UTM | Faculty of Management
UNIVERSITI TEKNOLOGI MALAYSIA

2023
2024

UNDERGRADUATE ACADEMIC HANDBOOK

Faculty of Management
Universiti Teknologi Malaysia

CONTENT

ASSOC. PROF. DR. AHMAD JUSOH

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📍 Dean's Office, Level 1,
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Dear Students,

Thank you for enrolling to Faculty of Management (FM) pursuing an undergraduate degree at UTM. I hope you will find all the information in this academic book handbook to guide you throughout your studies.

FM has been producing graduates with innovative and entrepreneurial skill for a wide range of industry, organization, and cultural context. The faculty focusing to strengthen academic programme offerings in the field of contemporary management that is blended with technology and digital.
Studying in Faculty of Management means you becoming part of UTM community of international academic and research partners, local and national employers and alumni of more than 200,000 graduates in over 98 countries. In 2022, our Graduate Employability is 100%.

FM go extra miles to ensure our curriculum is relevant and competitive to business needs and challenges. In order to achieve this, FM maintains close relationships with key stakeholders who regularly sit in our committees to give us feedback. The faculty appoints leading industry practitioners, management educators and alumni to be part of our Curriculum Development Committee (CDC). Our curriculum also incorporates international experience. Students have ample opportunities to experience truly global learning through over 300 international partnerships and networks signed by UTM. These partnerships create a constant flow of global learning exchanges for our students.

To all students, enjoy your time here and we wish you all the best in your study at Faculty of Management.

Selamat maju jaya dan terima kasih.

ASSOC. PROF. DR. AHMAD JUSOH
DEAN
FACULTY OF MANAGEMENT, UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF MANAGEMENT
VISION, MISSION AND CORE VALUES

Vision

A place for nurturing creative leaders in shaping the future

Mission

The faculty of management in a technology-based university commits to develop future-oriented graduates by upholding agility, curiosity and diversity through transdisciplinary contemporary management education to meet the global needs.

Core Values

AGILITY   CURIOSITY   DIVERSITY

Strategic Thrusts

ST 1 :
Holistic talents toward academic and research excellence

ST 2 :
High impact service delivery through good governance

ST 3 :
Transformative life experiences and sustainable smart partnership

ST 4 :
Global prominence through reputable contemporary management education & research

FACULTY OF MANAGEMENT
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as at 1 September 2023

ENTRY REQUIREMENTS
(FOR MALAYSIA STUDENTS)

1. CANDIDATES WITH <u>STPM QUALIFICATION</u> AND EQUIVALENT

GENERAL UNIVERSITY REQUIREMENTS:
· A pass with credit in Bahasa Melayu/ Bahasa Malaysia at the SPM level
· A pass in Malaysian Higher School Certificate (STPM) with at least a C Grade (CGPA 2.00) in General Paper and C Grade (CGPA 2.00) in any two of the taken subjects in the STPM
· Attained a minimum Band 2 in the Malaysian University English Test (MUET)

PROGRAMME	MINIMUM SPECIFIC REQUIREMENTS
Bachelor of Accounting *with Honours* *Duration of Study:* 8 Semesters	· Obtained at least **CGPA 2.80** in STPM **and** · Obtained at least a **B Grade (NGMP 3.00)** in any **ONE subject** of the following subjects:- • *Mathematics M or Mathematics T / Ekonomi / Perakaunan / Pengajian Perniagaan* **and** • in any other ONE subject except Pengajian Am **and** · Obtained at least **C Grade** in Mathematics and English at the SPM level
Bachelor of Management *with Honours* *Duration of Study:* 6 Semesters **Bachelor of Management (Marketing) *with Honours*** *Duration of Study:* 8 Semesters	· Pass STPM with at least **B Grade (NGMP 3.00)** in the following subject:- • *Mathematics M or Mathematics T / Economy / Perakaunan / Pengajian Perniagaan / Physics / Information and Communications Technology / Sejarah / Seni Visual / Biology* **and** • in **any other ONE subject** except Pengajian Am **and** · Obtained at least **C Grade** for Mathematics at SPM Level

2. CANDIDATES WITH STAM QUALIFICATION AND EQUIVALENT

GENERAL UNIVERSITY REQUIREMENTS:
- A pass with credit in Bahasa Melayu/ Bahasa Malaysia at SPM level
- A pass in STAM Qualification for at least **Jayyid Jiddan evel**
- Attained a minimum **Band 2** in Malaysian University English Test (MUET)

PROGRAMME	MINIMUM SPECIFIC REQUIREMENTS

Bachelor of Management *with Honours*
 	
 Duration of Study:
 6 Semesters
	· Obtained at least **Jayyid Jiddan** in STAM
	
	 and
	
	 · Obtained at least **C Grade** at SPM Level in following subjects:
	 • *Mathematics*, **and**
	
	 • Any **TWO subjects** from following list:
	      o *Matematik Tambahan / Ekonomi Asas / Prinsip Perakaunan / Perdagangan/ Physics / Information & Communication Technology or Programming & Development Tools*
	                  and
	
	 • Any other ONE subject

Bachelor of Management (Marketing) *with Honours* *Duration of Study:* 8 Semesters	

3. CANDIDATES WITH <u>MATRICULATION / ASASI</u> QUALIFICATION

GENERAL UNIVERSITY REQUIREMENTS:
- A pass with credit in Bahasa Melayu/ Bahasa Malaysia at the SPM level
- A pass in Malaysian Matriculation Certificate / Foundation with minimum a CGPA of 2.00
- Attained a minimum Band 2 in the Malaysian University English Test (MUET)

PROGRAMME	MINIMUM SPECIFIC REQUIREMENTS

Bachelor of Accounting *with Honours*
 	
Duration of Study:
8 Semesters
	· Obtained at least **CGPA 2.80** at Matric/Asasi/ Level
	
	and
	
	· Obtained at least **B Grade (3.00)** at Matric/Asasi Level in:-
	  * Mathematics/ Ekonomi/ Pengurusan Perniagaan/ Accounting **and**
	  * any other ONE subject
	
	and
	
	· Obtained at least **C Grade** in **Mathematics** and **Bahasa Inggeris** at SPM level

Bachelor of Management *with Honours*
 	
Duration of Study:
6 Semesters
 	
 Bachelor of Management (Marketing) *with Honours*
 	
Duration of Study:
8 Semesters
	· Obtained at least a **Grade B** (NGMP 3.00) at Matric /ASASI Level in any one (1) of the following subjects:-
	  • *Mathematics/ Management Economy/ Accounting/ Business Management/ Introduction to Economics Physics/ Engineering Physics/ Biology /Computer Science/ Computing*
	  and
	  • any other ONE subject
	  and
	· Obtained at least a **C Grade** in Mathematics subject at the SPM level.
	
	Candidates from KPM Matriculation in Accounting and Law stream may apply

4. CANDIDATES WITH DIPLOMA QUALIFICATION

GENERAL UNIVERSITY REQUIREMENTS:
- A pass with credit in Bahasa Melayu/ Bahasa Malaysia at SPM level
- Hold a Diploma / Equivalent recognized by Malaysian government and approved by the University Senate or a pass in Malaysian Higher School Certificate (STPM) with at least C Grade (CGPA 2.00) in General Paper and C Grade (CGPA 2.00) in any two of the taken subject in the STPM
- Attained a minimum Band 2 in the Malaysian University English Test (MUET)

PROGRAMME	MINIMUM SPECIFIC REQUIREMENTS
Bachelor of Accounting *with Honours* *Duration of Study:* 8 Semesters *Note:* *The exact duration of study will depend on number of credit transferred approved by Faculty.*	· Hold a Diploma or other qualifications recognised as its equivalent by the Malaysian government and approved by the UTM Senate; **and** · obtained at least **CGPA 2.70** OR with at least **TWO years working** experience in the related field for candidates with CGPA less than 2.70 **and** · Obtained at least C Grade in Mathematics and Bahasa Inggeris at the SPM Level **or** · Obtained at least C Grade in any Mathematics and Bahasa Inggeris at the Diploma level.
Bachelor of Management *with Honours* *Duration of Study:* 6 Semesters **Bachelor of Management (Marketing) *with Honours*** *Duration of Study:* 8 Semesters *Note:* *The exact duration of study depend on number of credits transferred approved by Faculty.*	· Hold a Diploma or other qualifications recognised as its equivalent by the Malaysian government and approved by the UTM Senate; **and** · Obtained **at least a CGPA of 2.70** OR with at least TWO years working experience in the related field for candidates with CGPA less than 2.70 **and** · Obtained at least a C Grade in Mathematics subject at the SPM Level **or** · Obtained at least a C Grade in any Mathematics subject at the Diploma level.

5. CANDIDATES WITH A LEVEL / IB / AUSMAT or EQUIVALENT QUALIFICATION

GENERAL UNIVERSITY REQUIREMENTS:
- A pass with credit in Bahasa Melayu/Bahasa Malaysia at SPM / Equivalent
- Hold A – Level / International Baccalaureate / Australian Matriculation (Ausmat) Certificate
- Attained a minimum Band 2 in Malaysian University English Test (MUET)/ Band 5.5 in IELTS/ Score of 500 in TOEFL PBT/ Score of 46 in TOEFL IBT

PROGRAMME	MINIMUM SPECIFIC REQUIREMENTS
Bachelor of Accounting *with Honours* *Duration of Study:* 8 Semesters	· Obtained a minimum grade **C** for GCE A-Level Holders or International Baccalaureate Diploma (IB) by getting grade 4 for subjects higher level (HL) or AUSMAT Program with Grade C / 60% ATAR Rank in the following subjects:- • *Mathematics / Accounting / Economics / Business Management,* **and** • Any other ONE subject, **and** · Obtained at least **C Grade** in Mathematics and English at SPM.
Bachelor of Management *with Honours* *Duration of Study:* 6 Semesters **Bachelor of Management (Marketing)** *with Honours* *Duration of Study:* 8 Semesters	· Obtained a minimum **C** for GCE A-Level Holders or International Baccalaureate Diploma (IB) by getting grade 4 for subjects higher level (HL) or AUSMAT Program with Grade C / 60% ATAR Rank in the following subjects:- • *Mathematics / Physics / Biology / Computing / Accounting / Economics / Business Management,* **and** • Any other ONE subject, **and** · Obtained at least a **C Grade** in Mathematics at SPM.

ENTRY REQUIREMENTS
(FOR INTERNATIONAL STUDENTS)

GENERAL UNIVERSITY REQUIREMENTS:
- A Senior High School Certificate/Senior Secondary School/other equivalent pre-university qualification from government schools (with a period of at least 12 years of study from primary to higher secondary).
- *For more information on Entry Requirements by Country https://admission.utm.my/entry-requirements-ug-international/*
- Pass the English Proficiency requirements

HEALTH REQUIREMENTS:

- International student are required to undergo a compulsory medical check-up in Malaysia (managed by the University) and you must be certified as being in good health and free from contagious/ infectious diseases or illness that will adversely affect your studies. International students from the yellow fever endemic areas without a valid immunisation certificate will be immediately quarantined on arrival for 6 days minus the period of travel. The university has the right to withdraw this offer or to terminate you from your study if you are found to suffer from or to be a carrier of contagious/ infectious diseases, or to suffer from a medical condition requiring continuous medical care that will adversely affect your study at UTM.
  For more information on health requirements: https://admission.utm.my/health-requirements/

ENGLISH PROFICIENCY:

- If English is not your native language and you are attending a school where English is not the language of instruction, you must take the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System Academic (IELTS Academic).
  (For more information on English Language requirements: https://admission.utm.my/english-language-requirements-3/)

For more information regarding entry requirements: https://admission.utm.my/

OUR BACHELOR DEGREE PROGRAMMES

Faculty of Management
Universiti Teknologi Malaysia

Bachelor of Accounting with Honours

Bachelor of Management with Honours

Bachelor of Management (Marketing) with Honours

BACHELOR OF ACCOUNTING *WITH HONOURS*

PROGRAMME SPECIFICATIONS

1. Programme Name	**Bachelor of Accounting with Honours**
2. Final Award	**Bachelor of Accounting with Honours**
3. Awarding Institution	**Universiti Teknologi Malaysia (UTM)**
4. Teaching Institution	**Universiti Teknologi Malaysia (UTM)**
5. Programme Code	**UT6344001 (SBSCH)**
6. Professional or Statutory Body of Accreditation	**ACCA, ICAEW and MICPA**
7. Language(s) of Instruction	**English**
8. Mode of operation (Franchise, self-govern)	**Self-govern**
9. Study Scheme (Full Time / Part Time)	**Full Time (FT) and Part Time (PT)**
10. Study Duration	**Minimum : 4 years (FT) / 6 years (PT)** **Maximum : 6 years (FT) / 10 years (PT)**

Type of Semester	No. of Semesters		No. of weeks	
	Full Time	**Part Time**	**Full Time**	**Part Time**
Regular	8	12	14	14

1.   **Programme Objectives**

   (i)   To produce competent and versatile accounting graduates who are able to be leaders in organisations.
   (ii)   To produce accounting graduates who are ethical, outstanding and have high confidence to uphold the accounting profession.
   (iii) To provide a platform for graduates to develop career and education in the accounting profession.
   (iv)   To produce accounting graduates with effective interpersonal skills.

2. Programme Learning Outcomes (PLO)

Learning Outcomes	Intended Learning Outcomes	Teaching and Learning Methods	Assessment
(a)Technical Knowledge and Competencies			
PLO1 (KW1) Application of disciplinary knowledge - principles and theories related to the preparation of financial statements	Identify, classify, record and simplify economic activities and prepare financial statements of an organization and a simple structure group in accordance with the approved accounting standards.	Lectures, tutorials, seminars, ICT lab works, case discussions and presentations, student-centered learning, problem-based learning, e-learning field work, guest speakers, industrial visits.	Tests, examinations, seminar presentations, lab reports, case reports and presentations, assignments, quizzes, problem-based exercises, project reports and presentations.
PLO2 (KW2) Application of disciplinary knowledge - principles and theories related to financial and non-financial information	Prepare, interpret and evaluate financial and non-financial information in order for a management to make economic decision making.	Lectures, tutorials, seminars, ICT lab works, case discussions and presentations, student-centered learning, problem-based learning, e-learning, field work, guest speakers, industrial visits.	Tests, examinations, seminar presentations, lab reports, case reports and presentations, assignments, quizzes, problem-based exercises, project reports and presentations.
PLO3 (KW3) Application of disciplinary knowledge - principles and theories related to information system and technology	Apply and evaluate information system and technology to achieve organizational objectives.	Lectures, tutorials, seminars, ICT lab works, case discussions and presentations, student-centered learning, problem-based learning, e-learning, field work, guest speakers, industrial visits.	Tests, examinations, seminar presentations, lab reports, case reports and presentations, assignments, quizzes, problem-based exercises, project reports and presentations.
PLO4 (KW4) Application of disciplinary knowledge - principles and theories related to taxation	Prepare income tax return and provide advice regarding tax related matters to individual and business entity.	Lectures, tutorials, seminars, ICT lab works, case discussions and presentations, student-centered learning, problem-based learning, e-learning, field work, guest speakers, industrial visits.	Tests, examinations, seminar presentations, lab reports, case reports and presentations, assignments, quizzes, problem-based exercises, project reports and presentations.
PLO5 (KW5) Application of disciplinary knowledge - principles and theories related to auditing	Perform audit of business entity using appropriate technology with professional skepticism.	Lectures, tutorials, seminars, ICT lab works, case discussions and presentations, student-centered learning, problem-based learning, e-learning, field work, guest speakers, industrial visits.	Tests, examinations, seminar presentations, lab reports, case reports and presentations, assignments, quizzes, problem-based exercises, project reports and presentations.

