



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Faculty of
Management



UNDERGRADUATE ACADEMIC HANDBOOK

FACULTY OF MANAGEMENT

2025/2026

UNDERGRADUATE ACADEMIC HANDBOOK
Faculty of Management, Universiti Teknologi Malaysia
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ATTENTION

The content of this book is true and accurate at the time of publishing.
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For further information, kindly contact:

Dean
Faculty of Management
Universiti Teknologi Malaysia
81310 UTM Johor Bahru, JOHOR.

Telephone No.: +607-5610188
E-mail: fm@utm.my
Website: <https://management.utm.my>

Note:

Student intake 2025/2026 must refer to this academic handbook for subject registration each semester

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Welcome to Faculty of Management Universiti Teknologi Malaysia

We are honoured that you have chosen FM and UTM as your destination for acquiring knowledge, enhancing skills, building character, and honing leadership abilities for a successful future career.

Our commitment, alongside the faculty leadership team and all academic and administrative staff, is to provide you with an exceptional educational experience. We offer an industry-driven curriculum, personalized academic advising, and an educational ecosystem designed to support the university's goal of developing students who are:

- (a) Competent in their knowledge and mastery of technology within their respective fields of study,
- (b) Equipped with soft skills rooted in professionalism, manners, and respect, and
- (c) Shaped by strong character, leadership, and a personality that can positively impact our stakeholders.

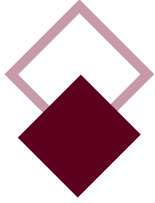
At FM, we take pride in our diverse community of staff and students from around the globe. Together, we can celebrate our rich diversity, enhancing the fabric of our faculty. We believe that diversity is the key to synergy, driving us toward excellence and harmony.

Learning at FM extends far beyond the classroom. To enrich your academic journey, we collaborate with industry professionals who will help nurture young talent and open doors to valuable networking opportunities. Our educational approach includes Work-Based Learning, Multidisciplinary Projects, Entrepreneurship, Case Studies, Simulations, and Research, all guided by our professional academics and industry experts. These experiences are designed to prepare you to meet and exceed the expectations and challenges of the professional world.

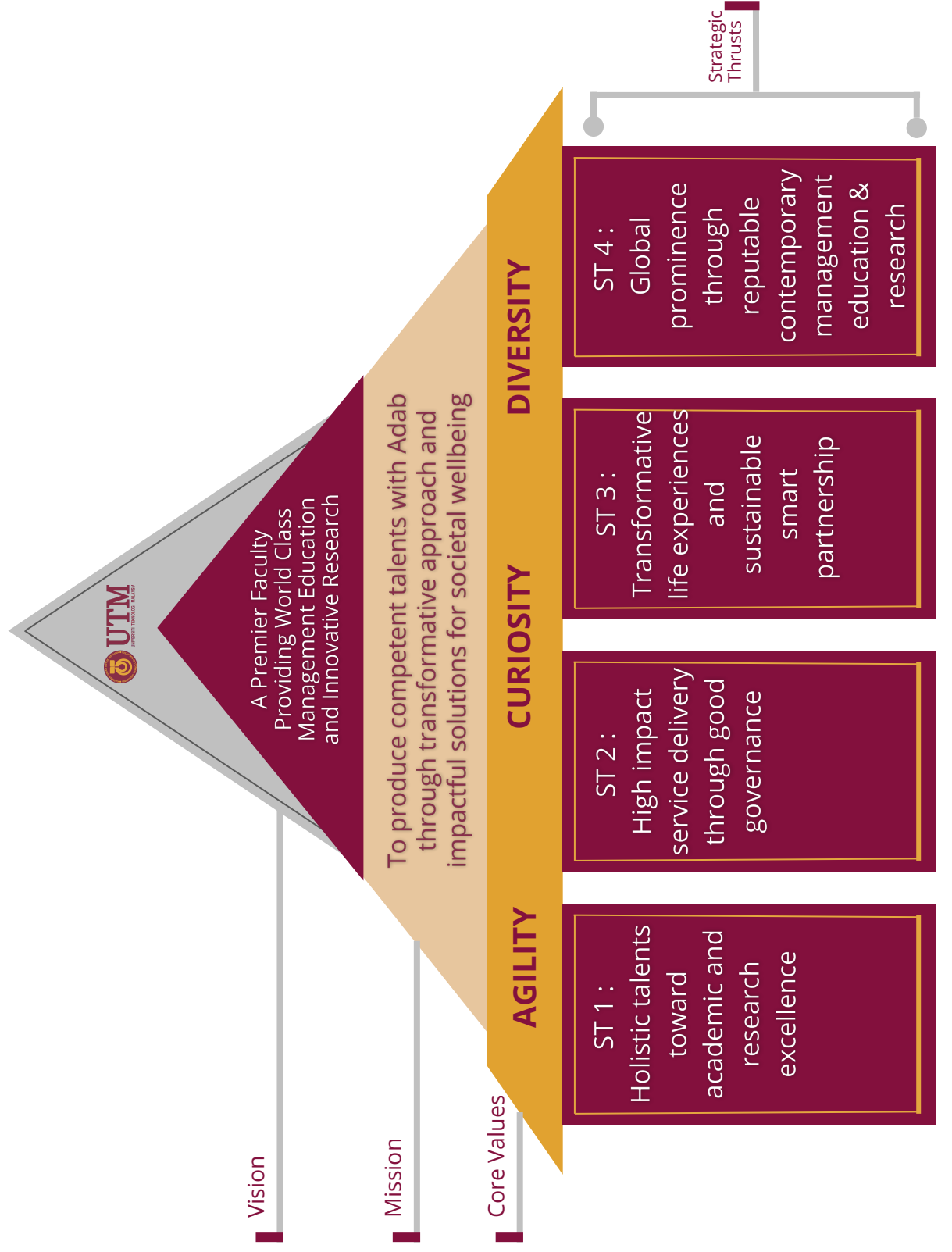
International exposure remains a top priority for us at FM. We encourage you to actively engage and take advantage of opportunities such as summer schools and international visits. These experiences offer new perspectives that foster openness, an appreciation for diverse values and cultures, and deep insights. Such exposure will not only add value to your education but also play a significant role in shaping your character.

Dear students, enjoy your campus life here and we wish you all the best!

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



FACULTY OF MANAGEMENT VISION, MISSION AND CORE





FACULTY OF MANAGEMENT HEAD OF PROGRAMME & HEAD OF PANEL

HEAD OF PROGRAMME



DR. MAZILAH ABDULLAH

Bachelor of Management (Marketing)
with Honours (SBSFH)
mazilah@utm.my



DR. NURSYAZWANI MOHD FUZI

Bachelor in Accounting
with Honours (SBSCH/SFMCH)
nursyazwani.mohdfuzi@utm.my



ASSOC. PROF. DR. AB RAZAK CHE HUSSIN

Doctor of Philosophy
Field of Research : Information Systems (PFMS3)
abrazak@utm.my



DR. NORZAIDAHWATI ZAIDIN

Doctor of Philosophy
Field of Research : Management (PFMM3)
nzw@utm.my



ASSOC. PROF. DR. ASLAN AMAT SENIN

Master of Management
Specialization: Technology Management (MHAM2)
aslan@utm.my



DR. RUZITA SELAMAT

Bachelor of Management
with Honours (SFMH)
ruzita@utm.my



DR. TEH ZAHARAH YAACOB

Bachelor of Management (Technology)
with Honours (SBSOH)
tehzaharah@utm.my



DR. MOHAMAD HAIDER ABU YAZID

Bachelor in Business Analytics
with Honours (SFMSH)
mohamadhaider@utm.my



DR. MOHAMAD SHAH KASSIM

Master of Philosophy
Field of Research :
Management (MFMM3)
mshah9344@utm.my



ASSOC. PROF. DR. OTHMAN IBRAHIM

Master in Information Technology
Entrepreneurship (MFMS1)
othmanibrahim@utm.my



DR. SITI AISYAH SALIM

Master of Information Technology
Specialization: Information Technology Management
(MBSC2)
norris@utm.my

HEAD OF PANEL



DR. AZMIRUL ASHAARI

Quantitative & Operations
azmirul@utm.my



DR. HAKIMAH MUHAMMAD ZIN

Law
hakimah@utm.my



DR. RUZITA SELAMAT

Management
ruzita@utm.my



DR. UMAR HAYAT ABDUL KOHAR

Entrepreneurship
umarhayat@utm.my



DR. NORKHAIRUL HAFIZ BAJURI @ MOK

Accounting
m-khairul@utm.my



ASSOC. PROF. DR. BATAH MAHADI

Economy
batiah.k@utm.my



ASSOC. PROF. DR. ASLAN AMAT SENIN

Technology Innovation
aslan@utm.my



DR. NUR BALQISH HASSAN

Marketing
nurbalqish.hassan@utm.my



DR. HANINI ILYANA CHE HASHIM

Finance
haniniilyana@utm.my



DR. NAZMONA MAT ALI

Information Systems
nazmona@utm.my

ENTRY REQUIREMENTS
(MALAYSIA STUDENTS)

