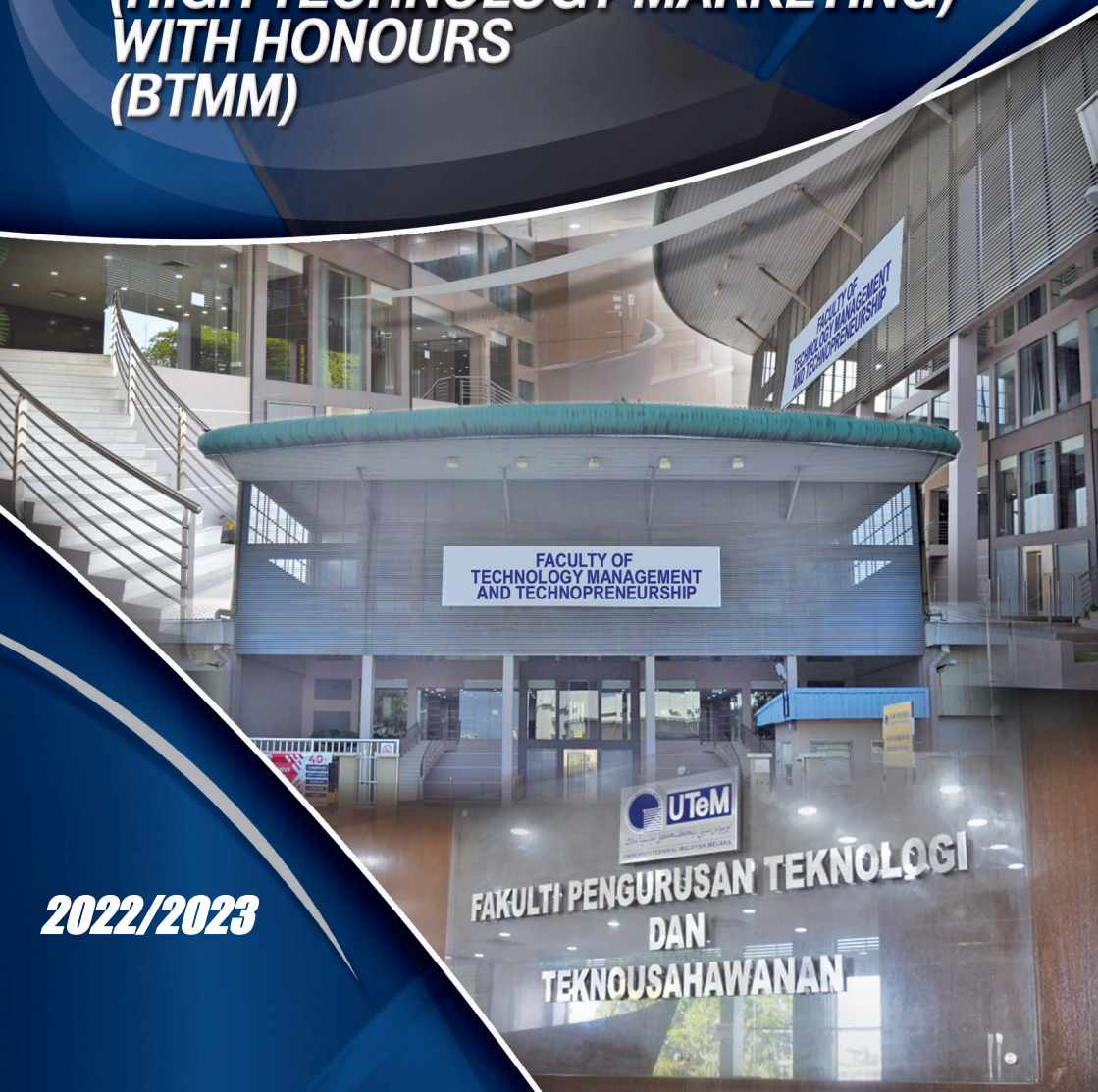




BACHELOR OF TECHNOLOGY MANAGEMENT (HIGH TECHNOLOGY MARKETING) WITH HONOURS (BTMM)



2022/2023



Foreword

BY THE DEAN

The Faculty of Technology Management and Technopreneurship (FPTT), UTeM aims for student success. We strive to provide our students with the education they need, not only to find a job upon graduation but also to have a successful in their long term career. Our faculty's formula for success is to offer students with the current highest level of development in business knowledge combined with the specific skills needed for their respective majors which are Technology Management and Technopreneurship. We are very fortunate to have a dedicated and talented faculty members and staff who are accessible to students and committed to their success. In addition, our courses taught by the faculty members are designed to meet the needs of employers. The students are also equipped with knowledge and skills which will prepare them for their future career.

With the aim of contributing greatly to humanity's prosperity in the next years, our faculty educates future Technopreneurs who are ready and potential to make a difference in the world. Now, more than ever the world needs business leaders who can build great companies, generate new jobs, produce valued goods & services, stimulate innovation and tackle common social challenges. Realizing that the powerful role of business and business leaders can play in contributing to the prosperity of society, we have deliberately emphasized both rivals. On the matter of competence, we are equipping our graduates with a broader value creation for society as competencies.