PLO6 (KW6) **Integration and application of specific competencies of related fields**	Integrate knowledge of related fields in solving organizational problems.	Lectures, tutorials, seminars, ICT lab works, case discussions and presentations, student-centered learning, problem-based learning, e-learning, field work, guest speakers, industrial visits.	Tests, examinations, seminar presentations, lab reports, case reports and presentations, assignments, quizzes, problem-based exercises, project reports and presentations.
PLO7 (AP) **Applications**	Apply accounting knowledge in planning, problem solving and decision making.	Lectures, tutorials, seminars, ICT lab works, case discussions and presentations, student-centered learning, problem-based learning, e-learning, field work, guest speakers, industrial visits.	Seminar presentations, lab reports, case reports and presentations, assignments, project reports and presentations, industrial training reports.
PLO8 (PS) **Practical Skills**	Demonstrate skills and abilities in solving accounting and business problems.	Lectures, tutorials, ICT lab works, simulation activities, industrial visit, role play.	Demonstration, simulation reports and observations.
(b) Generic Skills			
PLO9 (CS) **Communication Skills**	Communicate effectively in oral or written with various stakeholders.	Seminars, case discussions and presentations, individual and group assignments/projects, undergraduate project, industrial training.	Seminar presentations, case reports and presentations, assignments, project reports and presentations, industrial training reports and presentations.
PLO10 (TH) **Thinking Skills**	Think critically in applying knowledge and provide recommendations towards accounting and non-accounting issues.	Seminar, case analysis and discussions, individual and group assignments/project, undergraduate project, industrial training.	Seminar presentations, case reports and presentations, assignments, project reports and presentations, industrial training reports and presentations.
PLO11 (SC) **Scholarship**	Demonstrate commitment towards lifelong learning and professional development.	Individual and group assignments/projects, undergraduate project, industrial training.	Assignments, project reports and presentations, industrial training reports and presentations.
PLO12 (TW) **Leadership and Team Working Skills**	Work collaboratively in a team and able to lead the team effectively.	Group assignments/ projects, field work, industrial visits, industrial training.	Project reports, industrial training reports, observation and evaluation by lecturers and peers.

PLO13 (AD) **Adaptability**	Pragmatically adapt to changes in dealing with changes of sociocultural, economic, politics and environment.	Seminars, field work, industrial visits, industrial training, undergraduate project, service learning, work-based learning.	Seminar presentations, project reports, industrial training reports, service learning and work-based learning reports.
PLO14 (GC) **Global Citizen**	Demonstrate behaviour consistent with professional ethics and social responsibilities.	Case discussions, individual and group assignments/project, undergraduate project, industrial training.	Case reports, assignments, project reports, industrial training reports.
PLO15 (ES) **Enterprising Skills**	Demonstrate enterprising skills.	Lectures, e-learning, guest speakers, industrial visits, group assignments/projects, in-class group discussions, undergraduate project, industrial training.	Case reports, assignments, project reports and presentations, industrial training reports.

3. Classification of Courses

Components by category and total credits for graduation

Category	Total Credits	Total credit according to QA requirements
Accounting, Finance and Related Knowledge Component	**54**	**51**
Organisational and Business Knowledge Component	**24**	**24**
Information Technology Component	**6**	**6**
Other Component	**22**	**18**
University Courses Component	**16**	**12**
Elective Component	**12**	**15**
General course: general elective	**3**	**-**
Total	**137**	**126**[*]
Total Credits for Graduation	**137**	

* Source**: *Halatuju 3 LaporanPenilaian Semula Program Sarjana Muda Perakaunan Institusi Pendidikan Tinggi Malaysia 2013, Department of Higher Education, Ministry of Higher Education Malaysia***

4. Programme structures and features, curriculum and award requirements

The course is offered in full-time mode comprising of eight (8) regular semesters and in part-time mode comprising of twelve (12) regular semesters. The course requires students to undergo 6 months (24 weeks) of industrial training during the 7th semester (for full-time mode). Assessment of students' performance is based on formative and summative evaluation conducted throughout each semester.

Assessment: Maximum of 50% final examination and the remaining allocated to coursework.

Condition for Graduation
Graduates should fulfill all the curriculum requirements of the program.

5. UTM Professional Skill Certificate (UTM PSC)

Students are required to enroll in Professional Skill Certificate courses during their study. *(Kindly refer to Appendix II)*

6. Cross Campus Programme

Students are given the opportunity to register for courses in participating local and international universities. The grades and credits gained can be transferred for purposes of graduation.

7. Career Prospects

Graduates of the programme may work as accountants, auditors, finance officers, tax officers, tax consultants, entrepreneurs, business/entrepreneur consultants, insurance advisors/consultants, company secretaries, bank officers, risk managers, chief executive officers, etc.

8. Curriculum Structure

University Courses (16 + 3 Credits)

MALAYSIA CORE VALUE (4 credits)		
ULRS 1022	Philosophy and Current Issues****	2
ULRS 1182	Appreciation of Ethics and Civilisations****	2
UHLM 1012	Bahasa Melayu Komunikasi 2 *(for international students only)*	2
**** *International Students—choose either ULRS 1022 or ULRS 1182*		
VALUE & IDENTITY (2 credits)		
ULRS 1012	Value and Identity	2
GLOBAL CITIZEN (2 credits)		
ULRF 2XX2	Service Learning & Community Engagement Courses	2
COMMUNICATION SKILLS (6 credits)		
UHLB 2122	Professional Communication Skills 1	2
UHLB 3132	Professional Communication Skills 2	2
UHLX 1112	Foreign Language for Communication Elective	2
For students who are not entitled to exemption of UHLB 1112 English Communication Skill, they are compulsory to take the course before taking UHLB 2122		

ENTREPRISING SKILLS (2 CREDITS)		
ULRS 3032	Entrepreneurship & Innovation	2
GENERAL ELECTIVE (3 CREDITS)		
XXXX XXX3	*General elective course offered by other faculty*	3

Core Courses - Field (55 Credits)

Code	Course Name	Credit
SBSC 1063	Principles of Microeconomics	3
SBSC 1073	Business Mathematics	3
SBSC 1083	Principles of Management	3
SBSC 1123	Organisational Behavior	3
SBSC 1133	Principles of Macroeconomics	3
SBSC 1143	Commercial Law	3
SBSC 1153	Financial Management	3
SBSC 2113	Corporate Finance	3
SBSC 2133	Statistical Methods	3
SBSC 2163	Financial Market and Institutions	3
SBSC 2183	Company Law	3
SBSC 3153	Business Communication	3
SBSC 3213	Strategic Management	3
SBSC 4058	Industrial Training (Practical)	8
SBSC 4064	Industrial Training (Report)	4
SBSC 4074	Bachelor Degree Project	4

Core Courses - Major (51 Credits)

Code	Course Name	Credit
SBSC1033	Introduction to Financial Accounting	3
SBSC 1103	Financial Accounting and Reporting 1	3
SBSC 1113	Management Accounting 1	3
SBSC 2093	Financial Accounting and Reporting 2	3
SBSC 2103	Management Accounting 2	3

SBSC 2123	Accounting Information System	3
SBSC 2143	Financial Accounting and Reporting 3	3
SBSC 2153	Seminar in Management Accounting	3
SBSC 2173	Audit 1	3
SBSC 3143	Financial Accounting and Reporting 4	3
SBSC 3163	Taxation 1	3
SBSC 3173	Audit 2	3
SBSC 3183	Taxation 2	3
SBSC 3193	Analysis and Design of Accounting Information Systems	3
SBSC 3203	Financial Accounting and Reporting 5	3
SBSC 4083	Business Ethics and Corporate Governance	3
SBSC 4093	Integrated Case Study	3

Elective Courses (12 Credits)

Accounting

Code	Course Name	Credit	Note
SBSC 3223	Public Sector Accounting	3	Elective 1
SBSC 3233	Accounting for Islamic Financial Transactions	3	Elective 1
SBSC 3243	Internal Audit	3	Elective 2
SBSC 3253	Cases in Management Accounting	3	Elective 2
SBSC 4103	Accounting for Specialised Industries	3	Elective 3 & 4
SBSC 4113	Advanced Taxation	3	Elective 3 & 4

Non-Accounting (Business Management)

Code	Course Name	Credit	Note
SBSD 2083	International Business and Globalisation	3	Elective 1
SBSF 1013	Principles of Marketing	3	Elective 1
SBSF 3073	Global Marketing	3	Elective 2
SBSD 3033	Technology Financing	3	Elective 3 & 4
SBSD 3063	Technology Entrepreneurship	3	Elective 3 & 4

9. Study Plan by Semester - Bachelor of Accounting with Honours

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
ULRS 1182	Penghayatan Etika dan Peradaban *Appreciation of Ethics and Civilisations*	2	ULRS 1012	Nilai dan Jati Diri *Value and Identity*	2
UHLM 1012	Bahasa Melayu Komunikasi 2 *Malay Language for Communication 2* *(FOR INTERNATIONAL STUDENTS)*	2	*UHLB 1112	English Communication Skills	*2
SBSC 1033	Pengenalan kepada Perakaunan Kewangan *Introduction to Financial Accounting*	3	SBSC 1103	Perakaunan Kewangan dan Pelaporan 1 *Financial Accounting and Reporting 1*	3
SBSC 1063	Pengantar Mikroekonomi *Principles of Microeconomics*	3	SBSC 1123	*Tabiat Organisasi* Organisational Behaviour	3
SBSC 1073	Matematik Perniagaan *Business Mathematics*	3	SBSC 1133	Pengantar Makroekonomi *Principles of Macroeconomics*	3
SBSC 1083	Prinsip Pengurusan *Principles of Management*	3	SBSC 1143	Undang-undang Perdagangan *Commercial Law*	3
SBSC 1113	Perakaunan Pengurusan 1 *Management Accounting 1*	3	SBSC 1153	Pengurusan Kewangan *Financial Management*	3
Total credits		****17 / 19**	**Total credits**		**17**

Note:

* For students who are not entitled for exemption of UHLB 1112, need to take the course within Year 1.

**For Malaysian students, total credits for this semester will be 17. For international students who choose to take ULRS 1182, total credits will be 19.

YEAR 2

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
ULRS 1022	Falsafah dan Isu Semasa *Philosophy and Current Issues*	2	ULRF 2XX2	Elektif Pembelajaran Servis & Penglibatan Komuniti *Service Learning & Community Engagement Elective*	2
UHLB 2122	Kemahiran Komunikasi Profesional 1 *Professional Communication Skills 1*	2	SBSC 2143	Perakaunan Kewangan dan Pelaporan 3 *Financial Accounting and Reporting 3*	3
SBSC 2093	Perakaunan Kewangan dan Pelaporan 2 *Financial Accounting and Reporting 2*	3	SBSC 2153	Seminar Perakaunan Pengurusan *Seminar in Management Accounting*	3
SBSC 2103	Perakaunan Pengurusan 2 *Management Accounting 2*	3	SBSC 2163	Pasaran Kewangan dan Institusi *Financial Market and Institutions*	3
SBSC 2113	Kewangan Korporat *Corporate Finance*	3	SBSC 2173	Audit 1 *Audit 1*	3
SBSC 2123	Sistem Maklumat Perakaunan *Accounting Information System*	3	SBSC 2183	Undang-undang Syarikat *Company Law*	3
SBSC 2133	Kaedah Statistik *Statistical Methods*	3			
Total credits		***17 / 19	**Total credits**		17

Note:
 ***For Malaysian students and international students who choose to take ULRS 1022, total credits for this semester will be 19. For those international students who have taken ULRS 1182, total credits will be 17.

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
ULRS 3032	Keusahawanan dan Inovasi *Entrepreneurship & Innovation*	2	UHLX 1112	Elektif Komunikasi Bahasa Asing *Foreign Language for Communication*	2
SBSC 3143	Perakaunan Kewangan dan Pelaporan 4 *Financial Accounting and Reporting 4*	3	UHLB 3132	Kemahiran Komunikasi Profesional 2 *Professional Communication Skills 2*	2
SBSC 3153	Komunikasi Perniagaan *Business Communication*	3	SBSC 3183	Percukaian 2 *Taxation 2*	3
SBSC 3163	Percukaian 1 *Taxation 1*	3	SBSC 3193	Analisis dan Rekabentuk Sistem Maklumat Perakaunan *Analysis and Design of Accounting Information System*	3
SBSC 3173	Audit 2 *Audit 2*	3	SBSC 3203	Perakaunan Kewangan dan Pelaporan 5 *Financial Accounting and Reporting 5*	3
SBSC 3XX3	Elektif 1 *Elective 1*	3	XXXX XXX3	Elektif Umum (kursus dari fakulti lain) *General elective (course from other faculty)*	3
			SBSC 3XX3	Elektif 2 *Elective 2*	3
Total credits		17	**Total credits**		19

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SBSC 4058	Latihan Industri (Praktikal) *Industrial Training (Practical)*	8	SBSC 4074	Projek Sarjana Muda *Bachelor Degree Project*	4
SBSC 4064	Latihan Industri (Laporan) *Industrial Training (Report)*	4	SBSC 3213	Pengurusan Strategik *Strategic Management*	3
			SBSC 4083	Etika Perniagaan dan Tadbir Urus Korporat *Business Ethics and Corporate Governance*	3
			SBSC 4093	*Kajian Kes Bersepadu* Integrated Case Study	3
			SBSC 4XX3	Elektif 3 *Elective 3*	3
			SBSC 4XX3	Elective 4 *Elective 4*	3
Total credits		**12**	**Total credits**		**19**

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

Elective 1

Code	Course Name	Credit
SBSC 3223	Public Sector Accounting	3
SBSC 3233	Accounting for Islamic Financial Transactions	3
SBSD 2083	International Business and Globalisation	3
SBSF 1013	Principles of Marketing	3

Elective 2

Code	Course Name	Credit
SBSC 3243	Internal Audit	3
SBSC 3253	Cases in Management Accounting	3
SBSF 3073	Global Marketing	3

Elective 3 & 4

Code	Course Name	Credit
SBSC 4103	Accounting for Specialised Industries	3
SBSC 4113	Advanced Taxation	3
SBSD 3033	Technology Financing	3
SBSD 3063	Technology Entrepreneurship	3

SYLLABUS SUMMARY

SBSC 1033 Introduction to Financial Accounting
This course aims at introducing students to the fundamentals of bookkeeping and principles of financial accounting. It explains the accounting equation, identifies steps to complete the accounting cycle and discusses the role of accounting records in an organization. It further explains the differences between cash and accrual accounting, the nature of general purpose financial statements, the role of accounting information in making economic decisions and discusses the significance of accounting systems in providing relevant and reliable information. It also exposes students to financial statement analysis and interpretation of financial ratios. Students will also be guided to use SQL accounting software to record business transactions and to produce financial statements.

SBSC 1103 Financial Accounting and Reporting 1
In this first level course, students are exposed to the financial reporting regulatory framework (introduce key players in the financial reporting environment in Malaysia; MASB, MIA, SC, CCM, Bursa Malaysia etc.) and their role in capital market, SME sector, public sector and non-profit sector (NGOs, charitable organization etc). Students will also be introduced to the financial reporting conceptual framework, elements such as assets, liabilities, equity, income and expenses, components of financial statements (including the relationship between statement of financial position, statement of comprehensive income, statement of cash flow and statement of changes in equity). Basic financial statement analysis, component of equity and financial reporting standards such presentation of financial statements, fair value measurement, inventories, PPE, non-current assets held for sales, government grants and intangible assets are also introduced.

SBSC 1113 Management Accounting 1
This course introduces the basic concepts, terminologies, principles and methods of cost accounting at operational level. Topics covered include the fundamental elements of costs, traditional and contemporary costing methods, and cost, price and profit planning and decision making. The main emphasis is on estimating the cost of products produced or services rendered. The course is designed to facilitate students acquiring knowledge and understanding on concepts, principles and techniques of cost accounting at operational level. This course embraces authenticity of generic skills (team working and adaptability) when engaging in the process of completing tasks given.

