

UNDERGRADUATES PROGRAMMES



**Pusat Pengajian
Pengurusan Perniagaan**
SCHOOL OF BUSINESS MANAGEMENT

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School of Business Management,
College of Business UUM

sbmcob



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia

Bachelor of Marketing with Honours

The Bachelor of Marketing is introduced to create managers, leaders, and professionals who are knowledgeable and skilful in business and marketing, innovative, ethical, as well as able to apply the learned knowledge and business and marketing skill. Students will get the opportunity to go through a well-organized learning module that uses various high impact teaching and learning practices such as service learning, case studies, problem based learning, and industrial attachment. This programme also provides the opportunity for students to choose a minor of their interest offered by other programmes in UUM



ENTRY REQUIREMENTS

STPM (literature & Science) / STAM:

- **CGPA 2.75** and above
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

Matriculation (Accounting & Science):

- **CGPA 2.75** and above
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

Foundation (Law):

- **CGPA 2.75** and above
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

Diploma (IPTA, Polytechnic & IPTS):

- A diploma or equivalent qualification from institutions of higher learning recognised by the Malaysian government and approved by the University Senate with at least a **CGPA of 2.75**
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

Vocational Diploma (DVM):

- A Malaysian Vocational Diploma in the field of **Business** or relevant field recognised by the Malaysian government and approved by the University Senate with at least a Academic **CGPA of 3.00**
- **Grade C** in Mathematics / Additional Mathematics and English in SPM
- Obtaining at least **Band 3** (up until the 2020) or **Band 3.0** (starting from 2021) in the Malaysia University English Test (MUET)

PROGRAMME STRUCTURE FOR BACHELOR OF MARKETING (HONS.)

The B.Mktg (Hons) programme structure comprises of **SEVEN (7)** components as follow:

| | |
|---------------------|-------------------------|
| University Core | 12 Credit Hours |
| English Core | 6 Credit Hours |
| Programme Core | 42 Credit Hours |
| Language | 9 Credit Hours |
| Discipline Core | 36 Credit Hours |
| Programme Elective | 12 Credit Hours |
| Free Elective | 3 Credit Hours |
| Industrial Training | 8 Credit Hours |
| Total | 128 Credit hours |

University Core

Philosophy and Contemporary Issues
Penghayatan Etika dan Peradaban
Malaysian Nationhood Studies
* Malay as Foreign Language I
Introduction to Entrepreneurship
Ko-Kurikulum

* International student requirement

English Core

Students are required to sit for English language course based on MUET/IELTS/TOEFL result obtained during application.

Programme Core

- Principles of Economics
- Business Accounting
- Human Resources Management
- Principles of Marketing
- Marketing Management
- Consumer Behaviour and Analytic
- Marketing Research and Analytics
- Principles of Management
- Strategic Management
- Financial Management
- Business Law
- Introduction to Statistic
- Computer Application in Management
- Principles of Management
- Strategic Management Language

Mandarin I
Mandarin II
Mandarin III

- Students of Chinese descent should choose any course foreign languages **EXCEPT** Mandarin.*
- Any student from a Chinese school has to choose any-which foreign language course **EXCEPT** Mandarin.*
- International students are allowed to choose any course foreign language **EXCEPT** Narrative Language.*

DICIPLINE CORE

Students have to choose **FOUR (4)** courses

Programme Elective

Students are required to select **ONE (1)** elective from the following:

- Relationship Marketing
- Advertising Management
- Supply Chain Management
- Social Marketing
- Entrepreneurship Marketing
- Sustainability Marketing
- Advertising Management

Free Elective

Students have to choose any **ONE (1)** course offered by program from other study centers taking into account the subject the following:
I. Must meet course prerequisites if the course require prerequisites'.
Equivalent courses cannot be used as independent electives.

Industrial Training

Have taken and passed all courses under the program structure.

Programme Structure

Bachelor of Marketing (B.Mktg Hons)

