

## BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MARKETING

PROGRAMME BACKGROUND
<p>The Bachelor of Business Administration (Honours) Marketing Degree programme covers several aspects of knowledge including entrepreneurship, management, accounting, human resources, finance, market, sales, promotion, products, cross-culture and international business policy, information technology and some other fields. Marketing is a specialty that offers insights into customer demand, product development, research, distribution or distribution, promotion and other aspects that are fundamental to the business so that the product can be created and produced according to the market demand and reach the end users or organisations. The curriculum available in the programme is in accordance with the standards set by the Malaysian Qualifications Agency (MQA).</p>
MQA ACCREDITATION REF. NUMBER
MQA/FA12872
JPT REF. NUMBER
JPT/BPP(U)1000-801/117JLD.5(46)(R/342/6/0103)
LEVEL OF STUDY
Bachelor's Degree / MQF – Level 6
MODE OF STUDY
Conventional
TEACHING MODE
Lecture and Tutorial
STUDY SCHEME
Full-Time
STUDY DURATION
4 Years
TOTAL CREDIT HOURS TO GRADUATE
121 Credit Hours
MEDIUM OF INSTRUCTION
Malay and English

### ENTRY REQUIREMENTS

- i. Passed STPM or equivalent with minimum grade C (NGMP 2.00) in any 2 subjects and passed Mathematics and English at SPM level or equivalent with it; or
- ii. Passed STAM with minimum grade Jayyid and passed Mathematics and English at SPM level; or
- iii. An equivalent qualification with Diploma (MQF – Level 4) or Advanced Diploma (MQF – Level 5); or
- iv. Matriculation/ Foundation qualification with minimum CGPA of 2.00 out of 4.00 or other equivalent qualification.

#### **Note:**

- The requirement to pass Mathematics and English at SPM level for candidates (i) and (ii) can be waived if the qualification contains Mathematics and English subjects and the achievement is equivalent to/ more than the requirement to pass the subject at SPM level.

### CAREER PROSPECTS

Graduates have the opportunity to contribute their marketing expertise in the global, multinational, local and non-profit organisations. Graduates can venture into marketing-related fields as marketing planners, sales managers, brand managers, product and advertising managers, retail managers, public relations officers, service managers and marketing researchers.

### CONTACT

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### PROGRAMME STRUCTURE

#### SEMESTER 1

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	MPU3122 / MPU3142	Islamic and Asian Civilisations* / Malay Language for Communication 2**	MPU	2
2	MPU3222 / MPU3212	Critical and Creative Thinking* / National Language A**	MPU	2
3	MPU3312	Islamic Concepts	MPU	2
4	BBA1052 / BBA1062 / BBA1072 / BBA1142	English Proficiency I / English Proficiency II / English Proficiency III / Advanced English I	University Compulsory	2
5	WKU6011	Quranic Recitation and Memorisation	University Compulsory	1

6	ECO6023	Microeconomics	Core	3
7	MGT6013	Principles of Management	Core	3
<b>TOTAL</b>				<b>15</b>

**Note:**

**\*For Local Student**

**\*\*For International Student**

### SEMESTER 2

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	MPU3112 / MPU3172	Ethnic Relations* / Malaysian Studies 3**	MPU	2
2	BBA1062 / BBA1072 / BBA1142 / BBA1152	English Proficiency II / English Proficiency III / Advanced English I / Advanced English II	University Compulsory	2
3	ACC6013	Principles of Accounting	Core	3
4	ECO6033	Macroeconomics	Core	3
5	ENT6013	Entrepreneurship	Core	3
6	MKT6013	Principles of Marketing	Core	3
<b>TOTAL</b>				<b>16</b>

**Note:**

**\*For Local Student**

**\*\*For International Student**

### SEMESTER 3

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	MPU3402 / MPU3412 / MPU3422 / MPU3432 / MPU3442 / MPU3452 / MPU3462 / MPU3472 / MPU3482 / MPU3492	Malaysian Civil Defence Department / Recreational Adventure (Kayaking) / Introduction to Sports Science and Coaching / Hosting and Basic Event Management / Basics of Swimming and Water Rescue / Basics of Handicraft (Labu Sayong) / Basics of the Art of Photography / Basics of Video Making / Basics of Taekwando / Basics of Sport Silat	MPU  <b>Note : Choose 1 course only</b>	2
2	FIN6013	Principles of Finance	Core	3
3	HRM6013	Human Resource Management	Core	3
4	LAW6013	Business Law	Core	3
5	MGT6023	Business Ethics	Core	3
6	MTK6013	Quantitative For Business Analysis	Core	3
<b>TOTAL</b>				<b>17</b>

#### SEMESTER 4

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	WKU6033	Organisational Behaviour	University Compulsory	3
2	KOM6033	Management Information System	Core	3
3	MGT6043	International Business	Core	3
4	MGT6053	Strategic Management	Core	3
5	MGT6073	Operation Management	Core	3
6	PBI6023	Business Communication	Core	3
<b>TOTAL</b>				<b>18</b>

#### SEMESTER 5

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	PPU6022	English Academic Writing	University Compulsory	2
2	BBA1012	Arabic Language I	Core	2
3	MKT6023	Understanding Consumer	Specialisation	3
4	MKT6033	New Product Development	Specialisation	3
5	MKT6043	Marketing Channels	Specialisation	3
6	MKT6053	Marketing Research	Specialisation	3
7	MKT6133	Marketing Management	Specialisation	3
<b>TOTAL</b>				<b>19</b>

#### SEMESTER 6

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	BBA1022	Arabic Language II	Core	2
2	MKT6063	Strategic Marketing Management	Specialisation	3
3	MKT6073	Global Marketing	Specialisation	3
4	MKT6093	Relationship Marketing	Specialisation	3
5	IST6043	E-Commerce	Elective <i>Note : Choose 1 course only</i>	3
	KSI6053	Personality Development		
	MKT6083	Integrated Marketing Communication		
<b>TOTAL</b>				<b>14</b>

### SEMESTER 7

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	BBA1032	Arabic Language III	Core	2
2	MKT6103	Retailing Marketing	Specialisation	3
3	MKT6113	Services Marketing	Specialisation	3
4	MKT6123	Sales Marketing	Specialisation	3
5	MGT6033	Research Methodology	Elective  <i>Note : Choose 1 course only</i>	3
	MGT6083	Event Planning and Management		
	MGT6093	Project Management		
<b>TOTAL</b>				<b>14</b>

### SEMESTER 8

NO	COURSE CODE	COURSE NAME	CLASSIFICATION	CREDIT HOURS
1	ITR6998 / RSH6108	Industrial Training / Project Paper	Core	8
<b>TOTAL</b>				<b>8</b>

### SUMMARY

SEMESTER	CREDIT HOURS
SEMESTER 1	15
SEMESTER 2	16
SEMESTER 3	17
SEMESTER 4	18
SEMESTER 5	19
SEMESTER 6	14
SEMESTER 7	14
SEMESTER 8	8
<b>TOTAL CREDIT HOURS</b>	<b>121</b>