SBSC 2093 Financial Accounting and Reporting 2
This course reinforces the basic accounting knowledge and further exposes students to more elements of the financial statements and the respective financial reporting standards. The course covers topics such as revenue from contract with customers, provisions and contingencies, changes in accounting policies, estimates and correction of errors, events after the reporting period, income tax, long-term financial liabilities, statement of cash flow and earnings per share.

SBSC 2103 Management Accounting 2
The course is designed to facilitate students acquiring knowledge and understanding on the application of cost and management accounting information in managerial decisions such as budgeting, standard costing, short-term decision making and performance measurement. The topics covered include budgeting and budgetary control, relevant information for short-term decision makings and financial and non-financial performance measurement. This course embraces authenticity of generic skills (team working and global citizenship) when engaging in the process of completing tasks given.

SBSC 2123 Accounting Information System
This course covers Accounting Information Systems (AIS) topics in three main parts. The first part introduces the basic concepts of AIS including its objectives, components and subsystems. This section also introduces students to the techniques of documenting accounting systems. The second section discusses in depth the business processes (cycles) that include sales, purchasing, production, human resources and general ledger. Integration of business processes in ERP environment is also highlighted. Use of selected accounting software will also take place at this stage. The final section discusses the emerging issues in computer crimes, computer ethics and the roles of internal controls. Finally, a special focus will be given to selected issues related to AIS considering selected issues in IT potentially affecting AIS.

SBSC 2143 Financial Accounting and Reporting 3
This course covers further advanced topics in financial reporting such as financial instruments, leases, investment property, impairment of assets, capital reconstructions, employee benefits, share-based payments, accounting and reporting by retirement plans and segment reporting.

SBSC 2153 Seminar in Management Accounting
This course is an advanced level of Management Accounting papers at the undergraduate level. The course discusses in detail strategic and contemporary management accounting tools firms use to help them make strategic decision making. Traditional and contemporary strategic management accounting techniques are analysed and evaluated in the context of business cases. Topic covered include the evolution of management accounting, management accounting tools for managing costs, quality, suppliers, customers and environment, performance management and related behavioural and ethical issues as well as recent development in management accounting. Generics skills assessed in this course are teamwork, communication skills, scholarship and thinking skills.

SBSC 2173 Audit 1
This course is an introduction course in auditing which aims to introduce students to the concepts and principles of auditing. Emphasis will be given on external and statutory auditing, focusing on the principles of auditing, role, ethics and responsibilities of public accountants, rules and regulation in performing audit. Among the topics covered in this course, it specifically focuses on the concept, process, planning, evidence, documentation and audit report.

SBSC 3073 Business Ethics and Corporate Governance
The course provides an understanding of the underlying ethical theories and philosophies, and values in individual, organisational, professional and societal setting. The focus will be on the practical development of skills needed to deal with ethical issues so as to be able to conduct oneself ethically at all time. The application of these ethical principles is best discussed within the framework of good practice of corporate governance.

SBSC 3143 Financial Accounting and Reporting 4
This course introduces the accounting for business combinations and deals with the preparation of groups' financial statements. It covers topics such as the regulatory requirements for preparing group accounts, consolidated financial statements for simple and complex group of companies including foreign subsidiaries, associates, joint-ventures, direct and indirect holdings in subsidiaries, and changes in the composition of group. It also introduces segment reporting and related party disclosure.

SBSC 3163 Taxation 1
This course covers calculation of tax payable for personal taxpayers in Malaysia. Students are exposed to section 4 of Income Tax Act 1967 on taxable income and format used to arrive at the final tax payable. Apart from that, students should have knowledge related with tax administration in Malaysia.

SBSC 3173 Audit 2
This course is a continuation of Audit I. It intends to strengthen and enhance students' understanding in auditing. Among the topics that will be discussed are code of ethics, auditors' liability and in-depth explanations on analytical procedures, computer assisted audit techniques (CAATs), audit sampling, materiality and audit risk, group audit and current issues facing the auditing profession. This course will justify others' activities that financial statement audit that can be performed by a public accountant like operational audit, compliance audit and internal audit.

SBSC 3183 Taxation 2
This course covers calculation of tax payable and related taxable transactions particularly to companies in Malaysia. Students are exposed to regulations that focus on the taxable and non-taxable transactions performed by companies. Students are to give task to real cases in a real company and need to adapt to the real scenario.

SBSC 3193 Analysis and Design of Accounting Information Systems
The course is designed to enable students to have an understanding, exposure and knowledge in the process of System Development Life Cycle (SDLC). SDLC is a process by which organizations acquire information systems that suit with the needs, objectives and goals of the companies. The SDLC process involve various phases and activities, e.g. system planning, systems analysis, system evaluation and selection, system design, system implementation, system conversion, system maintenance

and system support. The main objective of the course is to equip accountants with sufficient knowledge and familiarity about the SDLC process. This knowledge will enable them to be active in each phase of SDLC and successfully play their roles in providing sufficient information and inputs to other participants in the SDLC process.

SBSC 3203 Financial Accounting and Reporting 5
This course is designed to further enhance the students' understanding of the concepts and issues in accounting theory and practices. The course involves the study of the practical and theoretical issues involved in the development, implementation and changes in conceptual framework and regulatory framework. Based on the context of specific standards such as are revenue, IFRS for SMEs, the standard setting process is evaluated. Students are exposed through comprehensive cases involving use of professional judgment and making estimates in terms of fair-value measurements and disclosures regarding accounting policy changes and estimates.

SBSC 4033 Integrated Case Study
This is a capstone Student Centred Learning (SCL) course for the Bachelor of Accounting program, which integrates knowledge from financial accounting, management accounting, taxation, audit, finance, management and business related knowledge, information technology and other social science courses. Experiential exercises are embedded in this course to support learners' efforts in independent learning.

SBSC 4058 Industrial Training (Practical)
This is a compulsory course for Bachelor of Accounting students. The purpose of this course is to provide exposure to the students regarding the actual working environment by placing them to work in organisations outside the university. Additionally, the course enables the student to apply concepts and theories acquired during lectures to the actual practices in areas related to accounting.

SBSC 4064 Industrial Training (Report)
Industrial training is a compulsory course for Bachelor of Accounting students with the purpose to provide students with exposures on the actual working environment by placing them to work in organisations outside the university. The students are required to complete and submit their log book and a full report to their respective supervisor. The report should contain the background of the firm they are attached with and their activities throughout the training period.

SBSC 4074 Bachelor Degree Project
This course is designed to give students an experience to conduct research related to the field of their study. Students will be guided to diagnose problems, investigate the background of the problems, decide the sample and subject as well as the methodology and approach of the study. Student will also be trained to review past research to develop a conceptual framework. Students collect and analyse the collected data to answer the objectives. The write up should be done systematically based on specified writing format.

SBSC 1063 Principles of Microeconomics
This course provides first year students with fundamental knowledge of the principles governing the behaviour of economic agents and their application in the analysis of economic issues and problem solving.

SBSC 1073 Business Mathematics
This course equips students with the basic mathematical tools and foundation needed to comprehend other courses with quantitative contents. This course also introduces to students applications of mathematics in economics, business and accounting. The topics covered are functions, system of linear equations and applications, ratio and proportion, sequence, interest and annuity. Also included are markup and markdown, breakeven analysis, calculus (differentiation, integration) and its applications (maxima and minima).

SBSC 1083 Principles of Management
This course discusses the concepts, theories and techniques of modern management which are important in management discipline. This course covered the basic concepts and theories in the main functions of management: planning, organizing, directing and controlling. Topics that are being discussed include planning, decision making, organizational structure and design, communication and information technology, human resource management, change and innovation, motivation, leadership, control and operation and value management.

SBSC 1123 Organizational Behavior

Organizational behavior is a core course that discusses the behavioral phenomena at the individual, group and the systems or organizational level. Discussion at the individual level covers issues relating to personality, attitude, values, perception, learning and motivation. Group level issues include group dynamics, communication, leadership and conflict. Finally, the issues at the systems level cover organization design, job design, organizational culture and organizational change.

SBSC 1133 Principles of Macroeconomics

This course begins with an introduction to the basic concepts in macroeconomics, followed by discussions on national income accounting, determination of national income, unemployment, inflation and fiscal policy; money, banking and monetary policy; and international trade, balance of payments and exchange rates.

SBSC 1143 Commercial Law

The course aims to provide students with a general overview on the commercial legal environment in Malaysia. Firstly, it will discuss the Malaysian legal system covering on topics such as the sources of laws, separation of powers, administration of justice, application of English law and the position of *Shari'ah* law.

Secondly, this course will inculcate a basic understanding on the law of contract which constitutes the governing principles in all commercial transactions. The topics covered comprise of: the nature and legal consequences of contract, formation of contract, legal capacity, performance of contract, breach of contract and remedies. The *Shari'ah* principles of contract will also be discussed in order to instill a basic understanding in this important topic.

The third part of the course will address the relevant laws regulating commercial activities, namely: the sale of goods, hire-purchase, law of agency and consumer protection. The laws on monetary instruments, banking and insurance are also included since they are of relevance to the commercial activities in Malaysia. The coverage of these topics are wide but not in-depth since the course aims to provide the students with an overview of the underlying principles regulating commercial transactions.

SBSC 1153 Financial Management

This course focuses on the basic principles and techniques in making financial decisions. It covers both the concepts of financial management as well as the application of financial techniques as tools for making decisions. The topics covered include financial statement, working capital management, risk and return relationship, basic securities evaluation, capital budgeting, financial planning and time value of money.

SBSC 2113 Corporate Finance

The course discusses the concepts and decisions in corporate finance. The topics that will be covered in this course are risk analysis, real options, capital budgeting, risk and return, long-term and short-term financing, capital structure, dividends policy, raising capital, leasing and mergers and acquisitions. This course embraces generic skills of scholarships kills and team working skills when engaging in the process of completing the projects given.

SBSC 2133 Statistical Methods

The subject introduces descriptive and inferential statistics and their applications. It focuses on methods of describing data, probability, probability and sampling distributions; and hypothesis testing in particular comparing of means, analysis of variance, regression and multiple regression analysis.

SBSC 2163 Financial Markets and Institutions

This course provides an overview of some components of financial markets, which are stock, money, bond and derivatives market. In each of the components of financial market, method of evaluation, risk assessment, performance measurement and global influence are discussed. This course also includes a discussion about East Asian Crisis and the future challenges and the Islamic Capital Market. Important discussion topics relating to the current trends in financial markets are provided.

SBSC 2183 Company Law

Business organizations and trade industries play an important role in achieving and stimulating economic success in the technological era of Malaysia. Therefore, graduates are expected to be equipped with knowledge and skills in respect of theoretical, practical and legal dimensions of business organizations. Accordingly, this course intends to provide students with an understanding of the legal framework governing a range of organizations with particular focus on the registered company, the relevant legal principles, and their practical application as well as governance issues that may arise.

SBSC 3153 Business Communication

This course focuses on theories and principles of communication in business environment. The course addresses topics surrounding effective communication skills which include good oral presentations, planning, proposing and report writing, delivering oral and written messages to audiences and preparing resumes for job applications. The course is designed to equip students acquiring and practicing good communication skills which are essential in business environment.

SBSC 3213 Strategic Management

This course covers the concepts, theories and cases in the main functions of strategic management: formulation, implementation and evaluation. Topics that are being discussed include an overview of strategic management: the nature of strategic management; strategy formulation: the business vision and mission, the external assessment (competition and opportunities), the internal assessment (activities, resources, and capabilities); strategies in action, strategy analysis and choice; strategy implementation: management and operations issues, marketing, finance/accounting, R&D and MIS issues; and strategy evaluation: strategy review, evaluation, and control. This course features extensive use of case studies through group assignments and comprehensive project papers.

SBSC 3063 Public Sector Accounting

This course is designed to expose students to concepts and practices of accounting in public sector together with the underlying legal provisions, rules and procedures. The coverage of the course includes environment of public sector accounting and control, budgeting, financial accounting and reporting, performance measurement and auditing. Emphasis will be given to the Malaysian public sector. In addition, this course highlights the current developments in public sector accounting.

SBSC 3233 Accounting for Islamic Financial Transactions

This course introduces the Maqasid Sharia and how this impacts Islamic commercial contracts, the economic system and the accounting framework for Islamic banking and finance. The course is designed to provide students with the introductory knowledge of characteristics of Islamic economic system and the accounting of Islamic financial transactions based on Islamic Accounting standards. In addition, currents issues pertaining to Shariah governance and Shariah Audit would also be discussed.

SBSC 3243 Internal Audit

This is an elective course for the bachelor of accounting programme in order to equip graduates with the ability to understand the importance of internal audit within the context of strong governance environment and to provide basic internal audit skills if they choose internal audit as a career option. The syllabus then covers a range of areas relating to the roles of internal auditor in relation to risk management, internal control and corporate governance in an organisation. Finally, the contemporary issues related to internal auditing will also be discussed in this course.

SBSC 3253 Cases in Management Accounting

This course is introduced to improve the usefulness of management accounting in decision making by providing practical cases based on actual situation, and which concern the latest issues of management accounting. The cases are almost focused on cost behaviour, product and service costing, objective performance through variance, planning and budgeting, profitability analysis and performance by incentive systems. Each case provides a practical scenario covering diverse aspects of each of the topic areas; in addition numerous sub-cases, together with practical implications, are included. Some of the cases include large amount of data and require the use of statistical packages (SPSS etc). Generics skills assessed in this course are teamwork, communication skills, scholarship and thinking skills.

SBSC 4103 Accounting for Specialised Industries

This course is designed to provide an understanding of accounting concepts and process that are applied to selected specialized industries in Malaysia. This course includes theory and firm's field practices with regard to specialized industries such as agriculture, property development, construction, mining etc. This course also focuses on the service industries such as legal firms, stock brokers firms, general insurance, and unit of trust.

SBSC 4113 Advanced Taxation

This course covers advanced taxation topics in three main parts. The first part introduces the tax computation of various taxpayers namely taxation for the deceased, trust body and investment holding companies and other industries. The second part discusses in depth on tax audit and investigation, followed by the application of various tax planning strategies to reduce

tax payable, the final part discusses the emerging issues related to tax including budget updates and REITs. Students will learn how to calculate particular sectors' tax payable and use various methods of tax planning. Students should also aware recent changes to taxation matters in Malaysia.

SBSD 2083 International Business and Globalization
This course introduces students to the issues in international business and globalization. Among the topics covered are international trade and investment, international financial market, and management of international operations.

SBSD 3033 Technology Financing
This course discusses the methods used to evaluate structure and finance new business venture and revenue generating business. It covers the finance of technological innovation and valuation tools used in the evaluation of technology venture.

SBSD 3063 Technology Entrepreneurship
This course introduces the basic concepts of technology entrepreneurship as well as the process of creating new technology-based ventures. Specifically, the coverage includes Malaysian economic and legal environment implications on technology entrepreneurship, technology entrepreneurship idea generation techniques and models, process and procedures in setting up technology-based ventures, planning and arranging for resources to set up new ventures, and financing options for new technology ventures.

SBSF 1013 Principles of Marketing
This course is designed to expose students to the theories and practices of marketing. It also assists students to develop effective marketing strategies and marketing programmes. This course focuses on four major elements which encompass understanding the marketing management process, development of marketing strategy, marketing mix, and management of marketing at society and global levels.

SBSF 3073 Global Marketing
This course presents various concepts and tools for analysing global marketing and evaluating marketplace (competitors, external environment: cultural, economic, technological, political/legal and marketing opportunities). Specifically, the course is useful in developing, evaluating and implementing global marketing strategies at corporate, regional and local levels. It also exposes students to the practical global marketing knowledge to face global competition and global managerial skills.

