



UTM
UNIVERSITI TEKNOLOGI MALAYSIA



UNDERGRADUATE ACADEMIC HANDBOOK

FACULTY OF MANAGEMENT

2026/2027



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Innovating Sustainable Solutions

UNDERGRADUATE ACADEMIC HANDBOOK
Faculty of Management, Universiti Teknologi Malaysia
Edition: 2026/2027

ATTENTION

The content of this book is true and accurate at the time of publishing.
Faculty of Management reserves the right to make any amendment to the information
contained herewith.

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Note:

Student intake 2026/2027 must refer to this academic handbook for subject registration each semester

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Welcome to Faculty of Management Universiti Teknologi Malaysia



Welcome to the Faculty of Management,
Universiti Teknologi Malaysia.

We are honoured that you have chosen the Faculty of Management and UTM as your destination for acquiring knowledge, enhancing your skills, building character and developing the leadership capabilities needed for a successful future. At the Faculty of Management, we are committed to providing an industry-driven curriculum, personalised academic guidance and a dynamic educational ecosystem that prepares our students to become competent, responsible and future-ready professionals.

As part of UTM, the Faculty of Management is committed to contributing actively towards the UTM Ascend 2030 Vision, guided by the four pillars of Distinctive Eminence: Leap in Niche Excellence, Global Talent, Sustainability, and Humanity & Well-Being. These pillars provide a shared direction for our Faculty community and call upon every staff member and student to play an active role in advancing UTM towards greater excellence and global impact.

At the Faculty of Management, we believe that UTM Ascend 2030 is not merely a university strategy. It is a shared commitment and a collective responsibility. Every lecturer, researcher, professional staff member and student has a role to play in translating these aspirations into meaningful actions and measurable impact.

Learning at the Faculty extends far beyond the classroom. Through Work-Based Learning, multidisciplinary projects, entrepreneurship, case studies, simulations, research, industry engagement and international opportunities, we strive to provide experiences that prepare our students to meet and exceed the expectations of the professional world.

I invite all members of our Faculty community to embrace the spirit of UTM Ascend 2030 to excel in our distinctive strengths, develop global talent, champion sustainability, and place humanity and well-being at the heart of everything we do.

Dear students, enjoy your campus life, make the most of every opportunity and be an active contributor to our Faculty community. I wish you every success in your journey with us.

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



UTM ASCEND 2030

STRATEGY CIRCUIT



VISION
A Premier University
Providing World-Class
Education and Research

MISSION
To Develop Global Talents and
Prosper Lives Through Knowledge
and Innovative Technologies

CORE VALUE
Adab is the recognition of placing knowledge,
humanity, and nature in their rightful
positions, while ensuring
Integrity, Synergy, Excellence, and Sustainability

4 PILLARS OF DISTINCTIVE EMINENCE

LEAP IN NICHE EXCELLENCE

Represents UTM's commitment to establishing itself as a globally recognised institution of higher learning through investments in high-impact research centres, scholarly excellence, and commercialisation of research outputs

GLOBAL TALENT

Focuses on attracting learners to UTM and their families, and equipping them with global competencies

SUSTAINABILITY

Emphasises sustainable development and financial resilience by optimising resources, infrastructure, and operational efficiency

HUMANITY & WELL-BEING

Underscores UTM's commitment to empowering society through the strategic transfer of knowledge, technology, and expertise to the wider community

6 STRATEGIC OBJECTIVES

SO1
Enhance UTM's global standing by showcasing scholarly excellence and impactful innovation

SO2
Strengthen globally-resilient campus learners through humanity-centric learning experience

SO3
Attain financial resilience by strategically leveraging subsidiaries, academic, research and asset strength

SO4
Provide tropically sustainable and intelligent campus experience via resources optimisation and advancing planetary health initiatives

SO5
Ensure institutional sustainability through cost-efficiency and long-term talent succession in strategic areas

SO6
Empower economic and educational transformation through knowledge building and industry integration

10 DESIRED STATES

DS1 Top 100 QS World University Rankings by 2030

DS2 10 subjects ranked in QS Top 100 Subject Rankings by 2030

DS3 Attract and train 300,000 global learners by 2030

DS4 40% graduates with Tier 1 premium employment by 2030

DS5 Generate RM 500 million in annual gross income by 2030

DS6 Reduce institutional carbon footprint by 30% by 2030

DS7 100% subject matter experts (SME) succession planning coverage by 2030

DS8 Reduce cost-per-student by 20% by 2030

DS9 13 humanity-centred projects that uplift communities by 2030

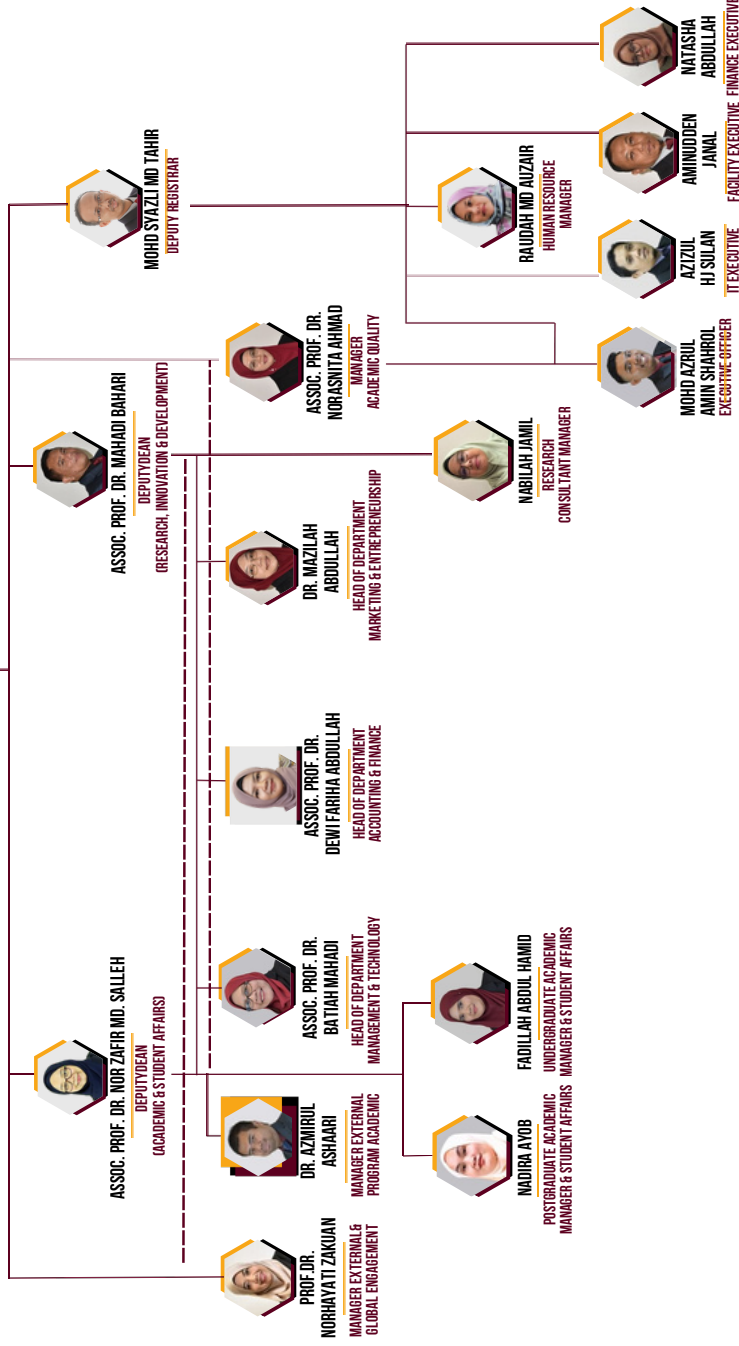
DS10 70 R&D-driven, five-star impact-rated, community transformation projects by 2030

