

KOLEJ PERNIAGAAN



PUSAT PENGAJIAN PENGURUSAN PERNIAGAAN
SCHOOL OF BUSINESS MANAGEMENT

SBM

ACADEMIC GUIDE SESSION 2018/2019

ANJUNG TAMU
Welcome Centre

School of Business Management
Universiti Utara Malaysia
06010 Sintok
Kedah Darul Aman, Malaysia
Tel:+604-9287420 Fax: +604-9287422

Email: sbm@uum.edu.my
Website: <http://www.sbm.uum.edu.my>



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia



CONTENTS

1. Bachelor of Business Administration (Honours) [BBA (Hons)]	1
2. Bachelor of Entrepreneurship (Honours) [B.Ent (Hons)]	5
3. Bachelor of Human Resource Management (Honours) [BHRM (Hons)].....	9
4. Bachelor of Marketing (Honours) [B.MKTG (Hons)]	13

SCHOOL OF BUSINESS MANAGEMENT (SBM)

INTRODUCTION

The School of Business Management (SBM) provides an environment that is conducive for the acquisition and dissemination of contemporary business management knowledge. It offers four (4) undergraduate programmes, three (3) postgraduate programmes and six (6) PhD programmes.

The undergraduate programmes, which are the Bachelor of Business Administration, Bachelor of Human Resource Management, Bachelor of Marketing and Bachelor of Entrepreneurship are designed to incorporate various skills and competencies that meet the current and future demands of the competitive job market. Students will have the opportunity to be trained by skilled and experienced scholars in various fields of business and management.

The overall program goals and learning outcomes for each degree offered have been developed by a domain that has been outlined by the Malaysian Qualifications Framework (MQF).

VISSION

To be a leader in the field of business management in teaching, research and consultancy.

MISSION

To provide a conducive academic environment and quality for the generation of knowledge in the field of business and human capital experienced.

DEAN SCHOOL OF BUSINESS MANAGEMENT

Prof. Dr. Haim Hilman Abdullah
Ph.D (UPM), MBA & BBA (Hons) (Univ. of Portsmouth, UK)
e-mail: hilman@uum.edu.my

DEPUTY DEAN

Dr. Khairol Anuar Ishak
BBA (Hons), MBA (UUM), PhD (USM)
e-mail: khairol@uum.edu.my

ASSISTANT REGISTRAR

Nurul Nadiyah Rusle
Dip. In Banking (UiTM), BBA (Finance) (Hons) (UiTM),
MSc. Finance (UUM)
e-mail: nurul.nadiyah@uum.edu.my

I. BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) [BBA (Hons)]

INTRODUCTION

The programme of Business Administration with Honours is the earliest programme that offered when the university established in 1984. The programme offered was based on the consideration and research of various related programmes from the top universities in countries such as Great Britain, Canada, Australia and the United States of America. The courses have been modified and customized according to the needs in Malaysia with the aims to produce graduates who are skilful and knowledgeable in Malaysian business culture and administrative environment. This programme is continuously improved and monitored to meet the industrial requirements, and to instil deeper knowledge for graduates to be proficient in business administration. The mission of this programme is to cultivate professionals who are able to embrace business

theories and put them into practice as well as able to identify and solve management problems nationally and internationally. Students will get the opportunity to go through a well-organized learning module that uses various high impact teaching and learning practices such as service learning, case study, problem-based learning, and industrial attachment. This programme also provides the opportunity for students to choose a minor of their interest offered by other programmes in UUM.

PROGRAMME OBJECTIVES

The BBA (Hons) programme is introduced to achieve the following objectives:

1. To ensure students are able to apply their knowledge in their working environment.
2. To produce graduate who are dedicated, matured well-rounded, and experience in business world.
3. To enhance the reputation of the BBA programme that enable to cultivate quality, knowledgeable and reputable students.

CAREER PROSPECTS

Graduates of this program will have the opportunity to work as an executive or manager or business development planner either in public sector or private sector.

HEAD DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

Dr. Abdul Manaf Bohari
BSocSc (Geog) (UM), MBA (UKM), PhD (USM)
e-mail: manafdr@uum.edu.my

PROGRAMME COORDINATOR

Dr. Kadzrina Abdul Kadir
BBA (Wisconsin-Madison), MBA (Ohio),
PhD (Monash Univ. Australia)
e-mail: kadzrina@uum.edu.my

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) [BBA (Hons)]

Bachelor of Business Administration with Honours [BBA (Hons)] programme consists of **SIX (6)** components as follows:

COMPONENTS	CREDIT HOURS
A. UNIVERSITY CORE	25
B. PROGRAMME CORE	71
C. LANGUAGE REQUIREMENTS	9
D. MINOR	18
E. PROGRAMME ELECTIVE	3
F. FREE ELECTIVE	3
TOTAL	129

To be conferred the Bachelor of Business Administration with Honours [BBA (Hons)], a student must have completed and passed at least **129 credit hours** in the following programme structure:

A. UNIVERSITY CORE (25 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS
MPU3123	Islamic and Asian Civilization I	3
MPU3113	Ethnic Relationship	3
SADN1033	Malaysian Nationhood Studies	3
SBLEXXX	English Core	9
SADE1013	Introduction to Entrepreneurship	3
VXXXXXX	Co-curriculum*	4

- International Student **MUST REPLACE** MPU3123 AND MPU3113 with :
 - SBLF1093 Malay as Foreign Language I **AND**
 - SBLF2093 Malay as Foreign Language II
- Choose **ONE (1)** co-curriculum course of interest and students are subjected to the conditions specified under the related field.

B. PROGRAMME CORE (71 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BEEB1013	Principles of Economy	3	NONE
BKAL1013	Business Accounting	3	NONE
BPMM1013	Introduction to Marketing	3	NONE
BPMN1013	Principles of Management	3	NONE
SQQS1013	Introduction to Statistics	3	NONE
STID1103	Computer Applications in Management	3	NONE
BWFF2033	Financial Management	3	BKAF1023 Introduction to Financial Accounting OR BKAL1013 Business Accounting OR BKAR1013 Financial Accounting and Reporting I
BPMN2023	Organizational Behavior	3	BPMN1013 Principles of Management
BSMH2013	Human Resource Management	3	BPMN1013 Principles of Management
GLUL2023	Business Law	3	NONE
GFMA2023	International Business	3	BPMN1013 Principles of Management
BPME2023	Creativity & Innovation	3	NONE
SBLE3173	English for Professional Communication	3	SBLE3123 English Proficiency III
BJMQ3013	Quality Management	3	NONE

BPMN3023	Strategic Management	3	Have taken and passed the courses with a total of 100 credit hours
BPME3033	E-Commerce	3	NONE
BPIN3053	Management Information System	3	BPMN1013 Principles of Management
BPME3073	Entrepreneurship	3	SADE1013 Introduction to Entrepreneurship
BPMN3103	Seminar on Management Thinking	3	Have taken and passed the courses with a total of 100 credit hours
BPMN3123	Management Ethics	3	Have taken and passed the courses with a total 70 credit hours
BPMN3143	Research Methodology	3	SQQS1013 Introduction to Statistics AND Have taken and passed the courses with a total of 70 credit hours
BPBX4908	Practicum (4 months)	8	Have taken and passed all courses under the programme structure

C. LANGUAGE COMPONENT (9 CREDIT HOURS)

Students **MUST** complete **THREE (3)** levels of Mandarin language course.