BACHELOR OF MANAGEMENT *WITH HONOURS*

PROGRAMME SPECIFICATIONS

1.	Programme Name	**Bachelor of Management with Honours**
2.	Final Award	**Bachelor of Management with Honours**
3.	Awarding Institution	**Universiti Teknologi Malaysia (UTM)**
4.	Teaching Institution	**Universiti Teknologi Malaysia (UTM)**
5.	Programme Code	**UT6345002 (SFMDH)**
6.	Professional or Statutory Body of Accreditation	**NA**
7.	Language(s) of Instruction	***Bahasa Melayu* and English**
8.	Mode of operation (Franchise, self-govern)	**Self-govern**
9.	Study Scheme (Full Time/Part Time)	**Full Time and Part Time**
10.	Study Duration	**Minimum : 3 yrs (FT) / 6 yrs (PT)** **Maximum : 5 yrs (FT) / 10 yrs (PT)**

Type of Semester	No. of Semesters		No. of weeks	
	Full Time	**Part Time**	**Full Time**	**Part Time**
Regular	6	10	14	14

1.   Programme Objectives

The Programme Educational Objectives (PEO) of Bachelor of Management with Honours are:

(i) Demonstrate competency including digital and numeracy skills in solving organisational problems related to management of technology.

(ii) Practice professional ethics, good leadership qualities and possess effective interpersonal skills.

(iii) Embark to lifelong learning programs, engage in entrepreneurial activities, and adapt to global environment and societal needs.

2.   Programme Learning Outcomes

Code	Intended Learning Outcomes	Teaching and Learning Methods	Assessment
(a) Technical Knowledge and Competencies			
PLO1 (KW) Knowledge & Understanding	Apply knowledge and understanding of management and technology in related organisations. .	Lectures, tutorials, seminars, ICT lab work, directed reading, case study, independent research and cooperative learning, field work, industrial visits.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports.

PLO2 (AP) Cognitive Skills	Ability to think critically, logically, creatively, and analytically in order to identify, formulate and solve emerging issues related to management and technology knowledge.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports.
PLO3 (PS) Practical Skills	Exhibit skills and abilities in solving organizational problems through the integration of knowledge in management and technology.	Lectures, Independent research and cooperative learning, field work, industrial visits.	Industrial training report, task-based exercises, cooperative and problem-based exercises, log-book, group projects, reports, and presentation.
(b) Generic Skills			
PLO 4 (IPS) Interpersonal Skills	Able to communicate and collaborate effectively in the organisation and networking with people from different cultures.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, and case studies.	Assignments, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, and case study reports.
PLO5 (CS) Communication Skills	Demonstrate effective communication through appropriate written and oral modes across a wide range of contexts and audience.	Individual and group assignments, group projects, industrial training, industrial visits, cooperative learning, industrial speakers.	Assignments, presentations, discussions, cooperative and problem-based exercises, observation of group projects, reports, peer assessment.
PLO6 (DS) Digital Skills	Adopt appropriate use of digital tools and facilities in managing information to support work and studies.	Lectures, tutorials, ICT lab work, group projects, industrial training, case studies, research projects.	Examination, test, quizzes, group assignments, group projects, research projects.
PLO7 (NS) Numeracy Skills	Able to understand and apply quantitative methods by emphasising quantitative reasoning, analysing, interpreting data and solving problems.	Lectures, tutorials, ICT lab work, group projects, industrial training, case studies, research projects.	Examination, test, quizzes, group assignments, group projects, research projects.
PLO8 (LAR) Autonomy & Responsibility	Able to work collaboratively and assume different roles in a team to solve problems and make decisions in order to achieve a common goal	Lectures, seminars, directed reading, library search, independent research, field work, and case studies.	Assignments, seminar presentations, discussions, group project, reports.
PLO9 (PRS) Personal Skills	Able to learn independently to gain intellectual and self-development with confidence, self-control and highly committed to professionalism in the workplace.	Industrial speakers, industrial visits, industrial training, case studies, group assignments, group projects, in-class group discussions, presentation.	Case study reports, industrial training assessment, assignments, discussion, seminar/symposium.

PLO10 (ENT) Entrepreneurial Skills	Demonstrate a continuous commitment towards professional development and possess entrepreneurial skills.	Lectures, group projects, case studies, research projects, in-class group discussion.	Pitching, project reports, Business Model Canvas, Online business projects, assignments.
PLO11 (ETS) Ethics & Professionalism Skills	Demonstrate positive values and ethics in engaging with society and stakeholders.	Lectures, industrial speakers, industrial visits, case studies	Industrial training reports, project reports, learning portfolios, observation by lecturers, peer assessment, assignments.

3.   Classification of Courses
Components by category and total credits for graduation

Classification	Credit hours	Percentage (%)
Programme core	**80**	**67**
Programme electives	**24**	**20**
Compulsory university courses	**16**	**13**
Total	**120**	**100**
Total credit hours to graduate	**120**	

4.   Programme structure and features, curriculum and award requirements

This programme is offered in full-time and part time mode. Each academic year comprises 3 semesters (for Year 1 and Year 2) and 2 semesters for Year 3. In their second year, students are required to choose either operation concentration or innovation concentration. however, students can choose their elective courses from other concentration and optional electives. Assessment of students' performance is based on formative and summative evaluation conducted throughout each semester. The eighth semester is used for industrial training.

Award requirements:

To graduate student should:
● Attain a total of not less than 120 credit hours with minimum CGPA of 2.0.
● Pass industrial training (equivalent to 10 credit hours).
● Complete and pass the undergraduate research project (4 credit hours).
● Complete and pass the UTM Professional Skill Certificate

5.   UTM Professional Skill Certificate (UTM PSC)

Students are required to enroll in UTM Professional Skill Certificate courses during their study. *(Kindly refer to Appendix II)*

6.   Cross Campus Programme

Students are given the opportunity to register for courses in participating local and international universities. The grades and credits gained can be transferred for purposes of graduation.

7.   Career Prospects

Graduates of the programme may work as Technology Commercialization Associate, Technology Transfer Officers, Technology Licensing Associate, Venture Capital Investment Analyst, Production Controllers, Logistic Officers, Procurement Officers, Supply Chain Officer, Operations Executive, Quality Control Officer, Project Management Officers, Customer Service Officers, Corporate Planner, Business consultant, etc.

8.   Curriculum Structure

University Courses (16 credits)

COURSE CODE	COURSE NAME	CREDIT
MALAYSIA CORE VALUE (4 credits)		
ULRS 1022	Philosophy and Current Issues****	2
ULRS 1182	Appreciation of Ethics and Civilisations****	2
UHLM 1012	Bahasa Melayu Komunikasi 2 *(for international students only)*	2
**** International Students—choose either ULRS 1022 or ULRS 1182		
VALUE & IDENTITY (2 credits)		
ULRS 1012	Value and Identity	2
GLOBAL CITIZEN (2 credits)		
UKQF 2XX2	Service Learning & Community Engagement Courses	2
COMMUNICATION SKILLS (6 credits)		
UHLB 2122	Professional Communication Skills 1	2*
UHLB 3132	Professional Communication Skills 2	2
UHLX 1112	Foreign Language for Communication Elective	2
*For students who are not entitled to exemption of UHLB 1112 English Communication Skill, they are required to take the course before taking UHLB 2122		
ENTREPRISING SKILLS (2 CREDITS)		
ULRS 3032	Entrepreneurship & Innovation	2

Core Courses – Field (80 Credits)

Code	Course Name	Credits	Semester	Level
SFMD 1013	Principles of Microeconomics	3	1	1
SBSD 1033	Principles of Management	3	1	1
SFMC 1303	Business Accounting	3	1	1
SFMF 1013	Principles of Marketing	3	1	1
SFMD 1043	Organizational Behaviour	3	2	1
SFMD 1053	Principles of Macroeconomics	3	2	1
SFMD 1023	Business Mathematics	3	1	1
SFMD 1063	Information Technology in Business	3	1	1
SFMD 1103	Financial Management	3	2	1
SFMD 2023	Human Resource Management	3	3	2
SFMD 1073	Commercial Law	3	2	1
SFMD 2053	International Business and Globalization	3	3	2
SFMD 2013	Business Statistics	3	3	2
SFMD 1203	Introduction to Operations Management	3	2	1
SFMD 2033	Business Communication	3	3	2
SFMD 2193	Research Methods	3	4	2
SFMD 3023	Strategic Management	3	5	3
SFMD 3013	Project Management	3	5	3
SFMD1083	Technology Management	3	2	1
SFMD 2043	Law and Management of Intellectual Property	3	3	2
SFMD 2133	Quality Management	3	4	2
SFMD 2183	Occupational, Safety, Health and Environment	3	4	2
SFMD 3014	Final Year Project	4	5	3
SFMD 3056	Industrial Training (Practical)	6	6	3
SFMD 3064	Industrial Training (Report)	4	6	3

Elective Courses for Innovation Concentration (24 Credits)

Code	Course Name	Credits	Semester	Level
SFMD 2123	Teknologi Pembuatan *Manufacturing technology*	3	3	2
SFMD 2063	Kecerdasan Perniagaan dan Analitik *Business Intelligence and Analytic*	3	3	2
SFMD 3073	Pengurusan Risiko Kewangan *Financial Risk Management*	3	5	3
SFMD 3083	Lean Six Sigma *Lean Six Sigma*	3	5	3
SFMD 2073	Pengurusan Rantaian Bekalan* *Supply Chain Management*	3	3	2
SFMD 2153	Ramalan Teknologi *Technology Forecasting*	3	5	3
XXXX XXX3	Elective course offered by other faculty	3	3	2
SFMD 3063	Pengurusan Operasi Perkhidmatan * *Service Operations Management*	3	5	3
SFMD 3043	Pengurusan Strategik Teknologi *Strategic Management of Technology*	3	5	3
SFMD 2093	Pengurusan Inovasi Innovation Management	3	3	2
SFMD 2103	Menguruskan Teknologi Berasaskan Penerokaan *Managing Technology Based Venture*	3	3	2
SFMD 2173	Pengkomersialan Teknologi *Technology Commercialization*	3	3	2
SFMD 3033	Pembiayaan Teknologi *Technology Financing*	3	5	3

*Other elective can also be chosen from elective courses of Operation Concentration

Elective Courses for Operation Concentration (24 Credits)

Code	Course Name	Credits	Semester	Level
SFMD 2123	Teknologi Pembuatan *Manufacturing technology*	3	3	2
SFMD 2063	Kecerdasan Perniagaan dan Analitik *Business Intelligence and Analytic*	3	3	2
SFMD 3073	Pengurusan Risiko Kewangan *Financial Risk Management*	3	5	3
SFMD 3083	Lean Six Sigma *Lean Six Sigma*	3	5	3
SFMD 2073	Pengurusan Rantaian Bekalan *Supply Chain Management*	3	3	2
SFMD 2153	Ramalan Teknologi* *Technology Forecasting*	3	5	3
XXXX XXX3	Elective course offered by other faculty	3	3	2
SFMD 3063	Pengurusan Operasi Perkhidmatan *Service Operations Management*	3	5	3
SFMD 3043	Pengurusan Strategik Teknologi* *Strategic Management of Technology*	3	5	3
SFMD 2113	Sains Pengurusan *Management Science*	3	3	2
SFMD 2143	Pengurusan Perolehan *Procurement Management*	3	3	2
SFMD 2173	Pengkomersialan Teknologi *Technology Commercialization*	3	3	2
SFMD 2163	Pengurusan Logistik *Logistics Management*	3	3	2

*Other elective can also be chosen from elective courses of Innovation Concentration

9. Study Scheme by Semester - Bachelor of Management with Honours

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SFMD 1013	Pengantar Mikroekonomi *Principles of Microeconomics*	3	UHLB 1112*	Kemahiran Komunikasi Bahasa Inggeris *English Communication Skills*	2
SFMD 1033	Prinsip Pengurusan *Principles of Management*	3	SFMD 1053	Pengantar Makroekonomi *Principles of Macroeconomics*	3
SFMC 1303	Perakaunan Perniagaan *Business Accounting*	3	SFMD 1043	Tabiat Organisasi *Organisational Behaviour*	3
SFMF 1013	Prinsip Pemasaran *Principles of Marketing*	3	SFMD 1103	Pengurusan Kewangan *Financial Management*	3
SFMD 1063	Teknologi Maklumat dalam Perniagaan *Information Technology in Business*	3	SFMD 1203	Pengenalan Kepada Pengurusan Operasi *Introduction to Operation Management*	3
SFMD 1023	Matematik Perniagaan *Business Mathematics*	3	SFMD 1083	Pengurusan Teknologi *Technology Management*	3
			SFMD 1073	Undang-undang Perniagaan *Commercial Law*	3
Total credits		**18**	**Total credits**		**18/20 ******

YEAR 1 (SHORT SEMESTER)

SEMESTER 3		
Code	Subject	Credit
ULRS 1022**	Falsafah dan Isu Semasa *Philosophy and Current Issues*	2
ULRS 1182**	Penghayatan Etika dan Ketamadunan *Appreciation of Ethics and Civilisation*	2
UHLM 1012***	Bahasa Melayu Komunikasi 2 *Malay Language Communication 2 (International Student only)*	2
UHLB 2122	Kemahiran Komunikasi Professional 1 *Professional Communication Skills 1*	2
ULRS 1012	Nilai dan Jatidiri *Value and Identity*	2
Total credits		**8**

* For students who are not entitled for exemption of UHLB 1112, they are required to take the course before taking UHLB2122.
** international students must choose either ULRS1022 or ULRS1182. Malaysia student must take both subjects
*** UHLM1012 compulsory for international students
**** total credits for students who are taking UHLB1112 will be 20 credits.

