

CURRICULUM REVIEW
PROPOSED PROGRAM STRUCTURE - EPJJ
BACHELOR OF BUSINESS IN SERVICE MANAGEMENT (HONOURS) - BA264

SEMESTER 1					SEMESTER 2				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	HBU111	Ko Kurikulum I	1	2	Compulsory Modules	HBU121	Ko Kurikulum II	1	2
Core	ACC407	Intermediate Financial Accounting and Reporting	3	3	Common Core	FIN420	Financial Management	3	4
	MGT420	Principles and Practice of Management	3	3		BTM452	Business Application Essentials	3	4
	HRM433	Principles of Human Resource Management	3	3					
	MKT420	Principles and Practice of Marketing	3	3					
Discipline Core				Discipline Core	LAW416	Business Law	3	3	
Specialization				Specialization	CSM462	Introduction to Service Management	3	3	
Total			13	14	Total			13	16

SEMESTER 3					SEMESTER 4				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	CTU552	Philosophy and Current Issues	2	2	Compulsory Modules	HBU131	Ko Kurikulum III	1	2
Common Core	ECO415	Economics	3	4	Common Core	LCC503	English for Business Communication	3	4
						OPM537	Business Process Management	3	3
Discipline Core	MKT445	Consumer Behaviour and Psychology	4	4	Discipline Core	MKT558	Digital Marketing	3	3
Specialization	CSM463	Communication for Service Professional	3	3	Specialization	CSM464	Service Marketing for Service Professional	3	3
Total			12	13	Total			13	15

SEMESTER 5					SEMESTER 6				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	CTU554	Value and Civilization II	2	2	Compulsory Modules	ENT530	Principles of Entrepreneurship	3	3
Common Core	TAC402	Arabic for Business Communication I	2	3	Common Core	TAC452	Arabic for Business Communication II	2	3
	TMC402	Mandarin for Business Communication I				TMC452	Mandarin for Business Communication II		
Discipline Core	HRM549	Human Resource Development	4	4	Discipline Core	HRM645	Change and Organization Development	4	4
	MKT572	Sales Management and Practices	4	4					
Specialization					Specialization	CSM505	Managing For Quality and Performance Excellence	4	4
Total			12	13	Total			13	14

SEMESTER 7					SEMESTER 8				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules					Compulsory Modules				
Common Core	MGT659	Concepts and Application of Strategic Management	3	4	Common Core	FIN533	Personal Financial Planning	3	3
	MGT555	Business Analytics	3	4					
Discipline Core					Discipline Core	HRM668	Conflict Management and Negotiation	3	3
						IBM531	Foundation for Global Business	4	4
Specialization	CSM556	Ethics and Contemporary Issues in Service	3	3	Specialization	CSM506	Service Experience Management	4	4
	CSM555	Service Design Thinking and Innovation	4	4					
Total			13	15	Total			14	14

SEMESTER 9					SEMESTER 10				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules					Compulsory Modules				
Common Core	MGT651	Research Methodology	3	3	Common Core				
Discipline Core					Discipline Core				
Specialization	CSM610	Service Leadership	3	3	Industrial Training	MGT667	Industrial Training	8	
	CSM611	Managing Customer Relationship	3	3					
Total			9	9	Total			8	0

	Percentage	Credit Hours	MQA Requirements
University Requirements	9%	10	8
Core	37%	43	42
Discipline Core	25%	29	36
Specialisation	23%	27	30
Industrial Training	7%	8	
Total	100.0%	117	

GRAND TOTAL (CREDIT HOURS) = 120