



UNIVERSITY OF TECHNOLOGY SARAWAK

## PROGRAMME SYNOPSIS

### Bachelor of Business (Honours) in Marketing

#### Year 1 Semester 1

#### **Course: MBM3113 Principles of Management**

##### **Synopsis:**

The module is designed to help students to understand the fundamental management definition, process and its application, necessary for success in business world. It covers the management functions such as making a decision, controlling, planning, organizing and motivating. The module also highlight theory and practise of managing an organization to meet the needs of modern public and private prganization, including emerging trends and international issues.

#### **Course: MBM3713 Principles of Marketing**

##### **Synopsis:**

This course provides the fundamental knowledge of marketing concepts. The students expose the knowledge of the concept of marketing (definition), environmental factors (micro and macro) in marketing, consumer and business buying behaviour and process of decision making, SWOT analysis, market segmentation, pricing strategy, distribution and promotional strategy, ethical issues and social responsibility in marketing. Throughout the study, the students able to develop a marketing planning and apply and practice the marketing concepts in the competitive off- and online marketing environment, profit- and non-profit organizations, domestic and global companies and small and medium enterprises (SME).

#### **Course: MBM3213 Principles of Accounting**

##### **Synopsis:**

This module encompasses introduction to Accounting, setting out transactions through double entry, preparing trial balance, income statement and balance sheet, bank reconciliation statement, bad debts and provisions for doubtful debts, depreciation of fixed assets and balance day adjustments. It also covers the different final accounts for sole proprietorship, partnership and limited company.

**Course: MBM3163 Human Resource Management**

**Synopsis:**

This course provides foundation and conceptual framework of Human Resource Management. Students will be exposed to various concepts, frameworks and theories of Human Resource Management. Throughout semester, students will have opportunity to understand a comprehensive guidelines, procedures and policies for human resource applications in the modern organization.

**Course: MBM3323 Business Communication**

**Synopsis:**

This course focuses on theoretical and practical aspects of business communication. It includes strategic effective communication in business, communication across functional areas (marketing, HR, Finance, etc.), proposal and sales presentation skills and ethics in business communication.

**Course: MBM3413 Business Economics**

**Synopsis:**

This course is designed to introduce students to economic analysis with an emphasis on firms and their operating environment. Topics covered include: foundation- scarcity, choice and trade-offs; supply and demand; elasticity and applications; production costs; perfect competition; monopoly pricing; price discrimination; oligopoly; monopolistic competition; asymmetric information; earning; income inequality and poverty; efficiency, application to international trade and costs of taxes and subsidies; GDP, income and growth.

**Course: MPU3412 Co-curriculum**

**Year 1 Semester 2**

**Course: MBM3123 Organizational Behaviour**

**Synopsis:**

The course is designed to help student understand the importance of human behaviour and its relationship to organizational goals. It focuses on the individual personality, group and the organization culture. The course also helps students discover various human behaviour issues and organization roles in the workplace. Throughout semester, students will be exposed to various concepts and theories of organizational Behaviour.

**Course: MBM3733 Consumer Behaviour**

**Synopsis:**

This course is intended to understand consumers, how they behave, and also deliberate on the dynamics forces that influence their decision-making and subsequently their buying behavior. Consumers are unique in every sense for marketers because they are the very essence of what entail the robustness of marketing function.

**Course: MBM3753 E-Commerce**

**Synopsis:**

E-commerce continues to have a dramatic impact on virtually every aspect of business and following the Global Economic Crisis, its role is even more critical. As such, this course focuses on e-commerce applications, technologies, and tools which are used to conduct business on the World Wide Web (WWW). This course reviews the foundations of e-commerce, its infrastructure, overview of business and technology topics, business strategies for electronic commerce (selling on the web, web-based marketing, m-commerce), technologies for electronic commerce, and also integration. Moreover, some of the major issues associated with e-commerce, such as security, privacy, intellectual property right, legal liabilities, policies, tax issues, ethical, and others will be explored. Essentials of contemporary programming tools and its concept for e-commerce development also will be explored.

**Course: MBM3223 Principles of Finance**

**Synopsis:**

This course covers a range of areas related to cash receipt, cash balances, working capital management, credit granting, debt collection, sources of finance, short-term decisions and capital investments.

**Course: MBM3513 Applied Statistics**

**Synopsis:**

This course provides foundation and conceptual framework of business statistics. Students will have opportunity to discuss various topics such as; describing, exploring and comparing data; probability; estimates and sample sizes; hypothesis testing; inferences from two samples; correlation and regression; multinomial experiments and contingency tables; and analysis of variance.

**Course: MBM3412 Supervisory Skills**

**Synopsis:**

This course is designed to help students build an understanding of supervising through real-life concepts, examples and practice. Topics to be covered include: meaning and scope of supervision; supervisory

functions; supervisory responsibilities; managerial attributes and skills; roles of supervisor; and supervisory activities.