YEAR 2 (INNOVATION CONCENTRATION)

SEMESTER 1			SEMESTER 2		
Code	**Subject**	**Credit**	**Code**	**Subject**	**Credit**
SFMD 2013	Statistik Perniagaan *Business Statistics*	3	SFMD 2193	Kaedah Penyelidika**n** *Research Methods*	3
SFMD 2023	Pengurusan Sumber Manusia *Human Resource Management*	3	SFMD 2173	Pengkomersialan Teknologi *Technology Commercialization*	3
SFMD 2033	Komunikasi Perniagaan *Business Communication*	3	SFMD 2093	Pengurusan Inovasi *Innovation Management*	3
SFMD 2043	Perundangan dan Pengurusan Harta Intelek *Law and Management of Intellectual Property*	3	SFMD 2103	Menguruskan Teknologi Berasaskan Penerokaan *Managing Technology Based Venture*	3
SFMD 2053	Perniagaan Antarabangsa dan Globalisasi *International Business and Globalization*	3	SFMD 2183	Keselamatan, Kesihatan & Persekitaran Pekerjaan *Occupational Safety, Health & Environment*	3
SFMD 2153	Ramalan Teknologi *Technology Forecasting*	3	SFMD 2133	Pengurusan Kualiti *Quality Management*	3
SFMD XXX3	Elektif 1 *Elective 1*	3			
Total credits		**21**			**18**

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

ELECTIVE 1		
Code	**Subject**	**Credit**
SFMD 2123	Teknologi Pembuatan *Manufacturing technology*	3
SFMD 2063	Kecerdasan Perniagaan dan Analitik *Business Intelligence and Analytic*	3
SFMD 2073	Pengurusan Rantaian Bekalan *Supply Chain Management*	3
XXXX XXX3	Elektif Umum (kursus Fakulti lain) *General Electives (Course from other faculty)*	3

YEAR 2 (INNOVATION CONCENTRATION)- SHORT SEMESTER

	SEMESTER 3	
Code	**Subject**	**Credit**
UHLB 3132	Kemahiran Komunikasi Profesional 2 *Professional Communication Skills 2*	2
UHLX 1112	Elektif Bahasa Asing untuk Komunikasi *Foreign Language for Communication Elective*	2
UKQF 2XX2	Kursus Pembelajaran Servis dan Keterlibatan Komuniti *Service Learning & Community Engagement Course*	2
ULRS 3032	Keusahawanan dan Inovasi *Entrepreneurship and Innovation*	2
Total credits		**8**

YEAR 3 (INNOVATION CONCENTRATION)

SEMESTER 1			SEMESTER 2		
Code	**Subject**	**Credit**	**Code**	**Subject**	**Credit**
SFMD 3013	Pengurusan Projek *Project Management*	3	SFMD 3056	Latihan Industri (Praktikal) *Industrial Training (Practical)*	6
SFMD 3023	Pengurusan Strategik *Strategic Management*	3	SFMD 3064	Latihan Industri (Laporan) *Industrial Training (Report)*	4
SFMD 3033	Pembiayaan Teknologi *Technology Financing*	3			
SFMD 3043	Pengurusan Strategik Teknologi *Strategic Management of Technology*	3			
SFMD 3014	Projek Sarjana Muda *Undergraduate Project*	4			
SFMD 3XX3	*Elektif 2 Elective 2*	3			
Total Credits		**19**	**Total credits**		**10**

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

ELECTIVE 2		
Code	**Subject**	**Credit**
SFMD 3073	Pengurusan Risiko Kewangan *Financial Risk Management*	3
SFMD 3083	Lean Six Sigma *Lean Six Sigma*	3
SFMD 3063	Pengurusan Operasi Perkhidmatan *Service Operation Management*	3

YEAR 2 (OPERATION CONCENTRATION)

SEMESTER 1			SEMESTER 2		
Code	**Subject**	**Credit**	**Code**	**Subject**	**Credit**
SFMD 2013	Statistik Perniagaan *Business Statistics*	3	SFMD 2193	Kaedah Penyelidikan *Research Methods*	3
SFMD 2023	Pengurusan Sumber Manusia *Human Resource Management*	3	SFMD 2113	Sains Pengurusan *Management Science*	3
SFMD 2033	Komunikasi Perniagaan *Business Communication*	3	SFMD 2143	Pengurusan Perolehan *Procurement Management*	3
SFMD 2043	Perundangan dan Pengurusan Harta Intelek *Law and Management of Intellectual Property*	3	SFMD 2163	Pengurusan Logistik *Logistics Management*	3
SFMD 2053	Perniagaan Antarabangsa dan Globalisasi *International Business and Globalization*	3	SFMD 2133	Pengurusan Kualiti *Quality Management*	3
SFMD 2073	Pengurusan Rantaian Bekalan *Supply Chain Management*	3	SFMD 2183	Keselamatan, Kesihatan & Persekitaran Pekerjaan *Occupational Safety, Health & Environment*	3
SFMD XXXX	Elektif 1 *Elective 1*	3			
Total credits		**21**			**18**

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

ELECTIVE 1		
Code	**Subject**	**Credit**
SFMD 2123	Teknologi Pembuatan *Manufacturing Technology*	3
SFMD 2063	Kecerdasan Perniagaan dan Analitik *Business Intelligence and Analytic*	3
SFMD 2153	Ramalan Teknologi *Technology Forecasting*	3
XXXX XXX3	Elektif Umum (kursus Fakulti lain) *General Electives (Course from other faculty)*	3

YEAR 2 (OPERATION CONCENTRATION)- SHORT SEMESTER

SEMESTER 3		
Code	**Subject**	**Credit**
UHLB 3132	Kemahiran Komunikasi Profesional 2 *Professional Communication Skills 2*	2
UHLX 1112	Elektif Bahasa Asing untuk Komunikasi *Foreign Language for Communication Elective*	2
UKQF 2XX2	Kursus Pembelajaran Servis dan Keterlibatan Komuniti *Service Learning & Community Engagement Course*	2
ULRS 3032	Keusahawanan dan Inovasi *Entrepreneurship and Innovation*	2
Total credits		**8**

YEAR 3 (OPERATION CONCENTRATION)

SEMESTER 1			SEMESTER 2		
Code	**Subject**	**Credit**	**Code**	**Subject**	**Credit**
SFMD 3013	Pengurusan Projek *Project Management*	3	SFMD 3056	Latihan Industri (Praktikal) *Industrial Training (Practical)*	6
SFMD 3023	Pengurusan Strategik *Strategic Management*	3	SFMD 3064	Latihan Industri (Laporan) *Industrial Training (Report)*	4
SFMD 3053	Rekabentuk Kerja *Work Design*	3			
SFMD 3063	Pengurusan Operasi Perkhidmatan *Service Operation Management*	3			
SFMD 3014	Projek Sarjana Muda *Undergraduate Project*	4			
SFMD 3XX3	*Elektif 2* *Elective 2*	3			
Total Credits		**19**	**Total credits**		**10**

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

ELECTIVE 2		
Code	**Subject**	**Credit**
SFMD 3073	Pengurusan Risiko Kewangan *Financial Risk Management*	3
SFMD 3083	Lean Six Sigma *Lean Six Sigma*	3
SFMD 3043	Pengurusan Strategik Teknologi *Strategic Management of Technology*	3

SYLLABUS SUMMARY

SFMD 1013   Principles of Microeconomics

This course will provide an understanding of basic and fundamental skills of economic analysis. Undertaking microeconomics is necessary for individuals or organizations/firms make rational decisions and to evaluate the effects of the government policies. It forms the basis for understanding microeconomics and the study of the entire economy concentrating on firms, households, government, and market structures.

SFMD 1023   Business Mathematics

This course encompasses basic mathematical concepts, techniques and applications that are useful to students in the field of business, economics, management, and social sciences. The topics covered include review and revision on algebra and arithmetic: The number system, whole numbers, negative numbers, fractions, percentages and decimals, linear equations and system of linear equations and applications, quadratic functions and applications, introduction to differentiation, differentiations and optimisations and applications as well as introduction to matrix algebra. The key business topics include introduction to simple interest and compound interest, annuity, mathematics of selling, business discounts and mark-ups, business and consumer loans and early payoffs of loans.

SFMD 1033   Principles of Management

This course discusses the concepts, theories and techniques of modern management which are important in management discipline. This course covered the basic concepts and theories in the main functions of management: planning, organizing, directing and controlling. Topics that are being discussed include management and managers, evolution of management thought, social responsibility and ethics, planning, decision making, organizational structure and design, human resource management, communication, leading, team, motivation, and controlling.

SFMD 1043   Organisational Behavior

Organizational behavior is a core course that discusses the behavioral phenomena at the individual, group and the systems or organizational level. Discussion at the individual level covers issues relating to attitudes and job satisfaction, emotions and moods, personality and values, perception and individual decision making and motivation. Group level issues include work teams, communication, leadership, power and politics, and conflict and negotiation. Finally, the issues at the systems or organizational level cover organizational culture and organizational change and stress management. This course embraces authenticity of generic skills (team working and communication) when engaging in the process of completing tasks given.

SFMD 1053   Principles of Macroeconomics

This course provides students with an understanding of the factors, which affect an economy in aggregate terms such as national income, interest rates and price level. This course also explains the effects of economic policies, in particular, monetary and fiscal policies on the economic stability. This course will deliver fundamental knowledge and applications of the fundamental macroeconomics contents.

SFMD 1063   Information Technology in Business

This course demonstrates how information technology (IT) is used by organizations to conduct business and solve problems in modern organization. Students will learn how to use IT to master future jobs and to help ensure the success of the organization. The focus not on merely learning the concept of information technology but rather on applying those concepts to facilitate business process. This course also presents information systems (IS) principles and demonstrates how they form an integral part of modern organizations. At the end of the course, students will be able to identify the roles of IT/IS in today's organization, identify how IT could be strategic to a business organization, and understand how IT supports organizations' business processes and functions.

SFMD 1073   Commercial Law

All commercial transactions are governed by law. This course aims to provide knowledge about areas of law which affect commercial transactions. This course focuses on the Malaysian Legal System, Contract Law, Law of Agency, sale of goods, company law and partnership law.

SFMD 1083   Technology Management

This course aims to introduce the fundamentals and core concepts in management of technology (MOT). It covers the concepts of strategic management in developing, acquiring, and exploiting new and existing technologies. It applies some concepts and tools often used by organization in analysing technology, innovation and related strategies.

SFMD 1103   Financial Management

This course discusses the basic concepts of accounting and financial management, methods of financial statement analysis, evaluation of financial assets in terms of risk and return, and short-term and long-term capital management of an organisation.

SFMD 1203   Introduction to Operation Management

This course discusses the operation management (OM) discipline that applies to virtually all productive enterprises such as office, hospital, restaurant or a factory. It focuses more on the efficient of production of goods and services through the application of appropriate tools and techniques. By studying this course, students will be able to know how significant the function of OM related to all other business functions and how goods and services are produced through the transformation of inputs to outputs.

SFMC 1303   Business Accounting

This course is designed to provide an understanding of the basic principles and concepts of accounting and bookkeeping. It also covers the accounting cycle in an organization such as the use of journals, posting, preparation of trial balance, preparation of financial statements and adjustments for final accounts. In addition, the course also covers financial ratio analysis to evaluate the performance of a business. Finally, management accounting is also introduced.

SFMF 1013   Principles of Marketing

This course is designed to expose students to the theories and practices of marketing. It also assists students to develop effective marketing strategies and marketing programmes. This course focuses on four major elements which encompass understanding the marketing management process, development of marketing strategy, marketing mix, and management of marketing at society and global levels.

SFMD 2013   Business Statistics

The course focuses on parametric statistical inference of comparing means, analysis of variance and multiple regressions. It also introduces statistical test of non-parametric analysis. The approach of teaching includes manual calculations and interpretation of computer statistical report. Laboratory data analysis is also part of the course.

SFMD 2023   Human Resource Management

In this 21st century, organisations are faced with challenges of rapid technological change, internationalization of business, changing organisational forms and an increasingly diverses workforce. This course is designed to introduce students to the field of human resource management (HRM) and key functions of HRM in Malaysia. Topics covered include overview of HRM, followed with more specific discussions on its main functions such as recruitment, placement, training and development, compensation, employee relations, and safety and health.

SFMD 2033   Business Communication

This course focuses on theories and principles of communication in an increasingly networked business world. The course addresses topics which will better positioned students to understand why credibility is essential to efficient and effective business communication in today's rapidly changing business communication environment.   The content of this course is organised around the traditional business communication topics which include principles of interpersonal communication, principles for business messages, types of business messages, business reports and presentations as well as employment communications. The course is designed to equip students with professional credibility for the workplace of tomorrow; better interpersonal skills than ever before; better team skills, better writing skills, especially adapted to new technologies, and stronger presentation skills.

SFMD 2043   Law and Management of Intellectual Property

The course discusses the broad concept of Intellectual Property (IP) Law which form the foundation for protecting IP and utilizing the rights secured by the invention. This course will focus on   copyright, trademarks, patents, industrial designs and trade secret. This course embraces generic skills comprising of communication, scholarship and thinking skills when engaging in the process of completing tasks given.

SFMD 2053   International Business and Globalization

This course introduces students to the issues in international business and globalization. Among the topics covered are international trade and investment, international financial market, and management of international operations.

SFMD 2063   Business Intelligence and Analytics

The course aims to provide students with knowledge on how organization can leverage business intelligence and analytics in its business context. The course includes the following topics: Introduction to Business Intelligence and Business Analytics, Business Intelligence Requirements, Business Intelligence Architecture, Data Modeling, Dimension Modeling, Descriptive and Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics, Business Intelligence Contents and Visualisation, Emerging Business Intelligence Issues and Trends. Students will study and analyse real-world business cases and will present the findings through a group project.

SFMD 2073   Supply Chain Management

This course is designed for early exposure and understanding of the theory and practical in supply chain management (SCM). It guides students to develop effective SCM strategies. The course focuses on the network analysis, chain management and organizational network. This course also discusses topics related to transport logistic planning and procurement. In addition, students learn how to sustain supply chain competitive advantage through process integration and performance measurement.

SFMD 2093   Innovation Management

The course aims to extend students' theoretical and practical knowledge on management of innovation and R&D activities. In this course, students will be exposed with the tools and techniques commonly used in managing innovation and R&D activities.

SFMD 2103   Managing Technology Based Venture

This course introduces the techniques and strategies to manage growing technology-based ventures. It focuses on the techniques and strategies to assemble human capital and financial resources to secure the market during expansion and growth stages. The students are required to perform a real-life company case study on selected technology-based firms as well as attending exhibition and seminars to achieve the objectives of the course.

SFMD 2113   Management Science

The course provides a foundation for quantitative decision-making. The course is designed to facilitate students acquiring knowledge and understanding on concepts, principles and techniques of selection, specification and application of quantitative techniques for solution of managerial decisions problems. Topics include developing and solving linear programming problems, transportation & assignment problems, forecasting, waiting line model and decision-making models. This course embraces authenticity of generic skills (analysis information and critical thinking skills) when engaging in the process of solving problem given.

SFMD 2123   Manufacturing Technology

This course provides comprehensive coverage of the various elements of manufacturing technology. Successful manufacturing activities needs an efficient and effective system, which will transform the raw materials into high quality products. Students are exposed to the theories, principles and practices of manufacturing process. It also introduces the students on advanced techniques used in the modern manufacturing. Various automation systems and their application and advantages are covered in this course includes the principle of CAD/CAM and its application in various manufacturing automation systems.

SFMD 2133   Quality Management

This course discusses on the concept and methodology of Quality Management. The course outlines the principles of quality management as well as quality tools and techniques used for quality control and quality improvement. Topics covered include quality culture, ethics, corporate social responsibility, quality principles such as customer focus, leadership, teamwork, quality education and training, partnering as well as statistical quality control tools and techniques. The course is designed to facilitate students acquiring knowledge and understanding on principles of quality management and methodology for quality control and improvement. This course embraces authenticity of generic skills (team work) when engaging in the process of completing the task given.

SFMD 2143   Procurement Management

This course discusses on the concept and components of procurement. The course outlines the strategy and main components for procurement management as well as supporting tools for procurement. Topics covered include procurement strategy, procurement policy, procurement procedure, supplier selection, supplier performance management, purchase price management, global sourcing and commodity purchase. The course is designed to facilitate students acquiring knowledge and understanding on principles of procurement management. This course embraces authenticity of generic skills (team work) when engaging in the process of completing the task given.

SFMD 2153   Technology Forecasting

This course discusses the methods used to evaluate structure and finance new business venture and revenue generating business. It covers the finance of technological innovation and valuation tools used in the evaluation of technology venture and its innovation.

SFMD 2163   Logistics Management

This course discusses on the concept and components of logistics and transportation management. The course provides an overview of logistics and how it fits into the organisation as a whole, deals with managing specifics logistics activities and how to manage total logistics process. Topics covered include logistics in manufacturing and service organisation, warehousing, materials handling and packaging, global logistics information system, and logistics strategies. In bound logistics, global transportation systems, transportation management issues, government roles, rules and regulation in transportation. The course is designed to facilitate students acquiring knowledge and understanding on the logistics and transportation management. This course embraces authenticity of generic skills (team work) when engaging in the process of completing the task given.

SFMD 2173 Technology Commercialization

This course introduces the theories, concepts, processes, problems, and issues associated with technology commercialization, or the successful transformation of novel technology into products and services. The goal is to gain a deeper understanding of the basis and process of technological commercialization.
In addition, the primary focus of this course is the commercialization of publicly financed research, or government-supported research, in the many institutions where such research is conducted. However, other forms of technology commercialization are also discussed in context.

SFMD 2183   Occupational Safety, Health and Environment

This course introduces the concept of occupational safety, health and environment which is considered as crucial components of organisational competitiveness. It started by highlighting the safety and health movement then and now followed by the legal requirements stipulated under the Occupational Safety and Health 1994, the Factories and Machineries Act 1967 and Environment Quality Act 1974. Other topics covered include safety promotion, hazard analysis, accident investigation and emergency preparedness programme.

