

**BACHELOR OF BUSINESS IN MARKETING (HONOURS) BA270
PROGRAM STRUCTURE**

SEMESTER 1					SEMESTER 2				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	HBU111	Ko Kurikulum 1	1	2	Compulsory Modules	HBU121	Ko Kurikulum II	1	2
Common Core	ACC407	Intermediate Financial Accounting and Reporting	3	3	Common Core	BTM45X	Business Application Essentials	3	4
	MGT420	Principles and Practice of Management	3	3		MKT45X	Marketing Theory and Application	3	3
	FIN420	Financial Management	3	4		FIN533	Personal Financial Planning	3	3
	HRM4XX	Principles of Human Resource Management	3	3					
	ECO415	Economics	3	3					
Discipline Core	LAW416	Business Law	3	3	Discipline Core	MKT45X	Interpersonal Communication and Pitching	3	3
						MKT45X	Consumer Behaviour and Psychology	4	4
Specialization					Elective	EVMXXX	Organizing Event and Practices	3	3
Total			19	21	Total			20	22

SHORT SEMESTER 1 (FULL ODL)				
Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	CTU552	Philosophy and Current Issues	2	2
Common Core	LCC503	English for Business Communication	3	6
	OPMXXX	Business Process Management	3	3
	APBXXX	Language for Global Business I	2	3
Discipline Core				
Specialization				
Total			10	14

SEMESTER 3					SEMESTER 4				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	HBU131	Ko Kurikulum III	1	2	Compulsory Modules				
Common Core					Common Core				
Discipline Core	MKT5XX	Digital Marketing Strategy	4	4	Discipline Core	MKT54X	Digital Content, Social Media and Mobile Marketing	4	
	MKT5XX	Integrated Marketing Communications	4	4		MKT54X	Sales Management and Practices	4	
	MKT5XX	Innovation and New Product Planning	4	4		MKT54X	Branding	4	
	MKT5XX	Omni-channel and Retailing	3	3		MKT54X	Global and Cross-cultural Marketing	4	
	MKT5XX	Pricing Strategy	3	3		MKT6XX	Marketing Research and Analytics	4	
Specialization				Specialization					
Total			19	20	Total			20	0

SHORT SEMESTER 2 (FULL ODL)				
Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	ENT530	Principles of Entrepreneurship	3	3
	CTU554	Values and Civilization II	2	2
Common Core	APBXXX	Language for Global Business II	2	3
Discipline Core				
Specialization				
Total			7	8

SEMESTER 5 (FULL ODL)					SEMESTER 6 (Student Off Campus)				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	EET699	English Exit Test	0	0	Compulsory Modules				
Common Core	MGT555	Business Analytics	3	4	Common Core	MGTXXX	Industrial Training	8	
Discipline Core	MKT5XX	Marketing of Services	3	3	Discipline Core				
	MKT6XX	Digital Customer Experience	4	4					
	MKT646	Strategic Marketing	4	4					
	MKT6XX	Ethics and Sustainable Marketing	3	3					
Specialization				Industrial Training					
Total			17	18	Total			8	0

	Credit Hours MQA Requirements	
University Requirements	10	8
Core	45	42
Discipline Core	62	36
Elective	3	0
Total	120	

GRAND TOTAL (CREDIT HOURS) = 120