

CURRICULUM STRUCTURE BTMM

YEAR 1 SEMESTER I (<i>Student in Campus</i>)				
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 (<i>Student in Campus</i>)				
CODE	SUBJECT		CATEGORY	CREDIT
BKK ****	Co-Curriculum II	Ko-Kurikulum II	W (Compulsory)	1
BLHW 2792	Integrity and Anti-Corruption	Integriti dan 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 Statistics	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 (Common Core)	3
TOTAL				20

YEAR 2 SEMESTER I (<i>Student off Campus</i>)				
CODE	SUBJECT		CATEGORY	CREDIT
BLHW 2772a / BLHW 2752a	Appreciation Of Ethnic And Civilizations/ Malaysian Culture	Penghayatan Etika Dan Tamadun/ Budaya Malaysia	W (Compulsory University)	2
BTMU 2103a	Operation Management	Pengurusan Operasi	P (Common Core)	3
BTMW 4012a	Technology Entrepreneurship	Keusahawanan Teknologi	P (Discipline Core)	2
BTMP2583a	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 (<i>Student off Campus</i>)				
CODE	SUBJECT		CATEGORY	CREDIT
BLLW ****a	Third Language-	Bahasa Ketiga	W (Compulsory University)	2
BTMP 2073a	Business Law	Undang - Undang Perniagaan	P (Common Core)	3
BTMP2343a	Supply Chain Management	Pengurusan Rantaian Bekalan	P (Discipline Core)	3
BTMP2223a	Technology Market Intelligence	Perisikan Pasaran Teknologi	P (Discipline Core)	3
BTMP 2313a	Consumer Behavior	Gelagat Pengguna	K (Specialization)	3
BTMP3363a	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 3352a	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	Permasaran 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
BTMU3072	Final Year Project I	Projek Sarjana Muda I	P (Common Core)	2
BTMP 3593	Product Innovation & Management	Produk Inovasi & Pengurusan	P (Discipline Core)	3
BITG 2323	Database	Pengkalan Data	P (Discipline Core)	3
BTMP 3603	Technology & Sustainable Development	Pembangunan Teknologi & Kelestarian	P (Discipline Core)	3
BTMP 3613	Marketing Technology	Teknologi Pemasaran	K (Specialization)	3
BTMP 3563	Digital Media in Marketing	Media Digital dalam Pemasaran	K (Specialization)	3
TOTAL				19

YEAR 4 SEMESTER I (<i>Student in Campus</i>)				
CODE	SUBJECT		CATEGORY	CREDIT
BLLW 3162	English for Professional Interactions	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 & New Business Trend	Seminar dalam Global dan Tren Perniagaan Terkini	P (Discipline Core)	3
BTMP 4623	Integrated Marketing Communication	Komunikasi Pemasaran Bersepadu	K (Specialization)	3
TOTAL				17

YEAR 4 SEMESTER II				
CODE	SUBJECT		CATEGORY	CREDIT
BTMU 4106	Industrial Training	Latihan Industri	P (Internship)	6
				6
TOTAL CREDITS				130