SFMD 2193   Research Methods

This course introduces basic concepts in research methods and covers topics in research methodology: explaining constructs and building research frameworks, research design, measurement and scaling, sampling, data collections, and writing proper research reports. The course also includes statistical procedures commonly used in research and conducts laboratory for data analysis.

SFMD 3014   Undergraduate Project

This course is designed to give students the experience to conduct research related to the field of their study. Students will be guided to diagnose problems, investigate the background of the problems, decide the sample and subject as well as the methodology and approach of the study. Students will also be trained to review past research to develop a conceptual framework. In addition, students will collect data and analyse the collected data to answer the research objectives. The write up should be done systematically based on specified writing format.

SFMD 3013   Project Management

This course introduces students to the fundamentals of project management body of knowledge (PMBoK) comprising eight (8) elements. The brief contents of this course consist of the project management concepts; people: the key to project success; and project life cycle: initiating a project; planning, performing, and controlling the project; and finally, the project termination.   At the end of the course student should be able to execute the proposed project after submitting the proposal and approved the detailed planning.

SFMD 3023   Strategic Management

This is a capstone course, which integrates materials and knowledge acquired from prior courses conducted in the program. This course emphasizes on the strategic management process to chart the future strategies of organizations. This course demonstrates how other areas of study, for instance: management, marketing, accounting, law, production/ operations, research and development and information system can be integrated with the latest strategic management tools to achieve organisational success. This course covered the concepts, theories and cases in the main functions of strategic management: formulation, implementation and evaluation. Topics that are being discussed include an overview of strategic management: the nature of strategic management; strategy formulation: the business vision and mission, the external assessment (competition and opportunities), the internal assessment (activities, resources, and capabilities); strategies in action, strategy analysis and choice; strategy implementation: management and operations issues, marketing, finance/accounting, R&D and MIS issues; and strategy evaluation: strategy review, evaluation, and control. This course features extensive use of case studies through group assignments and comprehensive project papers.

SFMD 3043   Strategic Management of Technology

The course aims to extend students' understanding on the concepts and practices of management of technology. In this course, students will also be exposed to the techniques, tools and management processes that facilitate technological innovations in firms. Students should have successfully attended basic technology management courses before registering for this course.

SFMD 3053   Work Design

This subject is designed to introduce students to techniques in designing work in manufacturing and service industries. It will emphasize on method study and work measurement. Other concepts and approach will also be introduced such as Principles of Motion Economy, Design for Manufacture and Assembly (DFMA), Single Minute Exchange of Die (SMED) and Mistake Proofing (Poka Yoke). At the end of the course, students should be able to select the appropriate techniques, approaches and concepts in designing work that optimizes the use of resources such as man, machine, materials and time to improve productivity.

SFMD 3063   Service Operations Management

This course is about the management of operations in service organisations. The objective is to help students understand how service performance can be improved by studying service delivery and associated management issues. Service delivery is the focus of this course and the success depends not only on the obvious territory of operations in managing processes

and resources, but also in understanding how operations managers must be involved in aspects of the organisation's strategy, the service concept, organisational culture, and the way employees are motivated and managed. How well a service is delivered reflects the ability of the organisation to pull all these strands together, providing a service which meets the demands of its various stakeholders, providing appropriate and achievable service to customers whilst meeting required financial targets.

SFMD 3073   Financial Risk Management

This course is designed for students who would be financial officers, analysts, traders, investment advisors, loan officers and auditors whose daily activities are affected by the management of risk and control of exposure. The topics of the course include liabilities and derivatives risk, managing liabilities and risk of default and market liquidity and control of risk.

SFMD 3083   Lean Six Sigma

This course discusses on the concept and methodology of Lean Six Sigma DMAIC (Define, Measure, Analyze, Improve and Control) framework for business and operational improvement. The course outlines procedures, methodology as well as tools and techniques used across the five Lean Six Sigma's DMAIC phases. Topics covered include procedure, methodology, tool and techniques for define business improvement opportunity, measure business performance, analyse business improvement opportunity, implement and control business improvement. The course is designed to facilitate students acquiring knowledge and understanding on concepts, methodology, tools and techniques for business improvement via Lean Six Sigma. This course embraces authenticity of generic skills (team work) when engaging in the process of completing the task given.

SFMD 3056   Industrial Training (Practical)

Industrial training is an essential component in the development of the practical skills required by a student prior to graduation. It is also an aspect of education that integrates knowledge with planned and supervised career-related work experience processes. The purpose of the course is to develop and strengthen the students' educational and career preparation. It allows the students to understand the connection between what is studied and how it is applied in the real world. It also exposes the students to the interpersonal relationships a job requires, both with co-workers and superiors that are essential in obtaining a successful and satisfying career.

SFMD 3064   Industrial Training (Report)

Industrial training is an essential component in the development of the practical skills required by a student prior to graduation. It is also an aspect of education that integrates knowledge with planned and supervised career-related work experience processes. The purpose of the course is to develop and strengthen the students' educational and career preparation. It allows the students to understand the connection between what is studied and how it is applied in the real world. It also exposes the students to the interpersonal relationships a job requires, both with co-workers and superiors that are essential in obtaining a successful and satisfying career.

BACHELOR OF MANAGEMENT (MARKETING) *WITH HONOURS*

PROGRAMME SPECIFICATIONS

1. Programme Name	**Bachelor of Management (Marketing) with Honours**
2. Final Award	**Bachelor of Management (Marketing) with Honours**
3. Awarding Institution	**Universiti Teknologi Malaysia (UTM)**
4. Teaching Institution	**Universiti Teknologi Malaysia (UTM)**
5. Programme Code	**UT6342001 (SBSFH)**
6. Professional or Statutory Body of Accreditation	**NA**
7. Language(s) of Instruction	***Bahasa Melayu* and English**
8. Mode of Study (Conventional, Distance Learning)	**Conventional**
9. Mode of Operation (Franchise, Self-govern)	**Self-govern**
10. Study Scheme (Full Time/Part Time)	**Full Time and Part Time**
11. Study Duration	**Minimum : 4 years (FT) / 4.5 years (PT)** **Maximum : 6 years (FT) / 10 years (PT)**

Type of Semester	No. of Semesters		No. of Weeks	
	Full Time (FT)	**Part Time (PT)**	**Full Time (FT)**	**Part Time (PT)**
Regular	8	12	14	14

1. **Programme Objectives**

   (i)   Demonstrate competency including digital and numeracy skills in solving business problems related to marketing.
   (ii) Practice professional ethics, good leadership qualities and possess effective interpersonal skills.
   (iii) Engage in lifelong learning programmes, entrepreneurial activities and adapt to global environment and societal needs.

2. Programme Learning Outcomes

Learning Outcomes	Intended Learning Outcomes	Teaching and Learning Methods	Assessment
(a) Technical Knowledge and Competencies			
PLO1 (KW) Discipline and Understanding	Apply knowledge and understanding of management and marketing in the management of related organisations within an ICT environment	Lectures, tutorials, seminars, directed reading, case study, independent research and cooperative learning, field work, industrial visits	Examinations, tests, quizzes, case studies, assignments, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports
PLO2 (CG) Cognitive Skills	Integrate marketing strategy and technology skills in analysing and solving firms' marketing and social issues creatively	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits	Examinations, tests, quizzes, case studies, assignments, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports
PLO3 (PS) Practical Skills	Apply relevant marketing knowledge and skills needed to effectively manage and develop marketing activities	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits and case studies	Assignments, presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports
PLO7 (NS) Numeracy Skills	Apply mathematical and other quantitative, qualitative tools to analyse and evaluate numerical and graphical data for study/work	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits and case studies	Assignments, presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports
(b) Generic Skills			
PLO4 (IPS) Interpersonal Skills	Deal with different people in learning and working communities and other groups and networks, ethically and professionally.	Group assignments, group projects, industrial training, industrial visits, cooperative learning	Assignments, presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports

PLO5 (CS) Communication Skills	Communicate effectively through appropriate written and oral modes across a wide range of contexts and audiences	Individual and group assignments, group projects, industrial training, industrial visits, cooperative learning	Assignments, presentations, discussions, cooperative and problem-based exercises, observation of group projects, reports, peer assessment
PLO6 (DS) Digital Skills	Use a wide range of suitable digital technologies and appropriate software to enhance learning, research and practice	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits and case studies	Assignments, presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports
PLO8 (LAR) Leadership, Autonomy and Responsibility	Work collaboratively, lead using the acquired basic knowledge of leadership and assume different roles in a team to solve problems and make decisions in order to achieve a common goal	Group assignments, group projects, industrial training, industrial visits, cooperative learning	Group assignments, observation of group projects, peer assessment
PLO9 (PRS) Personal Skills	Acquire and manage relevant information from a variety of sources for continuous self-development and life-long learning independently	Group assignments, group projects, industrial training, industrial visits, cooperative learning	Industrial training reports, project reports, learning portfolios, observation by lecturers, peer assessment, assignments and discussions
PLO10 (ENT) Entrepreneurial Skills	Demonstrate entrepreneurial knowledge and skills in managing business operating activities	Lectures, industrial speakers, industrial visits, case studies	Case study reports, industrial training assessment, assignments
PLO11 (ETS) Ethics and Professionalism Skills	Display professional ethics and practices, and moral responsibility during social interactions for the benefit of mankind	Group assignments, group projects, industrial training, industrial visits, cooperative learning	Industrial training reports, project reports, learning portfolios, observation by lecturers, peer assessment, assignments and discussions

3. Classification of Courses

Components by Category and Total Credits for Graduation

Classification	Credit Hours	Percentage (%)
Compulsory University Courses	16	12.6
Core Courses	51	40.2
Specialisation Courses	30	23.6
Elective Courses	15	11.8
Industrial Training	12	9.5
General Course: General Elective	3	2.3
Total Credits for Graduation	**127**	**100**

4. Programme Structure and Features, Curriculum and Award Requirements

The course is offered in full-time mode and is based on 2 semesters academic session. The subjects are distributed and sequenced according to the level of knowledge (i.e., basic to advanced). Assessment is based on formative and summative evaluation conducted throughout the semester.

Conditions for Graduation

Graduates should fulfill all the curriculum requirements of the programme.

5. UTM Professional Skill Certificate (UTM PSC)

Students are required to enroll in professional certificate courses during their studies. *(Kindly refer to Appendix II)*

6. Cross Campus Programme

Students are given the opportunity to register for courses in participating local and international universities. The grades and credits gained can be transferred for the purposes of graduation.

7. Career Prospects

Graduates of the programme may work as product marketing managers, marketing assistants/executives, purchasing and administration executives, or hold management and marketing-related posts in industries within an ICT environment or in ICT-based organisations.

8. Curriculum Structure

University Courses (16 + 3 Credits)

MALAYSIA CORE VALUE (4 credits)		
ULRS 1022	Philosophy and Current Issues****	2
ULRS 1182	Appreciation of Ethics and Civilisations****	2
UHLM 1012	Bahasa Melayu Komunikasi 2 *(for international students only)*	2
**** International Students—choose either ULRS 1022 or ULRS 1182*		
VALUE & IDENTITY (2 credits)		
ULRS 1012	Value and Identity	2
GLOBAL CITIZEN (2 credits)		
ULRF 2XX2	Service Learning & Community Engagement Courses	2
COMMUNICATION SKILLS (6 credits)		
UHLB 2122	Professional Communication Skills 1	2*
UHLB 3132	Professional Communication Skills 2	2
UHLX 1112	Foreign Language for Communication Elective	2
For students who are not entitled to exemption of UHLB 1112 English Communication Skill, they are compulsory to take the course before taking UHLB 2122		
ENTERPRISING SKILLS (2 CREDITS)		
ULRS 3032	Entrepreneurship & Innovation	2
GENERAL ELECTIVE (3 CREDITS)		
XXXX XXX3	*Elective course offered by other faculty*	3

Core Courses (51 Credits)

CODE	COURSE NAME	CREDIT
SBSF 1013	Principles of Marketing	3
SBSD 1013	Principles of Microeconomics	3
SBSD 1033	Principles of Management	3
SBSD 1053	Principles of Macroeconomics	3
SBSD 1023	Business Mathematics	3
SBSC 1303	Business Accounting	3
SBSF 2023	Integrated Marketing Communication	3
SBSF 2113	Marketing Information Systems	3
SBSD 2023	Human Resource Management	3
SBSD 1103	Financial Management	3
SBSD 2053	Introduction to Operation Management	3
SBSD 2013	Business Statistics	3
SBSF 3113	Digital Marketing	3
SBSD 2073	Commercial Law	3
SBSF 4012	Seminar in Contemporary Marketing	2
SBSF 4033	Strategic Marketing	3
SBSF 4054	Final Year Project	4

Specialisation Courses (30 Credits)

CODE	COURSE NAME	CREDIT
SBSF 1023	Design and Creativity in Marketing	3
SBSF 2103	Consumer Behavior	3
SBSF 2123	Product Management	3
SBSF 2133	Pricing Decision	3
SBSF 3013	Marketing Research	3
SBSF 3053	Services Marketing	3
SBSF 3063	Advertising and Promotion Management	3
SBSF 3073	Global Marketing	3
SBSF 4023	Customer Relationship Management	3
SBSF 4063	Retail Management	3

Electives Courses (15 Credits)

CODE	COURSE NAME	CREDIT
SBSF 3043	Marketing For Innovative Products	3
SBSF 3083	Supply Chain Management	3
SBSF 3123	IP Management and Cyber Law	3
SBSF 3103	Tourism Marketing	3
SBSF 3133	Islamic Marketing	3
SBSF 4143	Sports and Leisure Marketing	3
SBSF 4153	Healthcare Marketing	3
SBSF 4043	Brand Management	3
SBSF 4093	Social Marketing	3
SBSF 4103	Logistic Management	3
SBSF 4113	Sustainability Marketing	3

Industrial Training (12 Credits)

CODE	COURSE NAME	CREDIT
SBSF 4058	Industrial Training (Practical)	8
SBSF 4044	Industrial Training (Report)	4

6. Study Plan by Semester - Bachelor of Management (Marketing) with Honours

YEAR 1

	SEMESTER 1			SEMESTER 2	
Code	**Subject**	**Credit**	**Code**	**Subject**	**Credit**
ULRS 1182	Penghayatan Etika dan Peradaban *Appreciation of Ethics and Civilisations*	2	**ULRS 1012**	Nilai dan Jati Diri *Value and Identity*	2
UHLM 1012	Bahasa Melayu Komunikasi 2 *Malay Language for Communication 2 (FOR INTERNATIONAL STUDENTS)*	2	**SBSD 1023**	Matematik Perniagaan *Business Mathematics*	3
SBSF 1013	Prinsip Pemasaran *Principles of Marketing*	3	**SBSD 1053**	Pengantar Makroekonomi *Principles of Macroeconomics*	3
SBSD 1013	Pengantar Mikroekonomi *Principles of Microeconomics*	3	**SBSF 2103**	*Gelagat Pengguna* *Consumer Behavior*	3
SBSF 1023	Rekabentuk dan Kreativiti dalam Pemasaran *Design and Creativity in Marketing*	3	**SBSD 2023**	Pengurusan Sumber Manusia *Human Resource Management*	3
SBSD 1033	Prinsip Pengurusan *Principles of Management*	3	**SBSF 2023**	*Integrasi Komunikasi Pemasaran* *Integrated Marketing Communication*	3
SBSF 2113	Sistem Maklumat Pemasaran *Marketing Information Systems*	3	***UHLB 1112**	Bahasa Inggeris Komunikasi *English Communication Skills*	2*
Total credits		****17 /19**	**Total credits**		**17**

Note:

* For students who are not entitled to exemption from UHLB 1112, need to take the course within Year 1.

**For Malaysian students, the total credits for this semester will be 17. For international students who choose to take ULRS 1182, total credits will be 19.

