

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SBSF 1013	<i>Principles of Marketing</i>	3	SBSD 1023	<i>Business Mathematics</i>	3
SBSD 1013	<i>Principles of Microeconomics</i>	3	SBSD 1053	<i>Principles of Macroeconomics</i>	3
SBSF 1023	<i>Design and Creativity in Marketing</i>	3	SBSF 2103	<i>Consumer Behavior</i>	3
SBSD 1033	<i>Principles of Management</i>	3	SBSD 2023	<i>Human Resource Management</i>	3
UHMT 1012	<i>Graduate Success Attributes</i>	2	UHLB 1112	<i>English Communication Skills</i>	2
UHS 1022 /UHLM 1012	<i>Philosophy and Current Issue (Local Student) /Malay Language for Communication 2 (International Student)</i>	2	UBSS 1032	<i>Introduction to Entrepreneurship</i>	2
Total Credits		16	Total Credits		16

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SBSC 1303	<i>Business Accounting</i>	3	SBSD 2013	<i>Business Statistics</i>	3
UKQF 2XX2	<i>Service Learning Co-Curriculum Elective</i>	2	SBSF 2123	<i>Product Management</i>	3
SBSD 1103	<i>Financial Management</i>	3	SBSF 2023	<i>Integrated Marketing Communication</i>	3
SBSD 2053	<i>Introduction to Operation Management</i>	3	UHLB 2122	<i>Academic Communication Skills</i>	2
UXXX 2XX2	<i>Generic Skills / Knowledge Enhancement Elective</i>	2	SBSF 2133	<i>Pricing Decision</i>	3
UHIT 2302	<i>Science and Technology Thinking</i>	2	UHMS 1182	<i>Appreciation of Ethics and Civilizations</i>	2
SBSF 2113	<i>Marketing Information Systems</i>	3			
Total Credits		18	Total Credits		16

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SBSF 3063	<i>Advertising & Promotion</i>	3	SBSF 4012	<i>Seminar in Contemporary Marketing</i>	2
SBSF 3113	<i>Digital Marketing</i>	3	SBSF 4063	<i>Retail Management</i>	3
SBSF 3073	<i>Global Marketing</i>	3	SBSF 3013	<i>Marketing Research</i>	3
SBSD 2073	<i>Commercial Law</i>	3	UHLX 1112	<i>Foreign Language Elective</i>	2
SBSF 3053	<i>Service Marketing</i>	3	SBSF 3XX3	<i>Elective I</i>	3
UHLB 3132	<i>Professional Communication Skills</i>	2	SBSF 3XX3	<i>Elective II</i>	3
			UKQT 3001	<i>Extra-Curricular Experiential Learning (ExCEL)</i>	1
Total Credits		17	Total Credits		17

ELECTIVE I & II

(Student choose courses from the following list – subject to if being offered)

Code	Subject	Credit
SBSF 3043	Marketing For Innovative Products	3
SBSF 3083	Supply Chain Management	3
SBSF 3103	Tourism Marketing	3
SBSF 3123	IP Management and Cyber Law	3
SBSF 3133	Islamic Marketing	3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SBSF 4054	Final Year Project	4	SBSF 4044	Industrial Training (Report)	4
SBSF 4023	Customer Relationship Management	3	SBSF 4058	Industrial Training (Practical)	8
SBSF 4033	Strategic Marketing	3			
SBSF 4XX3	Elective III	3			
SBSF 4XX3	Elective IV	3			
SBSF 4XX3	Elective V	3			
Total Credits		19	Total Credits		12
TOTAL CREDITS					131

ELECTIVE III & IV

(Student choose courses from the following list – subject to if being offered)

Code	Subject	Credit
SBSF 4043	Brand Management	3
SBSF 4093	Social Marketing	3
SBSF 4103	Logistic Management	3
SBSF 4113	Sustainability Marketing	3
SBSF 4143	Sports and Leisure Marketing	3
SBSF 4153	Healthcare Marketing	3