

## Bachelor of Business (Hons) in Sales and Marketing

### Programme Structure

No.	Course code	Course title	Credits
<b>MPU Courses</b>			
1.	MPU 3113/03 MPU 3143/03	Hubungan Etnik (for Malaysian students) <b>OR</b> Bahasa Melayu Komunikasi 2 (for foreign students only)	3
2.	MPU 3123/03 MPU 3173/03 MPU 3213/03	Tamadun Islam dan Tamadun Asia (for Malaysian students) <b>OR</b> Malaysian Studies 3 (for foreign students only) Bahasa Kebangsaan A (for students without SPM credit in BM) <b>OR</b>	3
3.	MPU 3223/03	Decision Making Skills (for students with SPM credit in BM and foreign students)	3
4.	MPU 3313/03 MPU 3323/03 MPU 3333/03	Comparative Religions <b>OR</b> Parenting and Family Issues <b>OR</b> Human Rights	3
5.	MPU 3412/02	Co- Curriculum	2
			<b>14</b>
<b>University Compulsory Courses (Take all)</b>			
1.	WUC 115/05	University Mathematics B	5
2.	WUC 107/03	Workplace Communication Skills	3
3.	WUC 117/03	Introduction to Computing and Internet	3
4.	WUC 131/03	Learning Skills for University Studies	3
<b>University Elective Courses (Choose one course only)</b>			
5.	WUC 203/03	Writing Skills for University Studies	3
6.	BBM 210/05	Entrepreneurship Development	5
			<b>17 or 19</b>
<b>Basic Major Courses (Take all)</b>			
1.	BBM 102/05	Microeconomics	5
2.	BBM 103/05	Principles and Practice of Management	5
3.	BBM 104/05	Principles of Marketing	5
4.	BBM 202/05	Macroeconomics	5
5.	BBM 203/05	Business Statistics	5
6.	BBM 204/05	Business Law	5
7.	BBM 205/05	Business Accounting I	5
8.	BBM 206/05	Business Accounting II	5
9.	BBM 207/05	Human Resource Management	5
			<b>45</b>

<b>Core Major Courses (Take all)</b>			
1.	BMK 301/05	Consumer Behaviour	5
2.	BMK 302/05	Services Marketing	5
3.	BMK 303/05	Sales and Distribution Management	5
4.	BMK 304/05	Marketing Research	5
5.	BMK 305/05	Marketing Communications	5
6.	BMK 308/05	Strategic Marketing	5
7.	BMK 309/05	International Marketing	5
8.	BIS 303/05	Management Information Systems	5
			<b>40</b>
<b>Elective Courses (Choose 1 course)</b>			
1.	BBM 208/05	Business Ethics	5
2.	BAC 303/05	Accounting Information Systems	5
3.	BBF 302/05	Financial Management and Analysis	5
4.	BLC 303/05	Operations Management	5
5.	BMG 301/05	Strategic Management	5
			<b>5</b>
Total		26 subjects	<b>121 or 123</b>

\*Please refer to your respective Regional Centres for the list of courses offered in each semester.

## Graduation Requirements

No.	Course	Credits
1.	MPU	14
2.	University	17 or 19
3.	Basic major	45
4.	Core major	40
5.	Elective	5
Total		<b>121 or 123</b>

Graduation requirements: **minimum 121 or 123 credits**