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SBLF1053	Mandarin Language I	3	NONE
SBLF2053	Mandarin Language II	3	SBLF1053 Mandarin Language I
SBLF3053	Mandarin Language III	3	SBLF2053 Mandarin Language II

Malaysian Chinese students are required to take any foreign language courses **EXCEPT** Mandarin language.

Students from Chinese school are required to take any foreign language courses **EXCEPT** Mandarin language.

International students are allowed to take any foreign language courses **EXCEPT** their native language.

Students **MUST** complete all the three levels for the selected language course.

D. MINOR (18 CREDIT HOURS)

Students are **REQUIRED** to choose **ONE (1)** out of **FOUR (4)** Minors listed below:

- 1) **CREATIVE MEDIA** offered by the School of Multimedia Technology & Communication, (UUM CAS).

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SCCT1033	Introduction to Media Technology	3	NONE
SCCT1093	Visual Media	3	NONE
SCCT2033	Media Writing	3	NONE
SCCT2043	Photography	3	NONE
SCCT2063	Media Law and Ethics	3	NONE
SCCT2073	Media Creativity and Esthetics	3	NONE
SCCT3033	Media Psychology	3	NONE
SCCT3233	Integrative Media Marketing	3	NONE
SCCT2323	Investigative News Reporting	3	NONE
SCCT2413	Electronic Script Writing	3	NONE

OR

- 2) **APPLIED PSYCHOLOGY** offered by the School of Applied Psychology, Social Work and Policy (UUM CAS).

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SSKC1013	Basic Principles of Counselling And Guidance	3	NONE
SSKC2313	Helping Skills	3	SSKC1013 Basic Principles of Counselling And Guidance
SSYA1013	Introduction to Psychology	3	NONE
SSYD3033	Industrial And Organizational Psychology	3	SSYA1013 Introduction to Psychology
SSYM1023	Human Growth And Development	3	SSYA1013 Introduction to Psychology
SSYP2013	Personality	3	NONE
SSYP2313	Abnormal Psychology	3	SSYA1013 Introduction to Psychology
SSYP2433	Health Psychology	3	SSYA1013 Introduction to Psychology

SSYP4543	Personnel Recruitment and Placement	3	SSYD3033 Industrial And Organizational Psychology
SSYS2023	Social Psychology	3	NONE

OR

- 3) **BANK MANAGEMENT** offered by the School of Economics, Finance and Banking, (UUM COB).

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BWBB1013	Foundations of Banking	3	NONE
BWBB2013	Bank Management	3	NONE
BWBB3013	Commercial Bank Operations	3	BWBB2013 Bank Management
BWBB3023	Lending Management	3	BWBB2013 Bank Management
BWBB3033	International Banking	3	BWBB2013 Bank Management
BWBB3043	Banking Securities	3	BWBB2013 Bank Management
BWBB3053	Marketing of Financial Services	3	NONE
BWBB3063	International Trade and Finance	3	BWBB2013 Bank Management
BWBB3073	Treasury Management	3	BWBB2013 Bank Management
BWBB3083	Corporate Banking	3	BWBB2013 Bank Management
BWRR3063	Financial Risk Management	3	BWFF2043 Advance Financial Management

OR

- 4) **CORPORATE COMMUNICATION** offered by the School of Multimedia Technology & Communication, (UUM CAS).

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SCCA1013	Introduction to Communication	3	NONE
SCCA1023	Communication Theory	3	NONE
SCCA2023	Human Communication	3	NONE
SCCA2073	Public Relations	3	NONE
SCCA2083	Communication Law	3	NONE
SCCA2103	Leadership Communication	3	NONE

SCCD3223	Persuasive Communication	3	NONE
SCCD3253	International Media Analysis	3	NONE
SCCG3123	Negotiation Communication	3	NONE
SCCG3143	Managerial Communication Skills	3	NONE

E. PROGRAMME ELECTIVE (3 CREDIT HOURS)

Students are required to should choose **ONE (1)** course from the following list:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BPMM3083	Service Marketing	3	BPMM1013 Introduction to Marketing
BPMG2013	Transport Theory & Practice	3	NONE
BPMS3023	Theory and Philosophy of Takaful	3	NONE
BPME2043	Business Plan	3	BWFF2033 Financial Management
BPMS2033	Islamic Business Ethics and Social Responsibility	3	NONE
GHZN4063	Event Management	3	NONE

F. FREE ELECTIVE (3 CREDIT HOURS)

Students are required to choose any **ONE (1)** course offered by other programmes in the same school or courses in other school with the considerations:

- i. Have to adhere to prerequisite condition of the course.
- ii. Equivalent courses will not be considered as free elective courses.

PROPOSED COURSE REGISTRATION FOR BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) [BBA (Hons)]

CODE	1 ST SEMESTER	CREDIT HOURS	CODE	2 ND SEMESTER	CREDIT HOURS
MPU3123	Islamic and Asia Civilization	3	STID1103	Computer Application in Management	3
SBLEXXXX	English Core	3		Language Requirement 1	3
SADN1033	Nationhood of Malaysia	3	SBLEXXXX	English Core	3
SADE1013	Introduction to Entrepreneurship	3	BEEB1013	Principles of Economy	3
BPMN1013	Principles of Management	3	BPMM1013	Introduction to Marketing	3
BKAL1013	Business Accounting	3	5QQS1013	Introduction to Statistics	3
VXXXXXXX	Co-curriculum	1	VXXXXXXX	Co-curriculum	1
Total		19	Total		19
CODE	3 RD SEMESTER	CREDIT HOURS	Code	4 TH SEMESTER	CREDIT HOURS
BWFF2033	Financial Management	3		Programme Elective	3
	Language Requirement 2	3		Language Requirement 3	3
BPMN2023	Organizational Behavior	3	B5MH2013	Human Resource Management	3
BPMN3123	Management Ethics	3	SBLE2093	Business and Professional Communication	3
MPU3113	Ethnic Relationship	3	GFMA2023	International Business	3
SBLEXXX	English Core	3	VXXXXXXX	Co-curriculum	1
VXXXXXXX	Co-curriculum	1			
Total		19	Total		16
CODE	5 TH SEMESTER	CREDIT HOURS	CODE	6 TH SEMESTER	CREDIT HOURS
	Minor 1	3	BPMN3143	Research Methodology	3
	Free Elective	3	BPME3033	E-Commerce	3
BPIN3053	Management Information System	3		Minor 2	3
BPME3073	Entrepreneurship	3		Minor 3	3
BPME2023	Creativity & Innovation	3		Minor 4	3
GLUL2023	Business Law	3			
Total		18	Total		15
CODE	7 TH SEMESTER	CREDIT HOURS	CODE	8 TH SEMESTER	CREDIT HOURS
	Minor 5	3	BPBX4908	Practicum	8
	Minor 6	3			
BPMN3103	Seminar In Management Thinking	3			
BPMM3023	Strategic Management	3			
BJMQ3013	Quality Management	3			
Total		15	Total		8

