both programmes in any two consecutive semesters, failing which the student must revert to a single degree Programme.
- 5.2.4 Having satisfied all the graduation requirements, a student opting to take this route will graduate with degrees in two disciplines (e.g. B. Arts and B.Sc.).
- 5.2.5 Note that students wishing to take up a Double Degree in FASS and in another faculty will need to satisfy the minimum requirement for FASS' B.A in Design and Creative Industries (92 MC) and will be subject to the minimum requirement of the other faculty for the Second Degree. Students must complete their study within a maximum 7 years.
- 5.2.6 A student from outside FASS wishing to do one of his or her Double Degrees in FASS will be required to successfully complete a minimum of 92 MC in the FASS B.A. in Design and Creative Industries, and will be subject to FASS B. Arts Degree Rules and Regulations as far as the Major is concerned. Students must complete their study within a maximum 7 years.
- 5.2.7 If the student is a UBDSBE Major wanting to take a FASS' B.A in Design and Creative Industries as the second degree, he/she will be exempt from taking the compulsory breadth module from FOS, IHS or FIT. A candidate from FOS, IHS or FIT is exempt from the compulsory breadth requirement of 4 MC in FASS.

6.0 SIGNING UP FOR MODULES

Students should seek the advice of their Academic Advisors and/or Programme Leaders or Programme Coordinators prior to signing up for a module. This is so that they can make informed decisions about the modules they wish to take, and the direction they wish to take in their degree.

7.0 ADVANCED PLACEMENT CREDITS/ CREDIT TRANSFERS

- 7.1 The number and types of modules from which a mature student or Higher National Diploma, University Transfer or Articulation student is exempt will be dealt with on a case-by-case basis.
- 7.2 FASS at its discretion will support the exemption of students from certain modules if they have achieved credits from another degree-level programme at a recognised university or institution based on the relevance and similarity of content to the programme applied for in FASS, subject to UBD Generation Next Undergraduate Degree Rules and Regulations August 2013.
- 7.3 For a student transferring to another GenNext Major programme from their previous major programme in the same candidature, UBD Generation Next Undergraduate Degree Rules and Regulations August 2013 will apply.
- 7.4 For a student transferring to another GenNext Degree programme from their previous degree programme, UBD Generation Next Undergraduate Degree Rules and Regulations August 2013 will apply.
- 7.5 Credit Transfer from a non-degree level programme (e.g. Certificate, National Diploma, Ordinary National Diploma, Higher National Diploma etc.) will be considered on a case-by-case basis.

8.0 ACADEMIC ADVISORS

Faculty members will assume the role of Academic Advisors for their respective programmes.

9.0 ATTENDANCE AND BARRING

Students are strongly encouraged to attend all lectures. Attendance at tutorials is compulsory. If a student fails to attend 60% of the tutorial sessions for a particular module, he/she will be barred from taking the examination for that module (See University Examination Regulations and Procedures).

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APPENDIX A

PROGRAMME STRUCTURE OF BACHELOR OF ARTS IN DESIGN AND CREATIVE INDUSTRIES

MAJOR CORE & COMPULSORY BREADTH MODULES

	CODE	MODULE NAMES	MC
STREAM I: ART, DESIGN AND MEDIA			
1	AX-1201	Introduction to Design Studies	4
2	AX-2201	Introduction to Cultural and Creative Industries	4
3	AX-4201	Research Project	8
4	AX-4202	Independent Study (Creative Industries)	8
Total MC			24
STREAM II: INNOVATION AND TECHNOLOGY			
1	TG-1305	Introduction to Computer Aided Engineering	2
2	AX-3201	Computer Generated Imagery (CGI)	4
3	AX-3202	Industrial and Product Design	4
Total MC			10
STREAM III: BUSINESS AND MANAGEMENT			
1	BB-1104	Principles of Business and Management	4
2	AX-2202	Creative Advertising, Branding and Corporate Communication	4
3	BB-2203	Entrepreneurship and New Venture Creation	4
Total MC			12
Total Major Core MC			46

COMPULSORY BREADTH			
1	LE-1503	Communication Skills I: Academic Reading & Writing Skills	4
2	LE-2503	Communication Skills II: Academic Report Writing & Presentation	4
3	PB-1501	Melayu Islam Beraja (MIB) or PB-1503 Introduction to Brunei	4
4	MS-1501	Islamic Civilization and the Modern World	4
Total Compulsory Breadth MC			16
Total Major Core and Compulsory Breadth MC			62

MAJOR OPTION MODULES

	CODE	MODULE NAMES	MC
STREAM I: ART, DESIGN AND MEDIA			
1	AX-1301	Introduction to Communication and Visual Arts	4
2	AX-1302	Introduction to Drawing	4
3	AX-2301	Mixed Media and Visualisation	4
4	AX-2302	Art and Design History	4
5	AX-2303	Graphic Design and Visual Communication	4
6	AX-2304	Film, TV and New Media Production	4
7	AX-3301	Digital Photography and Videography	4
8	AX-3302	Motion Graphics	4
9	AX-3303	Communication Design	4
10	AX-3304	Advanced Photography	4
11	AX-4301	Short Film Making	4
12	AX-4302	Public Art and Billboard Advertising Design	4
13	AX-4303	Bruneian Arts and Crafts	4
14	AX-4304	Curatorship and Event Management	4
15	AX-4305	Modern and Postmodern Art and Design	4
STREAM II: INNOVATION AND TECHNOLOGY			
1	SS-1201	Programming Fundamentals I	4
2	SS-1203	Programming Fundamentals II	4
3	TG-2306	Fundamentals of Material Science and Engineering	2
4	GE-2401	Ethics, Health and Safety	2
6	AX-3305	Digital Publishing	4
5	SS-3407	Computer Programming	4
7	SS-3402	World Wide Web and Applications	4
8	SS-3406	Introduction to Robotics	4
9	TG-3305	Innovation and Entrepreneurship I	2
10	TG-3306	Innovation and Entrepreneurship II	2
STREAM III: BUSINESS AND MANAGEMENT			
1	BA-1101	Introduction to Accounting	4
2	BA-2202	Cost Accounting	4
3	BB-2204	Marketing Management	4
4	BB-2208	Human Resource Management	4
5	BB-4202	Strategic Management (Only to be taken in the final year)	4
6	BB-4323	Service Marketing	4
7	BB-4329	Business Ethics	4
8	BB-4308	E-Business	4
9	BB-4303	Brand Management	4