BBMM - BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING MANAGEMENT

SEMESTER 1 2020/2021 (JUNE 2020)

SEM	COURSE NAME (OLD-2.5YRS)	COURSE CODE (OLD)	COURSE CODE (NEW)	CREDIT HOUR	9A BATRIESYIA (201706)	8A AMIRAH (201802)	8A(PT) HASIMARIKA (201710)	7A NURSYAFIKA (201806)	6A NURHIDAYU (201810)	6B(1) HAZMAN2(01810)	6B(2) JAMES (201810)	4A(1) MUAZ (201906)	4A(2) ZIYAN (201906)	1A SEM 1 (202006)
1	Hubungan Etnik	MPU3113		3	1	1	1	1	1	1	1	1	1	1
	Tamadun Islam dan Tamadun Asia (TITAS)	MPU3123		3	1	1	1	1	2	2	2	2	2	1
	English for Business Communication	BYBC1023	BYBC1013	3	1	1	3	1	1	1	1	1	1	1
	Principles of Marketing	BMKT1023	BMKT3013	3	1	1/TC	2	1/4	1/TC	1	1	1/TC	1/TC	
	Principles of Management	BMGT1013	BMGT3013	3	1	1/TC	2	1	1/TC	1	1	1/TC	1/TC	
	TOTAL			**15**										
2	Principles of Microeconomics	BECO1013	BECO3013	3	2	2	2	2	3/TC	3	3	1/TC	1	
	Introduction to Financial Accounting	BFIN1013	BFAR3013	3	2	2/TC	3	5	2/TC	2	2	2/TC	2/TC	1
	Introduction to Management Information System	BMIS1013	BMIS3013	3	2	1	4	3	2	2	2	1	2	1
	Business Mathematics	BMTH1013	BQMT3013	3	2	2/TC	4	3	2/TC	2	2	2	2/TC	1
	English for Business Studies	BYBS1013	BYBS1023	3	2	2	6	3	2	2	2	2/TC	2	
	Time Management	MPU3242		2	2	2	1	2	1	1	1	3	3	
				17										
3	Principles of Macroeconomics	BECO1023	BECO3023	3	3	3	5	4	3	4	4	1	2	
	Introduction to Costing	BFIN1023	BMAF3053	3	3	1	5	5	3/TC	4	4	2	2	
	Fundamentals of Business and Entrepreneurship	BMGT1023	BMGT3023	3	3	2	7	2	3	3	3	3/TC	1	
	Business Statistics	BMTH2013	BQMT3023	3	3	2	5	2	3	3	3	1	1	
	Pembangunan Masyarakat 1	NA	MPU3422	2	3	3		3		3	3	4	4	
	Siswaniaga 1	NA	MPU3442		4		3							
				14										
4	The Development of Science and Human Civilization	MPU3312	MPU3312	2	4	4	3	5	4	4	4	2	3	
	Organizational Behaviour	BMGT2113	BHRM3013	3	5	3	5	6	5/TC	3	5	1	3	
	Operation Management / Operation Management 1	BMGT2023	BPOM3013	3	4	6/TC	5	5/7	4	4	4/6	/TC	4	
	Business Law	BLAW2013	BLAW3013	3	4	4/TC	4	5	4	4	4	2/TC	2/TC	
	Total Quality Management	BMGT2043	BPOM3023	3	4	4	6	7	2	6	6	2	4	
	Pembangunan Masyarakat 2	NA	MPU3432	2		4		4		4	4			
	Siswaniaga 2	NA	MPU3452				4							
				16										
5	Human Resource Management	BMGT2033	BHRM3023	3	7	4	8	7	6/TC	6	6	4/TC	4/TC	
	Automotive Industry Environment	BED3163	BSFY3023	3	5	3	7/TC	6	3	5	5	3	3/TC	
	Consumer Behaviour	BBRM2123	BMKT3023	3	6	5		7	6	6	6	4	4	
	Product Innovation and Commercialization	BBMM2023	BMKT3033	3	5	3	8	4	3	6	6	4	4	
	Brand Management	BBMM3103	BMKT3113	3	5	7	7	6	5	5	5	3	3	
	Publicity and Media Writing	BBMM3113	BMKT3123											
	Sales Management	BBMM3123	BMKT3133		7	6			4/TC			2		
	Advertising Management	BBMM3133	BMKT3143		8	7	7	6	5	5	5	3	3	
	Relationship Marketing	BBMM3143	BMKT3153											
	Services Marketing	BBMM3153	BMKT3163		6	5	8	7	6	6	6	4/TC	4	
				15										
6	Business Ethics	BBGM2063	BMGT3093	3	7	4	6	7	4	6		2		
	Marketing Management	BBMM2033	BMKT3043	3	8	4			5	5	5	3	3	
	Marketing Research	BBMM3013	BMKT3053	3	6	6			5			4		
				12										
7	Strategic Marketing	BBMM2063	BMKT3063	3	7	6			4					
	Retail Marketing Management	BBMM3023	BMKT3073	3	5	5			1					
	International Marketing	BBMM3033	BMKT3083	3	6	5			5	5		3		
	Integrated Marketing Communication	BBMM3043	BMKT3093	3	6	5			6			4		
				15										
8	Strategic Planning and Implementation	BBMM3063	BMKT3103	3	7	6			TC					
	Cases and Practices in Automotive Business (Marketing Management)	BBMM3073	BMKT3203	3	8	7			6					
	Final Project Paper/Final Project	BBAM3123	BRSH3013	3	8	7			6					
				12										
9	Internship	BBIN3016	BINT3016	6	9	8								
				6										
	SISPA								2/3					
				122										