YEAR 2

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
ULRS 1022	Falsafah dan Isu Semasa *Philosophy and Current Issues*	2	ULRF 2XX2	Elektif Pembelajaran Servis & Penglibatan Komuniti *SL & Community Engagement Elective*	2
UHLB 2122	Kemahiran Komunikasi Profesional 1 *Profesional Communication Skills 1*	2	SBSF 4023	Pengurusan Hubungan Pelanggan *Customer Relationship Management*	3
SBSC 1303	Perakaunan Perniagaan *Business Accounting*	3	SBSF 2123	Pengurusan Produk *Product Management*	3
SBSD 2013	Statistik Perniagaan *Business Statistics*	3	SBSD 1103	Pengurusan Kewangan *Financial Management*	3
SBSD 2073	Undang-Undang Komersil *Commercial Law*	3	SBSF 2133	Keputusan Harga *Pricing Decision*	3
XXXX XXX3	Elektif Umum (kursus dari fakulti lain) *General Elective (course from other faculty)*	3	SBSF 3063	Pengiklanan & Promosi *Advertising & Promotions*	3
Total credits		***16/ 14	**Total credits**		17

Note:
***For Malaysian students and international students who choose to take ULRS 1022, the total credits for this semester will be 16. For those international students who have taken ULRS 1182, the total credits will be 14.

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
ULRS 3032	Keusahawanan dan Inovasi *Entreprenuership and Innovation*	2	UHLB 3132	Kemahiran Komunikasi Profesional 2 *Profesional Communication Skills 2*	2
SBSF 4063	Pengurusan Peruncitan *Retail Management*	3	UHLX 1112	*Elektif Komunikasi Bahasa Asing Foreign Language Elective*	2
SBSF 3113	Pemasaran Digital *Digital Marketing*	3	SBSF 3013	Penyelidikan Pemasaran *Marketing Research*	3
SBSD 2053	Pengenalan Pengurusan Operasi *Introduction to Operation Management*	3	SBSF 3XX3	Elektif I *Elective I*	3
SBSF 3053	Pemasaran Perkhidmatan *Service Marketing*	3	SBSF 3XX3	Elektif II *Elective II*	3
SBSF 3073	Pemasaran Global *Global Marketing*	3	SBSF 4XX3	Elektif III *Elective III*	3
Total credits		17	**Total credits**		16

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

ELECTIVE I & II
(Students choose courses from the following list – subject to if being offered)

Code	Subject	Credit
SBSF 3043	Pemasaran untuk Produk Inovatif *Marketing For Innovative Products*	3
SBSF 3083	Pengurusan Rantaian Bekalan *Supply Chain Management*	3
SBSF 3103	Pemasaran Pelancongan *Tourism Marketing*	3
SBSF 3123	Pengurusan IP dan Undang-undang Siber *IP Management and Cyber Law*	3
SBSF 3133	Pemasaran Islamik *Islamic Marketing*	3

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SBSF 4054	Projek Sarjana Muda *Final Year Project*	4	SBSF 4044	Latihan Industri (Laporan) *Industrial Training (Report)*	4
SBSF 4012	Seminar dalam Pemasaran Kontemporari *Seminar in Contemporary Marketing*	2	SBSF 4058	Latihan Industri (Praktikal) *Industrial Training (Practical)*	8
SBSF 4033	Pemasaran Strategik *Strategic Marketing*	3			
SBSF 4XX3	Elektif IV *Elective IV*	3			
SBSF 4XX3	Elektif V *Elective V*	3			
Total credits		**15**	**Total credits**		**12**

Note: Students are required to enroll in Professional Skill Certificate (PSC) courses during study. *(Refer to Appendix II)*

ELECTIVE III, IV & V
(Students choose courses from the following list – subject to if being offered)

Code	Subject	Credit
SBSF 4043	Pengurusan Jenama *Brand Management*	3
SBSF 4093	Pemasaran Sosial *Social Marketing*	3
SBSF 4103	Pengurusan Logistik *Logistic Management*	3
SBSF 4113	Pemasaran Lestari *Sustainability Marketing*	3
SBSF 4143	Pemasaran Sukan dan Rekreasi *Sports and Leisure Marketing*	3
SBSF 4153	Pemasaran Kesihatan *Healthcare Marketing*	3

SYLLABUS SUMMARY

SBSF 1013   Principles of Marketing

This course is designed to expose students to the theories and practices of marketing. It also assists students in developing effective marketing strategies and marketing programmes. This course focuses on four major elements which encompass understanding the marketing management process, development of marketing strategy, marketing mix, and management of marketing at societal and global levels.

SBSF 1023   Design and Creativity in Marketing

This course presents the concepts, principles and strategies in creativity and innovation. The aim of this course is to equip students with the knowledge and skills to manage innovation at the operational and strategic levels. Among the topics that will be lectured include important issues in managing innovation, product development and intellectual property.   Students should be able to understand the concept of creativity and innovation comprehensively, the management of creativity and innovations in an organisation and the methods used to develop creativity and innovation.

SBSF 2113   Marketing Information Systems

This course focuses on how technologies are changing the nature of marketing. From an applied perspective, the course explores how technologies such as the Internet, point of sale, data warehouse and data mining for example, can improve decision making and provide a competitive advantage in global markets. This course further educates the students about the operational elements and the tools of the MkIS. The focal aim is to orient students to the theory and concepts associated with using databases and mobile apps as effective marketing tools.

SBSF 2103   Consumer Behavior

This course introduces concepts and exploration of consumer behavior. Discussion will include issues related to globalisation and the digital environment on consumer behavior and their application in the planning and organizational strategic marketing. Emphasis is given on the understanding consumer behavior, conciliation and the development of marketing strategies and programmes.

SBSF 2023   Integrated Marketing Communication

This course explains marketing communications from the strategic perspective of the decision makers both inside and outside the firm. Various topics are viewed from the vantage point of the key individuals involved, such as the account manager, brand manager, creative, media buyer, and the Webmaster. More importantly, the course will be using the Integrated Marketing Communications (IMC) approach.

SBSF 3013   Marketing Research

This course is an advanced course in marketing and becomes a major course for marketing students. It will expose and train students in the marketing research process and the importance of marketing research into business and commerce. Students will learn about problem formulation, designing research questions, writing literature review, data analysis using SPSS software and drawing conclusions from the research findings.

SBSF 3113   Digital Marketing

This course focuses on a rapidly evolving area of study – the Internet. The roles of how to best utilize the Internet and the new marketing channels are changing daily. Given these characteristics, this course will be a combination of analytical/critical endeavour and practical experience – analyze new marketing opportunities arising from the Internet, assess the challenges this medium presents and develop appropriate course of action to leverage strengths of this medium.

SBSF 4054   Final Year Project

This course is designed to give students an experience to conduct research related to the field of their study. Students will be guided to diagnose problems, investigate the background of the problems, decide the sample and subject as well as the methodology and approach of the study. Students will also be trained to review past research to develop a conceptual framework. Students collect and analyse the collected data to answer the objectives. The write up should be done systematically based on specified writing format.

SBSF 3043   Marketing for Innovative Products

This course views product innovation and the management of new product development from a strategic perspective. Students will gain an appreciation for the importance of product innovation especially for companies wanting to regain and retain competitive advantage within their industry. The course considers the planning, development and implementation of new products within the context of a competitive and dynamic marketing environment, the fast pace of technology development, the convergence of industries and the increasing sophistication of the consumer.

SBSF 3053   Services Marketing

Services present special challenges that must be identified and addressed. Topics covered focus and address the problems commonly encountered in services organizations. The course highlights problems related to organizing inventory, difficulties in synchronizing demand and supply and challenges in controlling the performance quality of human interactions.

SBSF 3063   Advertising and Promotion Management

This course explains advertising from the strategic perspective of the decision makers both inside and outside the firm. Various topics are viewed by key individuals involved, such as the account manager, brand and creative manager, media buyer and the Webmaster.

SBSF 3073   Global Marketing

This course gives an early exposure to the changes, opportunities and threats that emerge in the global platform. Students will be trained to develop critical thinking skills in facing global competition and global managerial skills.

SBSF 3083   Supply Chain Management

This course is designed for early exposure and understanding of the theory and practical in purchasing and Supply Chain Management (SCM). It guides students to develop effective purchasing and SCM strategies. The course focuses on seven major elements which encompass quality, quantity, cost, delivery, supplier selection and relationship and purchasing process as well as business market demands.

SBSF 3123   IP Management and Cyber Law

This course aims to equip students with legal knowledge suitable for technopreneurs and managers. It focuses on how the changes in information and communication technologies, present fundamental challenges to the existing law. This course provides an overview of specific categories of law (contract, tort, criminal law and intellectual property) in the context of cyberspace related to business, finance and social issues at national and international levels.

SBSF 3103   Tourism Marketing

This course introduces marketing concepts in the tourism industry. It emphasises the technique and modern marketing mix, the characteristics of tourists, managing demand, tactical plan and strategies of marketing of tourism industry.

SBSF 4023   Customer Relationship Management

This course illustrates a comprehensive review of Customer Relationship Management. It will explain what the CRM is, the benefits, how it works, and how it will be implemented. Students learn how to find the most valuable customers and how to increase efficiency in customer acquisition, managing customer life cycle and churn management through appropriate CRM practices.

SBSF 4033   Strategic Marketing

This is an advanced course in marketing strategy. The course introduces students to the strategic management and strategic marketing planning process, concept and structure, as well as the importance of vision and mission and strategies to business organization. It guides students to: Perform situation analysis (internal, customer, industry, competitor, and distribution channel analyses) using various strategic marketing tools, as well as examine the impact of globalization, IR40 and digital revolution on the marketing landscape; Determine appropriate value and marketing strategies based on the situation analysis, Establish action plan by developing strategic marketing objectives, key result areas, key performance indicators, targets, and initiatives to deploy the marketing strategies; and Develop tactical plans involving specific marketing instruments to effectively execute the action plan. The course helps students to develop the skills needed to develop and present a complete marketing plan. Learning experience using case studies will help students in making strategic marketing decisions and determining the future marketing direction of companies.

SBSF 4043   Brand Management

The course describes some of the past and present challenges faced by brand managers. It introduces the branding principles, models and frameworks to help students plan and execute brand strategies.

SBSF 4044   Industrial Training (Report)

Students are expected to submit a report and present on the activities and experience they went through.

SBSF 4058   Industrial Training (Practical)

Industrial training is an essential component in the development of the practical skills required by a student prior to graduation. It is also an aspect of education that integrates knowledge with planned and supervised career-related work experience processes. The purpose of the course is to develop and strengthen the students' educational and career preparation. It allows the students to understand the connection between what is studied and how it is applied in the real world. It also exposes the students to the interpersonal relationships a job requires, both with co-workers and superiors that are essential in obtaining a successful and satisfying career.

SBSF 4103   Logistic Management

This course includes all the activities required to move products and information to, from, and between members of a supply chain. Additionally, logistics management provides the framework for business and their suppliers to jointly deliver goods, services, and information efficiently, effectively, relevantly, and in a sustainable manner to customers. Furthermore, this course exposes students to logistics mission, business process, and strategies needed to achieve integrated logistics and supply chain operations.

SBSF 4063   Retail Management

This course exposes students to the basic concept of retailing, process and the management in retailing business. Students will be trained to choose and adopt technology such as the web, e-retailing concept, UPC, EDI as a tool to

implementation the retailing strategies. At the end of the course, students will be able to design strategies for businesses in the retailing industry, utilising suitable technologies and solve competition problems in retailing.

SBSF 4113   Sustainability Marketing

This course introduces issues related to environmental marketing. Topics covered include the theoretical basis, managerial perspective, public policy viewpoint and for empirical evidence for sustainable marketing activities.

SBSF 4093   Social Marketing

This course introduces the concept of social marketing as a means of responding and helping in the needs of society or a community. The course is divided into four sections, Social Marketing vs. Commercial Marketing, Analyzing the Social Marketing Environment, Developing Social Marketing Strategies, Implementation of Social Marketing Strategies.

SBSF 2123   Product Management

This course covers a range of issues regarding product management functions that guides every step of a product's lifecycle: from development, to positioning and pricing, by focusing on the product and its customers first and foremost. To build the best possible product, product managers advocate for customers within the organization and make sure the voice of the market is heard and heeded.

SBSF 2133   Pricing Decision

This course provides a managerial introduction to the pricing concepts and strategies in the aspects of marketing decisions. This course will examine pricing strategies and tactics as a tool that guide how firm choose its target markets, initiate, modify and develop pricing structure and integrate the pricing strategies in developing its products. At the end of this course students are able to suggest appropriate pricing strategies to solve marketing problem

SBSF 3133   Islamic Marketing

This course is an elective course that identifies the features of the Islamic structure of International Marketing practices and ethics. This course focuses on the contemporary Islamic ethical practices that elevates the standards of behaviour of traders and consumers alike and creates a value-loaded framework for firms, establishing harmony and meaningful cooperation between international marketers and their Muslim target markets. Students are exposed to an entire Islamic marketing functions that entails to ethical concerns, value creation and innovation. The course also provides insights into key elements such as, distribution channels, retailing practices, branding, positioning, and pricing; all within the Muslim legal and cultural norms.

SBSF 4143   Sport and Leisure Marketing

This course covers a range of issues regarding Leisure services and sport marketing. Among others it will discuss the Leisure services industry infrastructure as well as the conceptual underpinnings of marketing services on leisure organisation and co-ordination, for example, destination marketing, and consumption. Contemporary issues in leisure services and sports marketing will also be covered, for example the market development of screen tourism, and the growth of medical tourism in Asia and Malaysia in particular.

SBSF 4153   Healthcare Marketing

This course provides students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the course offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market. It describe and critically analyse marketing theories and methodologies, applied to health care marketing to understand health care markets and consumer decision making about health. It will foster an understanding in market research as applied to health care products, services, and social marketing campaigns. Students will be exposed to the links between strategic planning and marketing, uses of social marketing and marketing communications, especially social media, in the health care sector. Student will be trained to develop a marketing plan for a health care service, or a social marketing campaign,

more specifically, health care consumption decisions, that are subject to substantial ethical considerations and public-policy scrutiny; are made by multiple decision makers, often with competing economic interests; involve wide variation in levels of end-user knowledge and motivation yet often rely heavily on co-production; are made within rapidly-changing technological environments requiring education of stakeholder groups.

SBSF 4012   Seminar in Contemporary Marketing

The marketing field is changing rapidly. Important new themes, such as creative strategic thinking and innovativeness; calls for marketing accountability and sustainable marketing strategies; two-dimensional approach to branding are getting attention. In this course, the aim is to discuss contemporary issues and theoretical developments within scientific marketing literature. The purpose of the course is to provide students with a broad exposure to marketing strategy literature and with a working knowledge of the important substantive topics and conceptual ideas of contemporary marketing strategy research. The course should help students critically analyze new ideas and relate these ideas to their own research interests. The course will consist of both short lectures/industrial lectures and discussions of scientific assigned articles from leading marketing journals. The main aim is to critically review, reflect and discuss a set of key readings within a topical area of marketing. During the lectures, there will be a variety of assignments. Students are asked to read the articles upfront in order to get more vivid class discussions. At the end of this course, students are required to write term project consisting of an in-depth study of a very specific topic within the contemporary area of marketing in Malaysia.

SBSD 1013   Principles of Microeconomics

This course will provide an understanding of basic and fundamental skills of economic analysis. Undertaking microeconomics is necessary for individuals or organizations/firms to make rational decisions and to evaluate the effects of the government policies. It forms the basis for understanding microeconomics and the study of the entire economy concentrating on firms, households, government and market structures.