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KERANA TUHAN UNTUK MANUSIA

FACULTY OF MANAGEMENT ORGANIZATIONAL CHART



FACULTY OF MANAGEMENT PROGRAMME COORDINATOR & HEAD OF PANEL

PROGRAMME COORDINATOR



HEAD OF PANEL



ENTRY REQUIREMENTS (MALAYSIA STUDENTS)

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN STPM, MATRIKULASI/ ASASI DAN STAM
SESI AKADEMIK 2026/2027**

PROGRAM	LEPASAN STPM	LEPASAN MATRIKULASI/ ASASI
Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester Sarjana Muda Pemasaran Digital dengan Kepujian 6 Semester	Memenuhi Syarat Am Universiti Serta KEPERLUAN KHAS PROGRAM Lulus STPM dengan mendapat sekurang- kurangnya Gred B dalam mata pelajaran berikut: - Mathematics (M) atau Mathematics (T)/ Ekonomi/ Perakaunan/ Pengajian Perniagaan/ Physics/ Biology/ Information and Communications Technology (ICT)/ Sejarah/ Seni Visual. dan mana-mana SATU (1) mata pelajaran lain kecuali Pengajian Am dan Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut: - Matematik dan Mendapat sekurang- kurangnya Band 2.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan.	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM Mendapat sekurang-kurangnya Gred B pada peringkat Matrikulasi/ Asasi dalam mata pelajaran berikut: - Mathematics/ Physics/ Biology/ Computer Science/ Computing/ Programming/ Ekonomi/ Prinsip Ekonomi/ Pengurusan Perniagaan/ Accounting. dan mana-mana SATU (1) mata pelajaran lain. dan Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut: - Matematik dan Mendapat sekurang- kurangnya Band 2.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan.

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN STPM, MATRIKULASI/ ASASI DAN STAM
SESI AKADEMIK 2026/2027**

PROGRAM	LEPASAN STAM
Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester Sarjana Muda Pemasaran Digital dengan Kepujian 6 Semester	Memenuhi Syarat Am Universiti Serta KEPERLUAN KHAS PROGRAM Mendapat sekurang-kurangnya Pangkat Jayyid Jiddan dalam Peperiksaan Sijil Tinggi Agama Malaysia (STAM) dan Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam mata pelajaran berikut: ● Matematik dan Mana-mana DUA (2) mata pelajaran berikut: ● Matematik Tambahan ● Ekonomi/ Ekonomi Asas ● Prinsip Perakaunan ● Perdagangan/ Perniagaan ● Fizik ● Information & Communication Technology/ Programming & Development Tools dan mana-mana SATU (1) mata pelajaran lain. dan Mendapat sekurang-kurangnya Band 2.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan.

SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN DIPLOMA UA, POLITEKNIK, DVM DAN KELAYAKAN SETARAF SESI AKADEMIK 2026/2027

PROGRAM	LEPASAN DIPLOMA	LEPASAN KELAYAKAN SETARAF (A LEVEL/ IB/ AUSMAT)
Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester Sarjana Muda Pemasaran Digital dengan Kepujian 6 Semester	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM Memiliki Diploma dari UTM/ IPT/ Setaraf dengan mendapat sekurang-kurangnya PNGK 2.70; atau Bagi calon yang mendapat PNGK kurang dari 2.70 tetapi mempunyai sekurang-kurangnya DUA (2) tahun pengalaman bekerja dalam bidang yang dimohon adalah layak memohon. dan Mendapat sekurang-kurangnya Gred C pada peringkat SPM dalam mata pelajaran berikut: • Matematik atau Mendapat sekurang-kurangnya Gred C dalam salah satu mata pelajaran Mathematics pada peringkat Diploma. dan Mendapat sekurang-kurangnya Band 2.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan. Catatan: • Calon dikehendaki muat naik keputusan peperiksaan yang lengkap semasa Diploma (dari 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.	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM 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: • Mathematics/ Physics/ Biology/ Computing/ Accounting/ Economics/ Business Management dan mana-mana SATU (1) mata pelajaran lain. dan Mendapat sekurang-kurangnya kepujian Gred C pada peringkat SPM dalam mata pelajaran berikut: • Matematik dan Mendapat sekurang-kurangnya Band 2.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan/ 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.

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN DIPLOMA UA, POLITEKNIK, DVM DAN KELAYAKAN SETARAF
SESI AKADEMIK 2026/2027**

PROGRAM	LEPASAN DIPLOMA VOKASIONAL MALAYSIA (DVM)
Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester Sarjana Muda Pemasaran Digital dengan Kepujian 6 Semester Sarjana Muda Perakaunan dengan Kepujian UT6344001 7 Semester	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM Memiliki Diploma Vokasional Malaysia (DVM) dengan mendapat sekurang-kurangnya PNGK 2.70 dalam bidang berikut; • Pengurusan Perniagaan/ Pemasaran/ Pengurusan Peruncitan/ Perakaunan dan Mendapat sekurang-kurangnya Gred C pada peringkat SPM dalam mata pelajaran berikut: • Matematik • Bahasa Inggeris atau Memiliki Sijil Vokasional Malaysia (SVM) yang disetarakan dengan 3 kredit SPM seperti berikut: • PNGK akademik sama atau lebih 3.00 • PNGK Vokasional sama atau lebih 3.00 dan kompeten semua modul vokasional • Kepujian dalam BM SVM kod 1104; dan • Mendapat sekurang-kurangnya Gred B dalam semua mata pelajaran <i>Mathematics</i> peringkat SVM dan Mendapat sekurang-kurangnya Gred C dalam salah satu mata pelajaran <i>Mathematics dan Bahasa Inggeris</i> pada peringkat Diploma. dan Mendapat sekurang-kurangnya Band 2.0/ Band 3.0 bagi Sarjana Muda Perakaunan dengan Kepujian dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan.

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN DIPLOMA UA, POLITEKNIK, DVM DAN KELAYAKAN SETARAF
SESI AKADEMIK 2026/2027**

PROGRAM	LEPASAN APEL. A
Sarjana Muda Pengurusan dengan Kepujian UT6345003 6 Semester (Terbuka kepada Calon yang mempunyai Sijil APEL.A)	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM Memiliki Sijil Perakuan APEL.A dari Agensi Kelayakan Malaysia (MQA) dengan Tahap 6 Kerangka Kelayakan Malaysia (MQF) dan Mempunyai pengalaman kerja dalam bidang yang berkaitan. dan Mendapat sekurang-kurangnya Band 2.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan/ Band 5.5 dalam ujian <i>IELTS (Academic)/ score 500</i> dalam ujian <i>TOEFL PBT/ score 46</i> dalam ujian <i>TOEFL IBT/ score 51</i> dalam <i>Pearson Test of English (PTE)/ score 160</i> dalam <i>Cambridge English Qualifications and Tests/ Level 108</i> dalam <i>ELS Certified Intensive English Programme Level</i>.