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN STPM, MATRIKULASI/ ASASI DAN STAM SESI
AKADEMIK 2025/2026**

PROGRAM	LEPASAN STPM	LEPASAN MATRIKULASI/ ASASI
<p>Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester</p> <p>Sarjana Muda Pengurusan (Pemasaran) dengan Kepujian UT6342001 8 Semester</p> <p>Catatan:</p> <p>Program ini terbuka kepada calon Aliran Sains dan Sastera</p> <p>Tertinggi kepada calon Lepasan Matrikulasi/ Asasi berikut:</p> <p>Matrikulasi KPM Aliran Sains Matrikulasi KPM Aliran Kejuruteraan Matrikulasi KPM Aliran Perakaunan Asasi Sains UM Asasi Kejuruteraan UiTM Asasi Sains UiTM ASASipintar UKM Asasi UTM</p>	<p style="text-align: center;">Memenuhi Syarat Am Universiti Serta KEPERLUAN KHAS PROGRAM</p> <p>Lulus STPM dengan mendapat sekurang- kurangnya Gred B (NGMP 3.00) dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> Mathematics (M) atau Mathematics (T)/ Ekonomi/ Perakaunan/ Pengajian Perniagaan/ Physics/ Biology/ Information and Communications Technology (ICT)/ Sejarah/ Seni Visual. <p style="text-align: center;">dan</p> <p>mana-mana SATU (1) mata pelajaran lain kecuali Pengajian Am</p> <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> Matematik <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>	<p style="text-align: center;">Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM</p> <p>Mendapat sekurang-kurangnya Gred B (3.00) pada peringkat Matrikulasi/ Asasi dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> Mathematics/ Physics/ Biology/ Computer Science/ Computing/ Programming/ Ekonomi/ Prinsip Ekonomi/ Pengurusan Perniagaan/ Accounting. <p style="text-align: center;">dan</p> <p>mana-mana SATU (1) mata pelajaran lain.</p> <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> Matematik <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN STPM, MATRIKULASI/ ASASI DAN STAM SESI
AKADEMIK 2025/2026**

PROGRAM	LEPASAN STAM
<p>Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester</p> <p>Sarjana Muda Pengurusan (Pemasaran) dengan Kepujian UT6342001 8 Semester</p>	<p align="center">Memenuhi Syarat Am Universiti Serta KEPERLUAN KHAS PROGRAM</p> <p>Mendapat sekurang-kurangnya Pangkat Jayyid Jiddan dalam Peperiksaan Sijil Tinggi Agama Malaysia (STAM)</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Matematik <p align="center">dan</p> <p>Mana-mana DUA (2) mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Matematik Tambahan • Ekonomi/ Ekonomi Asas • Prinsip Perakaunan • Perdagangan/ Perniagaan • Fizik • Information & Communication Technology/ Programming & Development Tools <p align="center">dan</p> <p>mana-mana SATU (1) mata pelajaran lain.</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN DIPLOMA UA, POLITEKNIK DAN KELAYAKAN SETARAF
SESI AKADEMIK 2025/2026**

PROGRAM	LEPASAN DIPLOMA	LEPASAN KELAYAKAN SETARAF (A LEVEL/ IB/ AUSMAT)
<p>Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester</p> <p>Sarjana Muda Pengurusan (Pemasaran) dengan Kepujian UT6342001 8 Semester</p>	<p align="center">Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM</p> <p>Memiliki Diploma atau kelulusan lain yang diiktiraf oleh Kerajaan Malaysia dan diperakukan oleh Senat UTM;</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya PNGK 2.70 atau mempunyai sekurang-kurangnya dua (2) tahun pengalaman bekerja dalam bidang berkaitan bagi calon yang mendapat PNGK kurang dari 2.70;</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Matematik <p>atau</p> <p>Mendapat sekurang-kurangnya Gred C pada peringkat Diploma dalam salah satu mata pelajaran Mathematics.</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p> <p>Catatan:</p> <ul style="list-style-type: none"> • Calon dikehendaki muat naik keputusan peperiksaan yang lengkap semasa Diploma (Semester pertama hingga semester akhir) dan salinan Diploma atau surat pengesahan tamat pengajian melalui sistem UPUOnline. • Tahun kemasukan dan tempoh pengajian sebenar adalah tertakluk kepada pengecualian kredit yang diluluskan oleh UTM. 	<p align="center">Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM</p> <p>Memiliki kelayakan GCE A Level dengan sekurang-kurangnya mendapat Gred C atau Memiliki kelayakan International Baccalaureate Diploma (IB) dengan mendapat Gred 4 mata pelajaran peringkat HL atau Memiliki Australian Matriculation Program (AUSMAT) dengan mendapat Gred C / 60% ATAR Rank dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Mathematics/ Physics/ Biology/ Computing/ Accounting/ Economics/ Business Management <p align="center">dan</p> <p>mana-mana SATU (1) mata pelajaran lain.</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Matematik <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan/ Band 5.5 dalam ujian IELTS (Academic)/ score 500 dalam ujian TOEFL PBT/ score 46 dalam ujian TOEFL IBT/ score 51 dalam Pearson Test of English (PTE)/ score 160 dalam Cambridge English Qualifications and Tests/ level 108 dalam ELS Certified Intensive English Programme Level.</p>

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN DIPLOMA UA, POLITEKNIK DAN KELAYAKAN SETARAF
SESI AKADEMIK 2025/2026**

PROGRAM	LEPASAN APEL. A
<p>Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester <i>(Terbuka kepada Calon yang mempunyai Sijil APEL.A)</i></p> <p>Sarjana Muda Pengurusan (Pemasaran) dengan Kepujian UT6342001 8 Semester</p>	<p align="center">Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM</p> <p>Memiliki Sijil Perakuan APEL.A dari Agensi Kelayakan Malaysia (MQA) dengan Tahap 6 Kerangka Kelayakan Malaysia (MQF)</p> <p align="center">dan</p> <p>Lulus penilaian APEL. A MQA (Ujian Aptitud dan Penilaian Portfolio);</p> <p align="center">dan</p> <p>Berumur tidak kurang daripada 21 tahun mulai 1 Januari pada tahun permohonan</p> <p align="center">dan</p> <p>Mempunyai pengalaman kerja dalam bidang yang berkaitan.</p> <p align="center">dan</p> <p>Mendapat sekurang- kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan/Band 5.5 dalam ujian IELTS (Academic)/ score 500 dalam ujian TOEFL PBT/ score 46 dalam ujian TOEFL/IBT/ score 51 dalam Pearson Test of English (PTE)/ score 160 dalam Cambridge English Qualifications and Tests/ level 108 dalam ELS Certified Intensive English Programme Level.</p>

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN STPM, MATRIKULASI/ ASASI DAN STAM SESI
AKADEMIK 2025/2026**

PROGRAM	LEPASAN STPM	LEPASAN MATRIKULASI/ ASASI
<p>Sarjana Muda Perakaunan dengan Kepujian</p> <p>UT6344001 7 Semester</p> <p>Catatan:</p> <p>Program ini terbuka kepada calon Aliran Sains dan Sastera</p> <p>Tertinggi kepada calon Lepasan Matrikulasi/ Asasi berikut:</p> <p>Matrikulasi KPM Aliran Sains Matrikulasi KPM Aliran Kejuruteraan Matrikulasi KPM Aliran Perakaunan Asasi Sains UM Asasi Kejuruteraan UiTM Asasi Sains UiTM ASASIpintar UKM Asasi UTM</p>	<p style="text-align: center;">Memenuhi Syarat Am Universiti Serta KEPERLUAN KHAS PROGRAM</p> <p>Mendapat sekurang-kurangnya PNGK 2.80 pada peringkat STPM;</p> <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya Gred B (NGMP 3.00) dalam SATU (1) mata pelajaran berikut:</p> <ul style="list-style-type: none"> Mathematics (M) atau Mathematics (T)/ Ekonomi/ Perakaunan/ Pengajian Perniagaan Mana-mana SATU (1) mata pelajaran lain kecuali Pengajian Am <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut:</p> <ul style="list-style-type: none"> Matematik Bahasa Inggeris <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>	<p style="text-align: center;">Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM</p> <p>Mendapat PNGK 2.80 pada peringkat Matrikulasi/ Asasi;</p> <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya Gred B (3.00) pada peringkat Matrikulasi/ Asasi dalam mata pelajaran berikut:</p> <p>ALIRAN SAINS</p> <ul style="list-style-type: none"> Mathematics Mana-mana SATU (1) mata pelajaran lain. <p style="text-align: center;">atau</p> <p>ALIRAN SASTERA</p> <ul style="list-style-type: none"> Mathematics/ Ekonomi/ Pengurusan Perniagaan/ Accounting Mana-mana SATU (1) mata pelajaran lain. <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut:</p> <ul style="list-style-type: none"> Matematik Bahasa Inggeris <p style="text-align: center;">dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN DIPLOMA UA, POLITEKNIK DAN KELAYAKAN SETARAF
SESI AKADEMIK 2025/2026**

