



UNIVERSITY OF TECHNOLOGY SARAWAK

PROGRAMME STRUCTURE

Bachelor of Business (Honours) in Marketing (BBM)

No.	Course Code	Course Name	Credit
Year 1 Semester 1			
1.	MBM3113	Principles of Management	3
2.	MBM3713	Principles of Marketing	3
3.	MBM3213	Principles of Accounting	3
4.	MBM3163	Human Resource Management	3
5.	MBM3323	Business Communication	3
6.	MBM3413	Business Economics	3
7.	MPU3412	Co-curriculum	2
Total Credit Semester 1, Year 1			20
Year 1 Semester 2			
1.	MBM3123	Organizational Behaviour	3
2.	MBM3733	Consumer Behaviour	3
3.	MBM3753	E-Commerce	3
4.	MBM3223	Principles of Finance	3
5.	MBM3513	Applied Statistics	3
6.	MBM3142	Supervisory Skills	2
7.	MBM3613	Business Law	3
Total Credit Semester 2, Year 1			20
Year 1 Semester 3			
1.	MPU3312	Entrepreneurship Skills	2
2.	MPU3183	Penghayatan Etika & Peradapan (LS)/ Bahasa Melayu Komunikasi (IS)	3
3.	MPU3322	Integrity and Anti-Corruption (KIAR)	2
4.	* UCS3152	Business English	2
Total Credit Semester 3, Year 1			9
Year 2 Semester 1			
1.	MBM3793	Information Marketing	3
2.	MBM3763	Sales Management	3
3.	MBM3783	Social Marketing	3
4.	MBM3723	Strategic Marketing Management	3

5.	MBM3523	Marketing Research	3
6.	MBE30*3	(<i>Elective 1</i>)	3
Total Credit Semester 1, Year 2			18
Year 2 Semester 2			
1.	MBM3333	Managing Cultural Diversity	3
2.	MBM3813	Integrated Marketing Communications	3
3.	MBM3313	Business Ethics	3
4.	MBM3343	Public Relations	3
5.	MBM3913	Final Year Project 1	3
6.	MBE30*3	(<i>Elective 2</i>)	3
Total Credit Semester 2, Year 2			18
Year 2 Semester 3			
1.	MPU3193	Falsafah & Isu Semasa (LS) / Pengajian Bahasa (IS)	3
2.	* UCS3312	Green Technology	2
3.	* UCS3142	Academic English	2
4.	* UCS3212	Creativity and Innovation	2
Total Credit Semester 3, Year 2			9
Year 3 Semester 1			
1.	MBM3773	Brand Management	3
2.	MBM3823	International Marketing	3
3.	MBM3743	Retailing	3
4.	MBM3923	Final Year Project 2	3
5.	MBE30*3	(<i>Elective 3</i>)	3
6.	MBE30*3	(<i>Elective 4</i>)	3
Total Credit Semester 1, Year 3			18
Year 3 Semester 2			
1.	MBM3008	Industrial Training & Reporting	8
Total Credit Semester 2, Year 3			8
Total Credit Hours			120

Note: Local student (LS); International student (IS); *University Compulsory Subjects (UCS)

Elective Subjects			
No.	Course Code	Course Name	Credit
1.	MBE3013	Product Management	3
2.	MBE3023	International Business	3
3.	MBE3033	Services Marketing	3
4.	MBE3043	Social Media Marketing	3

5.	MBE3053	Leadership	3
6.	MBE3063	Occupational Safety and Health Management Systems	3