**SYARAT KHAS KEMASUKAN MENGIKUT PROGRAM BAGI LEPASAN STPM, MATRIKULASI/ ASASI DAN STAM
SESI AKADEMIK 2026/2027**

PROGRAM	LEPASAN STPM	LEPASAN MATRIKULASI/ ASASI
Sarjana Muda Perakaunan dengan Kepujian UT6344001 7 Semester	Memenuhi Syarat Am Universiti Serta KEPERLUAN KHAS PROGRAM Mendapat sekurang-kurangnya PNGK 2.80 pada peringkat STPM; dan Mendapat sekurang-kurangnya Gred B (NGMP 3.00) dalam SATU (1) mata pelajaran berikut: • Mathematics (M) atau Mathematics (T)/ Ekonomi/ Perakaunan/ Pengajian Perniagaan • Mana-mana SATU (1) mata pelajaran lain kecuali Pengajian Am dan Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut: • Matematik • Bahasa Inggeris dan Mendapat sekurang-kurangnya Band 3.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan.	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM Mendapat PNGK 2.80 pada peringkat Matrikulasi/ Asasi; dan Mendapat sekurang-kurangnya Gred B (3.00) pada peringkat Matrikulasi/ Asasi dalam mata pelajaran berikut: • Mathematics /Ekonomi/ Prinsip Ekonomi/ Pengurusan Perniagaan/ Accounting • Mana-mana SATU (1) mata pelajaran lain. dan Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut: • Matematik • Bahasa Inggeris dan Mendapat sekurang-kurangnya Band 3.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan.

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)
Sarjana Muda Perakaunan dengan Kepujian UT6344001 7 Semester	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM Memiliki Diploma dari UTM/IPT/Setaraf dengan mendapat sekurang-kurangnya PNGK2.70; atau Bagi calon yang mendapat PNGK kurang dari 2.70 tetapi mempunyai sekurang-kurangnya DUA (2) tahun pengalaman bekerja dalam bidang yang dimohon adalah layak memohon. dan Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut: • Matematik • Bahasa Inggeris atau Mendapat sekurang-kurangnya Gred C pada peringkat Diploma dalam salah satu mata pelajaran Mathematics dan Bahasa Inggeris. dan Mendapat sekurang-kurangnya Band 3.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan. Catatan: • 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.	Memenuhi Syarat Am Universiti serta KEPERLUAN KHAS PROGRAM 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: • <i>Mathematics/ Accounting/ Economics/ Business Management</i> • Mana-mana SATU (1) mata pelajaran lain. dan Mendapat sekurang-kurangnya kepujian (Gred C) pada peringkat SPM dalam DUA (2) mata pelajaran berikut: • Matematik • Bahasa Inggeris dan Mendapat sekurang-kurangnya Band 3.0 dalam <i>Malaysian University English Test (MUET)</i> untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah 5 tahun mulai tarikh keputusan ujian dikeluarkan/ Band 6.0 dalam ujian IELTS (Academic)/ <i>score 550</i> dalam ujian TOEFL PBT/ <i>score 60</i> dalam ujian TOEFL IBT/ <i>score 59</i> dalam Pearson Test of English (PTE)/ <i>score 169</i> dalam Cambridge English Qualifications and Tests/ <i>Level 109</i> dalam ELS Certified Intensive English Programme Level.

SYARAT AM KEMASUKAN KE UNIVERSITI SESI 2026/2027

LEPASAN STPM	LEPASAN MATRIKULASI/ ASASI	LEPASAN STAM
Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya: 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 dan Lulus Peperiksaan Sijil Tinggi Persekolahan Malaysia (STPM) dengan mendapat sekurang-kurangnya: 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 dan Mendapat sekurang-kurangnya BAND 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah lima (5) tahun mulai tarikh keputusan ujian dikeluarkan.	Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya: 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 dan Lulus Matrikulasi KPM/ Asasi Sains UM/ Asasi UKM/ Asasi UiTM dengan mendapat sekurang- kurangnya PNGK 2.00 dan Mendapat sekurang-kurangnya BAND 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah lima (5) tahun mulai tarikh keputusan ujian dikeluarkan.	Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya: 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 dan Mendapat sekurang-kurangnya Pangkat Jayyid dalam Peperiksaan Sijil Tinggi Agama Malaysia (STAM) dan Mendapat sekurang-kurangnya BAND 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah lima (5) tahun mulai tarikh keputusan ujian dikeluarkan.
LEPASAN DIPLOMA UNIVERSITI AWAM/ POLITEKNIK/ KOLEJ KOMUNITI	LEPASAN DIPLOMA TVET (DKM/DLKM/DVM)	LEPASAN DIPLOMA IPTS/ ILKA DAN LAIN-LAIN
Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya: 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 dan 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) dan Mendapat sekurang-kurangnya BAND 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah lima (5) tahun mulai tarikh keputusan ujian dikeluarkan.	Mempunyai kelulusan Diploma Kemahiran Malaysia (DKM), Diploma Lanjutan Kemahiran Malaysia (DLKM) atau Diploma Vokasional Malaysia (DVM) yang diiktiraf setaraf dengannya oleh Kerajaan Malaysia dan diluluskan oleh Senat Universiti (Syarat Khas program pengajian mengikut jenis program yang ditawarkan di UA). dan Mendapat sekurang-kurangnya BAND 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah lima (5) tahun mulai tarikh keputusan ujian dikeluarkan.	Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya: 1. Gred C bagi mata pelajaran BAHASA MELAYU/ BAHASA MELAYU (KERTAS JULAI) 2. Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 dan 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) dan Mendapat sekurang-kurangnya BAND 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah lima (5) tahun mulai tarikh keputusan ujian dikeluarkan

LEPASAN KELAYAKAN SETARAF	SYARAT TAMBAHAN BAGI PERMOHONAN PROGRAM PENDIDIKAN UNTUK PERKHIDMATAN DENGAN KEMENTERIAN PENDIDIKAN MALAYSIA
<u>SPM</u> Memiliki Sijil Pelajaran Malaysia (SPM) dengan mendapat sekurang-kurangnya - Gred C bagi matapelajaran BAHASA MELAYU / BAHASA MELAYU (KERTAS JULAI) - Gred E bagi mata pelajaran SEJARAH mulai tahun 2013 dan <u>MATRIK / ASASI</u> Matrikulasi KPM / Asasi Sains UM / Asasi UKM / Asasi UiTM dengan mendapat sekurang-kurangnya: - Purata Nilai Gred Kumulatif (PNGK) 2.00 atau <u>STPM</u> Lulus Peperiksaan Sijil Tinggi Persekolahan Malaysia /(STPM) dengan mendapat sekurang-kurangnya: - Purata Nilai Gred Kumulatif (PNGK) 2.00 - Gred C bagi mata pelajaran PENGAJIAN AM - DUA (2) Gred C dalam mana-mana mata pelajaran yang belum dikira atau <u>STAM</u> Mendapat sekurang-kurangnya: - Pangkat JAYYID dalam Peperiksaan Sijil Tinggi Agama Malaysia (STAM) atau <u>KELAYAKAN SETARAF</u> Lulusan Pra-U Sekolah Sukan Malaysia/ GCE A- Level/ International Baccalaureate Diploma/ Australian Matriculation (AUSMAT) serta kelayakan lain yang diiktiraf setaraf dengannya oleh Kerajaan Malaysia dan diluluskan oleh Senat UA dan <u>MUET</u> Mendapat sekurang-kurangnya BAND 1.0 dalam Malaysian University English Test (MUET) untuk peperiksaan yang bermula Sesi 1 tahun 2021 mengikut tempoh sah lakunya ialah lima (5) tahun mulai tarikh keputusan ujian dikeluarkan.	- Permohonan terbuka kepada Warganegara Malaysia sahaja - Pemohon mestilah berumur tidak melebihi tiga puluh (30) tahun semasa mengemukakan permohonan - Lulus Matematik dalam Sijil Pelajaran Malaysia (SPM) - Calon yang memohon hendaklah sihat tubuh badan, tidak menghidap apa-apa penyakit mental atau fizikal dan berupaya mengikuti program pengajian yang dirangka untuk kursus ini <u>Ujian MEdSI dan Temu Duga</u> - Calon yang layak, perlu menduduki Ujian Malaysian Educators Selection Inventory (MEdSI) dan melepasi tahap minimum Ujian MEdSI, lulus ujian khas yang ditetapkan serta diperaku temu duga sebelum dipertimbangkan untuk ditawarkan ke program pengajian pendidikan di UA - Hanya calon yang memenuhi Syarat Am serta Syarat Khas program pengajian sahaja akan dipanggil untuk menghadiri ujian MEdSI *Segala perbelanjaan untuk menghadiri ujian dan temu duga adalah di bawah tanggungan calon.

