

ePJJ_BA270_CURRICULUM REVIEW
BACHELOR OF BUSINESS IN MARKETING (HONOURS)

SEMESTER 1					SEMESTER 2				
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				
Common Core	ACC407 MGT420 BTM452	Intermediate Financial Accounting and Reporting Principles and Practice of Management Business Application Essentials	3 3 3	3 3 4	Common Core	LCC503 MKT425 FIN420	English for Business Communication Marketing Theory and Application Financial Management	3 3 3	4 3 4
Discipline Core					Discipline Core	LAW416	Business Law	3	3
Specialization					Specialization				
Total			11	12	Total			12	14

SEMESTER 3					SEMESTER 4				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules					Compulsory Modules				
Common Core	TAC402 TMC402 OPM537 HRM433 ECO415	Arabic for Business Communication I Mandarin for Business Communication I Business Process Management Principles of Human Resource Management Economics	2 3 3 3 3	3 3 3 3 4	Common Core	TAC452 TMC452 FIN533 MKT445	Arabic for Business Communication II Mandarin for Business Communication II Personal Financial Planning Consumer Behaviour and Psychology	2 3 4 4	3 3 3 4
Discipline Core					Discipline Core	MKT435	Interpersonal Communication and Pitching	3	3
Specialisation					Specialisation				
Total			11	13	Total			12	13

SEMESTER 5					SEMESTER 6				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	HBU111	Ko Kurikulum 1	1	2	Compulsory Modules	ENT530 HBU121	Principles of Entrepreneurship Ko Kurikulum II	3 1	3 2
Common Core					Common Core				
Discipline Core	MKT521 MKT522 MKT523	Digital Marketing Strategy Integrated Marketing Communications Innovation and New Product Planning	4 4 4	4 4 4	Discipline Core	MKT524 MKT525 MKT571	Omni-channel and Retailing Pricing Strategy Digital Content, Social Media and Mobile Marketing	3 3 4	3 3 4
Elective	EVM490	Organizing Event and Practices	3	3	Specialisation				
Total			16	17	Total			14	15

SEMESTER 7					SEMESTER 8				
Group	Code	Course	Credit Hours	Contact Hours	Group	Code	Course	Credit Hours	Contact Hours
Compulsory Modules	CTU554 HBU131	Values and Civilization II Ko Kurikulum III	2 1	2 2	Compulsory Modules				
Common Core					Common Core				
Discipline Core	MKT572 MKT573 MKT574	Sales Management and Practices Branding Global and Cross-Cultural Marketing	4 4 4	4 4 4	Discipline Core	MKT575 MKT605 MKT635 MKT667	Marketing Research and Analytics Marketing of Services Ethics and Sustainable Marketing Digital Customer Experience	4 3 3 4	4 3 3 4
Specialisation					Specialisation				
Total			15	16	Total			14	14

SEMESTER 9					SEMESTER 10				
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				
Discipline Core	MKT668	Strategic Marketing Management	4	4	Discipline Core	MGT667	Industrial Training	8	
Specialisation					Specialisation				
Total			7	8	Total			8	0

	Percentage	Credit Hours	MQA Requirements
University Requirements	8%	10	8
Core	34%	41	42
Discipline Core	55%	66	36
Industrial Training	0%		
Elective	3%	3	30
Total	100.0%	120	

GRAND TOTAL (CREDIT HOURS) = 120