

1 SBSFH (A)

SEMESTER I 20232024

| CODE     | SUBJECT   | CREDIT | SEC                                     | STATUS | NUMBER OF STUDENT | LECTURER                          |
|----------|---|--------|---|--------|-------------------|-----------------------------------|
| ULRS1182 | PENGHAYATAN ETIKA DAN PERADABAN   | 02     | LOCAL (28-35)<br>INTERNATION<br>AL (37) |        | 35                |                                   |
| UHLM1012 | BAHASA MELAYU KOMUNIKASI 2  | 02     | 01                                      |        | 5                 |                                   |
| SBSF1013 | PRINSIP PEMASARAN<br>PRINCIPLES OF MARKETING  | 03     | 01                                      |        | 35                | EN. AHAMAD ZAIDI BIN BAHARI FM    |
| SBSD1013 | PENGANTAR MIKROEKONOMI<br>PRINCIPLES OF MICROECONOMIC   | 03     | 03                                      |        | 35                | DR. GOH CHIN FEI                  |
| SBSF1023 | REKABENTUK DAN KREATIVITI DALAM<br>PEMASARAN<br>DESIGN & CREATIVITY IN MARKETING<br>(Combine class for both sections) | 03     | 01                                      |        | 35                | EN. AHMAD SHARIFUDDIN SHAMSUDDIN  |
| SBSD1033 | PRINSIP PENGURUSAN<br>PRINCIPLES OF MANAGEMENT  | 03     | 03                                      |        | 35                | DR. SYAHARIZATUL IZWAN MUKHTAR    |
| SBSF2113 | SISTEM MAKLUMAT PEMASARAN<br>MARKETING INFORMATION SYSTEM   | 03     | 01                                      |        | 35                | DR SYED NORRIS HIMI SYED ABDULLAH |
| SBSD1023 | MATEMATIK PERNIAGAAN<br>BUSINESS MATHEMATICS<br>(INDEPENDENT STUDY - ONLY 1 GRADUATING<br>STUDENT)                    | 03     | 01                                      |        | 1                 | DR ERIALDI SYAHRIAL               |
|          |   |        |   |        |                   |                                   |
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| ULRS1182 | PENGHAYATAN ETIKA DAN PERADABAN  | 02     | LOCAL (28-35)<br>INTERNATIONAL (37) |        | 35                |                                  |
| UHLM1012 | BAHASA MELAYU KOMUNIKASI 2   | 02     | 01                                  |        | 5                 |                                  |
| SBSF1013 | PRINSIP PEMASARAN<br>PRINCIPLES OF MARKETING   | 03     | 02                                  |        | 35                | EN. AHAMAD ZAIDI BIN BAHARI FM   |
| SBSD1013 | PENGANTAR MIKROEKONOMI<br>PRINCIPLES OF MICROECONOMIC  | 03     | 04                                  |        | 35                | DR. GOH CHIN FEI                 |
| SBSF1023 | REKABENTUK DAN KREATIVITI DALAM PEMASARAN<br>DESIGN & CREATIVITY IN MARKETING<br>(Combine class for both sections) | 03     | 02                                  |        | 35                | EN. AHMAD SHARIFUDDIN SHAMSUDDIN |
| SBSD1033 | PRINSIP PENGURUSAN<br>PRINCIPLES OF MANAGEMENT   | 03     | 04                                  |        | 35                | DR. SYAHARIZATUL IZWAN MUKHTAR   |
| SBSF2113 | SISTEM MAKLUMAT PEMASARAN<br>MARKETING INFORMATION SYSTEM  | 03     | 02                                  |        | 35                | DR NORASNITA AHMAD               |
| SBSD1023 | MATEMATIK PERNIAGAAN<br>BUSINESS MATHEMATICS<br>(INDEPENDENT STUDY - ONLY 1 GRADUATING STUDENT)                    | 03     | 01                                  |        | 1                 | DR ERIALDI SYAHRIAL              |
|          |  |        |                                     |        |                   |                                  |
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2 SBSFH (A)