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/>



BACHELOR DEGREE PROGRAMMES



**Bachelor in Accounting
with Honours**



**Bachelor of Management
with Honours**



**Bachelor in Digital
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	CREDITS
MALAYSIA CORE VALUE (6 credits)		
FOR MALAYSIAN STUDENTS		
ULRS 1122	Malaysian Nation-State Aspiration	2
ULRS 1042	Philosophy and Current Challenges	2
ULRS 1032	Integrity and Anti-Corruption	2
FOR INTERNATIONAL STUDENTS		
UHLM 1012	Malay Language for Communication 2	2
ULRS 1132	Malaysian Citra	2
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
<i>*For students who score MUET below 4.0 or IELTS below 5.5, it is compulsory to register for UHLB 1112 (English Communication Skills) before they are allowed to take UHLB 2122 (Professional Communication Skills 1)</i>		
UHLB 3132	Professional Communication Skills 2	2
UHLX 1112	Foreign Language for Communication Electives	2
INNOVATION AND LEADERSHIP 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 I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	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 **

* For students who score MUET less than 4.0 or IELTS less than 5.5 they are required to register UHLB 1112 before taking UHLB2122.

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

YEAR 1 – SEMESTER III (SHORT SEMESTER- 8 credits)

MALAYSIAN STUDENTS		
Code	Course Name	Credit
ULRS 1122	Aspirasi Negara Bangsa <i>Malaysian Nation-State Aspiration</i>	2
ULRS 1042	Falsafah dan Cabaran Semasa <i>Philosophy and Current Challenges</i>	2
ULRS 1032	Integriti dan Anti Rasuah <i>Integrity and Anti-Corruption</i>	2
UHLB 2122	Kemahiran Komunikasi Professional 1 <i>Professional Communication Skills 1</i>	2
INTERNATIONAL STUDENTS		
ULRS 1132	Citra Malaysia/ <i>Malaysian Citra</i>	2
UHLM 1012	Bahasa Melayu Komunikasi 2 <i>Malay Language for Communication 2</i>	2
ULRS 1032	Integriti dan Anti Rasuah <i>Integrity and Anti-Corruption</i>	2
UHLB 2122	Kemahiran Komunikasi Professional 1 <i>Professional Communication Skills 1</i>	2
Total credits		8

YEAR 2

SEMESTER I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	Credit
SFMC 2053	Undang-undang Korporat <i>Corporate Law</i>	3	UHLX 1112	Elektif Komunikasi Bahasa Asing <i>Foreign Language for Communication Electives</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 I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	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 I		
Code	Course Name	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.
- (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.	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.

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	CREDITS
MALAYSIA CORE VALUE (6 credits)		
FOR MALAYSIAN STUDENTS		
ULRS 1122	Malaysian Nation-State Aspiration	2
ULRS 1042	Philosophy and Current Challenges	2
ULRS 1032	Integrity and Anti-Corruption	2
FOR INTERNATIONAL STUDENTS		
UHLM 1012	Malay Language for Communication 2	2
ULRS 1132	Malaysian Citra	2
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
<i>*For students who score MUET below 4.0 or IELTS below 5.5, it is compulsory to register for UHLB 1112 (English Communication Skills) before they are allowed to take UHLB 2122 (Professional Communication Skills 1)</i>		
UHLB 3132	Professional Communication Skills 2	2
UHLX 1112	Foreign Language for Communication Electives	2
INNOVATION AND LEADERSHIP 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	Elektif Bebas <i>Elective course offered by other faculty</i>	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	Elektif Bebas <i>Elective course offered by other faculty</i>	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 Plan by Semester - Bachelor of Management with Honours

YEAR 1

SEMESTER I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	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 score MUET less than 4.0 or IELTS less than 5.5 they are required to register UHLB 1112 before taking UHLB2122.

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

YEAR 1 - SEMESTER III (SHORT SEMESTER)

MALAYSIAN STUDENTS		
Code	Course Name	Credit
ULRS 1122	Aspirasi Negara Bangsa <i>Malaysian Nation-State Aspiration</i>	2
ULRS 1042	Falsafah dan Cabaran Semasa <i>Philosophy and Current Challenges</i>	2
ULRS 1032	Integriti dan Anti Rasuah <i>Integrity & Anti-Corruption</i>	2
UHLB 2122	Kemahiran Komunikasi Professional 1 <i>Professional Communication Skills 1</i>	2
INTERNATIONAL STUDENTS		
ULRS 1132	Citra Malaysia/ <i>Malaysian Citra</i>	2
UHLM 1012	Bahasa Melayu Komunikasi 2 <i>Malay Language for Communication 2</i>	2
ULRS 1032	Integriti dan Anti Rasuah <i>Integrity & Anti-Corruption</i>	2
UHLB 2122	Kemahiran Komunikasi Professional 1 <i>Professional Communication Skills 1</i>	2
Total credits		8

YEAR 2 (INNOVATION CONCENTRATION)

SEMESTER I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	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 Intelekt <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	Course Name	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)- SEMESTER III (SHORT SEMESTER)

SEMESTER III		
Code	Course Name	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 I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	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	Course Name	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 I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	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 Intelekt <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	Course Name	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)- SEMESTER 3 (SHORT SEMESTER)

SEMESTER III		
Code	Course Name	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 I			SEMESTER II		
Code	Course Name	Credit	Code	Course Name	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 305	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	Course Name	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 positioned students to understand why credibility is essential to efficient and effective business communication in today's rapidly changing business communication environment. The content of this course is organised around the traditional business communication topics which include principles of interpersonal communication, principles for business messages, types of business messages, business reports and presentations as well as employment communications. The course is designed to equip students with professional credibility for the workplace of tomorrow; better interpersonal skills than ever before; better team skills, better writing skills, especially adapted to new technologies, and stronger presentation skills.

SFMD 2043 Law and Management of Intellectual Property

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

SFMD 2053 International Business and Globalization

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

SFMD 2063 Business Intelligence and Analytics

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

SFMD 2073 Supply Chain Management

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

SFMD 2093 Innovation Management

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

SFMD 2103 Managing Technology Based Venture

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

SFMD 2113 Management Science

The course provides a foundation for quantitative decision-making. The course is designed to facilitate students acquiring knowledge and understanding on concepts, principles and techniques of selection, specification and application of quantitative techniques for solution of managerial decisions problems. Topics include developing and solving linear programming problems, transportation & assignment problems, forecasting, waiting line

model and decision-making models. This course embraces authenticity of generic skills (analysis information and critical thinking skills) when engaging in the process of solving problem given.