**Course: MBM3613 Business Law**

**Synopsis:**

This module encompasses the major part of business law such as contract, terms of contract, remedies, discharge of contract, sales of goods act, agency and partnership.

**Year 1 Semester 3**

**MPU3312 Entrepreneurship Skills**

**MPU3183 Penghayatan Etika & Peradapan (local student) / Bahasa Melayu Komunikasi (International student)**

**MPU3322 Integrity and Anti-Corruption (KIAR)**

**\* UCS3152 Business English**

**Year 2 Semester 1**

**Course: MBM3793 Information Marketing**

**Synopsis:**

In the face of rapid change, stakeholders and players in the marketplace need to form new strategic alliances, identify new market segments, develop new products, and, in general, manage changing relationships between suppliers and customers. This work focuses on "information marketing". It studies marketing in contexts and organizations in which information based products and services are a significant product category. Typical information based products include (e.g., primary and secondary data) and typical information based services (e.g., business consultancy services, web-based information services). The early chapters explore basic concepts such as the nature of marketing, and the structure of information marketplace following by other chapters which encourage students to focus on customers and their relationship with customer and examine information as a product, marketing communications, collecting customer data and marketing planning and strategy.

**Course: MBM3763 Sales Management**

**Synopsis:**

This course equips students with a comprehensive understanding of modern sales management practices and the role of sales in achieving strategic business objectives. Students will explore key areas such as managing a sales force, personal selling strategies, and creating customer value while developing team-based management and leadership skills. Through case studies and real-world applications, students will gain hands-on experience with tools and techniques critical for sales management success. By the end of the course, students will be prepared to effectively lead sales teams and contribute to organizational growth in a dynamic marketplace.

**Course: MBM3783 Social Marketing**

**Synopsis:**

Social marketing is the use of business marketing concept and techniques to change behaviour for the betterment of society. The module introduces specific theories relevant to the field and provides frameworks and models according to which students can design and implement strategies aimed at affecting social change. Besides, students also learnt about the proper steps to developing a social marketing plan. This course also examine issue of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices.

**Course: MBM3723 Strategic Marketing Management**

**Synopsis:**

This course is designed to enhance students' understanding of marketing concepts and to guide them in making effective decisions. By covering both theoretical foundations and practical applications, it emphasizes the role of strategic decision-making as a core component of marketing management. Through a focus on informed decision-making, students will develop the skills necessary to make thoughtful marketing choices that ultimately benefit the business. By the end of the course, students will be well-prepared to apply strategic marketing principles in real-world business contexts.

**Course: MBM3523 Marketing Research**

**Synopsis:**

The module equips students with the core knowledge and skills needed to manage marketing research efficiently. This module the course focuses on understanding and interpreting marketing research studies. There is a strong emphasis on how to use marketing research to make better business and management decisions-making especially in modern organisation. The main aim of this course is to prepare students in identifying, gathering, and analysing appropriate marketing information for management decision making. And to do this while developing students' critical thinking and analytical skills in the broader context of research in order to properly interpret the results of a marketing research exercise.

## Year 2 Semester 2

### **Course: MBM3333 Managing Cultural Diversity**

#### **Synopsis:**

This module focuses on common perceptions and experiences on the definitions, approaches, processes and multicultural conflicts occur in the business and organization. It is include knowledge on culture difference as well as how to manage effectively, address culture diversity issues with emphasis on leadership skills to manage the culture differences in working environment.

### **Course: MBM3813 Integrated Marketing Communications**

#### **Synopsis:**

The module is designed to help students to understand the fundamental marketing communications definition, process and application, necessary for success in the business world. It covers the marketing communication components of marketing communications, such as advertising and sales promotions and also direct and digital marketing, The module also highlights the theory and practise of marketing communications to meet the needs of a modern public and private organizations, including emerging trends and international issues.

### **Course: MBM3313 Business Ethics**

#### **Synopsis:**

This module encompasses the major part of business law such as contract, terms of contract, remedies, discharge of contract, sales of goods act, agency and partnership.

### **Course: MBM3343 Public Relations**

#### **Synopsis:**

This course prepares students for effective and ethical public communication on behalf of organizations. Students will gain skills in the practical arts of market/audience research and analysis, campaign development, image and text design, media relations, and communication ethics. More specifically, students will learn to develop market surveys, write news releases, produce public service announcements, conduct news conferences, and design web pages.

### **Course: MBM3913 Final Year Project 1**

#### **Synopsis:**

This course will expose the students on the process of conducting research in order to provide the skills and ability in carrying out research project in the business field. The covered areas for Final Year Project I are: (i) Chapter 1 consisting of research background, problem statement, research questions and objectives, research model, scope, and operational definition; (ii) Chapter 2 consisting of literature reviews, (iii) Chapter 3 consisting of research methods.