Total Accumulated Credit Hours: 129 Credit Hours

2. BACHELOR OF ENTREPRENEURSHIP (HONOURS) [B.Ent (Hons)]

INTRODUCTION

The aim of this programme is to produce graduates who possess the entrepreneurial characteristics such as creativity, abilities, knowledge, skills, initiatives and personal attributes to acquire opportunities in the job market, improve their chances of career mobility, and to initiate a new business venture as a viable career choice. Students will get the opportunity to go through a well-organized learning module that uses various high impact teaching and learning practices such as service learning, case studies, problem based learning, and industrial attachment. This programme also provides the opportunity for students to choose a minor of their interest offered by other programmes in UUM.

PROGRAMME OBJECTIVES

The entrepreneurship programme was introduced to achieve the following objectives:

1. To produce graduates who are able to apply business theories in a variety of context, and who are equipped for an entrepreneurial career.
2. To produce graduates who may want to start their own business.
3. To produce graduates with requisite skills for consulting, guiding and advising prospective entrepreneurs.
4. To produce graduates who may wish to acquire knowledge that will be helpful in their careers in financial institutions, government departments, NGOs, SMEs and multi-national corporations.

CAREER PROSPECTS

Graduates of this programme is hoped to be successful entrepreneurs one day. Meanwhile, if they choose not to be entrepreneurs upon graduation, they can work as business consultant, entrepreneurship development trainers, managers in financial institution, government sector under the training and development agencies, executives in NGOs, managers in SME and multinational companies.

HEAD DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

Dr. Abdul Manaf Bohari
BSocSc (Geog) (UM), MBA (UKM), PhD (USM)
e-mail: manafdr@uum.edu.my

PROGRAMME COORDINATOR

Dr. Norria Zakaria
Dip. Bank & Fin (PUO), BBA (UUM), MSc (Stir), PhD (UUM)
e-mail: norria@uum.edu.my

BACHELOR OF ENTREPRENEURSHIP (HONOURS) [B.Ent (Hons)]

Bachelor of Entrepreneurship (Honours) programme consists of **SIX (6)** components as follows:

COMPONENTS	CREDIT HOURS
A. UNIVERSITY CORE	25
B. PROGRAMME CORE	71
C. LANGUAGE REQUIREMENTS	9
D. MINOR	18
E. PROGRAMME ELECTIVE	3
F. FREE ELECTIVE	3
TOTAL	129

To be conferred the Bachelor of Entrepreneurship (Honours) [B. Ent. (Hons)], a student must have completed and passed at least **129 credit hours** in the following programme structure:

A. UNIVERSITY CORE (25 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS
SADE1013	Introduction to Entrepreneurship	3
MPU3123	Islamic and Asian Civilization I	3
MPU3113	Ethnic Relationship	3
SADN1033	Malaysian Nationhood Studies	3
SBLEXXXX	English Core	9
VXXXXXXX	Co-curriculum *	4

1. International Student **MUST REPLACE** MPU3113 AND MPU3123 with :
 - i. SBLF1093 Malay as Foreign Language I AND
 - ii. SBLF2093 Malay as Foreign Language II
- iii. Choose **ONE (1)** co-curriculum course of interest and students are subjected to the conditions specified under the related field.

B. PROGRAMME CORE (71 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BKAL1013	Business Accountancy	3	NONE
BEEB1013	Principle of Economics	3	NONE
BPMN1013	Introduction to Management	3	NONE
BPMM1013	Introduction to Marketing	3	NONE
BPMN3123	Management Ethics	3	Have taken and passed 70 credit hours
BPMN3023	Strategic Management	3	Have taken and passed 100 credit hours
STID1103	Computer Applications in Management	3	NONE
SQQS1013	Introduction to Statistics	3	NONE
BPMN3143	Research Methodology	3	SQQS1013 Introduction to Statistics AND have taken and passed 70 credit hours
GLUL2023	Business Law	3	NONE
BWFF2013	Financial Management	3	BKAF1023 Introduction to Financial Accounting OR BKAL1013 Business Accounting OR BKAR1013 Financial Accounting and Reporting 1
BPFE2033	Entrepreneurial Finance	3	BWFF2033 Financial Management
BPME2013	Entrepreneurial Behaviour and Skills	3	SADE1013 Introduction to Entrepreneurship
BPME2023	Creativity and Innovation	3	NONE
BPME2043	Business Plan	3	BWFF2033 Financial Management

BPME3013	Business Growth Management	3	SADE1013 Introduction to Entrepreneurship
BPME3033	E-Commerce	3	NONE
BPME3053	Seminar in Entrepreneurship	3	SADE1013 Introduction to Entrepreneurship AND have taken and passed 100 credit hours
BPME3023	Franchise Business Management	3	NONE
BPME3043	Family Business	3	SADE1013 Introduction to Entrepreneurship
BPME3063	Entrepreneur Networking Management	3	SADE1013 Introduction to Entrepreneurship
BPEX4908	Practicum (4 months)	8	Have taken and passed all courses under the programme core

C. LANGUAGE REQUIREMENTS (9 CREDIT HOURS)

Students **MUST** complete **THREE (3)** levels of Mandarin language course.

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SBLF1053	Mandarin Language I	3	NONE
SBLF2053	Mandarin Language II	3	SBLF1053 Mandarin Language I
SBLF3053	Mandarin Language III	3	SBLF2053 Mandarin Language II

Malaysian Chinese students are required to take any foreign language courses **EXCEPT** Mandarin language.

Students from Chinese school are required to take any foreign language courses **EXCEPT** Mandarin language.

International students are allowed to take any foreign language courses **EXCEPT** their native language.

Students **MUST** complete all the three levels for the selected language course.