SFMD 2123 Manufacturing Technology

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

SFMD 2133 Quality Management

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

SFMD 2143 Procurement Management

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

SFMD 2153 Technology Forecasting

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

SFMD 2163 Logistics Management

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

SFMD 2173 Technology Commercialization

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

SFMD 2183 Occupational Safety, Health and Environment

This course introduces the concept of occupational safety, health and environment which is considered as crucial components of organisational competitiveness. It started by highlighting the safety and health movement then and now followed by the legal requirements stipulated under the Occupational Safety and Health 1994, the Factories and 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 IN DIGITAL MARKETING WITH HONOURS

PROGRAMME SPECIFICATIONS

1. Programme Name	Bachelor in Digital Marketing with Honours			
2. Final Award	Bachelor in Digital Marketing with Honours			
3. Awarding Institution	Universiti Teknologi Malaysia (UTM)			
4. Teaching Institution	Universiti Teknologi Malaysia (UTM)			
5. Programme Code	SBSFH (UTM)			
6. Professional or Statutory Body of Accreditation	NA			
7. Language(s) of Instruction	English			
8. Mode of Study (Conventional, Distance Learning)	Conventional			
9. Mode of Operation (Franchise, Self-govern)	Self-govern			
10. Study Scheme (Full Time/Part Time)	Full Time and Part Time			
11. Study Duration	Minimum : 3 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	6	9	14	14

1. Programme Objectives

- (i) Demonstrate the ability to function as digital marketers and advertisers, as well as marketing specialists, equipped with in-depth knowledge, practical skills, and the capability to lead data-driven digital marketing strategies that foster sustainable solutions across industries.
- (ii) Practice professional ethics, good leadership qualities and possess effective interpersonal communication skills in a holistic manner.
- (iii) Possess an entrepreneurial mindset to address dynamic global and societal challenges while advancing career growth.

2. Programme Learning Outcomes

Learning Outcomes	Intended Learning Outcomes	Teaching and Learning Methods	Assessment
(a) Technical Knowledge and Competencies			
PLO1 Knowledge	Apply digital marketing and advertising theories and concepts in real organisational contexts through digital platforms, social media, and emerging marketing technologies.	Lectures, tutorials, case studies, seminars, directed reading, industry talks.	Examinations, tests/quizzes, case analysis, assignments.
PLO2 Cognitive Skills	Integrate digital marketing strategies, technological skills, user analytics, and digital advertising approaches to solve complex organisational problems responsively and innovatively.	Case-based learning, problem-based learning, digital analytics exercises, simulations, ICT lab, industry cases.	Case analysis, problem-solving exercises, campaign/ strategy proposal, examinations, projects .
PLO3 Practical Skills	Plan and execute digital marketing and advertising campaigns that are sustainable, ethical, and aligned with social objectives and industry regulations.	Hands-on ICT/digital lab, campaign development, simulations, project-based learning, industrial training/WBL.	Digital campaign/project, practical task, portfolio, presentation/pitch, industry/WBL assessment.
PLO7 Numeracy Skills	Analyse numerical and graphical data, using quantitative and qualitative tools to support decision-making.	Quantitative exercises, analytics lab, data interpretation, case analysis.	Data analysis exercises, quantitative problem-solving, analytics report/ dashboard, tests/ quizzes.
(b) Generic Skills			
PLO4 Interpersonal Skills	Demonstrate the ability to collaborate professionally with agencies, clients, and technology providers to produce creative and strategic digital marketing solutions.	Team-based projects, collaborative learning, client/industry engagement, WBL.	Group project, peer assessment, observation/rubric, industry/client evaluation.
PLO5 Communication Skills	Communicate brand ideas, digital content, and advertising messages effectively through written and oral communication tailored to different audiences and media channels.	Presentations/pitches, report writing, content development, client presentation.	Oral presentation/ pitch, written report, digital content, communication rubric.
PLO6 Digital Skills	Use a broad range of digital technologies and media to complete relevant tasks.	ICT lab, digital platform exercises, simulations, hands-on workshops, digital projects.	Practical digital tasks, digital campaign/ project, e-portfolio, platform/tool-based assessment.
PLO8 Leadership, Autonomy and Responsibility	Demonstrate leadership and teamwork in managing projects and solving problems.	Team projects, project leadership, WBL/industrial training, problem-based learning.	Leadership/teamwork rubric, peer assessment, project performance, industry/ supervisor evaluation

PLO9 Personal Skills	Demonstrate self-directed lifelong learning and professional development.	Self-directed learning, reflective learning, independent projects, industrial training/WBL.	Reflective portfolio/journal, professional development plan, supervisor evaluation, project report.
PLO10 Entrepreneurial Skills	Demonstrate entrepreneurship skills in solving business problems.	Entrepreneurship projects, business simulations, industry mentoring, case studies, pitching.	Business/marketing proposal, entrepreneurial project, pitch, case analysis.
PLO11 Ethics and Professionalism Skills	Demonstrate ethical and professional responsibility in social interactions, adhere to national or international regulations, and integrate diversity and inclusion into marketing strategies for mankind.	Ethical case discussions, scenario/problem-based learning, industry/WBL, professional practice	Ethical case analysis, reflective report, professional conduct evaluation, project/industry assessment

3. Classification of Courses

Components by Category and Total Credits for Graduation

Classification	Credit Hours	Percentage (%)
Compulsory University Courses	16	13
Core Courses	21	17
Discipline Courses	71	60
Elective Courses	12	10
Total Credits for Graduation	120	100

4. Programme Structure and Features, Curriculum and Award Requirements

The course is offered in full-time mode and is based on 3 semesters academic sessions. 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 (*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 pursue careers in digital marketing, social media and content marketing, digital advertising, e-commerce, marketing analytics, customer relationship management, brand and product marketing, as well as AI-enabled marketing across diverse industries and digital-based organisations.

8. Curriculum Structure

University Courses (16 credits)

COURSE CODE	COURSE NAME	CREDIT
MALAYSIA CORE VALUE (6 credits)		
FOR MALAYSIAN STUDENTS		
ULRS 1122	Malaysian Nation-State Aspiration	2
ULRS 1042	Philosophy and Current Challenges	2
ULRS 1032	Integrity and Anti-Corruption	2
FOR INTERNATIONAL STUDENTS		
UHLM 1012	Malay Language for Communication 2	2
ULRS1132	Malaysian Citra	2
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
<i>*For students who score MUET below 4.0 or IELTS below 5.5, it is compulsory to register for UHLB 1112 (English Communication Skills) before they are allowed to take UHLB 2122 (Professional Communication Skills 1)</i>		
UHLB 3132	Professional Communication Skills 2	2
UHLX 1112	Foreign Language for Communication Electives	2
INNOVATION AND LEADERSHIP SKILLS (2 credits)		
ULRS 3032	Entrepreneurship & Innovation	2
GENERAL ELECTIVE (3 Credits)		
Xxxx xxx3	Free Elective (<i>Elective course offered by other faculty</i>)	3

Core Courses

CODE	COURSE NAME	CREDIT
SFMD1033	Principles of Management	3
SFMD1303	Business Economics	3
SFMD2023	Human Resource Management	3
SFMC1303	Business Accounting	3
SFMC1103	Financial Management	3
SFMS2063	Programming for Business Analytics	3
SFMF1013	Principles of Marketing	3
SFMF1023	Creativity, Design and Innovation	3
SFMF1113	Marketing for ESG Goals	3
SFMF1123	Generative AI for Content Marketing	3
SFMF1133	Consumer Behaviour in the Digital Era	3
SFMF1143	Digital Marketing	3
SFMF1153	Services Marketing in the Digital Era	3
SFMF2013	Statistics and Analytics in Marketing	3
SFMF2023	Multichannel Distribution in the Digital Era	3
SFMF2033	Product Innovation and Management	3
SFMF2043	Pricing Strategies	3
SFMF2053	Advertising and Promotion	3
SFMF2113	Global Marketing	3
SFMF2124	Marketing Research and Analytics	4
SFMF2133	Retailing and Online Merchandising	3
SFMF2143	Sales and Customer Interaction	3
SFMF3014	Final Year Project (Industry Case Study)	4
SFMF3023	Search Engine Optimisation and Analytics	3
SFMF3043	Strategic Marketing	3
SFMF3033	Brand Management	3

Electives Courses (27 Credits)