SBSD 1023   Business Mathematics

This course encompasses basic mathematical concepts, techniques and applications that are useful to students in the field of business, economics, management and social sciences. The topics covered include review and revision on algebra and arithmetic: The number system, whole numbers, negative numbers, fractions, percentages and decimals, linear equations and system of linear equations and applications, quadratic functions and applications, introduction to differentiation, differentiations and optimisations and applications as well as introduction to matrix algebra. The key business topics include introduction to simple interest and compound interest, annuity, mathematics of selling, business discounts and mark-ups, business and consumer loans and early payoffs of loans.

SBSD 1033   Principles of Management

This course discusses the concepts, theories and techniques of modern management which are important in the management discipline. This course covered the basic concepts and theories in the main functions of management: planning, organizing, directing and controlling. Topics that are being discussed include management and managers, evolution of management thought, social responsibility and ethics, planning, decision making, organizational structure and design, human resource management, communication, leading, team, motivation, and controlling.

SBSD 1053   Principles of Macroeconomics

This course provides students with an understanding of the factors which affect an economy in aggregate terms such as national income, interest rates and price level. This course also explains the effects of economic policies, in particular, monetary and fiscal policies on economic stability. This course will deliver fundamental knowledge and applications of the fundamental macroeconomics contents.

SBSD 2023   Human Resource Management

In this 21st century, organisations are faced with challenges of rapid technological change, internationalization of business, changing organisational forms and an increasingly diverse workforce. This course is designed to introduce students to the field of human resource management (HRM) and key functions of HRM in Malaysia. Topics covered

include overview of HRM, followed with more specific discussions on its main functions such as recruitment, placement, training and development, compensation, employee relations, and safety and health.

SBSD 2053   Introduction to Operation Management

This course discusses the Operation Management (OM) discipline that applies to virtually all productive enterprises such as office, hospital, restaurant or a factory. It focuses more on the efficiency of production of goods and services through the application of appropriate tools and techniques. By studying this course, students will be able to know how significant the function of OM related to all other business functions and how goods and services are produced through the transformation of inputs to outputs.

SBSD 1103   Financial Management

This course discusses the basic concepts of accounting and financial management, methods of financial statement analysis, evaluation of financial assets in terms of risk and return, and short-term and long-term capital management of an organisation.

SBSD 2013   Business Statistics

The course focuses on parametric statistical inference of comparing means, analysis of variance and multiple regressions. It also introduces statistical test of non-parametric analysis. The approach of teaching includes manual calculations and interpretation of computer statistical reports. Laboratory data analysis is also part of the course.

SBSD 2073   Commercial Law

All commercial transactions are governed by law. This course aims to provide knowledge about areas of law which affect commercial transactions. This course focuses on the Malaysian Legal System, Contract Law, Law of Agency, sale of goods, company law and partnership law.

SBSC 1303   Business Accounting

This course is designed to provide an understanding of the basic principles and concepts of accounting and bookkeeping. It also covers the accounting cycle in an organization such as the use of journals, posting, preparation of trial balance, preparation of financial statements and adjustments for final accounts. In addition, the course also covers the financial ratio analysis to evaluate the performance of a business. Finally, management accounting is also introduced.
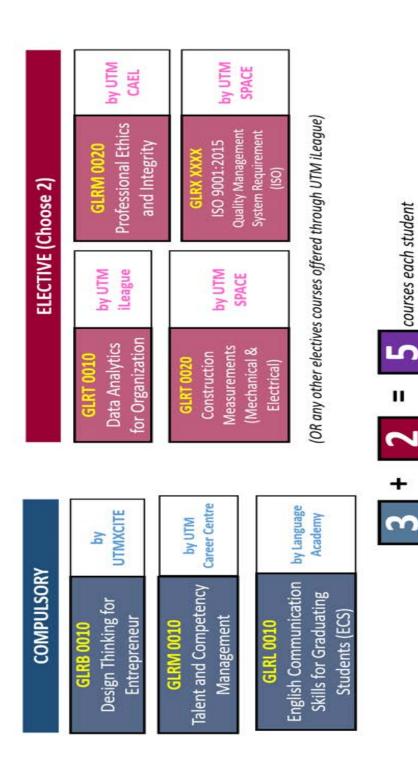
APPENDIX

UTM UNDERGRADUATE GENERAL COURSE

16 CREDITS

(starting from intake 2022/2023)

MALAYSIA CORE VALUE	VALUE & IDENTITY	GLOBAL CITIZEN	COMMUNICATION SKILLS	ENTREPRISING SKILLS
4 CREDITS	**2 CREDITS**	**2 CREDITS**	**6 CREDITS**	**2 CREDITS**
MALAYSIA STUDENT • URLS1022 - Philosophy and Current Issues • ULRS1182 - Appreciation of Ethics and Civilisations **INTERNATIONAL STUDENT** • URLS1022 - Philosophy and Current Issues **or** • ULRS1182 - Appreciation of Ethics and Civilisations **and** • UHLM1012 - Malay Language for Communication 2	ULRS1012 - Value & Identity	ULRF2XX2 - Service Learning & Community Engagement Courses	UHLB2122 - Professional Communication Skills 1 UHLB3132 - Professional Communication Skills 2 UHLX1112 - Foreign Language for Communication Elective	ULRS3032 - Entrepreneurship & Innovation

Source : Center for Academic and Experience Learning (CAEL), UTM Institute For Life Ready Graduate (UTM iLeaGue)

UTM Professional Skill Certificate *(UTM PSC)*

COMPULSORY

GLRB 0010
Design Thinking for Entrepreneur
by UTMXCITE

GLRM 0010
Talent and Competency Management
by UTM Career Centre

GLRL 0010
English Communication Skills for Graduating Students (ECS)
by Language Academy

ELECTIVE (Choose 2)

GLRT 0010
Data Analytics for Organization
by UTM iLeague

GLRT 0020
Construction Measurements (Mechanical & Electrical)
by UTM SPACE

GLRM 0020
Professional Ethics and Integrity
by UTM CAEL

GLRX XXXX
ISO 9001:2015 Quality Management System Requirement (ISO)
by UTM SPACE

(OR any other electives courses offered through UTM iLeague)

3 + **2** = **5** courses each student

For further information, kindly refer to: *https://ileague.utm.my/utm-professional-skills-certificate-utm-psc/*

GRADE AND POINT VALUE SYSTEM
(FOR BACHELOR DEGREE PROGRAMMES)

Students' achievement in any particular subject is reflected in the grade obtained. The relationship between marks, grade and point value is shown in the table below:

Marks	Grade	Point Value
90 – 100	A+	4.00
80 – 89	A	4.00
75 – 79	A-	3.67
70 – 74	B+	3.33
65 – 69	B	3.00
60 – 64	B-	2.67
55 – 59	C+	2.33
50 – 54	C	2.00
45 – 49	C-	1.67
40 – 44	D+	1.33
35 – 39	D	1.00
30 – 34	D-	0.67
00 – 29	E	0.00

Calculation of GPA, CPA and Academic Standing

The students' academic standing is based on GPA (Grade Point Average) and CPA (Credit Point Average) calculated based on their achievement in all registered courses in any particular semester. Each grade is changed to point based on the formulation below:

Point	=	Course credit **X** Point value
GPA (Grade Point Average)	=	$\dfrac{\text{Total Point}}{\text{Total credit for the particular semester}}$
CPA (Cumulative Point Average)	=	$\dfrac{\text{Total points as a whole}}{\text{Total credit as a whole}}$

Academic Standing

The students' academic standing for any particular semester is measured based on GPA, while their standing as a whole is based on CPA which also determines the status of standing, whether Good Standing (*Kedudukan Baik* - KB), Probationary Standing (*Kedudukan Bersyarat* - KS) or Failure Standing (*Kedudukan Gagal* - KG) based on the following guidelines:

Academic Stading	CPA
Good Standing (*Kedudukan Baik* - KB)	CPA > 2.00
Probationary Standing (*Kedudukan Bersyarat* - KS)	1.70 < CPA < 2.00
Failure Standing (*Kedudukan Gagal* - KG)	CPA < 1.70

An example of academic standing is as follows (Cumulative Point Average):

Semester	GPA	CPA	Academic Standing
I	3.82	3.82	Good Standing (*Kedudukan Baik* - KB)
II	3.84	3.83	Good Standing (*Kedudukan Baik* - KB)

Students obtaining Probationary Standing (*Kedudukan Bersyarat* - KS) are not allowed to exceed 12 credits when registering for the semester that follows.

ACADEMIC ADVISORY SYSTEM

The students need a complete advisory service throughout their studies. Thus, the faculty has provided an Academic Advisory System to assist the students.

Importance of the Academic Advisor
To help students to acclimatise and enculturate themselves to the academic environment, solve any problem quickly and hence benefit from the system fully, each student must obtain due guidance, motivation and   advice. Each student is put under the supervision of an Academic Advisor who is an academic staff member from the student's own faculty. The Academic Advisor will strive to solve problems faced by students under his or her care. The effort could entail consultations with other related parties such as counsellors, doctors, specific course lecturers and others.
 Each student needs to acquire appropriate advice particularly in the following aspects:-
- The Semester system does not make it compulsory for students to take all subjects offered in each semester. Students must choose and plan which subjects to take, taking into consideration their capabilities.
- The Semester system is an intensive learning system and uses the continuous evaluation approach. Students must conform to this system.

Responsibility of the Academic Advisor
Before registering courses for a particular semester, students should discuss with their Academic Advisors in order to identify courses which should be taken and then form their lecture schedule. Among the items which need attention from the Academic Advisor is to explain to students about prerequisite courses and status of certain courses like Compulsory Attendance (*Hadir Wajib* – HW), Attendance Only (*Hadir Sahaja* – HS) and others. The Academic Advisor must also ensure that students fill in the registration form correctly and the total credit taken is not too heavy or otherwise.

The detailed responsibility of an Academic Advisor are as follows:-
i. Keep academic progress reports of students under his or her responsibility.
ii. Meet students under his or her supervision in the first week and give a general explanation about the Semester system and other matters pertaining to students' studies and henceforth keep track of   students' achievements.
iii. Inform the faculty administration from time to time regarding students' achievements and problems.
iv. Check and validate registration of courses.
v. Advise and help students plan their studies for the whole duration of the programme in terms of the selection of courses, total number of credits taken and duration of studies.
vi. Monitor students' academic performance and make amendments to the original plan where

necessary.

vii. Validate students' request to withdraw from a course.

viii. Advise and inform students on the effect of registering and dropping a course.

ix. Distribute students' course registration slips.

Responsibility of Students

The responsibility of students is to ensure that they meet their respective Academic Advisors to obtain advice or solve any existing problems.

MINOR PROGRAMMES

Minor programmes are academic programmes determined by a particular faculty and approved by the University Senate. Minor programmes contain **FIVE (5)** or more courses with a minimum total credit pass of 15 credits.

The course group for a particular Minor programme is determined by the faculty offering the programme based on the existing curriculum of the Bachelor Degree Programme at the faculty and has fulfilled and taken into consideration requirements stipulated by the University Senate which amongst others include those stated above. Taking a Minor programme will not alter the Bachelor Degree Programme attended by the student.

The Minor programme provides an avenue for students to be exposed to other fields on a small scale without being saddled with burdensome requirements apart from those required by the Bachelor Degree Programme attended. Supplementary knowledge and expertise of more than one field will facilitate the graduate to be more flexible and competitive in facing the job market.

The list of Minor programmes offered, specific course list and requirements as well as programme requirements can be obtained from the Guidelines on Minor Programme (*Garis Panduan Program Minor*) as published at UTM ILeague's website:
https://ileague.utm.my/files/2020/10/GarisPanduanProgramMinor.pdf

a. **Qualification Requirement**

   i.   UTM students can apply to enrol in a particular Minor programme offered based on the requirements and rules stipulated by the University.

   ii. Students can only enrol in a Minor programme starting from semester **FOUR (4ᵗʰ)** of studies and have passed at least 40 credits (including transfer of credit) for Bachelor Degree programme.

   iii. Students interested to enrol in a Minor programme must obtain a Good Standing (*Kedudukan Baik* **- KB)** with a **GPA exceeding 3.0** on the date of application and on the date of registration of a particular Minor programme. Only qualified students can apply to enrol in a particular Minor programme as determined by the Faculty offering the programme.

   iv. Students are not encouraged to follow a Minor programme which is very similar to the students' Bachelor Degree, pending on the requirements stipulated by the Faculty.

b. **Curriculum and Conferment Requirements**

   i.   Enrolment in a particular Minor will neither change the curriculum nor the Course Total Pass Credit for a particular Bachelor Degree programme attended.
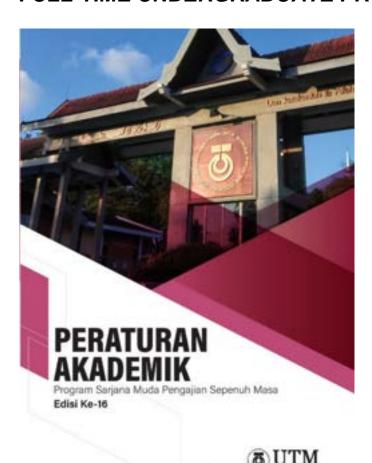
ii.   Failure in courses stipulated for a particular Minor programme attended does not go against the stipulations and requirements of a Bachelor Degree conferment.

iii.   Students can apply to be conferred a Bachelor Degree even if the passing requirements of the Minor programme is not fulfilled.

iv.   Students who would like to be conferred a particular Minor programme must complete all the stipulated pass credits of the Minor programme as well as all the pass credits of the Bachelor Degree Course attended within the stipulated duration of the Bachelor Degree studies.

v.   Courses which the students have passed in the Minor programme will be noted in the students' results transcript in the semester in which it was taken together with the grades obtained. Results of the minor course will be taken into account in the CPA and GPA calculation of that particular semester.

c.   Enrolment in More than One Minor Programme

i.   Students who are qualified can apply to enrol in not more than **TWO (2)** Minor programmes.

ii.   Students are not allowed to change the Minor programmes registered for.

UTM ACADEMIC REGULATIONS
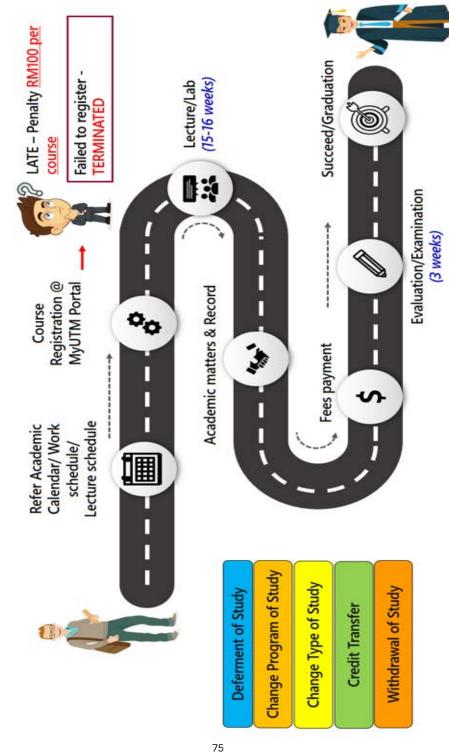## *FULL-TIME UNDERGRADUATE PROGRAMMES*

This Undergraduate Academic Handbook of Faculty of Management should be read together with **UTM Academic Regulations, Full-time Undergraduate Programmes** 16th Edition that can be downloaded from the UTM iLeaGue's website:

https://ileague.utm.my/academic-rules/

UTM STUDENT'S TIMELINE (every semester)

Refer Academic Calendar/ Work schedule/ Lecture schedule

Course Registration @ MyUTM Portal

LATE – Penalty RM100 per course

Failed to register - TERMINATED

Lecture/Lab (15-16 weeks)

Academic matters & Record

Fees payment

Evaluation/Examination (3 weeks)

Succeed/Graduation

- Deferment of Study
- Change Program of Study
- Change Type of Study
- Credit Transfer
- Withdrawal of Study

Source: https://amd.utm.my

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