D. MINOR (18 CREDIT HOURS)

Students are **REQUIRED** to choose **ONE (1)** out of **FOUR (4)** Minors listed below:

1) INNOVATIVE MULTIMEDIA offered by the School of Multimedia Technology and Communication (SMMTC), UUM CAS.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
STIV1023	Multimedia System Foundation	3	NONE
STIV2013	Human Computer Interaction	3	NONE

STIV2023	Graphic & Computer Animation	3	STIV1023 Multimedia System Foundation
STIV2043	Digital Audio Technology	3	STIV1023 Multimedia System Foundation
STIV3023	Multimedia System Network	3	NONE
STIV3043	Digital Video Technology	3	STIV2023 Graphic & Computer Animation
STIV3053	Internet Technology Services	3	STIV3023 Multimedia System Network
STIV3073	Multimedia Seminar	3	NONE
STIV3063	Mobile Multimedia Technology & Ubiquitous Computing	3	STIV2013 Human Computer Interaction AND STIV3023 Multimedia System Network
STIV3103	User Centered Design	3	STIV2013 Human Computer Interaction

OR

2) TRAVEL AND TOURISM offered by the School of Tourism, Hospitality & Environmental Management (SHEM), and UUM COLGIS.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
GHZA1013	Introduction to Tourism	3	NONE
GHZM2023	Tourism Marketing	3	GHZA1013 Introduction to Tourism
GHZL3023	Tourism Policy, Planning and Development	3	GHZA1013 Introduction to Tourism
GHZM3093	Tour Operation Management	3	GHZA1013 Introduction to Tourism AND GHZM2023 Tourism Marketing
GHZM3063	Tourist Behavior	3	GHZA1013 Introduction to Tourism AND GHZM2023 Tourism Marketing
GHZN3033	Recreation Management	3	NONE
GHZN3073	Tourism Geography	3	NONE
GHZN2013	Sport Tourism	3	NONE
GHZM3053	Tourism Transportation	3	NONE
GHZP3013	Heritage Resource Management	3	NONE

OR

- 3) EVENT MANAGEMENT** offered by the School of Tourism, Hospitality and Environmental Management (S THEM), UUM COLGIS.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
GHZA1113	Introduction to Event	3	NONE
GHZL3143	Event Sponsorship and Fundraising	3	GHZM2113 Event Marketing
GHZM2113	Event Marketing	3	GHZA1113 Introduction to Event
GHZN3053	Event Risk Management	3	GHZA1113 Introduction to Event
GHZP4313	Sport Tourism Event Management	3	GHZA1113 Introduction to Event
GHZS2113	Sport and Society	3	NONE
GHZS2123	Sociological Aspects of Event Management	3	GHZA1113 Introduction to Event
GHZT3113	Event Design and Production	3	GHZA1113 Introduction to Event
GHZT3133	Event Administration and Coordination	3	GHZA1113 Introduction to Event
GHZT3213	Event Operation and Logistics	3	GHZA1113 Introduction to Event

OR

- 4) INFORMATION MANAGEMENT** offered by the School of Computing (SOC), UUM CAS.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
STIA1113	Programming I	3	NONE
STIA1123	Programming II	3	STIA1113 Programming I
STIA2024	Data Structures & Algorithm Analysis	4	STIA1113 Programming I
STID3014	Database Systems & Information Retrieval	4	STIA2024 Data Structures & Algorithm Analysis
STID3024	Systems Analysis and Design	4	STIA1113 Programming I
STID3074	Information Technology Project Management	4	STID3024 Systems Analysis and Design
STID3124	Database Administration	4	STID3014 Database Sys. & Information Retrieval
STID3144	Knowledge Management	4	STID3024 Systems Analysis and Design
STID3154	IT Entrepreneurship	4	NONE
STIW2024	Software Engineering	4	STIA2024 Data Structures & Algorithm Analysis

E. PROGRAMME ELECTIVE (3 CREDIT HOURS)

Choose **ONE (1)** course from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BJMQ3013	Quality Management	3	NONE
BPES3063	Management Islamic Economic	3	NONE
BPFS2043	Islamic Financial Management	3	NONE
BPIN3053	Management Information System	3	BPMN1013 Principles of Marketing
BPMG2013	Transportation Theory & Practice	3	NONE
BPMM3013	Consumer Behaviour	3	BPMM1013 Introduction to Marketing
BPMM3023	Sale Management	3	BPMM1013 Introduction to Marketing
BPMM3083	Service Marketing	3	BPMM1013 Introduction to Marketing
BPMM3143	Electronic Marketing	3	BPMM1013 Introduction to Marketing
BPMM3183	Relationship Marketing	3	BPMM1013 Introduction to Marketing
BPMS2013	Fiqh Muamalat	3	NONE
BPMS2073	Pusaka Management, Hibah & Wasiat	3	NONE
BSMH2013	Human Resource Management	3	BPMN1013 Principles of Management
BWFF3023	Credit Management	3	BWFF2033 Financial Management
GFMA2023	International Business	3	BPMN1013 Principles of Management

F. FREE ELECTIVE (3 CREDIT HOURS)

Students are required to choose **ONE (1)** course offered by other programmes in the same school or courses in other school with the consideration:

- i. Have to adhere to prerequisite condition of the course.
- ii. Equivalent courses will not be considered as free elective course

**PROPOSED COURSE STRUCTURE BACHELOR OF
ENTREPRENEURSHIP (HONOURS) [B. Ent. (Hons)]**

Course Code	1 st SEMESTER	Credit Hours	Course Code	2 nd SEMESTER	Credit Hours
MPU3123	Islamic and Asian Civilization I	3	STID1103	Computer Applications In Management	3
SBLEXXXX	English Core	3	BWFF2033	Financial Management	3
BKAL1013	Business Accounting	3	SBLEXXXX	English Core	3
SADEI013	Introduction to Entrepreneurship	3	SGQS1013	Introduction to Statistics	3
BPMN1013	Principles of Management	3	BPMN1013	Introduction to Marketing	3
SADN1033	Nationhood of Malaysia	3	BEEB1013	Principle of Economics	3
VXXXXXXX	Co-curriculum	1	VXXXXXXX	Co-curriculum	1
Total		19	Total		19
Course Code	3 rd SEMESTER	Credit Hours	Course Code	4 th SEMESTER	Credit Hours
MPU3113	Ethnic Relationship	3	BPFE2033	Entrepreneurial Finance	3
SBLEXXXX	English Core	3	BPMN3123	Management Ethics	3
BPME2023	Creativity and Innovation	3	GLUL2023	Business Law	3
BPME2013	Entrepreneurial Behaviour & Skills	3		Minor 2	3
	Minor 1	3		Language Requirements 2	3
	Language Requirements 1	3	VXXXXXXX	Co-curriculum	1
VXXXXXXX	Co-curriculum	1			
Total		19	Total		16
Course Code	5 th SEMESTER	Credit Hours	Course Code	6 th SEMESTER	Credit Hours
BPME3063	Entrepreneur Networking Management	3	BPMN3143	Research Methodology	3
BPME3043	Family Business	3	BPME3013	Business Growth Management	3
BPME3023	Francis Business Management	3	BPME2043	Business Plan	3
	Minor 3	3		Minor 5	3
	Minor 4	3		Minor 6	3
	Language Requirements 3	3			
Total		18	Total		15
Course Code	7 th SEMESTER	Credit Hours	Course Code	8 th SEMESTER	Credit Hours
BPME3033	E-Commerce	3	BPEX4908	Practicum	9
BPMN3023	Strategic Management	3			
BPME3053	Seminar in Entrepreneurship	3			
	Free Elective	3			
	Program Elective	3			
Total		15	Total		9