CODE	COURSE NAME	CREDIT
ENTREPRENEURSHIP PANEL (Choose 1 – 3 credits)		
SFMF 2213	Digital Entrepreneurship	3
SFMF 2223	Social Entrepreneurship and Social Innovation	3
SFMF 2233	Technology Startup	3
MARKETING PANEL (Choose 2 – 6 credits)		
SFMF 3213	Tourism, Events and Hospitality	3
SFMF 3223	Introduction to Neuromarketing	3
SFMF 3233	Cybersecurity for Digital Marketing	3
SFMF 3243	Healthcare Marketing	3
SFMF 3253	Fundamentals of Halal Marketing	3
SFMF 3263	Seminar on Contemporary Marketing	3

Industrial Training (12 Credits)

CODE	COURSE NAME	CREDIT
SFMF 3128	Industrial Training (Practical)	8
SFMF 3114	Industrial Training (Report)	4

9. Study Plan by Semester - Bachelor in Digital Marketing with Honours**YEAR 1**

Semester I			Semester II		
Course Code	Course Name	Credit	Course Code	Course Name	Credit
SFMD1033	Principles of Management	3	SFMD1303	Business Economics	3
SFMF1013	Principles of Marketing	3	SFMF1113	Marketing for ESG Goals	3
SFMC1303	Business Accounting	3	SFMF1123	Generative AI for Content Marketing	3
SFMD2023	Human Resource Management	3	SFMF1133	Consumer Behaviour in Digital Era	3
SFMC1103	Financial Management	3	SFMF1143	Digital Marketing	3
SFMF1023	Creativity, Design and Innovation	3	SFMF1153	Marketing Services in Digital Era	3
			UHLB 1112	English Communication Skills	2 (HL)
TOTAL CREDITS		18	TOTAL CREDITS		18/20**

* For students who score MUET less than 4.0 or IELTS less than 5.5 they are required to register UHLB 1112 before taking UHLB2122.

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

YEAR 1 - SEMESTER III (SHORT SEMESTER)

MALAYSIAN STUDENTS		
Code	Course Name	Credit
ULRS 1122	Aspirasi Negara Bangsa <i>Malaysian Nation-State Aspiration</i>	2
ULRS 1042	Falsafah dan Cabaran Semasa <i>Philosophy and Current Challenges</i>	2
ULRS 1032	Integriti dan Anti Rasuah <i>Integrity & Anti-Corruption</i>	2
UHLB 2122	Kemahiran Komunikasi Professional 1 <i>Professional Communication Skills 1</i>	2
INTERNATIONAL STUDENTS		
ULRS 1132	Citra Malaysia/ <i>Malaysian Citra</i>	2
UHLM 1012	Bahasa Melayu Komunikasi 2 <i>Malay Language for Communication 2</i>	2
ULRS 1032	Integriti dan Anti Rasuah <i>Integrity & Anti-Corruption</i>	2
UHLB 2122	Kemahiran Komunikasi Professional 1 <i>Professional Communication Skills 1</i>	2
TOTAL CREDITS		8

YEAR 2

Semester I			Semester II		
Course Code	Course Name	Credit	Course Code	Course Name	Credit
SFMF2013	Statistics & Analytics in Marketing	3	SFMF2113	Global Marketing	3
SFMF2023	Multichannel Distribution in Digital Era	3	SFMF2124	Marketing Research and Analytics	4
SFMF2033	Product Innovation and Management	3	SFMF2133	Retail and Online Merchandising	3
SFMF2043	Pricing Strategies	3	SFMF2143	Sales and Customer Interaction	3
SFMF2053	Advertising and Promotion	3	xxxx xxx3	General Elective (electives course offered by other faculty)	3
SFMS2063	Programming for Business Analytics	3	SFMF 2xx3	Elective I (Entrepreneurship Panel)	3
TOTAL CREDITS		18	TOTAL CREDITS		19

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

YEAR 2 - SEMESTER III (SHORT SEMESTER)

SEMESTER III		
Code	Course Name	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

Semester I			Semester II		
Course Code	Course Name	Credit	Course Code	Course Name	Credit
SFMF3014	Final Year Project (Industry Case Study)	4	SFMF3114	Industrial Training (Report)	4
SFMF3023	Search Engine Optimisation and Analytics	3	SFMF3128	Industrial Training (Practical)	8
SFMF3033	Brand Management	3			
SFMF3043	Strategic Marketing	3			
SFMF 3xx3	Elective II (Marketing Panel)	3			
SFMF 3xx3	Elective III (Marketing Panel)	3			
TOTAL CREDITS		19	TOTAL CREDITS		12

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

ELECTIVE

Elective Course Component	Course Code	Course Name	Credit
(Entrepreneurship Panel) Choose 1 only	SFMF2213	Digital Entrepreneurship	3
	SFMF2223	Social Entrepreneurship and Social Innovation	3
	SFMF2233	Technology Startup	3
(Marketing Panel) Choose 2 only	SFMF3213	Tourism, Events and Hospitality	3
	SFMF3223	Introduction to Neuromarketing	3
	SFMF3233	Cybersecurity for Digital Marketing	3
	SFMF3243	Healthcare Marketing	3
	SFMF3253	Fundamentals of Halal Market	3
	SFMF3263	Seminar in Contemporary Marketing	3

SYLLABUS SUMMARY

SFMF 1013 Principles of Marketing

This foundational course introduces students to key theories and practical applications in marketing, including the marketing management process, competitive strategy development, the marketing mix (product, price, place, promotion), and the impact of marketing on society and global markets. Students will also explore consumer behaviour, segmentation, targeting, positioning, and the role of ethics and sustainability in marketing. The course is delivered through lectures, active learning, problem-based learning, and teaching-research integration to enhance theoretical understanding and practical application.

SFMC 1103 Business Accounting

This foundational course introduces students to the fundamental principles of management accounting. Key topics include the accounting cycle, bookkeeping, preparation of financial statements, financial ratio analysis, and an introduction to management accounting. Students will also explore digital accounting tools and the role of accounting in business performance evaluation. The course adopts lectures, active learning, and project-based learning supported by the teaching-research nexus.

SFMD 2023 Human Resource Management

This foundational course introduces students to the core principles and practices of Human Resource Management (HRM) in the context of 21st-century organisational challenges such as technological change, globalisation, and workforce diversity. It explores recruitment, placement, training and development, compensation, employee relations, safety and health, and organisational behaviour. Students examine how HRM strategies support organisational performance and employee engagement.

SFMC 1103 Financial Management

This foundational course introduces the essential principles of financial management and financial technology. It covers financial statement analysis, risk and return evaluation, time value of money, and capital management. Students explore short- and long-term financial decision-making and develop financial literacy, communication, and ethical decision-making skills relevant to organisational contexts.

SFMF 1013 Creativity, Design and Innovation

This foundational course introduces concepts of creativity, innovation, and design thinking within marketing and business contexts. Topics include the creative process, idea generation, problem-solving frameworks, user-centric design, innovation strategy, and visual storytelling. Students explore how creativity and innovation drive product development, branding, and marketing campaigns across digital and traditional platforms.

SFMD 1303 Business Economics

This foundational course introduces core concepts of microeconomics and macroeconomics, focusing on how individuals, firms, and governments make decisions regarding scarce resources. Topics include supply and demand, market structures, consumer behaviour, production costs, national income, inflation, unemployment, and monetary and fiscal policies. Students apply economic principles to real-world business and consumer decision-making.

SFMF 1113 Marketing for ESG Goals

This foundational course explores the role of marketing in advancing Environmental, Social, and Governance (ESG) objectives. Key topics include eco-conscious consumers, responsible segmentation and positioning, authentic ESG branding, and avoiding greenwashing and social-washing. Students develop marketing programmes that reflect ethical, transparent, and sustainable values aligned with corporate and societal goals.