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|-----------|---|--------|--|--------|-------------------|----------------------------|
| ULRS1022  | FALSAFAH & ISU SEMASA   | 02     | LOCAL<br>(01-08)<br>INTERNATIONAL (09) |        | 30                |                            |
| UHLB2122  | KEMAHIRAN KOMUNIKASI PROFESIONAL 1  | 02     | 40 - 43                                |        | 30                |                            |
| SBSC1303  | PERAKAUNAN PERNIAGAAN<br>BUSINESS ACCOUNTING  | 03     | 03                                     |        | 30                | DR. MAISARAH MOHAMED SAAT  |
| SBSD2013  | STATISTIK PERNIAGAAN<br>BUSINESS STATISTICS   | 03     | 01                                     |        | 30                | DR. AZMIRUL ASHAARI        |
| SBSD2073  | UNDANG-UNDANG PERNIAGAAN<br>COMMERCIAL LAW<br>(Combine class for both sections)           | 03     | 03                                     |        | 30                | DR HAKIMAH MUHAMMAD ZIN FM |
| xxxx xxx3 | ELEKTIF UMUM (KURSUS DARI FAKULTI LAIN)<br>GENERAL ELECTIVE (COURSE FROM OTHER<br>FACULTY | 03     |  |        | 30                |                            |
|           |   |        |  |        |                   |                            |
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|-----------|---|--------|--|--------|-------------------|-----------------------------|
| ULRS1022  | FALSAFAH & ISU SEMASA   | 02     | LOCAL<br>(01-08)<br>INTERNATIO<br>NAL (09) |        | 30                |                             |
| UHLB2122  | KEMAHIRAN KOMUNIKASI PROFESIONAL 1  | 02     | 40 - 43                                    |        | 30                |                             |
| SBSC1303  | PERAKAUNAN PERNIAGAAN<br>BUSINESS ACCOUNTING  | 03     | 04   |        | 30                | DR. NURKHAIRUL HAFIZ BAJURI |
| SBSD2013  | STATISTIK PERNIAGAAN<br>BUSINESS STATISTICS   | 03     | 02   |        | 30                | DR. AZMIRUL ASHAARI         |
| SBSD2073  | UNDANG-UNDANG PERNIAGAAN<br>COMMERCIAL LAW<br>(Combine class for both sections)           | 03     | 04   |        | 30                | DR HAKIMAH MUHAMMAD ZIN FM  |
| xxxx xxx3 | ELEKTIF UMUM (KURSUS DARI FAKULTI LAIN)<br>GENERAL ELECTIVE (COURSE FROM OTHER<br>FACULTY | 03     |  |        | 30                |                             |
|           |   |        |  |        |                   |                             |
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**3 SBSFH (A)**  
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| CODE     | SUBJECT   | CREDIT | SEC     | STATUS | NUMBER OF STUDENT | LECTURER                   |
|----------|---|--------|---------|--------|-------------------|----------------------------|
| UHLB3132 | PROFESIONAL COMMUNICATION SKILLS  | 02     | 24 - 30 |        | 35                |                            |
| SBSF3063 | PENGIKLANAN DAN PROMOSI<br>ADVERTISING & PROMOTION<br>(Combine class for both sections)                             | 03     | 01      |        | 40                | DR. NOR ZAFIR MD SALLEH    |
| SBSF3113 | PEMASARAN DIGITAL<br>DIGITAL MARKETING<br>(Combine class for both sections)   | 03     | 01      |        | 35                | DR NOORHAZARINA HASHIM     |
| SBSF3073 | PEMASARAN GLOBAL<br>(Combine class for both sections)   | 03     | 01      |        | 35                | DR NORZAIDAHWATI ZAIDIN    |
| SBSD2073 | UNDANG-UNDANG PERNIAGAAN<br>COMMERCIAL LAW<br>(Combine class for both sections)                                     | 03     | 01      |        | 40                | DR HAKIMAH MUHAMMAD ZIN FM |
| SBSF3053 | PEMASARAN PERKHIDMATAN<br>SERVICES MARKETING  | 03     | 01      |        | 35                | DR. MAZILAH ABDULLAH       |
| SBSF4063 | PENGURUSAN PERUNCITAN<br>RETAIL MANAGEMENT<br>(INDEPENDENT STUDY - ONLY 1 GRADUATING STUDENT)                       | 03     | 01      |        | 1                 | DR. MAZILAH ABDULLAH       |
| SBSF3013 | PENYELIDIKAN PEMASARAN<br>MARKETING RESEARCH<br>(INDEPENDENT STUDY - ONLY 1 GRADUATING STUDENT)                     | 03     | 01      |        | 1                 | PM DR. ZURAIDAH SULAIMAN   |
| SBSF3123 | PENGURUSAN IP & UNDANG-UNDANG SIBER<br>IP MANAGEMENT & CYBER LAW<br>(INDEPENDENT STUDY - ONLY 2 GRADUATING STUDENT) | 03     | 01      |        | 2                 | DR. MA KALTHUM ISHAK       |
|          |   |        |         |        |                   |                            |