We value a strong lecturer-student relationship and faculty members work very closely with students to facilitate their learning needs. To our students and graduates, the faculty is the place where their vision and commitment to the field of Technology Management and Technopreneurship education are inspired and cultivated. We are proud with the accomplishments of our faculty, staff and students who are very enthusiastic about the faculty's vision.
Thanks you.

Assoc. Prof. Dr. Mohd Syaiful Rizal Bin Abdul Hamid
Dean
Faculty of Technology Management and Technopreneurship



Vision & Mission **UTeM**

VISION

To be one of the world's leading innovative and creative technical universities.

MISSION

UTeM determined to lead and contribute to the wellbeing of the country and the world by:

- Promoting knowledge through innovative teaching and learning, research and technical scholarship;
- Developing professional leaders with impeccable moral values;
- Generating sustainable development through smart partnership with the community and industry.

Introduction To

FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP

Universiti Teknikal Malaysia Melaka (UTeM), which was incorporated in December 2000, is the 14th Institution of Higher Learning (IHL) in Malaysia. The Faculty of Technology Management & Technopreneurship (FPTT) was established on 19th March 2009 and has since started its operations at the City Campus, in the heart of the World Heritage City of Historic Melaka.

FPTT has indeed created history for being the sixth faculty to offer programmes at Bachelor Degree level in UTeM. With its establishment, the faculty integrates a technology and business approach in enhancing the knowledge and skills of human capital. The FPTT curriculum was developed to address issues and challenges in managing the force of globalization, rapid pace of technological changes, market and competition, product complexity, pressure of production cost, highcost and risk of research and development, government regulations and market diversity.

Thus, FPTT plays a vital role in creating professionals at technology-oriented companies, employees at large firms, founders of start-ups with knowledge in the areas of technology management and technopreneurship. By diversifying the courses into both functional and practice-based, graduates will be competent with the skills in technical marketing, managing technical human resources, managing innovation, leadership and communication.



GRADING SYSTEM

Table 1 shows the grading system adopted by the university.

MARKS	GRADE	GRADE POINT	STATUS
80 - 100	A	4.0	Excellent
75 - 79	A-	3.7	Excellent
70 - 74	B+	3.3	Honors
65 - 69	B	3.0	Honors
60 - 64	B-	2.7	Honors
55 - 59	C+	2.3	Pass
50 - 54	C	2.0	Pass
47 - 49	C-	1.7	Conditional Pass
44 - 46	D+	1.3	Conditional Pass
40 - 43	D	1.0	Conditional Pass
00 - 39	E	0.0	Fail

Table 1: Grading System Schedule

ACADEMIC ACHIEVEMENT

Grade Point Average Calculation

Grade Point Average (GPA) is a grade point average earned by a student in a semester. It is calculated as below:

$$\text{Total Grade Point (TGP)} = k_1m_1 + k_2m_2 + \dots + k_nm_n$$

$$\text{Total Calculated Credit (TCC)} = k_1 + k_2 + \dots + k_n$$

$$\text{Grade Point Average (GPA)} = \frac{\text{Total Grade Point}}{\text{Total Calculated Credit}}$$

where

k = Credit hours for subject

m = Grade points earned for subject

n = Number of subjects registered in the semester

Cumulative Grade Point Average Calculation

Cumulative Grade Point Average (CGPA) is a grade point average earned by a student inclusive all semesters he/she registers. It is calculated as below:

$$\text{CGPA} = \frac{(TGP)_1 + (TGP)_2 + \dots + (TGP)_n}{(TCC)_1 + (TCC)_2 + \dots + (TCC)_n}$$

where

TGP = Total grade point earned in semester

TCC = Total calculated credit in semester

n = Total semester registered

ACADEMIC STATUS

The academic status for each student is determined by the examination results obtained at the end of every semester. The status is categorized as:

ACADEMIC STATUS	CGPA
Good Standing/Kedudukan Baik (KB)	$\text{CGPA} \geq 2.00$
Conditional Status/Kedudukan Bersyarat (KS)	$1.70 \leq \text{CGPA} < 2.00$
Fail/Kedudukan Gagal (KG)	$\text{CGPA} < 1.70$

PROGRAM OVERVIEW

Rapid change and increasing competitive markets require not only the flawless execution of basic marketing activities, but also critical modifications to standard marketing strategy due to the volatility in these markets. High-tech companies have an excellent reputation for innovation and product attribute superiority. However, this product orientation is no longer sufficient to keep pace with the continually evolving expectations of customers. While being technologically driven is essential, it is the customers' perceptions of superior value that ultimately lead to success in the marketing of high tech products and services.

This course provides for the creation and marketing of high tech products with the perspective and tools necessary to successfully manage the challenges and opportunities of today's turbulent marketplace. Students will gain or improve their ability to use state-of-the-art marketing tools and techniques, appropriate marketing research and competitive intelligent tools to link the needs of the customers with the drive for superior technology.