Total Overall Credits Hours: 129 Credit Hours

3. BACHELOR OF HUMAN RESOURCE MANAGEMENT (HONOURS) [BHRM (Hons)]

INTRODUCTION

The Bachelor of Human Resource Management is offered to provide an excellent platform in helping students equip themselves with current knowledge and skills in managing human resources both in the private and public sectors. This program emphasizes on the importance of in depth understanding of the conventional HRM function, and also the needs of contemporary HRM practices that is characterised by active strategic alignment. Students will get the opportunity to go through a well-organized learning module that uses various high impact teaching and learning practices such as service learning, case studies, problem based learning, and industrial attachment. This programme also provides the opportunity for the students to choose a minor of their interest offered by other programmes in UUM.

PROGRAMME OBJECTIVES

The Human Resource Management programme is introduced to achieve the following objectives:

1. Apply concepts, theories and knowledge in all functional areas of human resource management to ensure effective human resource management practices.
2. Apply high quality skills while providing human resource services in the business context.
3. Integrate and synthesize organizational issues and evaluate the potential human resource solutions to be applied in the context of the organization and the community at large.
4. Identify current and future challenges and opportunities in managing human resources in the dynamic and global business scenarios.

CAREER PROSPECTS

Graduates of this programme will have the opportunity to work as executive, manager or consultants in both government and private sectors.

HEAD OF DEPARTMENT

Assoc. Prof. Dr. Abdul Halim Abdul Majid
BBA (Mississippi State), MBA (Wales), DBA (USM)
e-mail: ahalim@uum.edu.my

PROGRAMME COORDINATOR

Dr. Nor Azimah Chew Abdullah
DBS (UiTM), BBA (Hons)(UUM), MBA (UUM),
SHO Cert. (NIOSH), Dr PH (Curtin University of Technology)
e-mel: norazimah@uum.edu.my

BACHELOR OF HUMAN RESOURCE MANAGEMENT (HONOURS) [BHRM (Hons)]

Bachelor of Human Resource Management (Honours) [BHRM (Hons)] programme consists of **SIX (6)** components as follows:

COMPONENTS	CREDIT HOURS
A.UNIVERSITY CORE	25
B.PROGRAMME CORE	74
C.LANGUAGE REQUIREMENTS	9
D.MINOR	18
E.PROGRAMME ELECTIVE	3
F.FREE ELECTIVE	3
TOTAL	132

To be conferred the Bachelor of Human Resource Management (Honours) [BHRM (Hons)], a student must have completed and passed at least **132 credit hours** in the following programme structure:

A. UNIVERSITY CORE (25 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS
MPU3123	Islamic and Asian Civilization I	3
SADN1033	Malaysian Nationhood Studies	3
MPU3113	Ethnic Relationship	3
SBLEXXXX	English Core	9
SADE1013	Introduction to Entrepreneurship	3
VXXXXXXX	Co-curriculum	4

1. International Student **MUST REPLACE** MPU3123 AND MPU3113 with :
 - i. SBLF1093 Malay as Foreign Language I AND
 - i. SBLF2093 Malay as Foreign Language II
2. Choose **ONE (1)** co-curriculum course of interest and students are subjected to the conditions specified under the related field.

B. PROGRAMME CORE (74 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BPMN1013	Principle of Management	3	NONE
BPMM1013	Introduction to Marketing	3	NONE
BKAL1013	Business Accounting	3	NONE
BEEB1013	Principles of Economics	3	NONE
SQQS1013	Introduction to Statistics	3	NONE
STID1103	Applications of Computer in Management	3	NONE
GLUE2033	Employment and Industrial Relations Law	3	NONE
GLUL2023	Business law	3	NONE
BPMN3123	Management Ethics	3	Have taken and Passed 70 credit hours
BSMH2013	Human Resource Management	3	BPMN1013 Introduction to Management
BWFF2013	Financial Management	3	BKAF1023 Introduction to Financial Accounting OR BKAL1013 Business Accounting OR BKAR1013 Financial Accounting and Reporting I

BSMH3023	Staffing	3	BSMH2013 Human Resource Management
BSMH3033	Training and Development	3	BSMH2013 Human Resource Management
BSMH3043	Remuneration and Rewards	3	BSMH2013 Human Resource Management
BSMH3053	Employee Performance Management	3	BSMH2013 Human Resource Management
BSMH3063	Change Management	3	BSMH2013 Human Resource Management
BSMH3083	Introduction to Occupational Safety and Health Management	3	BSMH2013 Human Resource Management
BSMH3093	Human Resource Information Systems	3	BSMH2013 Human Resource Management
BSMH3103	Industrial Relations	3	BSMH2013 Human Resource Management
BSMH3123	Seminar in Human Resource Management	3	Have taken and passed BSMH3103 Industrial Relations AND Taken and passed 100 credit hours
BPMN3143	Research Methodology	3	Have taken and passed SQQS1013 Introduction to Statistics AND Have taken and passed 70 credit hours
BPMN3023	Strategic Management	3	Have taken and passed 100 credit hours
BSMX4908	Practicum (4 month)	8	Have taken and passed all courses under the programme core

C. LANGUAGE REQUIREMENTS (9 CREDIT HOURS)

Students **MUST** complete **THREE (3)** levels of Mandarin language course.

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SBLF1053	Mandarin Language I	3	NONE
SBLF2053	Mandarin Language II	3	SBLF1053 Mandarin Language I
SBLF3053	Mandarin Language III	3	SBLF2053 Mandarin Language II

Malaysian Chinese students are required to take any foreign language courses **EXCEPT** Mandarin language.

Students from Chinese school are required to take any foreign language courses **EXCEPT** Mandarin language.

International students are allowed to take any foreign language courses **EXCEPT** their native language.

Students **MUST** complete all the three level for the selected language course.