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| UHLB3132 | PROFESIONAL COMMUNICATION SKILLS  | 02     | 24 - 30 |        | 35                |                            |
| SBSF3063 | PENGIKLANAN DAN PROMOSI<br>ADVERTISING & PROMOTION<br>(Combine class for both sections)                                   | 03     | 02      |        | 40                | DR. NOR ZAFIR MD SALLEH    |
| SBSF3113 | PEMASARAN DIGITAL<br>DIGITAL MARKETING<br>(Combine class for both sections)   | 03     | 02      |        | 35                | DR NOORHAZARINA HASHIM     |
| SBSF3073 | PEMASARAN GLOBAL<br>(Combine class for both sections)   | 03     | 02      |        | 35                | DR NORZAIDAHWATI ZAIDIN    |
| SBSD2073 | UNDANG-UNDANG PERNIAGAAN<br>COMMERCIAL LAW<br>(Combine class for both sections)   | 03     | 02      |        | 40                | DR HAKIMAH MUHAMMAD ZIN FM |
| SBSF3053 | PEMASARAN PERKHIDMATAN<br>SERVICES MARKETING  | 03     | 02      |        | 35                | DR. MAZILAH ABDULLAH       |
| SBSF4063 | PENGURUSAN PERUNCITAN<br>RETAIL MANAGEMENT<br>(INDEPENDENT STUDY - ONLY 1<br>GRADUATING STUDENT)                          | 03     | 01      |        | 1                 | DR. MAZILAH ABDULLAH       |
| SBSF3013 | PENYELIDIKAN PEMASARAN<br>MARKETING RESEARCH<br>(INDEPENDENT STUDY - ONLY 1<br>GRADUATING STUDENT)                        | 03     | 01      |        | 1                 | PM DR. ZURAIDAH SULAIMAN   |
| SBSF3123 | PENGURUSAN IP & UNDANG-UNDANG<br>SIBER<br>IP MANAGEMENT & CYBER LAW<br>(INDEPENDENT STUDY - ONLY 2<br>GRADUATING STUDENT) | 03     | 01      |        | 2                 | DR. MA KALTHUM ISHAK       |

**4 SBSFH (A)**

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|----------|--|--------|-----|--------|-------------------|----------------------------------|
| SBSF4054 | PROJEK AKHIR TAHUN<br>FINAL YEAR PROJECT   | 04     | 01  |        | 40                | EN. AHMAD SHARIFUDDIN SHAMSUDDIN |
| SBSF4023 | PENGURUSAN HUBUNGAN PELANGGAN<br>CUSTOMER RELATIONSHIP MANAGEMENT<br>(Combine class for both sections) | 03     | 01  |        | 40                | DR THOO AI CHIN FM               |
| SBSF4033 | PEMASARAN STRATEGIK<br>STRATEGIC MARKETING   | 03     | 01  |        | 35                | DR NORZAIDAHWATI ZAIDIN          |
| SBSF4XX3 | ELEKTIF 3<br>ELECTIVE 3  | 03     | 01  |        | 40                |                                  |
| SBSF4XX3 | ELEKTIF 4<br>ELECTIVE 4  | 03     | 01  |        | 40                |                                  |
| SBSF4XX3 | ELEKTIF 5<br>ELECTIVE 5  | 03     | 01  |        | 40                |                                  |
|          |  |        |     |        |                   |                                  |
|          |  |        |     |        |                   |                                  |
|          |  |        |     |        |                   |                                  |
|          |  |        |     |        |                   |                                  |