PROGRAM	LEPASAN DIPLOMA	LEPASAN KELAYAKAN SETARAF (A LEVEL/ IB/ AUSMAT)
<p>Sarjana Muda Perakaunan dengan Kepujian</p> <p>UT6344001 7 Semester</p>	<p align="center">Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM</p> <p>Memiliki Diploma atau kelulusan lain yang diiktiraf oleh Kerajaan Malaysia dan diperakukan oleh Senat UTM; dan</p> <p>Mendapat sekurang-kurangnya PNGK 2.70 atau mempunyai sekurang-kurangnya dua (2) tahun pengalaman bekerja dalam bidang berkaitan bagi calon yang mendapat PNGK kurang dari 2.70; dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Matematik • Bahasa Inggeris <p>atau</p> <p>Mendapat sekurang-kurangnya Gred C pada peringkat Diploma dalam salah satu mata pelajaran Mathematics dan Bahasa Inggeris. dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p> <p>Catatan:</p> <ul style="list-style-type: none"> • Calon dikehendaki muat naik keputusan peperiksaan yang lengkap semasa Diploma (Semester pertama hingga semester akhir) dan salinan Diploma atau surat pengesahan tamat pengajian melalui sistem UPUOnline. • Tahun kemasukan dan tempoh pengajian sebenar adalah tertakluk kepada pengecualian kredit yang diluluskan oleh UTM. 	<p align="center">Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM</p> <p>Memiliki kelayakan GCE A Level dengan sekurang-kurangnya mendapat Gred C atau Memiliki kelayakan International Baccalaureate Diploma (IB) dengan mendapat Gred 4 mata pelajaran peringkat HL atau Memiliki Australian Matriculation Program (AUSMAT) dengan mendapat Gred C / 60% ATAR Rank dalam mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Mathematics/ Economics/ Accounting/ Business Management • Mana-mana SATU (1) mata pelajaran lain. <p>dan</p> <p>Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut:</p> <ul style="list-style-type: none"> • Matematik • Bahasa Inggeris <p>dan</p> <p>Mendapat sekurang-kurangnya Band 2.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 2 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan/ Band 5.5 dalam ujian IELTS (Academic)/ score 500 dalam ujian TOEFL PBT/ score 46 dalam ujian TOEFL IBT/ score 51 dalam Pearson Test of English (PTE)/ score 160 dalam Cambridge English Qualifications and Tests/ level 108 dalam ELS Certified Intensive English Programme Level.</p>

SYARAT AM KEMASUKAN KE UNIVERSITI SESI 2025/2026

LEPASAN STPM	LEPASAN MATRIKULASI/ ASASI	LEPASAN STAM
<p>Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya:</p> <ol style="list-style-type: none"> 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 <p align="center">dan</p> <p>Lulus Peperiksaan Sijil Tinggi Persekolahan Malaysia (STPM) dengan mendapat sekurang-kurangnya:</p> <ol style="list-style-type: none"> 1. Purata Nilai Gred Kumulatif (PNGK) 2.00 2. Gred C bagi mata pelajaran PENGAJIAN AM 3. DUA (2) Gred C dalam mana- mana mata pelajaran yang belum dikira <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 1 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>	<p>Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya:</p> <ol style="list-style-type: none"> 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 <p align="center">dan</p> <p>Lulus Matrikulasi KPM/ Asasi Sains UM/ Asasi UKM/ Asasi UiTM dengan mendapat sekurang- kurangnya PNGK 2.00</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 1 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>	<p>Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya:</p> <ol style="list-style-type: none"> 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Pangkat Jayyid dalam Peperiksaan Sijil Tinggi Agama Malaysia (STAM)</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 1 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>
LEPASAN DIPLOMA UNIVERSITI/AWAM/ POLITEKNIK/ KOLEJ KOMUNITI	LEPASAN DIPLOMA IPTS/ ILKA DAN LAIN-LAIN	LEPASAN KELAYAKAN SETARAF (A LEVEL/ IB/ AUSMAT)
<p>Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya:</p> <ol style="list-style-type: none"> 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 <p align="center">dan</p> <p>Mempunyai kelulusan Diploma IPTA/ ILKA/ IPTS atau Kelulusan lain yang diiktiraf setaraf dengannya oleh Kerajaan Malaysia dan diluluskan oleh Senat Universiti (Syarat Khas program mengikut jenis program yang ditawarkan di UA)</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 1 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>	<p>Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya:</p> <ol style="list-style-type: none"> 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 <p align="center">dan</p> <p>Mempunyai kelulusan Diploma IPTA/ ILKA/ IPTS atau Kelulusan lain yang diiktiraf setaraf dengannya oleh Kerajaan Malaysia dan diluluskan oleh Senat Universiti (Syarat Khas program mengikut jenis program yang ditawarkan di UA)</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 1 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan.</p>	<p>Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya:</p> <ol style="list-style-type: none"> 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 <p align="center">dan</p> <p>Lulusan Pra-U Sekolah Sukan Malaysia/ GCE A- Level/ International Baccalaureate (IB) Diploma/ Australian Matriculation (AUSMAT) serta kelayakan lain yang diiktiraf setaraf dengannya oleh Kerajaan Malaysia dan diluluskan oleh Senat UA.</p> <p align="center">dan</p> <p>Mendapat sekurang-kurangnya Band 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 atau Band 1 untuk peperiksaan sehingga tahun 2020 mengikut tempoh sah laku pada tarikh permohonan</p>

ENTRY REQUIREMENTS **(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 is 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 for international students: <https://admission.utm.my/>



OUR BACHELOR DEGREE PROGRAMMES



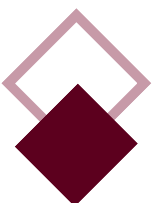
**Bachelor in Accounting
with Honours**



**Bachelor of Management
with Honours**



**Bachelor of Management
(Marketing) with Honours**



BACHELOR IN ACCOUNTING WITH HONOURS

PROGRAMME SPECIFICATIONS

1. Programme Name	Bachelor in Accounting with Honours			
2. Final Award	Bachelor in Accounting with Honours			
3. Awarding Institution	Universiti Teknologi Malaysia (UTM)			
4. Teaching Institution	Universiti Teknologi Malaysia (UTM)			
5. Programme Code	UT6344001 (SFMCH)			
6. Professional or Statutory Body of Accreditation	MIA, ACCA, MICPA, and ICAEW			
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 : 3.5 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	7	12	14	14

1. Programme Objectives

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

- PEO 1** To produce accountant who can apply knowledge, accounting skills, and understand business in offering quality accounting / business services.
- PEO 2** To produce accountant who proactively acquire resources, information, and apply digital numeracy skills in providing scientific solutions to accounting / business issues.
- PEO 3** To produce accountants who integrate integrity values and professional attitudes in engaging with stakeholders and performing accounting tasks.
- PEO 4** To produce accountant who has good interpersonal skills and adopt the roles of a leader and a team member and communicate effectively in performing accounting tasks.

2. Programme Learning Outcomes (PLO)

PLO Code	Learning Outcomes	Teaching and Learning Methods	Assessment
PLO1 Knowledge and Understanding	Apply fundamental knowledge, theories, and principles of accounting in undertaking accounting functions.	Lectures, tutorials, seminars, ICT lab work, 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 Cognitive Skills	Synthesize contextual facts to envision a bigger picture towards solving business and organizational problems.	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 Practical Skills	Perform task related to accounting and business functions to solve real world problems.	Lectures, tutorials, ICT lab works, simulation activities, and industrial visit.	Demonstration, simulation reports and observations.
PLO4 Interpersonal Skills	Demonstrate behavior and conscious effort to interact with others to achieve desired results.	Lectures, tutorials, ICT lab work, directed reading, independent research and cooperative learning, field work, and case studies.	Assignments, discussions, cooperative and problem-based exercises, group projects, and case study reports.
PLO5 Communication Skills	Convey or share ideas and feelings in appropriate forms to various audience to achieve desired results.	Seminars, case discussions and presentations, individual and group assignments/projects, and industrial training.	Seminar presentations, case reports and presentations, assignments, project reports and presentations, industrial training reports, and presentations.
PLO6 Digital Skills	Leverage on digital devices, communication applications and networks to access and manage information.	Lectures, tutorials, ICT lab work, group projects, industrial training, case studies, and research projects.	Examination, test, quizzes, group assignments, group projects, and research projects.

