



**FACULTY OF TECHNOLOGY MANAGEMENT
AND TECHNOPRENEURSHIP**

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



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Dean

**Faculty of Technology Management
and Technopreneurship**

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

Foreword

BY THE DEAN

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.



Vision & Mission

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



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.

As part of the university's Flexible Learning System (Sistem Pembelajaran Anjal), this program integrates flexible learning approaches that accommodate the unique needs of high-tech marketing students. Through a combination of traditional and online learning methods, the system allows students to manage their studies while adapting to the fast-paced demands of both academic and professional environments. This approach enhances their ability to stay current with market trends and technological advancements, ensuring a more adaptable, personalized educational experience.

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

YEAR 1 SEMESTER I (Student in Campus)				
CODE	SUBJECT		CATEGORY	CREDIT
BLLW 1142	English for Academic Purposes	Bahasa Inggeris untuk Akademik	W (Compulsory)	2
BKK ****	Co-Curriculum I	Ko-Kurikulum I	W (Compulsory)	1
BLHW 1762	Philosophy and Current Issues	Falsafah dan Isu Semasa	W (Compulsory)	2
BTMU 1013	Business and Organizational Management	Pengurusan Perniagaan dan Organisasi	P (Common Core)	3
BTMU 1023	Management of Technology	Pengurusan Teknologi	P (Common Core)	3
BTMP 1013	Business Mathematics	Matematik Perniagaan	P (Common Core)	3
BTMP 1533	Principles of Accounting	Prinsip Perakaunan	P (Common Core)	3
BTMP 1043	Principles of Marketing	Prinsip Pemasaran	P (Common Core)	3
TOTAL				20

YEAR 1 SEMESTER II (Student in Campus)				
CODE	SUBJECT		CATEGORY	CREDIT
BKK ****	Co-Curriculum II	Ko-Kurikulum II	W (Compulsory)	1
BLHW 2792	Integrity and Anti-Corruption	Kursus Integriti Anti Rasuah	W (Compulsory)	2
BLLW 2152	Academic Writing	Penulisan Ilmiah	W (Compulsory)	2
BTMP 1063	Human Resource Management and Technology	Pengurusan Manusia dan Teknologi	P (Common Core)	3
BTMP 2543	Principles of Finance	Prinsip Kewangan	P (Common Core)	3
BTMU 1093	Business Statistic	Statistik Perniagaan	P (Common Core)	3
BTMP 1023	Principles of Economics	Prinsip Ekonomi	P (Common Core)	3
BTMP 1083	Management Information System	Pengurusan Sistem Maklumat	P (Discipline Core)	3
TOTAL				20

YEAR 2 SEMESTER I (Student off Campus)				
CODE	SUBJECT		CATEGORY	CREDIT
BLHW 2772a/ BLHW 2752a	Appreciation of Ethnic and Civilizations/ Malaysian Culture	Penghayatan Etika dan Tamadun/ Budaya Malaysia	W (Compulsory)	2
BTMU 2103a	Operation Management	Pengurusan Operasi	P (Common Core)	3
BTMW 4012a	Technology Entrepreneurship	Keusahawanan Teknologi	P (Common Core)	2
BTMP 2583a	Creativity and Innovation Management	Pengurusan Kreativiti dan Inovasi	P (Discipline Core)	3
BMKU 2773a	Fundamental of Energy Management	Asas Pengurusan Tenaga	P (Discipline Core)	3
BTMP 2333a	Marketing Channel and Distribution	Saluran Pemasaran dan Pengedaran	K (Specialization)	3
TOTAL				16

YEAR 2 SEMESTER II (Student off Campus)				
CODE	SUBJECT		CATEGORY	CREDIT
BLLW ****a	Third Language	Bahasa Ketiga	W (Compulsory)	2
BTMP 2073a	Business Law	Undang-Undang Perniagaan	P (Common Core)	3
BTMP 2343a	Supply Chain Management	Pengurusan Rantaian Bekalan	P (Discipline Core)	3
BTMP 2223a	Technology Market Intelligence	Risikan Pasaran Teknologi	P (Discipline Core)	3
BTMP 2313a	Consumer Behavior	Gelagat Pengguna	K (Specialization)	3
BTMP 3363a	Promotion and Advertising Technology	Teknologi Pengiklanan dan Promosi	K (Specialization)	3
TOTAL				17

YEAR 3 SEMESTER I (Student off Campus)				
CODE	SUBJECT		CATEGORY	CREDIT
BTMT 4293a	Risk Management	Pengurusan Risiko	P (Discipline Core)	3
BTMP 3353a	Branding and Packaging Technology	Teknologi Pembungkusan dan Penjenamaan	K (Specialization)	3
BTMP 3383a	High Technology Marketing Strategy	Strategi Pemasaran Teknologi Tinggi	K (Specialization)	3
BTMP 3373a	International Marketing	Pemasaran Antarabangsa	K (Specialization)	3
BTMP 2573a	Service Marketing	Pemasaran Perkhidmatan	K (Specialization)	3
TOTAL				15

YEAR 3 SEMESTER II (Student in Campus)				
CODE	SUBJECT		CATEGORY	CREDIT
BTMP 3632	Marketing Research	Kajian Pemasaran	P (Common Core)	2
BTMU 3072	Final Year Project I	Projek Sarjana Muda I	P (Common Core)	2
BTMP 3593	Product Innovation & Management	Pengurusan Produk Inovasi	P (Discipline Core)	3
BITG 2323	Database	Pengkalan Data	P (Discipline Core)	3
BTMP 3603	Technology and Sustainable Development	Pembangunan Teknologi dan Kelestarian	P (Discipline Core)	3
BTMP 3613	Marketing Technology	Pemasaran Teknologi	K (Specialization)	3
BTMP 3563	Digital Media in Marketing	Media Digital dalam Pemasaran	K (Specialization)	3
TOTAL				19

YEAR 4 SEMESTER I (Student in Campus)				
CODE	SUBJECT		CATEGORY	CREDIT
BLLW 3162	English for Professional Interaction	Bahasa Inggeris untuk Interaksi Profesional	W (Compulsory)	2
BTMT 3283	Business Analytics	Analitikal Perniagaan	P (Common Core)	3
BTMP 3523	Industry Leadership	Kepimpinan Industri	P (Discipline Core)	3
BTMU 4093	Final Year Project II	Projek Sarjana Muda II	P (Discipline Core)	3
BTMT 3293	Seminar in Global Issues and New Business Trend	Seminar dalam Isu Global dan Tren Perniagaan Terkini	P (Discipline Core)	3
BTMP 4623	Integrated Marketing Communication	Komunikasi Pemasaran Bersepadu	K (Specialization)	3
TOTAL				17

SEMESTER 8				
CODE	SUBJECT		CATEGORY	CREDIT
BTMU 4106	Industry Training	Latihan Industri	P (Internship)	6
TOTAL				6
TOTAL CREDITS				



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

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