D. MINOR (18 CREDIT HOURS)

Students are **REQUIRED** to choose **ONE (1)** out of **FOUR (4)** Minors listed below:

1) ENTREPRENEURSHIP offered by School of Business Management (SBM), UUM COB.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BPME2013	Entrepreneurial Behavior and Skills	3	SADE1013 Introduction to Entrepreneurship
BPME2023	Creativity and Innovation	3	NONE
BPME3063	Entrepreneur Networking Management	3	SADE1013 Introduction to Entrepreneurship
BPME3033	E-Commerce	3	NONE
BPME3013	Business Growth Management	3	SADE1013 Introduction to Entrepreneurship
BPME3023	Franchise Business Management	3	NONE
BPME3043	Family Business	3	SADE1013 Introduction to Entrepreneurship
BPMM3023	Sale Management	3	BPMM1013 Introduction to Marketing
BPMM1013	Introduction to Marketing	3	NONE
BPME2043	Business Plan	3	BWFF2033 Financial Management

OR

2) CORPORATE COMMUNICATION offered by School of Multimedia Technology & Communication (SMMTC), UUM CAS.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SCCA1013	Introduction to Communication	3	NONE
SCCA1023	Communication Theory	3	NONE
SCCA2023	Human Communication	3	NONE
SCCA2073	Public Relations	3	NONE
SCCA2083	Communication Law	3	NONE
SCCA2103	Leadership Communication	3	NONE
SCCD3223	Persuasive Communication	3	NONE
SCCD3253	International Media Analysis	3	NONE
SCCG3123	Negotiation Communication	3	NONE
SCCG3143	Managerial Communication Skills	3	NONE

OR

3) TRAVEL AND TOURISM offered by School of Tourism, Hospitality and Environmental Management (STHEM), UUM COLGIS.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
GHZA1013	Introduction to Tourism	3	NONE
GHZM2023	Tourism Marketing	3	GHZA1013 Introduction to Tourism
GHZL4013	Tourism Policy, Planning and Development	3	GHZA1013 Introduction to Tourism
GHZM3093	Tour Operation Management	3	GHZA1013 Introduction to Tourism AND GHZM2023 Tourism Marketing
GHZM3063	Tourist Behavior	3	GHZA1013 Introduction to Tourism AND GHZM2023 Tourism Marketing
GHZN3033	Recreation Management	3	NONE
GHZN3073	Tourism Geography	3	NONE
GHZN2013	Sport Tourism	3	NONE
GHZM3053	Tourism Transportation	3	NONE
GHZP3013	Heritage Resource Management	3	NONE

OR

4) CONTEMPORARY MARKETING offered by School of Business Management (SBM), UUM COB.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BPMM1013	Introduction to Marketing	3	NONE
BPMM2023	Marketing Management	3	BPMM 1013 Introduction to Marketing
BPMM3013	Consumer Behaviour	3	BPMM 1013 Introduction to Marketing
BPMM3043	Marketing Strategy and Analysis	3	Have taken and passed 90 credit hours
BPMM3083	Service Marketing	3	BPMM 1013 Introduction to Marketing
BPMM3133	Retailing Management	3	BPMM 1013 Introduction to Marketing
BPMM3023	Sales Management	3	BPMM 1013 Introduction to Marketing
BPMM3113	Brand Management	3	BPMM 1013 Introduction to Marketing
BPCM3103	Integrated Marketing Communication	3	BPMM1013 Introduction to Marketing
BPMM3033	Marketing Research	3	BPMM1013 Introduction to Marketing

E. PROGRAMME ELECTIVE (3 CREDIT HOURS)

Students are required to should choose **ONE (1)** course from the following lists:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BSMH3073	Negotiation	3	BSMH2013 Human Resource Management
BSMH3113	International Human Resource Management	3	BSMH2013 Human Resource Management
BSMH3133	Management of Organizational Trainers	3	BSMH3033 Training and Development
BSMH3143	Collective Bargaining	3	BSMH3103 Industrial Relations
BSMH3153	Career Management	3	BSMH2013 Human Resource Management
BSMH3163	Human Resource Management in Islamic Perspective	3	BSMH2013 Human Resource Management
BSMH3183	Occupational Safety and Health Management	3	BSMH3083 Introductory to Occupational Safety and Health Management
BPMN2028	Organizational Behaviour	3	BPMN1013 Principles of Management

F. FREE ELECTIVE (3 CREDIT HOURS)

Students are required to choose any **ONE (1)** course offered by other programmes in the same school or courses in other school with the consideration:

- Have to adhere to pre-requisite condition of the course.
- Equivalent courses will not be considered as free elective courses.

PROPOSED COURSE REGISTRATION FOR BACHELOR OF HUMAN RESOURCE MANAGEMENT (HONOURS) [BHRM (Hons)]

Course Code	1 st SEMESTER	Credit Hours	Course Code	2 nd SEMESTER	Credit Hours
MPU3123	Islamic and Asian Civilization I	3	BPMM1013	Introduction to Marketing	3
SADE1013	Introduction to Entrepreneurship	3	BWFF2033	Financial Management	3
BKAL1013	Business Accounting	3	SADN1033	Nationhood of Malaysia	3
BPMN1013	Principle of Management	3	BSMH2013	Human Resources Management	3
SBLEXXX	English Core	3	SBLEXXX	English Core	3
VXXXXXX	Co-Curriculum	1	VXXXXXX	Co-Curriculum	1
Total		14	Total		14
Course Code	3 rd SEMESTER	Credit Hours	Course Code	4 th SEMESTER	Credit Hours
SGQS1013	Introduction to Statistics	3	BEE81013	Principles of Economics	3
GLUL2023	Business Law	3	GLUE2033	Employment and Industrial Relations Law	3
STDI103	Applications of Computer in Management	3	BSMH3023	Staffing	3
SBLEXXX	English Core	3	BSMH3033	Training and Development	3
MPU3113	Ethnic Relationship	3		Minor 1	3
	Language Requirements 1	3		Language Requirements 2	3
VXXXXXX	Co-Curriculum	1	VXXXXXX	Co-Curriculum	1
Total		17	Total		19
Course Code	5 th SEMESTER	Credit Hours	Course Code	6 th SEMESTER	Credit Hours
BSMH3043	Remuneration and Rewards	3	BSMH3083	Introduction to Occupational Safety and Health Management	3
BSMH3053	Employee Performance Management	3	BSMH3093	Human Resource Information Systems	3
BSMH3063	Change Management	3	BSMH3013	Industrial Relations	3
BPMN3143	Research Methodology	3	BPMN3123	Management Ethics	3
	Language Requirements 3	3		Minor 3	3
	Minor 2	3		Minor 4	3
Total		18	Total		18
Course Code	7 th SEMESTER	Credit Hours	Course Code	8 th SEMESTER	Credit Hours
BSMH3123	Seminar In Human Resource Management	3	BSMX4908	Practicum	8
BPMN3023	Strategic Management	3			
	Programme Elective	3			
	Free Elective	3			
	Minor 5	3			
	Minor 6	3			
Total		18	Total		8

TOTAL OVERALL CREDITS HOURS: 132 CREDIT HOURS

4. BACHELOR OF MARKETING (HONOURS) [B.MKTG (Hons)]

INTRODUCTION

The Bachelor of Marketing is introduced to create managers, leaders, and professionals who are knowledgeable and skillful in business and marketing, innovative, ethical, as well as able to apply the learned knowledge and business and marketing skill. Students will get the opportunity to go through a well-organized learning module that uses various high impact teaching and learning practices such as service learning, case studies, problem based learning, and industrial attachment. This programme also provides the opportunity for students to choose a minor of their interest offered by other programmes in UUM.