PLO Code	Learning Outcomes	Teaching and Learning Methods	Assessment
PLO7 Numeracy Skills	Interpret quantitative information to solve real world problems.	Lectures, tutorials, ICT lab work, group projects, industrial training, case studies, research projects.	Examination, test, quizzes, group assignments, group projects, research projects.
PLO8 Leadership, Autonomy, and Responsibility	Take responsibility to organize teams to reach a shared goal.	Lectures, directed reading, library search, independent research, field work, and case studies.	Assignments, discussions, group projects, and reports.
PLO9 Personal Skills	Portray enthusiasm for independent learning, intellectual, 'Aadab @ and self-development.	Industrial speakers, industrial visits, industrial training, case studies, group assignments, group projects, in-class group discussions, and presentations.	Case study reports, industrial training assessment, assignments, and discussion.
PLO10 Entrepreneurial Skills	Demonstrate business acumen and mindset to manage organization sustainably.	Case analysis and discussions, individual and group assignments/project, and industrial training.	Case reports and presentations, assignments, project reports and presentations, industrial training reports, and presentations.
PLO11 Ethics and Professionalism Skills	Assimilate to professionalism, 'Aadab @ and ethical values of the profession.	Lectures, industrial speakers, industrial visits, and case studies	Industrial training reports, project reports, observation by lecturers, peer assessment, and assignments.

3. Classification of Courses

Components by category and total credits for graduation

Category	Total Credits	Total credit according to QA requirements
Discipline Core		
Accounting and Related Knowledge Component	56	56
Common Core		
Finance, Governance, Economics, Law, Organizational, and Business Knowledge Component	34	30
Industrial Training	8	8
University Courses Component	16	8
Elective Component	9	-
The remaining credits are placed in any of the above categories to complete the minimum requirement of 120 credits.	-	18
Total	123	120*
Total Credits for Graduation	123	

**Source: Halatuju 4 Laporan Penilaian Semula Program Sarjana Muda Perakaunan Institusi Pendidikan Tinggi Malaysia 2022, 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 seven (7) regular semesters and in part-time mode comprising of twelve (12) regular semesters. The course requires students to undergo 4 months (16 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 Skills Certification (UTM PSC)

Students are required to enroll in Professional Skills 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, tax officers, tax consultants, finance officers, financial analysts, investment analysts, entrepreneurs, business/entrepreneur consultants, insurance advisors/consultants, company secretaries, bank officers, risk managers, chief executive officers, 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 Civilisation	2
UHLM 1012	Malay Language for Communication 2 <i>(for International Students only)*</i>	2
<i>*International Students—compulsory to enrol ULRS 1022 and UHLM 1012*</i>		
VALUE & IDENTITY (2 credits)		
ULRS 1032	Integrity & Anti-Corruption	2
GLOBAL CITIZEN (2 credits)		
ULRF XXX2	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
<i>*For students who are not entitled to exemption of UHLB 1112 English Communication Skill, they (MUET band below 4.0) are compulsory to take the course before taking UHLB 2122</i>		
ENTREPRISING SKILLS (2 Credits)		
ULRS 3032	Entrepreneurship & Innovation	2

Core Courses - Field (42 Credits)

Code	Course Name	Credit
SFMC 1013	Economics	3
SFMC 1023	Principles of Management	3
SFMC 1033	Principles of Marketing	3
SFMC 1043	Statistics for Accounting	3
SFMC 1302	Basic Computerised Accounting	2
SFMC 1053	Business Law	3
SFMC 1063	Finance 1	3
SFMC 2053	Corporate Law	3
SFMC 2063	Finance 2	3
SFMC 3602	Business Communication	2
SFMC 3023	Strategic Management	3
SFMC 3613	Ethics and Governance	3
SFMC 4818	Industrial Training	8

Core Courses - Major (56 Credits)

Code	Course Name	Credit
SFMC 1114	Financial Accounting and Reporting 1	4
SFMC 1124	Financial Accounting and Reporting 2	4
SFMC 1214	Management Accounting 1	4
SFMC 2134	Financial Accounting and Reporting 3	4
SFMC 2144	Financial Accounting and Reporting 4	4
SFMC 2224	Management Accounting 2	4
SFMC 2314	Accounting Information System	4
SFMC 2414	Taxation 1	4
SFMC 2424	Taxation 2	4
SFMC 2514	Audit 1	4
SFMC 3154	Financial Accounting and Reporting 5	4
SFMC 3324	Analytics for Accounting	4
SFMC 3524	Audit 2	4
SFMC 3624	Integrated Case Study	4

Elective Courses (9 Credits)**Accounting**

Code	Course Name	Credit	Note
SFMC 3713	Public Sector Accounting	3	Elective 1
SFMC 3723	Accounting for Islamic Financial Transactions	3	Elective 1
SFMC 3743	Internal Audit	3	Elective 2
SFMC 3753	Cases in Management Accounting	3	Elective 2
SFMC 3773	Advanced Taxation	3	Elective 3
SFMC 3783	Accounting for Specialized Industries	3	Elective 3

Non-Accounting (Business Management)

Code	Course Name	Credit	Note
SFMC 3733	Financial Market and Institutions	3	Elective 1
XXXX XXX3	Elective course offered by other faculty (<i>Elektif Bebas</i>)	3	Elective 1
SFMC 3763	Financial Technology	3	Elective 2
SFMC 3813	Sustainability Marketing	3	Elective 2
SFMC 3823	Global Business Services	3	Elective 3
SFMC 3833	Analytical Programming	3	Elective 3

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

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SFMC 1013	Ekonomi <i>Economics</i>	3	UHLB 1112*	Kemahiran Komunikasi Bahasa Inggeris* <i>English Communication Skills*</i>	2* (HL)
SFMC 1023	Prinsip Pengurusan <i>Principles of Management</i>	3	ULRF XXX2	Kursus Pembelajaran Servis & Penglibatan Komuniti <i>Service Learning & Community Engagement Courses</i>	2
SFMC 1033	Prinsip Pemasaran <i>Principles of Marketing</i>	3	SFMC 1302	Asas Perakaunan Berkomputer <i>Basic Computerised Accounting</i>	2
SFMC 1043	Statistik untuk Perakaunan <i>Statistics for Accounting</i>	3	SFMC 1214	Perakaunan Pengurusan 1 <i>Management Accounting 1</i>	4
SFMC 1114	Perakaunan Kewangan dan Pelaporan 1 <i>Financial Accounting and Reporting 1</i>	4	SFMC 1053	Undang-undang Perniagaan <i>Business Law</i>	3
			SFMC 1063	Kewangan 1 <i>Finance 1</i>	3
			SFMC 1124	Perakaunan Kewangan dan Pelaporan 2 <i>Financial Accounting and Reporting 2</i>	4
Total credits		16	Total credits		18/20 **

*Only for students with MUET band below 4.0

** Total credit for students who are taking UHLB 1112 will be 20 credits

YEAR 1 – SHORT SEMESTER

SEMESTER 3		
Code	Subject	Credit
UHLM 1012*	Bahasa Melayu Komunikasi 2* <i>Malay Language for Communication 2 (International students only)</i>	2
ULRS 1182	Penghayatan Etika dan Ketamadunan <i>Appreciation of Ethics and Civilisation</i>	2
ULRS 1022*	Falsafah dan Isu Semasa* <i>Philosophy and Current Issues</i>	2
ULRS 1032	Integriti & Anti-Rasuah <i>Integrity & Anti-Corruption</i>	2
UHLB 2122	Kemahiran Komunikasi Profesional 1 <i>Professional Communication Skills 1</i>	2
Total credits		8

*International Students compulsory to enrol UHLM 1012 and ULRS 1022
Malaysia students must take both ULRS 1182 and ULRS 1022

YEAR 2

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SFMC 2053	Undang-undang Korporat <i>Corporate Law</i>	3	UHLX 1112	Elektif Komunikasi Bahasa Asing <i>Foreign Language for Communication Elective</i>	2
SFMC 2063	Kewangan 2 <i>Finance 2</i>	3	SFMC 2144	Perakaunan Kewangan dan Pelaporan 4 <i>Financial Accounting and Reporting 4</i>	4
SFMC 2224	Perakaunan Pengurusan 2 <i>Management Accounting 2</i>	4	SFMC 2424	Percukaian 2 <i>Taxation 2</i>	4
SFMC 2134	Perakaunan Kewangan dan Pelaporan 3 <i>Financial Accounting and Reporting 3</i>	4	SFMC 2314	Sistem Maklumat Perakaunan <i>Accounting Information System</i>	4
SFMC 2414	Percukaian 1 <i>Taxation 1</i>	4	SFMC 2514	Audit 1 <i>Audit 1</i>	4
Total credits		18	Total credits		18