SFMF 1123 Generative AI for Content Marketing

This foundational course explores the integration of generative AI technologies with business communication and marketing content creation. Students examine audience analysis, message structure, communication channels, persuasive messaging, and ethical use of AI. The course guides students to develop, automate, and critically assess communication strategies and marketing content using generative AI tools.

SFMF 1133 Consumer Behaviour in Digital Era

This foundational course explores key principles of consumer behaviour with a specific focus on the digital era. Students examine individual and group factors influencing purchasing decisions, including motivation, perception, learning, personality, lifestyle, and cultural influences. Emphasis is placed on digital platforms, social media, and data in shaping consumer interactions and purchase journeys.

SFMF 1143 Digital Marketing

This foundational course provides a comprehensive understanding of the principles and practices of digital marketing. It explores web design, Search Engine Optimisation (SEO), social media marketing, email marketing, content creation, and data analytics. Students develop the skills needed to design, implement, and critically assess digital marketing strategies aimed at enhancing customer engagement, driving sales, and increasing brand visibility.

SFMF 1153 Marketing Services in Digital Era

This foundational course examines key concepts and strategies for marketing services in the digital landscape, emphasising the 7Ps of the service marketing mix. It addresses digital customer behaviour, competitive positioning, engagement challenges, and data-driven trend analysis. Students use digital tools such as TikTok and Instagram to develop service marketing content and engage with emerging platforms.

SFMF 2013 Statistics and Analytics in Marketing

This intermediate course introduces core statistical concepts, focusing on descriptive and inferential methods relevant to marketing data. Topics include measures of central tendency and dispersion, probability distributions, hypothesis testing, ANOVA, correlation, regression, and Chi-square tests. Students apply SPSS or Excel to analyse marketing data and develop data-driven business strategies.

SFMF 2023 Multichannel Distribution in Digital Era

This intermediate course explores multichannel distribution strategies in the evolving digital era. Students examine distribution channel design, channel conflicts, inventory management, logistics, and fulfilment in physical and digital environments. Emphasis is placed on supply chain integration, quality management, and business process management as critical components of multichannel success.

SFMF 2033 Product Innovation and Management

This intermediate course trains students to manage product innovation by integrating academic knowledge with practical applications. Topics include identifying innovative products, market research, product specifications, production timelines, product marketing strategies, and pricing alignment. Students develop strategic thinking, product development, and market readiness for new product launches.

SFMF 2043 Pricing Strategies

This intermediate course introduces core pricing concepts, theories, and strategies used in modern marketing. Topics include value-based pricing, breakeven analysis, customer price sensitivity, ethical and legal considerations, segmentation-based pricing, pricing psychology, and competitive pricing. Students analyse pricing situations and justify strategic pricing decisions.

SFMF 2053 Advertising and Promotion

This intermediate course introduces advertising and promotion strategies within marketing communications. Content covers communications theory, advertising design, creative messaging, media planning, direct response, public relations, and digital promotion. Students develop integrated advertising campaigns, media strategies, and promotional plans using traditional and digital tools.

SFMS 2063 Programming for Business Analytics

This intermediate-level course provides practical knowledge of programming for business analytics, emphasising its application to decision-making. Topics include programming logic, data structures, algorithm development, and programming tools for analysing business data. Students develop, test, and apply basic programmes to solve business problems and support informed managerial decision-making.

SFMF 2113 Global Marketing

This intermediate course introduces key principles of global marketing, focusing on strategies used by businesses to expand and compete in international markets. Students examine cross-cultural marketing, standardisation

versus adaptation, global segmentation, trade regulations, emerging markets, international product decisions, pricing, market entry modes, and distribution logistics.

SFMF 2124 Marketing Research and Analytics

This intermediate course explores the end-to-end marketing research process, covering problem definition, research design, data collection, sampling, and data analysis. Students apply statistical and analytical tools such as SPSS, SmartPLS, and Excel to interpret market data, extract consumer insights, and forecast trends. Emphasis is placed on data-driven decision-making and digital analytics.

SFMF 2133 Retail and Online Merchandising

This intermediate course introduces the core concepts and practices of retailing, focusing on both traditional and online merchandising. Topics include the retail process, merchandise and brand image development, consumer behaviour, retail pricing, retail analytics, and merchandise planning. Students develop practical competencies in retail execution and digital merchandising.

SFMF 2143 Sales and Customer Interaction

This intermediate course focuses on modern sales principles and practices, emphasising relationship-building, value creation, and digital engagement. Students learn how to engage effectively with customers using consultative selling techniques, build long-term customer relationships, and use technology including CRM systems and social media to enhance sales performance.

SFMF 3014 Final Year Project

This advanced-level course requires students to independently investigate real-world business issues, culminating in a research thesis and formal presentation. Students develop strategic thinking and advanced marketing insights through research grounded in real industry contexts. The course emphasises research skills, communication, adaptability, ethical conduct, and independent thinking through guided research, supervisor consultation, mock symposiums, and reflective activities.

SFMF 3023 Search Engine Optimisation and Analytics

This advanced course provides a foundation in SEO and analytics essential for digital marketing. Students explore search engine mechanics, keyword research, on-page and off-page SEO techniques, technical SEO, local SEO, and Google My Business. The course also covers Google Analytics and Google Search Console to track performance metrics and interpret data to optimise digital strategies.

SFMF 3033 Brand Management

This advanced course provides students with in-depth knowledge of brand management concepts in the digital era. Key topics include brand identity, positioning, equity, loyalty, brand portfolio strategy, and brand communication in local and global contexts. Students also explore how digital platforms influence brand building and how to measure brand performance.

SFMF 3043 Strategic Marketing

This advanced course introduces strategic marketing and management principles that guide long-term business direction and competitive positioning. Students explore vision and mission setting, SWOT, PESTLE, industry and competitor analysis, customer segmentation, distribution strategy, and performance metrics. The course also examines globalisation, IR 4.0, and digital transformation in strategic planning.

SFMF 3114 Industrial Training (Report)

This advanced course guides students through reporting and presenting their industrial training experiences. Students apply theoretical knowledge to critically reflect on their professional environment while developing communication, critical thinking, ethical responsibility, and professionalism. Through work-based learning and industrial guidance, students produce structured training reports and presentations integrating marketing knowledge with practical workplace solutions.

SFMF 2233 Technology Startup

This intermediate course introduces students to starting and managing a technology-based business. Topics include idea generation, business model development, market validation, digital tools, funding strategies, and sustainable growth for startups. Students explore entrepreneurial mindset, opportunity recognition, and innovation within the digital ecosystem and develop and pitch a viable technology startup model.

SFMF 2223 Social Entrepreneurship and Social Innovation

This intermediate course provides a comprehensive overview of social entrepreneurship and social innovation, emphasising their role in driving sustainable change. Topics include social enterprise models, design thinking, opportunity recognition, business model innovation, impact measurement, and funding strategies within the SEMy2030 framework. Students also use tools such as the Social Business Model Canvas and engage with real-world social ventures.

SFMF 2213 Digital Entrepreneurship

This intermediate course introduces the principles and practical skills necessary for creating and managing digital businesses. Students explore digital business models, market opportunity analysis, product development, ethical and legal considerations, and innovation in the Malaysian digital ecosystem. The course emphasises strategic thinking and the application of digital tools to develop viable digital entrepreneurship projects.

SFMF 3263 Seminar in Contemporary Marketing

This advanced course explores contemporary issues and theoretical developments in marketing strategy, offering students a broad understanding of current trends and emerging topics. Key themes include marketing innovations, behavioural insights, and critical evaluation of scholarly articles. Students engage with industrial talks, article discussions, and a term project focusing on contemporary Malaysian marketing practices.

SFMF 3253 Fundamentals of Halal Market

This advanced course explores the unique dimensions of marketing within halal industries, focusing on cultural, ethical, and legal factors influencing marketing strategies for Muslim and non-Muslim consumer segments. Students learn to design culturally sensitive and ethically grounded campaigns aligned with halal principles across global markets, including digital engagement, ethical branding, and social responsibility.