PROGRAMME OBJECTIVES

The marketing programme was introduced to achieve the following objectives:

1. Applying concepts, theories and marketing practices in marketing field in order to be able to generate ideas and excellent marketing strategy.
2. Make use of the knowledge, skill, and methods learned to become an effective and excellent marketer or marketing professional.
3. To face and handle challenges in the marketing and business world.

CAREER PROSPECTS

Graduates of this program will have the opportunity to work as executive or marketing consultant, public relation officer, media and communication, product and brand management executive, lecturer and so on either in public sector or private sector.

HEAD OF DEPARTMENT

Dr. Norzieiriani Ahmad
BBA (Hons) (UiTM), MBA (Mktg) (UPM), PhD(USM)
e-mail: norzie@uum.edu.my

PROGRAMME COORDINATOR

Dr. Shahrin Saad
Dip. Mgmt (UiTM), Bsc. Soc (Hons) (Johnson & Wales Univ.USA),
MBA (Shiga Univ.JPN), PhD (UUM)
e-mail: shahrinsaad@uum.edu.my

BACHELOR OF MARKETING (HONOURS) [B.MKTG (Hons)]

Bachelor of Marketing (Honours) [B. Mktg (Hons)] programme consists of **SIX (6)** components as follows:

COMPONENTS	CREDIT HOURS
A. UNIVERSITY CORE	25
B. PROGRAMME CORE	74
C. LANGUAGE REQUIREMENTS	9
D. MINOR	18
E. PROGRAMME ELECTIVE	6
F. FREE ELECTIVE	3
TOTAL	135

To be conferred the Bachelor of Marketing with Honours, a student must have completed at least **135 credit hours** according to the following programme structure:

A. UNIVERSITY CORE (25 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS
MPU3123	Islamic and Asian Civilization I	3
MPU3113	Ethnic Relationship	3
SADN1033	Malaysian Nationhood Studies	3
SBLEXXX	English Core	9
SADE1013	Introduction to Entrepreneurship	3
VXXXXXX	Co-curriculum	4

1. International Student **MUST REPLACE** MPU3113 AND MPU3123 with :
 - i. SBLF1093 Malay as Foreign Language I AND
 - ii. SBLF2093 Malay as Foreign Language II
2. Choose **ONE (1)** co-curriculum course of interest and students are subjected to the conditions specified under the related field.

B. PROGRAMME CORE (74 CREDIT HOURS)

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BPMN1013	Principles of Management	3	NONE
BPMN3123	Management Ethics	3	Have taken and passed 70 credit hours
BPMN3023	Strategic Management	3	Have taken and passed 100 credit hours
BWFF2033	Financial Management	3	BKAF1023 Introduction to Financial Accounting OR BKAL1013 Business Accounting OR BKAR1013 Financial Accounting and Reporting 1
GLUL2023	Business Law	3	NONE
BEEB1013	Principle of Economics	3	NONE
BKAL1013	Business Accounting	3	NONE
SSYA1013	Introduction to Psychology	3	NONE
SQQS1013	Introduction to Statistics	3	NONE
STID1103	Computer Applications in Management	3	NONE
BPMM1013	Introduction to Marketing	3	NONE
BPMM2023	Marketing Management	3	BPMM1013 Introduction to Marketing
BPMM3013	Consumer Behaviour	3	BPMM1013 Introduction to Marketing
BPMM3033	Marketing Research	3	BPMM1013 Introduction to Marketing
BPMM3043	Marketing Strategies and Analysis	3	Have taken and passed 90 credit hours

BPMM3053	International Marketing	3	BPMM1013 Introduction to Marketing
BPMM3063	Industrial Marketing	3	BPMM1013 Introduction to Marketing
BPMM3083	Service Marketing	3	BPMM1013 Introduction to Marketing
BPCM3103	Integrated Marketing Communication	3	BPMM1013 Introduction to Marketing
BPMM3113	Brand Management	3	BPMM1013 Introduction to Marketing
BPMM3173	Salesmanship	3	BPMM1013 Introduction to Marketing
BPMM3073	Marketing Seminar	3	Have taken and passed 100 credit hours
BPMX4908	Practicum	8	Have taken and passed all courses under the programme core

C. LANGUAGE REQUIREMENTS (9 CREDIT HOURS)

Students **MUST** complete **THREE (3)** levels of Mandarin language course.

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SBLF1053	Mandarin Language I	3	NONE
SBLF2053	Mandarin Language II	3	SBLF1053 Mandarin Language I
SBLF3053	Mandarin Language III	3	SBLF2053 Mandarin Language II

Malaysian Chinese students are required to take any foreign language courses **EXCEPT** Mandarin language.

Students from Chinese school are required to take any foreign language courses **EXCEPT** Mandarin language.

International students are allowed to take any foreign language courses **EXCEPT** their native language.

Students **MUST** complete all the three level for the selected language course.

D. MINOR (18 CREDIT HOURS)

Students are **REQUIRED** to choose **ONE (1)** out of **FOUR (4)** Minors listed below:

- 1) **CORPORATE COMMUNICATION** offered by School of Multimedia Technology & Communication, (UUM CAS).

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SCCA1013	Introduction to Communication	3	NONE
SCCA1023	Communication Theory	3	NONE
SCCA2023	Human Communication	3	NONE
SCCA2073	Public Relations	3	NONE
SCCA2083	Communication Law	3	NONE
SCCA2103	Leadership Communication	3	NONE
SCCD3223	Persuasive Communication	3	NONE
SCCD3253	International Media Analysis	3	NONE
SCCG3123	Negotiation Communication	3	NONE
SCCG3143	Managerial Communication Skills	3	NONE

OR

- 2) **CREATIVE MEDIA** offered by School of Multimedia Technology & Communication, (UUM CAS).

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
SCCT1033	Introduction to Media Technology	3	NONE
SCCT1093	Visual Media	3	NONE
SCCT2033	Media Writing	3	NONE
SCCT2043	Photography	3	NONE
SCCT2063	Media Law and Ethics	3	NONE
SCCT2073	Media Creativity and Esthetics	3	NONE
SCCT2323	Investigative News Reporting	3	NONE
SCCT2413	Electronic Script Writing	3	NONE
SCCT3033	Media Psychology	3	NONE
SCCT3233	Integrative Media Marketing	3	NONE

OR

- 3) **EVENT MANAGEMENT** offered by School of Tourism, Hospitality and Environmental Management, UUM COLGIS.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
GHZA1113	Introduction to Event	3	NONE
GHZL3143	Event Sponsorship and Fundraising	3	GHZM2113 Event Marketing
GHZM2113	Event Marketing	3	GHZA1113 Introduction to Event
GHZN3053	Event Risk Management	3	GHZA1113 Introduction to Event
GHZP4313	Sport Tourism Event Management	3	GHZA1113 Introduction to Event
GHZS2113	Sport and Society	3	GHZA1113 Introduction to Event
GHZS2123	Sociological Aspects of Event Management	3	GHZA1113 Introduction to Event
GHZT3113	Event Design and Production	3	GHZA1113 Introduction to Event
GHZT3133	Event Administration and Coordination	3	GHZA1113 Introduction to Event
GHZT3213	Event Operation and Logistics	3	GHZA1113 Introduction to Event

OR

- 4) **ENTREPRENEURSHIP** offered by School of Business Management, UUM COB.