Note: Students are required to enroll in Professional Skills Certification (PSC) courses during study (Refer to Appendix II)

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
ULRS 3032	Keusahawanan dan Inovasi <i>Entrepreneurship and Innovation</i>	2	UHLB 3132	Kemahiran Komunikasi Profesional 2 <i>Professional Communication Skills 2</i>	2
SFMC 3602	Komunikasi Perniagaan <i>Business Communication</i>	2	SFMC 3023	Pengurusan Strategik <i>Strategic Management</i>	3
SFMC 3154	Perakaunan Kewangan dan Pelaporan 5 <i>Financial Accounting and Reporting 5</i>	4	SFMC 3613	Etika dan Tadbir Urus <i>Ethics and Governance</i>	3
SFMC 3324	Analitik untuk Perakaunan <i>Analytics for Accounting</i>	4	SFMC 3624	Kajian Kes Bersepadu <i>Integrated Case Study</i>	4
SFMC 3524	Audit 2 <i>Audit 2</i>	4	SFMC 37X3/ SFMC 38X3	Elektif 2 <i>Elective 2</i>	3
SFMC 37X3	Elektif 1 <i>Elective 1</i>	3	SFMC 37X3/ SFMC 38X3	Elektif 3 <i>Elective 3</i>	3
Total credits		19	Total credits		18

Note: Students are required to enroll in Professional Skills Certification (PSC) courses during study (Refer to Appendix II)

YEAR 4

SEMESTER 1		
Code	Subject	Credit
SFMC 4818	Latihan Industri <i>Industrial Training</i>	8
Total credits		8

Elective 1

Code	Subject	Credit
SFMC 3713	Public Sector Accounting	3
SFMC 3723	Accounting for Islamic Financial Transactions	3
SFMC 3733	Financial Market and Institutions	3
XXXX XXX3	Elective course offered by other faculty (<i>Elektif Bebas</i>)	3

Elective 2

Code	Subject	Credit
SFMC 3743	Internal Audit	3
SFMC 3753	Cases in Management Accounting	3
SFMC 3763	Financial Technology	3
SFMC 3813	Sustainability Marketing	3

Elective 3

Code	Subject	Credit
SFMC 3773	Advanced Taxation	3
SFMC 3783	Accounting for Specialized Industries	3
SFMC 3823	Global Business Services	3
SFMC 3833	Analytical Programming	3

SYLLABUS SUMMARY

SFMC 1114 Financial Accounting and Reporting 1

This course introduces students to the conceptual framework for financial reporting as a basis for understanding financial statements' concepts and elements. It provides an understanding of double entry system and accounting principles to record transactions, adjust financial records, prepare simple financial statements, accounting for inventory and receivables and bank reconciliation statements.

SFMC 1214 Management Accounting 1

This course introduces the basic concepts, terminologies, principles and methods of cost accounting at operational level. This course is designed to introduce students to the types of management accounting information used for planning, control and decision making. Students are expected to apply management accounting concepts, tools and techniques for business management decisions.

SFMC 1124 Financial Accounting and Reporting 2

This course discusses the principles of recognition, measurement, subsequent measurement, de-recognition, impairment of assets, presentation and disclosure of non-current assets (property, plant and equipment, investment property and biological assets and intangible assets). It also discusses provisions, contingent liabilities and contingent assets, leases, and changes in accounting policies.

SFMC 2224 Management Accounting 2

This course is designed to enable students with integrated thinking in applying the different tools and techniques of strategic management accounting for performance evaluation. In this course students are exposed to the utilization of management accounting information leading to value creation and sustainability.

SFMC 2134 Financial Accounting and Reporting 3

The course introduces theoretical explanation as to why companies engage in earnings management. It focuses on principles, recognition and measurement of revenue, fair value measurement, earnings per share, employee benefits, share-based payment and events after the reporting period. It aims to build students' core knowledge and develop students' technical skills to apply relevant MFRS and present the related information in the financial statements.

SFMC 2414 Taxation 1

This course introduces students to the Malaysian taxation system by providing an overview of fundamental concepts of income tax law pertaining to individuals. The coverage of topics includes ethical issues on tax avoidance and tax evasion.

SFMC 2144 Financial Accounting and Reporting 4

The course focuses on principles, recognition and measurement of financial instrument, deferred taxes, effect of changes in foreign exchange rate. It covers emerging issues in financial reporting. It revisits efficient market hypothesis to enhance understanding of capital market impact on related MFRS discussed in this course.

SFMC 2424 Taxation 2

This course builds on the basic knowledge of corporate taxes and introduces more advanced topics. The syllabus also extends the knowledge of income tax, to including corporate and indirect taxes. Students are expected to use established planning methods for tax optimization. The course also discusses emerging issues in taxation.

SFMC 2314 Accounting Information System

This course is designed to enable students to understand the knowledge and skills required for the preparation of system documentation and the application of internal control techniques in accounting cycles. The course also exposes students to the process of System Development Life Cycle (SDLC), which involves systems planning, systems analysis, systems evaluation and selection, systems design, systems implementation and conversion, systems maintenance and support, as well as other related systems development strategies and approaches.

SFMC 2514 Audit 1

This course is an introduction course in auditing and it introduces student documentation to the concepts and principles of auditing. It also explains the role and responsibilities of public accountants, rules and regulations in auditing, preparation of audit draft, and reporting. Among the topics covered in the course, specifically focuses on the concept, process, planning, audit procedures and evidence, documentation, and audit report.

SFMC 3154 Financial Accounting and Reporting 5

This course equips students with relevant concepts of consolidation and the techniques required for the preparation of group accounts including associates and joint arrangements/joint ventures. It also covers operating segments information and related party disclosures.

SFMC 3324 Analytics for Accounting

This course is designed to equip students with data analytics skills and demonstrate how these skills assist in business decision-making. The course focuses on the application of analytical techniques, including coding, and provides hands-on practice to develop skills with selected business analysis technologies.

SFMC 3524 Audit 2

This course intends to strengthen students' understanding in auditing. Among the topics that will be discussed are completing the audit, audit report, code of ethics and group audit. It also discusses topics on auditors' liability, fraud, and current issues facing the auditing profession. This course also enables students to differentiate between audit assurance, non-assurance and other services.

SFMC 3613 Ethics and Governance

This course is designed to expose the students to the philosophy of humanity, worldviews on ethics, self-governance as well as corporate governance. The emphasis of the course is to develop relevant characteristics, knowledge and competencies for students in making ethical decisions in life and work dilemmas by engaging in professional conduct whilst balancing the stakeholders', society's and environment's best interests. This course also exposes students to current ethical and corporate governance issues in business environment. This course requires both experiential learning and summative assessment for students to develop reflective practice habits and the ability to apply knowledge in real life situations.

SFMC 3624 Integrated Case Study

This is a capstone course designed to inculcate students with integrated thinking in applying a broad discipline of knowledge such as financial accounting, management accounting, taxation, audit, finance, management and business-related courses including information technology. It is to engage students to move towards a collaborative work culture. The course adopts an experiential learning approach using case studies to support and stimulate critical thinking and other soft skills.

SFMC 4818 Industrial Training

This course is designed to provide students with practical, hands-on working experience in accounting and business-related areas by placing students to work in organizations outside the university. In addition, the course enables students to apply concepts and theories acquired during lectures to the actual practices in the areas of accounting. The practical training is scheduled to take place at the final semester. The complete duration of this practical training is approximately 4 months (16 weeks).

SFMC 1013 Economics

This course is designed to expose the student to Economics typically divided into two main branches namely microeconomics and macroeconomics. While the economy as a whole is concerned with macroeconomics, microeconomics explores the different parts of the economy and focuses on how decisions are taken by individuals and businesses and how these decisions interact. The goal of this course is to provide fundamental knowledge of the principles governing the behavior of economic agents and their application in the analysis of economic issues and solving problems. This course also provides basic understanding and knowledge on the basic concepts in macroeconomics, followed by discussions on measurement and determination of national output and income, employment, inflation; government budget and fiscal policy; money, banking and monetary policy; and international trade, balance of payments and exchange rates. It also examines the role of competitive and green policies to address macroeconomic problems.