SFMF 3243 Healthcare Marketing

This advanced course introduces marketing principles and their application to the healthcare sector, emphasising the need for adaptation to unique environmental factors. Students will analyse marketing theories and methods relevant to healthcare markets and consumer decision-making. Key areas include healthcare market research, strategic planning, social marketing, and marketing communications, particularly through social media. The course incorporates lectures, active learning, project-based learning, and teaching-research integration to enhance students' analytical, ethical, and strategic thinking. By the end of the course, students will be able to evaluate marketing challenges, justify stakeholder expectations, and develop ethical marketing strategies tailored to the healthcare sector.

SFMF 3233 Cybersecurity for Digital Marketing

This advanced course provides a structured framework for understanding cybersecurity within digital marketing. Students are introduced to digital threats, data protection, ethical issues, incident response, and the need to safeguard customer data and marketing operations. The course develops strategic, analytical, and ethical decision-making in secure digital marketing practices.

SFMF 3223 Introduction to Neuromarketing

This advanced course explores the intersection of neuroscience and marketing to understand consumer behaviour at a deeper level. Students examine how the brain processes information, emotions and memory in decision-making, sensory cues, attention, brand loyalty, pricing psychology, and ethical concerns. They are also introduced to tools such as EEG, fMRI, and eye tracking.

SFMF 3213 Tourism, Events and Hospitality

This advanced course introduces tourism, event planning, and hospitality management, focusing on how digital marketing enhances these industries. Topics include sustainable tourism, event and customer relationship management, social media, SEO, data analytics, cultural sensitivity, customer expectations, and community engagement. Students develop innovative digital marketing strategies for tourism and hospitality sectors.



APPENDIX

Faculty of Management
2026/2027



Struktur Kursus Umum Baharu Mulai Sesi Akademik 2026/2027

APPENDIX 1

Nilai Teras Malaysia (Malaysia Core Value)	Kemahiran Inovasi dan Kepimpinan (Innovation and Leadership Skills)	Kemahiran Komunikasi (Communication Skills)	Warga Global (Global Citizen)
6 KREDIT Pelajar Warganegara - ULRS1122 Aspirasi Negara Bangsa (Malaysian Nation-State Aspiration) Dan - ULRS1042 Falsafah dan Cabaran Semasa (Philosophy and Current Challenges) Dan - ULRS1032 Integriti Dan Anti-Rasuah (Integrity and Anti-Corruption) Pelajar Bukan Warganegara - ULRS1132 Citra Malaysia (Malaysian Citra) Dan - UHLM1012 Bahasa Melayu Komunikasi 2 (Malay Language for Communication 2) Dan - ULRS1032 Integriti Dan Anti-Rasuah (Integrity and Anti-Corruption)	2 KREDIT ULRS3032 Keusahawanan dan Inovasi (Entrepreneurship & Innovation)	6 KREDIT - UHLB2122 Kemahiran Komunikasi Profesional 1 (Professional Communication Skills 1) Dan - UHLB3132 Kemahiran Komunikasi Profesional (Professional Communication Skills 2) Dan - UHLX1122 Elektif Komunikasi Bahasa Asing (Foreign Language for Communication)	2 KREDIT ULRF2XX2 Kursus Pembelajaran Servis & Penglibatan Komuniti (Service Learning & Community Engagement Courses)

UTM PROFESSIONAL SKILLS CERTIFICATION (UTM PSC)

COMPULSORY COURSES

No.	COMPULSORY	CODE
	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
2	Data Analytics for Organization	GLRM0010
3	Professional Ethics and Integrity	GLRT0020
	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

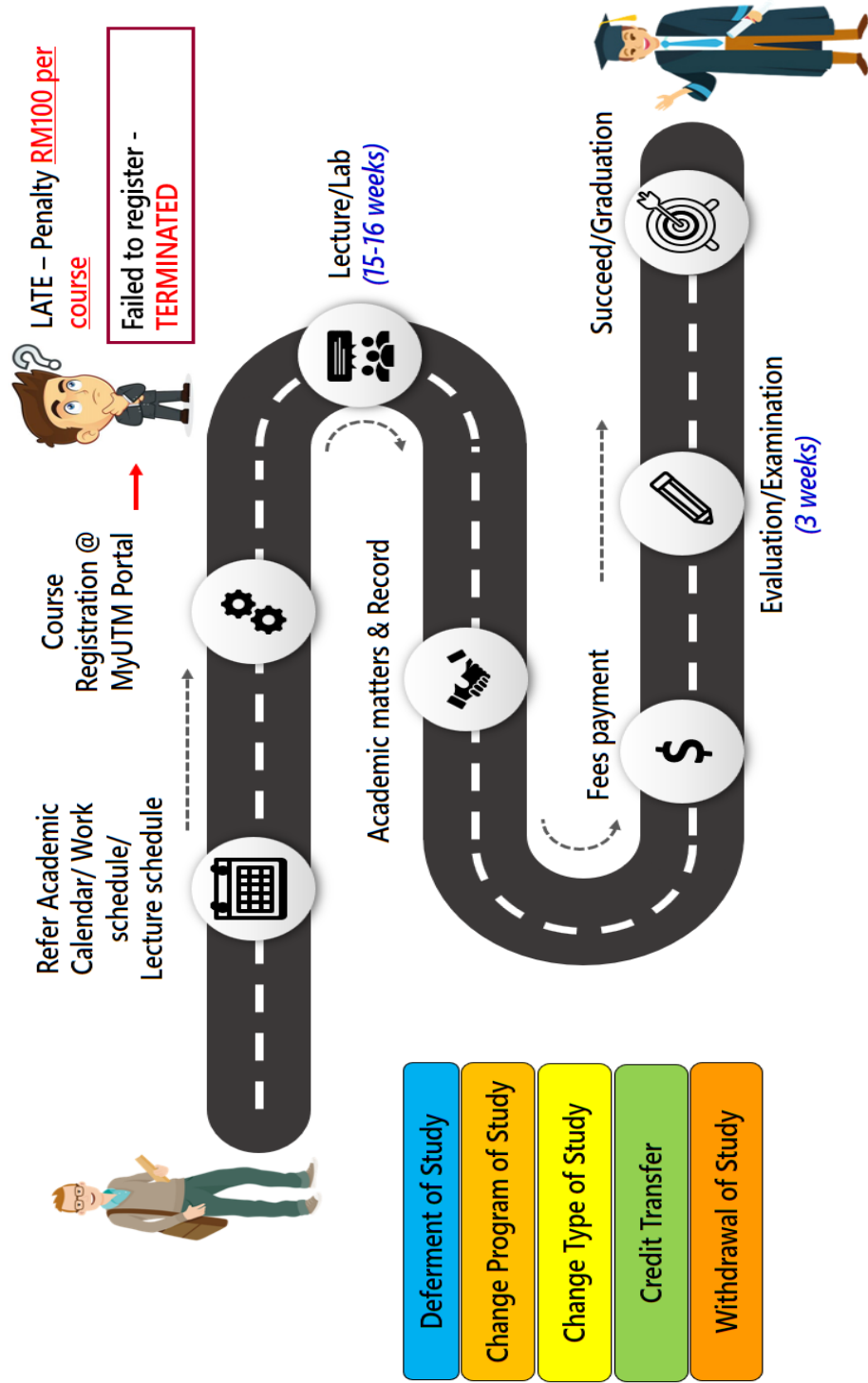
- i. Students who are qualified can apply to enrol in not more than **TWO (2)** Minor programmes.
- ii. Students are not allowed to change the Minor programmes registered for.

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 (2025)** 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



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