Student **MUST** choose **SIX (6)** courses from the list below:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BPME2013	Entrepreneurial Behavior and Skill	3	SADE1013 Introduction to Entrepreneurship
BPME2023	Creativity & Innovation	3	NONE
BPME3013	Business Growth Management*	3	SADE1013 Introduction to Entrepreneurship
BPME3033	E-Commerce	3	NONE
BPME3023	Franchise Business Management	3	NONE
BPME3043	Family Business	3	SADE1013 Introduction to Entrepreneurship
BPME3063	Entrepreneur Networking Management	3	SADE1013 Introduction to Entrepreneurship
BPMM3023	Sale Management	3	BPMM1013 Introduction to Management
BPME2043	Business Plan	3	BWFF2023 Financial Management
BPMM1013	Introduction to Management	3	NONE

E. PROGRAMME ELECTIVE (6 CREDIT HOURS)

Students should choose any **TWO (2)** courses from the following lists:

CODE	COURSE	CREDIT HOURS	PREREQUISITE
BPMM3093	New Product Development	3	BPMM1013 Introduction to Marketing
BPMM3023	Sales Management	3	BPMM1013 Introduction to Marketing
BPMM3133	Retailing Management	3	BPMM1013 Introduction to Marketing
BPMM3263	Supply Chain Management	3	BPMM1013 Introduction to Marketing
BPMM3143	Electronic Marketing	3	BPMM1013 Introduction to Marketing
BPMM3183	Relationship Marketing	3	BPMM1013 Introduction to Marketing
BPMM3203	Advertising Management	3	BPMM1013 Introduction to Marketing

F. FREE ELECTIVE (3 CREDIT HOURS)

Students are required to choose any **ONE (1)** course offered by other programmes in the same school or courses in other school with the consideration:

- Have to adhere to pre-requisite condition of the course.
- Equivalent courses will not be considered as free elective courses.

**PROPOSED COURSE REGISTRATION FOR
BACHELOR OF MARKETING (HONOURS) [B. MKTG (HONS)]**

Code	1 st Semester	Credit Hours	Code	2 nd Semester	Credit Hours
MPU3123	Islamic and Asia Civilization I	3	STID1103	Computer Applications in Management	3
SBLEXXXX	English Core	3	5QG51013	Introduction to Statistics	3
BKAL1013	Business Accounting	3	BWFF2033	Financial Management	3
SADE1013	Introduction to Entrepreneurship	3	SBLEXXXX	English Core	3
BPMM1013	Introduction to Management	3	BEEB1013	Principle of Economics	3
SADN1033	Nationhood of Malaysia	3	BPMM1013	Introduction to Marketing	3
VXXXXXXX	Co-curriculum	1	VXXXXXXX	Co-curriculum	1
TOTAL		19	TOTAL		19
Code	3 rd Semester	Credit Hours	Code	4 th Semester	Credit Hours
MPU3113	Ethnic Relationship	3	BPMM3063	Industrial Marketing	3
SBLEXXXX	English Core	3	GLUL2023	Business Law	3
SSYA1013	Introduction to Psychology	3	BPMM3053	International Marketing	3
BPMM2023	Marketing Management	3		Minor 1	3
BPMM3013	Consumer Behaviour	3		Elective 1	3
	Language Requirements 1	3		Language Requirements	3
VXXXXXXX	Co-curriculum	1	VXXXXXXX	Co-curriculum	1
TOTAL		19	TOTAL		19
Code	5 th Semester	Credit Hours	Code	6 th Semester	Credit Hours
BPMM3123	Management Ethics	3	BPMM3173	Salesmanship	3
BPMM3033	Marketing Research	3	BPMM3043	Marketing Strategy & Analysis	3
BPCM3103	Communication Integrated Marketing	3		Minor 3	3
BPMM3083	Service Marketing	3		Minor 4	3
	Language Requirements 3	3		Elective 2	3
	Minor 2	3		Elective 3	3
TOTAL		18	TOTAL		18
Code	7 th Semester	Credit Hours	Code	8 th Semester	Credit Hours
BPMM3073	Marketing Seminar	3	BPMM4908	Practicum	8
BPMM3113	Brand Management	3			
BPMM3023	Strategic Management	3			
	Minor 5	3			
	Minor 6	3			
TOTAL		15	TOTAL		8

Total Accumulated Credit Hours: 135 Credit Hours



NUMBER OF CREDIT HOURS FOR LANGUAGE COURSES BEGINNING SEMESTER 2018/2019 (A181) DAN A182

IELTS	TOEFL (IBT)	ELPT (INTENSIVE ENGLISH)	ELPT KHAS (CELEC)	MUET	COURSES	TOTAL CREDIT HOURS
				BAND 1	Foundation English + 3 core courses (EP I, EP II & EP III)	12 credit hours *Foundation English is credit bearing but will not be included in CGPA.
				BAND 2	3 core courses (EP I, EP II & EP III)	9 credit hours
5.5	64 – 65	5.5 and above	5.5 and above	BAND 3	2 core courses (EP II & EP III) + 1 ESP course	9 credit hours
6.0 – 7.0	66 – 95			BAND 4	1 core course (EP III) + 2 ESP courses	9 credit hours
7.5 and above	96+			BAND 5	3 ESP courses <i>EXEMPTED FROM CORE COURSES</i>	9 credit hours
				BAND 6	3 ESP courses OR Malay Language Courses OR combination of ESP courses and Malay Language Courses <i>EXEMPTED FROM CORE COURSES</i>	9 credit hours

LIST OF COURSES		
PRE-REQUISITE/CONDITIONAL COURSE	UNIVERSITY CORE COURSES	ENGLISH FOR SPECIFIC PURPOSES COURSES (ESP)
SBLE1073 Foundation English	SBLE1063 English Proficiency I (EP I) SBLE2113 English Proficiency II (EP II) SBLE3123 English Proficiency III (EP III)	SBLE3133 English for Small Group Communication SBLE3143 Report Writing SBLE3153 Hospitality English SBLE3163 Public Speaking Skills SBLE3173 English for Professional Communication