SFMC 1023 Principles of Management

Principles and practices of management is an introductory course on management process from managers' perspective. The course seeks to help students acquire the requisite knowledge, skills and abilities needed to successfully manage the organization. The focus area is on Management process – planning, organizing, leading and controlling.

SFMC 1033 Principles of Marketing

This course is designed to expose the student to the managerial approach in understanding marketing decision making. Developing the marketing mix and marketing strategies are emphasized.

SFMC 1043 Statistics for Accounting

The key aim of this course is to equip the students with essential statistical skills relevant to the disciplines of accounting. This course presents introductory methods in descriptive and inferential statistics and their applications. Topics that will be discussed include terminology and uses of statistics, presentation of descriptive data, concept of probability, discrete and continuous random variables, statistical inference mainly in sampling and hypothesis testing. Techniques such as t-test, chi-squared test, analysis of variance (ANOVA), linear regression and correlation and index number will also be discussed.

SFMC 1053 Business Law

This course introduces students to the commercial legal environment. The topics include the Malaysian legal system, the law of contract in both traditional and electronic platforms, the law of agency, the sale of goods, hire purchase and the law of partnership. The course also covers the consequences of non-compliance with the related legal principles in commercial transactions and the remedies available.

SFMC 1063 Finance 1

This course is designed to equip students with the following core financial knowledge areas: basic concepts and principles of financial management including time value of money, risk and return, business valuation, cost of capital and capital budgeting techniques.

SFMC 1302 Basic Computerised Accounting

This course is designed to equip students with basic computerized accounting skills, covering accounting cycles and internal control systems. Students will be exposed to documentation techniques in the accounting cycles. Additionally, they will be introduced to the usage of Microsoft Excel (MS) and other accounting software packages for the preparation of full sets of accounts. Upon completing this course, students will be able to comprehend the use of information technology software and tools for accounting purposes.

SFMC 2053 Corporate Law

This course introduces students to Malaysian corporate law. It covers legal rules and principles governing the management of companies, incorporation process and its consequences, the duties and liabilities of directors and other officers of a corporation, members' powers and remedies, share, company borrowing with special references to debentures and fixed or floating charges. It discusses regulation of corporations in financial difficulty including the winding up processes and the corporate rescue mechanisms.

SFMC 2063 Finance 2

The course builds on the fundamental financial knowledge to address the following areas: efficient market hypothesis, working capital management, dividend policy, leverage and capital structure, merger and acquisition, risk management mechanisms.

SFMC 3023 Strategic Management

This course is designed to equip students with strategic management knowledge and tools to formulate and evaluate organizational strategies. The 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, strategy implementation and strategy evaluation. This course features extensive use of case studies through group assignments and comprehensive project papers.

SFMC 3602 Business Communication

This course is designed to inculcate the importance of functions and effective communication including online medium in achieving personal and organizational goals. An emphasis is placed on developing speaking and writing proficiency with 'AaDab@.

SFMC 3713 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 major issues relating to public sector auditing, budgeting and implementation of public sector programmes, management accounting and control, financial accounting and reporting, concepts of Value for Money and accountability.

SFMC 3723 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, current issues pertaining to Shariah governance and Shariah Audit would also be discussed.

SFMC 3733 Financial Market 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.

SFMC 3743 Internal Audit

This is an elective course for the Bachelor in 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.

SFMC 3753 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 focused on cost behaviour, product and service costing, objective performance through variance, planning and budgeting, profitability analysis, performance management and strategic management accounting techniques. 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 amounts of data and require the use of statistical packages (SPSS, Excel etc.). Generic skills assessed in this course are teamwork, communication skills, scholarship and thinking skills.

SFMC 3763 Financial Technology

This course provides an in-depth introduction to Financial Technology (FinTech) and its impact on the financial services industry. Students will explore the intersection of finance and technology, understanding how innovative solutions are reshaping traditional financial processes and creating new opportunities for businesses and consumers alike.

SFMC 3813 Sustainability Marketing

This course highlights the concepts and issues related to sustainable and environmental marketing, and how to apply them to develop firms' sustainable marketing strategies and programs. It focuses on the theoretical basis of sustainability marketing, managerial perspective, public policy viewpoint, and also empirical evidence from sustainability marketing activities. The course also emphasizes understanding green consumers as individuals, solving green segmentation and positioning issues, highlighting green branding and green retailing strategies, as well as adherence to the ethical requirements and not implementing greenwashing when developing and implementing sustainable marketing mix factors.

SFMC 3773 Advanced Taxation

The course incorporates the knowledge studied in earlier taxation papers and further develop the understanding of advanced aspects of Malaysian taxation. The course focuses on the tax computation of various taxpayers including deceased persons, estate, Real Estate Investment Trust (REIT), Investment holding companies (IHC), eCommerce, Islamic based transactions and non-profit organization.

SFMC 3783 Accounting for Specialized 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.

SFMC 3823 Global Business Services

This course attempts to enable students to have an in-depth understanding on Global Business Services (GBS) and its related concepts. In this course, lectures will be conducted by experts from the industry to share the true picture of working culture in their organizations. This course encapsulates trending issues on global process excellence, governance and reporting, continuous improvement, service management and risk and talent management in GBS.

SFMC 3833 Analytical Programming

This course is designed to introduce accounting students, with limited or no prior experience in computer programming, to the world of programming. In this course, students will learn how to design and write programs using a high-level programming language, and they will apply these newly acquired skills to address accounting problems. The curriculum includes fundamental programming concepts related to data structures (e.g., arrays and lists) and programming constructs (e.g., loops and program flow). Additionally, the course covers debugging techniques and emphasizes good programming practices to ensure proficiency in programming for accounting purposes.

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	UT6525003 (SFMDH)			
6. Professional or Statutory Body of Accreditation	NA			
7. Language(s) of Instruction	<i>Bahasa Melayu and English</i>			
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	Synthesise complex information, specialised concepts, theories, methods, and practice independently in the field of management and technology.	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	Construct solutions to complex problems or issues in the field of management and technology in a critical, logical, and creative manner.	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	Apply practical skills, or investigative techniques through the integration of knowledge in management and technology to solve related problems.	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	Demonstrate effective professional collaboration with stakeholders 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	Use digital tools and facilities efficiently 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	Analyze numerical and graphical data using quantitative or qualitative tools in 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	Demonstrate leadership, autonomy, and responsibility in managing team and resources.	Lectures, seminars, directed reading, library search, independent research, field work, and case studies.	Assignments, seminar presentations, discussions, group project, reports.
PLO9 (PRS) Personal Skills	Demonstrate self-advancement through continuous academic or professional development 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 entrepreneurial knowledge and skills in managing business operating activities.	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.
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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. Students will undergo industrial training in their final semester. .

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 Skills Certification (UTM PSC)