**ELECTIVE III, IV & V (CHOOSE ONLY 3) Only 1 section per each subject**

|          |  |    |    |  |    |                                      |
|----------|--|----|----|--|----|--------------------------------------|
| SBSF4043 | PENGURUSAN JENAMA<br>BRAND MANAGEMENT                      | 03 | 01 |  | 40 | EN. AHMAD SHARIFUDDIN SHAMSUDDIN     |
| SBSF4093 | PEMASARAN SOSIAL<br>SOCIAL MARKETING                       | 03 | 01 |  | 40 | DR UMAR HAIYAT ABDUL KOHAR           |
| SBSF4103 | PENGURUSAN LOGISTIK<br>LOGISTIC MANAGEMENT                 | 03 | 01 |  | 40 | PART TIMER MARKETING/ NEW LECTURER 1 |
| SBSF4113 | PEMASARAN LESTARI<br>SUSTAINABILITY MARKETING              | 03 | 01 |  | 40 | DR ZURAIDAH SULAIMAN                 |
| SBSF4143 | PEMASARAN SUKAN & REKREASI<br>SPORTS AND LEISURE MARKETING | 03 | 01 |  | 40 | EN. AHMAD SHARIFUDDIN SHAMSUDDIN     |
| SBSF4153 | PEMASARAN KESIHATAN<br>HEALTHCARE MARKETING                | 03 | 01 |  | 40 | PART TIMER MARKETING/ NEW LECTURER 2 |
|          |  |    |    |  |    |                                      |
|          |  |    |    |  |    |                                      |
|          |  |    |    |  |    |                                      |



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| SBSF4054 | PROJEK AKHIR TAHUN<br>FINAL YEAR PROJECT   | 04     | 02  |        | 40                | EN. AHMAD SHARIFUDDIN   |
| SBSF4023 | PENGURUSAN HUBUNGAN PELANGGAN<br>CUSTOMER RELATIONSHIP MANAGEMENT<br>(Combine class for both sections) | 03     | 02  |        | 40                | DR THOO AI CHIN FM      |
| SBSF4033 | PEMASARAN STRATEGIK<br>STRATEGIC MARKETING   | 03     | 02  |        | 35                | DR NORZAIDAHWATI ZAIDIN |
| SBSF4XX3 | ELEKTIF 3<br>ELECTIVE 3  | 03     | 01  |        | 40                |                         |
| SBSF4XX3 | ELEKTIF 4<br>ELECTIVE 4  | 03     | 01  |        | 40                |                         |
| SBSF4XX3 | ELEKTIF 5<br>ELECTIVE 5  | 03     | 01  |        | 40                |                         |
|          |  |        |     |        |                   |                         |
|          |  |        |     |        |                   |                         |
|          |  |        |     |        |                   |                         |
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|----------|--|--------|-----|--------|-------------------|----------------------------------|
| SBSF4043 | PENGURUSAN JENAMA<br>BRAND MANAGEMENT                      | 03     | 01  |        | 40                | EN. AHMAD SHARIFUDDIN SHAMSUDDIN |
| SBSF4093 | PEMASARAN SOSIAL<br>SOCIAL MARKETING                       | 03     | 01  |        | 40                | DR. LOGAISWARI INDIRAN           |
| SBSF4103 | PENGURUSAN LOGISTIK<br>LOGISTIC MANAGEMENT                 | 03     | 01  |        | 40                | PART TIMER MARKETING 1           |
| SBSF4113 | PEMASARAN LESTARI<br>SUSTAINABILITY MARKETING              | 03     | 01  |        | 40                | DR ZURAIDAH SULAIMAN             |
| SBSF4143 | PEMASARAN SUKAN & REKREASI<br>SPORTS AND LEISURE MARKETING | 03     | 01  |        | 40                | EN. AHMAD SHARIFUDDIN SHAMSUDDIN |
| SBSF4153 | PEMASARAN KESIHATAN<br>HEALTHCARE MARKETING                | 03     | 01  |        | 40                | PART TIMER MARKETING 2           |
|          |  |        |     |        |                   |                                  |
|          |  |        |     |        |                   |                                  |
|          |  |        |     |        |                   |                                  |
|          |  |        |     |        |                   |                                  |