### **Year 2 Semester 3**

#### **MPU3193 Falsafah & Isu Semasa (Local student) / Pengajian Bahasa (International student)**

\* **UCS3312 Green Technology**

\* **UCS3142 Academic English**

\* **UCS3212 Creativity and Innovation**

### **Year 3 Semester 1**

#### **Course: MBM3773 Brand Management**

#### **Synopsis:**

A brand name and its associated brand equity is one of the most valuable assets any firm has. This course addresses important branding decisions faced by organizations. This is to increase student understanding of the important issues in planning, implementing and evaluating brand strategies, to provide relevant theories, models and tools for the making of brand decisions and to provide a forum for students to apply these principles.

#### **Course: MBM3823 International Marketing**

#### **Synopsis:**

This course provides students with the tools and terminology to explore and understand marketing practices in a global environment. This course contents the challenge of international marketing, the dynamic environment of international trade, culture, political, legal. And business systems of global markets, the global market opportunities and methods to develop global marketing strategies. This course is designed to provide students with the latest global issues, disciplines, competitions and other necessary skills in making strategic decisions regarding the global perspective.

### **Course: MBM3743 Retailing**

#### **Synopsis:**

Retailers nowadays are facing complex situations and also hard decisions about managing business in retailing environment. This course will help to introduce the concepts of retailing in a critical way and focuses on the strategic issues which retailers face in institutional and global market places. The topics are introduced in such a way that students can appreciate the pervasiveness of retail firms and why retailing is qualitatively different to other sectors.

### **Course: MBM3923 Final Year Project 2**

#### **Synopsis:**

This course will expose the students on the process of conducting research in order to provide the skills and ability in carrying out research project in the business field. The covered areas for Final Year Project I are: (i) Chapter 1 consisting of research background, problem statement, research questions and objectives, research model, scope, and operational definition; (ii) Chapter 2 consisting of literature reviews, (iii) Chapter 3 consisting of research methods; (iv) Chapter 4 - data analysis, and (v) Chapter 5 – discussion and conclusions.

## **Year 3 Semester 2**

### **Course: MBM3008 Industrial Training and Reporting**

#### **Synopsis:**

The purpose of this course is to provide exposure to the students regarding the actual working environment by work placement in organizations outside the university. In addition, the course enables the students to apply concepts and theories acquired during lectures to the actual practices in areas related to business specifically in the area of marketing. During the placement, student is expected to keep a log book, in which he/she makes a regular entries describing the work he/she is undertaking. The student needs to provide industrial training report to describe his/her technical and personal development during his/her placement.

## **Elective Subjects**

### **Course: MBE3013 Product Management**

#### **Synopsis:**

This course, Product Management basically introduces the principles of product management theories. In fact it covers three major tasks facing today's product managers: analysing the market, developing



objectives and strategies for the product or service in question, and making decisions about price, advertising, promotion, channels of distribution and service.

**Course: MBE3023 International Business**

**Synopsis:**

The module is designed to give students insights on the global changes and its impact on the business organization. It also helps to develop student awareness of the impact of the global changes to the overall business activities across the border and countries.

**Course: MBE3033 Services Marketing**

**Synopsis:**

This course provides an in-depth exploration of marketing strategies and tactics tailored specifically to the unique challenges of service-based industries. Students will examine the core differences between product and service marketing, focusing on the intangibility, inseparability, variability, and perishability of services. Key topics include service design, delivery, and quality, customer experience management, relationship marketing, and the role of technology in service innovation. The course also covers service branding, pricing strategies, communication, and the management of customer expectations and satisfaction. Real-world case studies and practical applications will help students develop a comprehensive understanding of how to successfully market services in a competitive, customer-centric environment.

**Course: MBE3043 Social Media Marketing**

**Synopsis:**

This course provides the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts. Students will learn about the multi-disciplinary implications and how to manage a successful social media presence for organization, as well as techniques for gaining executive and client buy-in to achieve goals. This course also review how to use necessary tools and services for gaining valuable insights about how consumers feel about and respond to brand, competitors' brands, and category. Students will also learn how to apply and share these important insights with marketing, sales, PR, customer support and other departments and stakeholders.

**Course: MBE3053 Leadership**

**Synopsis:**

This course is designed to give students insights into leadership concepts, theories and practices. Topics to be covered include: leadership managerial roles; leadership traits and ethics; leadership behaviour and motivation; power, politics, networking and negotiation; contingency leadership theories; communication, coaching and conflict skills; leadership/follower relations; team leadership and self-managed teams; charismatic and transformational leadership; leadership of culture and diversity and learning organization; and strategic leadership and managing crises and change.

**Course: MBE3063 Occupational Safety and Health Management Systems**

**Synopsis:**

This course is designed to give students the breadth and depth of occupational safety and health management. Topics to be covered include: historical perspective and overview of safety and health movement; safety and health laws and regulations; the human element; hazard assessment, prevention and control; and management of safety and health.