Students are required to enroll in UTM Professional Skills 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 <i>(for international students only)*</i>	2
<i>*International Students—compulsory to enrol ULRS 1022 and UHLM 1012</i>		
VALUE & IDENTITY (2 credits)		
ULRS 1032	Integrity and Anti-Corruption	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
<i>*For students who are not entitled to exemption of UHLB 1112 English Communication Skill, they (MUET band below 4.0) are compulsory to take the course before taking UHLB 2122</i>		
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
SFMD 1033	Principles of Management	3	1	1
SFMC 1303	Business Accounting	3	1	1
SFMD 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 <i>Manufacturing technology</i>	3	3	2
SFMD 2063	Kecerdasan Perniagaan dan Analitik <i>Business Intelligence and Analytic</i>	3	3	2
SFMD 3073	Pengurusan Risiko Kewangan <i>Financial Risk Management</i>	3	5	3
SFMD 3083	Lean Six Sigma <i>Lean Six Sigma</i>	3	5	3
SFMD 2073	Pengurusan Rantaian Bekalan* <i>Supply Chain Management</i>	3	3	2
SFMD 2153	Ramalan Teknologi <i>Technology Forecasting</i>	3	5	3
XXXX XXX3	Elective course offered by other faculty	3	3	2
SFMD 3063	Pengurusan Operasi Perkhidmatan* <i>Service Operations Management</i>	3	5	3
SFMD 3043	Pengurusan Strategik Teknologi <i>Strategic Management of Technology</i>	3	5	3
SFMD 2093	Pengurusan Inovasi <i>Innovation Management</i>	3	3	2
SFMD 2103	Menguruskan Teknologi Berasaskan Penerokaan <i>Managing Technology Based Venture</i>	3	3	2
SFMD 2173	Pengkomersialan Teknologi <i>Technology Commercialization</i>	3	3	2
SFMD 3033	Pembiayaan Teknologi <i>Technology Financing</i>	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 <i>Manufacturing technology</i>	3	3	2
SFMD 2063	Kecerdasan Perniagaan dan Analitik <i>Business Intelligence and Analytic</i>	3	3	2
SFMD 3073	Pengurusan Risiko Kewangan <i>Financial Risk Management</i>	3	5	3
SFMD 3083	Lean Six Sigma <i>Lean Six Sigma</i>	3	5	3
SFMD 2073	Pengurusan Rantaian Bekalan <i>Supply Chain Management</i>	3	3	2
SFMD 2153	Ramalan Teknologi* <i>Technology Forecasting</i>	3	5	3
XXXX XXX3	Elective course offered by other faculty	3	3	2
SFMD 3063	Pengurusan Operasi Perkhidmatan <i>Service Operations Management</i>	3	5	3
SFMD 3043	Pengurusan Strategik Teknologi* <i>Strategic Management of Technology</i>	3	5	3
SFMD 2113	Sains Pengurusan <i>Management Science</i>	3	3	2
SFMD 2143	Pengurusan Perolehan <i>Procurement Management</i>	3	3	2
SFMD 2173	Pengkomersialan Teknologi <i>Technology Commercialization</i>	3	3	2
SFMD 2163	Pengurusan Logistik <i>Logistics Management</i>	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 <i>Principles of Microeconomics</i>	3	UHLB 1112*	Kemahiran Komunikasi Bahasa Inggeris* <i>English Communication Skills*</i>	2 (HL)
SFMD 1033	Prinsip Pengurusan <i>Principles of Management</i>	3	SFMD 1053	Pengantar Makroekonomi <i>Principles of Macroeconomics</i>	3
SFMC 1303	Perakaunan Perniagaan <i>Business Accounting</i>	3	SFMD 1043	Tabiat Organisasi <i>Organisational Behaviour</i>	3
SFMD 1013	Prinsip Pemasaran <i>Principles of Marketing</i>	3	SFMD 1103	Pengurusan Kewangan <i>Financial Management</i>	3
SFMD 1063	Teknologi Maklumat dalam Perniagaan <i>Information Technology in Business</i>	3	SFMD 1203	Pengenalan Kepada Pengurusan Operasi <i>Introduction to Operation Management</i>	3
SFMD 1023	Matematik Perniagaan <i>Business Mathematics</i>	3	SFMD 1083	Pengurusan Teknologi <i>Technology Management</i>	3
			SFMD 1073	Undang-undang Perniagaan <i>Commercial Law</i>	3
Total credits		18	Total credits		18/20**

* For students who are not entitled for exemption of UHLB 1112, they are required to take the course before taking UHLB2122.

** Total credits for students who are taking UHLB 1112 will be 20 credits.

YEAR 1 - SHORT SEMESTER

SEMESTER 3		
Code	Subject	Credit
ULRS 1022*	Falsafah dan Isu Semasa <i>Philosophy and Current Issues</i>	2
ULRS 1182	Penghayatan Etika dan Ketamadunan <i>Appreciation of Ethics and Civilisation</i>	2
UHLM 1012*	Bahasa Melayu Komunikasi 2 <i>Malay Language Communication 2 (International student only)</i>	2
UHLB 2122	Kemahiran Komunikasi Professional 1 <i>Professional Communication Skills 1</i>	2
ULRS 1032	Integriti dan Anti Rasuah <i>Integrity & Anti-Corruption</i>	2
Total credits		8

* International students compulsory to enroll ULRS1022, UHLM1012, UHLB2122 and ULRS1032

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

Note: Students are required to enroll in Professional Skills Certification (PSC) courses during study (Refer to Appendix II)

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

YEAR 2 (INNOVATION CONCENTRATION)- SHORT SEMESTER

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

YEAR 3 (INNOVATION CONCENTRATION)

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

Note: Students are required to enroll in Professional Skills Certification (PSC) courses during study (Refer to Appendix II)

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

YEAR 2 (OPERATION CONCENTRATION)

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

Note: Students are required to enroll in Professional Skills Certification (PSC) courses during study (Refer to Appendix II)

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

YEAR 2 (OPERATION CONCENTRATION)- SHORT SEMESTER

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

YEAR 3 (OPERATION CONCENTRATION)

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

Note: Students are required to enroll in Professional Skills Certification (PSC) courses during study (Refer to Appendix II)

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

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 position 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 specific 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 Machinery 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	<i>Bahasa Melayu and English</i>			
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 Skills Certification (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 (<i>for international students only</i>)*	2
<i>*International Students—compulsory to enrol ULRS 1022 and UHLM 1012</i>		
VALUE & IDENTITY (2 credits)		
ULRS 1032	Integrity and Anti-Corruption	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
<i>*For students who are not entitled to exemption of UHLB 1112 English Communication Skill, they (MUET band below 4.0) are compulsory to take the course before taking UHLB 2122</i>		
ENTERPRISING SKILLS (2 CREDITS)		
ULRS 3032	Entrepreneurship & Innovation	2
GENERAL ELECTIVE (3 CREDITS)		
XXXX XXX3	<i>Elective course offered by other faculty</i>	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 <i>Appreciation of Ethics and Civilisations</i> (Malaysia students only)	2	ULRS 1032	Integriti dan Anti Rasuah <i>Integrity & Anti Corruption</i>	2
UHLM 1012	Bahasa Melayu Komunikasi 2 <i>Malay Language for Communication 2</i> (International students only)	2	SBSD 1023	Matematik Perniagaan <i>Business Mathematics</i>	3
SBSF 1013	Prinsip Pemasaran <i>Principles of Marketing</i>	3	SBSD 1053	Pengantar Makroekonomi <i>Principles of Macroeconomics</i>	3
SBSD 1013	Pengantar Mikroekonomi <i>Principles of Microeconomics</i>	3	SBSF 2103	Gelagat Pengguna <i>Consumer Behavior</i>	3
SBSF 1023	Rekabentuk dan Kreativiti dalam Pemasaran <i>Design and Creativity in Marketing</i>	3	SBSD 2023	Pengurusan Sumber Manusia <i>Human Resource Management</i>	3
SBSD 1033	Prinsip Pengurusan <i>Principles of Management</i>	3	SBSF 2023	Integrasi Komunikasi Pemasaran <i>Integrated Marketing Communication</i>	3
SBSF 2113	Sistem Maklumat Pemasaran <i>Marketing Information Systems</i>	3	*UHLB 1112	Bahasa Inggeris Komunikasi* <i>English Communication Skills*</i>	2 (HL)
Total credits		17	Total credits		17/19 **

Note:

*For students who are not entitled to exemption of UHLB 1112 English Communication Skill, they (MUET band below 4.0) are compulsory to take the course before taking UHLB 2122

** Total credits for students who are taking UHLB1112 will be 19 credits.

YEAR 2

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

YEAR 3

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

Note: Students are required to enroll in Professional Skills Certification (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 <i>Marketing For Innovative Products</i>	3
SBSF 3083	Pengurusan Rantiaian Bekalan <i>Supply Chain Management</i>	3
SBSF 3103	Pemasaran Pelancongan <i>Tourism Marketing</i>	3
SBSF 3123	Pengurusan IP dan Undang-undang Siber <i>IP Management and Cyber Law</i>	3
SBSF 3133	Pemasaran Islamik <i>Islamic Marketing</i>	3

YEAR 4

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

Note: Students are required to enroll in Professional Skills Certification (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 <i>Brand Management</i>	3
SBSF 4093	Pemasaran Sosial <i>Social Marketing</i>	3
SBSF 4103	Pengurusan Logistik <i>Logistic Management</i>	3
SBSF 4113	Pemasaran Lestari <i>Sustainability Marketing</i>	3
SBSF 4143	Pemasaran Sukan dan Rekreasi <i>Sports and Leisure Marketing</i>	3
SBSF 4153	Pemasaran Kesihatan <i>Healthcare Marketing</i>	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

Faculty of Management
2025/2026

UTM UNDERGRADUATE GENERAL COURSE

16 CREDITS

[starting from intake 2022/2023]

MALAYSIA CORE VALUE	VALUE & IDENTITY	GLOBAL CITIZEN	COMMUNICATION SKILLS	ENTREPREISING SKILLS
4 CREDITS	2 CREDITS	2 CREDITS	6 CREDITS	2 CREDITS
MALAYSIA STUDENT <ul style="list-style-type: none"> ULRS1022 - Philosophy and Current Issues ULRS1182 - Appreciation of Ethics and Civilisations INTERNATIONAL STUDENT <ul style="list-style-type: none"> ULRS1022 - Philosophy and Current Issues UHLM1012 - Malay Language for Communication 2 	ULRS1032 - Integrity & Anti-Corruption	ULRF2XX2 - Service Learning & Community Engagement Courses	UHLB2122 - Professional Communication Skills 1 UHLB3132 - Professional Communication Skills 1 UHLX1112 - Foreign Language for Communication Elective	ULRS3032 - Entrepreneurship & Innovation

