NEW CURRICULUM STRUCTURE FOR BACHELOR DEGREE OF TECHNOLOGY MANAGEMENT (HIGH TECHNOLOGY MARKETING) BTMM

Modules	Cr	Y1 S1	Cr	Y1 S2	Cr	Y2 S1	Cr	Y2 S2	Cr	Y3 S1	Cr	Y3 S2	Cr	Y4 S1	Cr	Y4 S2	Cr
TOTAL	126		18		17		18		18		17		13		13		12
COMPULSORY UNIVERSITY (12-15credit)	14	BLLW1142 ENGLISH FOR ACADEMIC PURPOSES	2+0	BKK**** CO-CURRICULUM I	1+0	BLLW 2152 ACADEMIC WRITING	2+0			BLLW 3162 ENGLISH FOR PROFESSIONAL INTERACTION	2+0						
		BIPW1132 PHILOSOPHY AND CURRENT ISSUES BIPW1122 MALAYSIAN STUDIES**	2+0	BIPW 2132 APPRECIATION OF ETHNICS AND CIVILIZATIONS	2+0	BKK**** CO-CURRICULUM II	1+0										
		BTMW4012 TECHNOLOGY ENTERPRENEURSHIP	2+0	BIPW 2122 MALAYSIAN CULTURE**	2+0												
CORE COURSES (48-72 credit)	57	BTMU1013 BUSINESS AND ORGANIZATIONAL MANAGEMENT	3+0	BTMP1063 HUMAN RESOURCE MANAGEMENT AND TECHNOLOGY	3+0	BTMU2103 OPERATION MANAGEMENT	3+0	BMCG2323 MANUFACTURING PROSES	3+0	BENG3013 ELECTRIC AND ELECTRONIC PRACTICES	3+0	BTMU3072 FINAL YEAR PROJECT I	2+0	BTMU4084 FINAL YEAR PROJECT II	4+0		
		BTMU 1023 MANAGEMENT OF TECHNOLOGY	3+0	BTMP1533 PRINCIPLES OF ACCOUNTING	2 + 1	BTMU1093 BUSINESS STATISTIC	2 + 1	BITG2323 DATABASE	3+0	BTMP3103 RESEARCH METHODOLOGY	3+0						
		BTMP1043 PRINCIPLES OF MARKETING	3+0	BTMP1013 BUSINESS MATHEMATIC	2 + 1	BTMP 2543 PRINCIPLES OF FINANCE	3+0	BTMP2073 BUSINESS LAW	3+0	BMCG2213 FUNDAMENTAL OF ENERGY MANAGEMENT	3 + 0						
		BTMP 1023 PRINCIPLES OF ECONOMICS	3+0	BTMP1083 INFORMATION SYSTEMS MANAGEMENT	3+0												
SPECIALIZATION (30-54 credit)	30					BTMP2333 MARKETING AND DISTRIBUTION CHANNEL	3+0	BTMP 2343 SUPPLY CHAIN MANAGEMENT	3+0	BTMP3353 BRANDING AND PACKAGING TECHNOLOGY	3+0	BTMP3363 PROMOTION AND ADVERTISING TECHNOLOGY	3 + 0				
						BTMP 2563 DIGITAL MEDIA IN MARKETING	3+0	BTMP2223 TECHNOLOGY MARKET INTELLIGENCE	3+0	BTMP2573 SERVICE MARKETING	3+0	BTMP3373 INTERNATIONAL MARKETING	3 + 0				
								BTMP2313 CONSUMER BEHAVIOUR	3+0			BTMP3383 HIGH TECHNOLOGY MARKETING STRATEGY	3+0				
CENEDAL																	
GENERAL ELECTIVE (12-18 credit)	13			BLLW**** THIRD LANGUAGE	2+0							GENERAL ELECTIVE	2+0	ELECTIVE I	3+0		
														ELECTIVE II	3+0		1
														ELECTIVE III	3+0		
INDUSTRIAL TRAINING (0 – 12 credit)	12															BTMU4056 INDUSTRIAL TRANING	6+0
																BTMU4066 INDUSTRIAL TRAINING REPORT	6+0
PROFESSIONAL CERTIFICATE						BTMU 2110 SAGE UBS CERTIFICATE											

ELECTIVE COURSE FOR BACHELOR DEGREE OF TECHNOLOGY MANAGEMENT (HIGH TECHNOLOGY MARKETING) BTMM

Specialization Elective

Course Code	Course Name
BTMT2083	FRANCIASING AND RETAILING MANAGEMENT
BTMP3513	PROFESSIONAL ETHIC
BTMP3523	INDUSTRIAL LEADERSHIP
BTMT4293	RISK MANAGEMENT
BTMT2093	NETWORK MANAGEMENT AND BUSINESS GROWTH
BTMT3293	SEMINAR IN GLOBAL ISSUES AND NEW BUSINESS TREND
BTMT3323	CONTEMPORARY BUSINESS MANAGEMENT
BLLW ****	THIRD LANGUAGE
BIPW ****	GENERAL ELECTIVE

General Elective

1	Critical and Creative Thinking	BIPW 3112	2
2	Negotiation Skills	BIPW 4122	2
3	Industrial and Organizational Psychology	BIPW1152	2
4	Organizational Communication	BIPW 4112	2

Third Language Elective

1	Arabic	BLLW 1212	2
2	Mandarin	BLLW 1222	2
3	Japanese	BLLW 1232	2
4	Korean	BLLW 1242	2
5	German	BLLW 1252	2