CAREER PROSPECT

Graduates may find positions in a wide range of areas. Examples are relationship managers, marketing events managers, credit risk executives, customer service managers, marketing educational and research institutions professionals, and consulting services. Graduate's skills are transferable to many career areas due to the combination of operational experience, real life exposure and classroom lectures to enhance the employability of the graduates. More importantly, they can become founders of a start-up business in technical marketing entities.

CURRICULUM STRUCTURE **BTMM**

SEMESTER 1				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
BLHW 1762	Philosophy and Current Issues	2	W	
BLHW 1442	English for Academic Purposes	2	W	
BTMW 4012	Technology Entrepreneurship	2	W	
BTMU 1013	Business and Organizational Management	3	P	
BTMU 1023	Management of Technology	3	P	
BTMP 1043	Principles of Marketing	3	P	
BTMP 1023	Principals of Economics	3	P	
	TOTAL	18		
	GPA			
	CGPA			

SEMESTER 2				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
BLHW ****	Third Language Elective	2	W	
BKK **	Co-Curriculum I	1	W	
BLHW 2752	Malaysian Culture (For International Student only)	2	W	
BLHW 2772	Appreciation of Ethics and Civilizations (For Malaysian Students only)	2	W	
BTMP 1533	Principles of Accounting	3	P	
BTMP 1013	Business Mathematics	3	P	
BTMP 1063	Human Resource Management and Technology	3	P	
BTMP 1083	Information Systems Management	3	P	
	TOTAL	17		
	GPA			
	CGPA			

SEMESTER 3				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
BLHW 2452	Academic Writing	2	W	
BKK **	Co-Curriculum II	1	W	
BTMU 1093	Business Statistic	3	P	
BTMP 2543	Principles of Finance	3	P	
BTMU 2103	Operations Management	3	P	
BTMP 2333	Marketing and Distribution Channel	3	K	
BTMP 2563	Digital Media in Marketing	3	K	
	TOTAL	18		
	GPA			
	CGPA			

SEMESTER 4				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
BTMP 2073	Business Law	3	P	
BITG 2323	Database	3	P	
BMCG 2323	Manufacturing Proses	3	P	
BTMP 2313	Consumer Behavior	3	K	
BTMP 2223	Technology Market Intelligence	3	K	
BTMP 2343	Supply Chain Management	3	K	
TOTAL		18		
GPA				
CGPA				

SEMESTER 5				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
BLHW 3462	English for Professional Interaction	2	W	
BENG 3013	Electric and Electronic Practices	3	P	
BTMP 3103	Research Methodology	3	P	
BMCG2 213	Fundamental of Energy Management	3	P	
BTMP 3353	Branding and Packaging Technology	3	K	
BTMP 2573	Service Marketing	3	K	
TOTAL		17		
GPA				
CGPA				

SEMESTER 6				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
	General Elective	2	W	
BTMU 3072	Final Year Project I	2	P	
BTMP 3373	International Marketing	3	K	
BTMP 3363	Promotion and Advertising Technology	3	K	
BTMP 4383	High Technology Marketing Strategy	3	K	
TOTAL		13		
GPA				
CGPA				

SEMESTER 7				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
BTMU 4084	Final Year Project II	4	P	
	Specialization Elective I	3	E	
	Specialization Elective II	3	E	
	Specialization Elective III	3	E	
TOTAL		13		
GPA				
CGPA				

SEMESTER 8				
CODE	SUBJECT	CREDIT	CATEGORY	RESULT
BTMU 4056	Industrial Training	6	I	
BTMU 4066	Industrial Training Report	6	I	
	TOTAL	12		
TOTAL CREDITS		126		
GPA				
CGPA				

Category:

W : University Compulsory Courses

P : Core Courses

K : Specialization Courses

E : Elective Courses

I : Industrial Attachment

E: ELECTIVE COURSES

Specialization Elective Courses (Choose any 3 courses)

BTMT 3303	Seminar In Global Issues And New Business Trends
BTMT 3313	Urban Transportation : Planning, Operation, and Management
BTMT 3323	Contemporary Business Management
BTMT 3333	Hospitality And Tourism Management
BTMT 3343	Technopreneurship Growth Strategy
BTMP 2243	Strategic Innovation Management
BTMP 3263	Technology Forecasting and Planning
BTMP 3293	Change Management
BTMP 3513	Professional Ethics
BTMP 3523	Industrial Leadership
BTMT 3183	Social Entrepreneurship

Third Language Elective Courses (Choose any 1 course)

BLHL 1212	Arabic
BLHL 1222	Mandarin
BLHL 1232	Japanese
BLHL 1242	Korean
BLHL 1252	German

General Elective Courses (Choose any 1 course)

BLHC 4032	Critical and Creative Thinking
BLHC 4022	Negotiation Skills
BLLH 4032	Industrial and Organisational
BLHC 4012	Psychology Organisational Communication

Unleash Your Greatness. Making Your **Dream Work.**

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