Source : School of Undergraduate Studies (UGS, UTM)

UTM PROFESSIONAL SKILLS CERTIFICATION (UTM PSC)

COMPULSORY COURSES

No.	COMPULSORY	CODE
1	English Communication Skills for Graduating Students (ECS)	GLRL0010
2	Design Thinking for Entrepreneur (DTE)	GLRB0010
3	Talent and Competency Management (TCM)	GLRM0010

ELECTIVE COURSES* (Choose 2)

No.	ELECTIVES	CODE
1	Data Analytics for Organization	GLRM0010
2	Professional Ethics and Integrity	GLRT0020
3	Construction Measurement (Mechanical & Electrical)	GLRT0020
4	OSHE for Engineering Industry and Laboratory	GLRT0030
5	Quality Management for Built Environment and Engineering Professionals	GLRT0050
6	Safety and Health Officer Introductory Course	GLRT0060
7	Industrial Machinery and Lubrication	GLRT0070

*or any other UTM PSC elective courses offer by UGS

3 Compulsory Courses + 2 Elective Courses = 5 courses each students

UNDERGRADUATE REGULATION

- (1) The UTM PSC course is a non-credit course offered to all UTM Undergraduate Degree students to improve student's skills and experience.
- (2) All students are required to take five (5) PSC courses consisting of three (3) compulsory and two (2) elective courses as a requirement for completion of program.

Details information refer to <https://ugs.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)	=	$\frac{\text{Total Point}}{\text{Total credit for the particular semester}}$
CPA (Cumulative Point Average)	=	$\frac{\text{Total points as a whole}}{\text{Total credit as a whole}}$

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 (<i>Kedudukan Baik</i> - KB)	CPA > 2.00
Probationary Standing (<i>Kedudukan Bersyarat</i> - KS)	1.70 < CPA < 2.00
Failure Standing (<i>Kedudukan Gagal</i> - 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 (<i>Kedudukan Baik</i> - KB)
II	3.84	3.83	Good Standing (<i>Kedudukan Baik</i> - 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

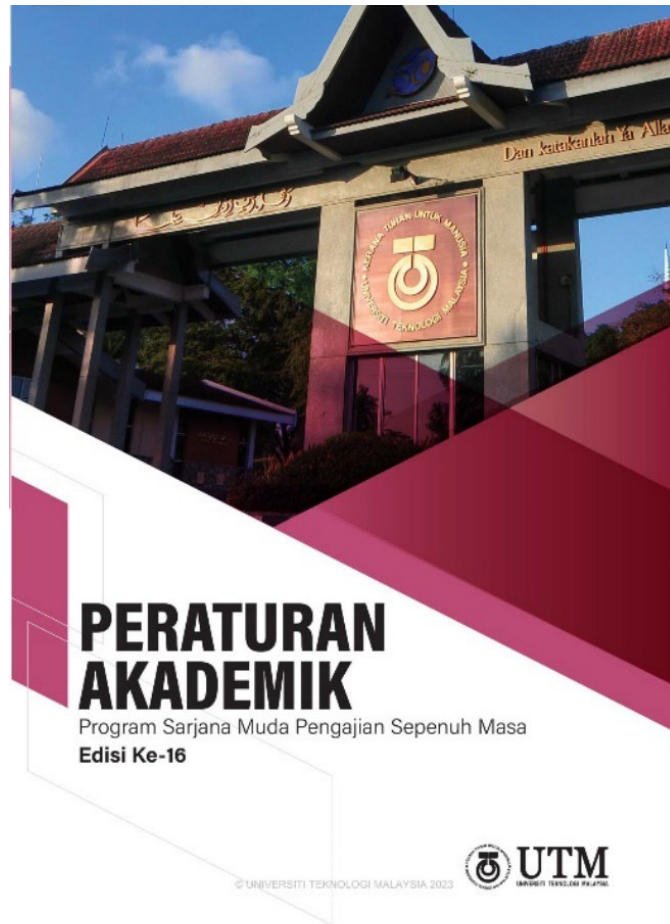
- i. Enrolment in a particular Minor will neither change the curriculum nor the Course Total Pass Credit for a particular Bachelor Degree programme attended.

- 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

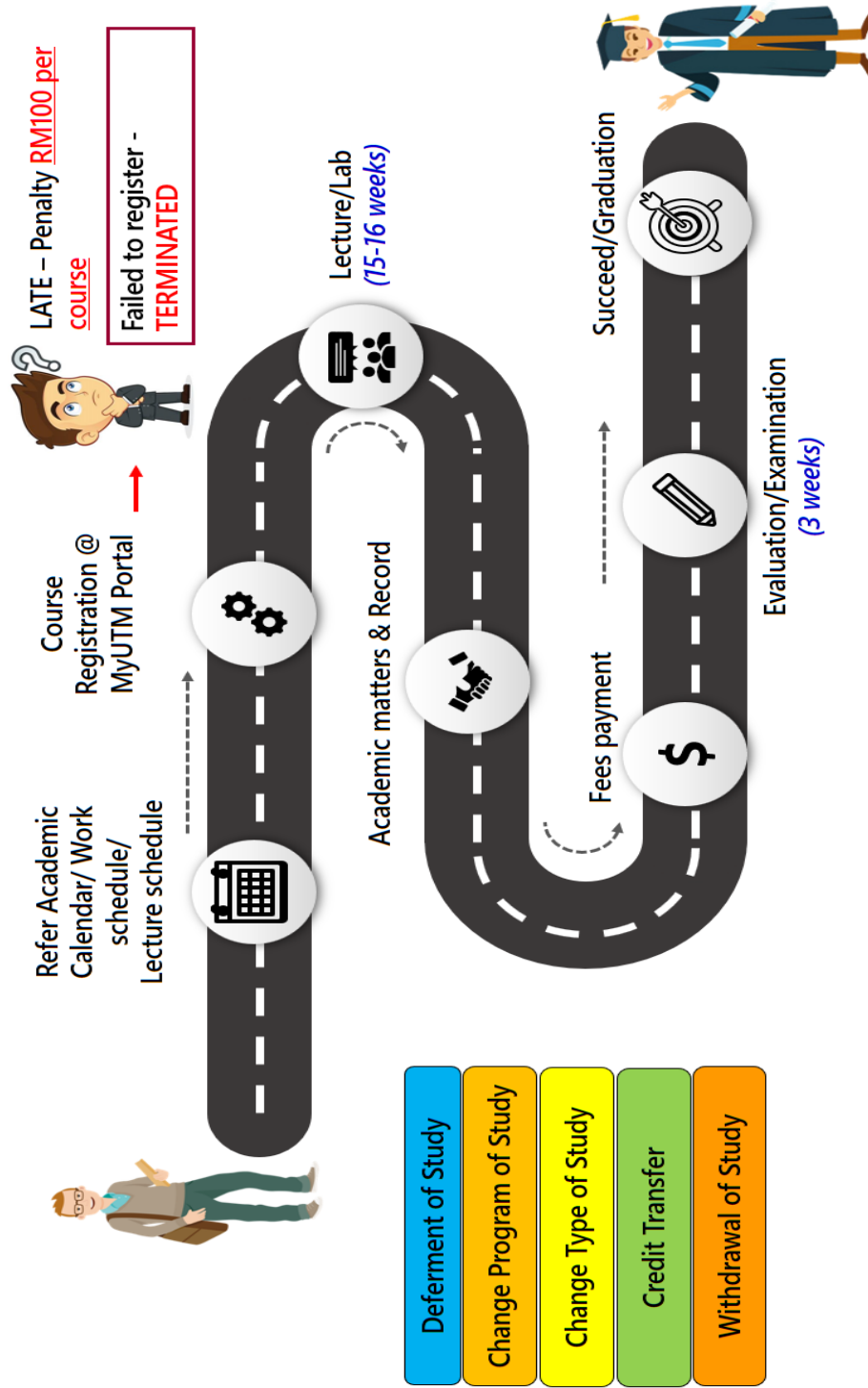
- i. Students who are qualified can apply to enrol in not more than **TWO (2)** Minor programmes.
- ii. Students are not allowed to change the Minor programmes registered for.

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 Undergraduate Studies (UGS) website: <https://ugs.utm.my/academic-rules/>

UTM STUDENT'S TIMELINE (every semester)



Source: <https://amd.utm.my>

NOTES



📍 Block T08, Faculty of Management,
Universiti Teknologi Malaysia,
81310 Johor Bahru, Johor, Malaysia

☎ +607-561 0188

🌐 management.utm.my

📘 fmutm

📷 fm_utm

✉ fm@utm.my