SKEMA PROGRAM PENGAJIAN PELAJAR TEMPATAN
SARJANA MUDA PENGURUSAN (PEMASARAN) DENGAN KEPUJIAN
SESI 2022/2023

KOD	NAMA KURSUS	JAM KREDIT	PRA-SYARAT	KOD	NAMA KURSUS	JAM KREDIT	PRA-SYARAT
SEMESTER 1				**SEMESTER 2**			
MPU3223	Asas Keusahawanan	3 (3+0)		MPU3312	Apresiasi Alam dan Warisan Laut	2 (0+2)	
ACT3014	Perakaunan Perniagaan	4 (4+0)		ECO3043	Makroekonomi	3 (3+0)	
ECO3033	Mikroekonomi	3 (3+0)		MGM3023	Pengurusan Pemasaran	3 (3+0)	
MGM3003	Prinsip Pengurusan	3 (3+0)		MGM3033	Statistik Perniagaan dan Pengurusan	3 (3+0)	
MGM3013	Prinsip Pemasaran	3 (3+0)		MGM3043	Gelagat Organisasi	3 (3+0)	
NCC3053	Kenegaraan Malaysia	3 (3+0)		MPU3132	Penghayatan Etika dan Peradaban	2 (2+0)	
				MPU3142	Falsafah dan Isu Semasa	2 (2+0)	
				CCXXXXX	Ko-Kurikulum	2 (0+2)	
	JUMLAH	**19**			**JUMLAH**	**20**	
SEMESTER 3				**SEMESTER 4**			
MGM3053	Pemasaran Sosial	3 (3+0)		MGM3293	Sistem Maklumat Pengurusan	3 (3+0)	
FNC3013	Kewangan Pengurusan	3 (3+0)		MGM3113	Pengurusan Operasi dan Kualiti	3 (3+0)	
MGM3063	Kaedah Kuantitatif dalam Pembuatan Keputusan	3 (3+0)		MGM3123	Penyelidikan Pemasaran	3 (3+0)	
MGM3073	Pengurusan Sumber Manusia	3 (3+0)		MGM3133	Komunikasi Pemasaran Bersepadu	3 (3+0)	
MGM3083	Kelakuan Pengguna	3 (3+0)		MGM3143	Undang-Undang Komersial	3 (3+0)	
MGM3093	Pemasaran Elektronik	3 (3+0)			Elektif 1	2	
					Elektif 2	2	
	JUMLAH	**18**			**JUMLAH**	**19**	
SEMESTER 5				**SEMESTER 6**			
MGM3153	Perniagaan Antarabangsa	3 (3+0)		MGM3283	Business Communication	3 (3+0)	
MGM3163	Keusahawanan	3 (3+0)		MGM3213	Pengurusan Strategik	3 (3+0)	
MGM3173	Pemasaran Perkhidmatan	3 (3+0)		MGM3223	Etika Perniagaan	3 (3+0)	
MGM3183	Pengurusan Produk	3 (3+0)		MGM3233	Pemasaran Antarabangsa	3 (3+0)	
MGM3193	Strategi Penetapan Harga	3 (3+0)		MGM3243	Peruncitan	3 (3+0)	
	Elektif 3	2		MGM4993	PITA II / Elektif 5	3 (0+3)/ 3	MGM4983 Prasyarat PITA II
MGM4983	PITA I / Elektif 4	3 (0+3)/ 3			Elektif 6	2	
	JUMLAH	**20**			**JUMLAH**	**20**	
SEMESTER 7							
MGM49712	Latihan Industri	12 (0+12)					
	JUMLAH	**12**					
JUMLAH KREDIT KESELURUHAN		**128**					

Nota:

1. Jumlah jam kredit kursus elektif yang perlu diambil oleh pelajar dalam program pengajian adalah tertakluk kepada **jumlah jam kredit** elektif yang ditetapkan oleh program pengajian tersebut untuk memenuhi kelayakan bergraduat dan tidak tertakluk kepada **bilangan** kursus elektif yang diambil.
2. Senarai kursus elektif yang boleh diambil oleh pelajar dalam program pengajian adalah merujuk kepada penawaran kursus yang tertera dalam buku panduan program pengajian fakulti tersebut dan juga fakulti lain.

Rujukan: Kelulusan Senat UMT kali ke-139 (Khas) Bil. 7 Tahun

INTERNATIONAL STUDENT COURSE SCHEME
BACHELOR OF MANAGEMENT (MARKETING) WITH HONOURS
SESSION 2022/2023

CODE	COURSE NAME	CREDIT HOURS	PRE-REQUISITE	CODE	COURSE NAME	CREDIT HOURS	PRE-REQUISITE
SEMESTER 1				**SEMESTER 2**			
MPU3143	Communicative Malay Language	3 (3+0)		MPU3312	Appreciation of Nature and Ocean Heritage	2 (0+2)	
ACT3014	Business Accounting	4 (4+0)		ECO3043	Macroeconomics	3 (3+0)	
ECO3033	Microeconomics	3 (3+0)		MGM3023	Marketing Management	3 (3+0)	
MGM3003	Principles of Management	3 (3+0)		MGM3033	Business and Management Statistics	3 (3+0)	
MGM3013	Principles of Marketing	3 (3+0)		MGM3043	Organizational Behavior	3 (3+0)	
CCXXXXX	Co-Curriculum	2 (0+2)		BBB3023	Public Speaking	3 (3+0)	
				MPU3132	Appreciation of Ethics and Civilizations	2 (2+0)	
Total		**18**		**Total**		**19**	
SEMESTER 3				**SEMESTER 4**			
MGM3053	Social Marketing	3 (3+0)		MGM3293	Management Information System	3 (3+0)	
FNC3013	Managerial Finance	3 (3+0)		MGM3113	Operations and Quality Management	3 (3+0)	
MGM3063	Quantitative Methods in Decision Making	3 (3+0)		MGM3123	Marketing Research	3 (3+0)	
MGM3073	Human Resource Management	3 (3+0)		MGM3133	Integrated Marketing Communications	3 (3+0)	
MGM3083	Consumer Behavior	3 (3+0)		MGM3143	Commercial Laws	3 (3+0)	
MGM3093	Electronic Marketing	3 (3+0)			Elective 2	2	
	Elective 1	2			Elective 3	2	
Total		**20**		**Total**		**19**	
SEMESTER 5				**SEMESTER 6**			
MGM3153	International Business	3 (3+0)		MGM3283	Business Communication	3 (3+0)	
MGM3163	Entrepreneurship	3 (3+0)		MGM3213	Strategic Management	3 (3+0)	
MGM3173	Services Marketing	3 (3+0)		MGM3223	Business Ethics	3 (3+0)	
MGM3183	Product Management	3 (3+0)		MGM3233	International Marketing	3 (3+0)	
MGM3193	Pricing Strategy	3 (3+0)		MGM3243	Retailing Management	3 (3+0)	
	Elective 4	2		MGM4993	Final Year Project II / Elective 6	3 (0+3)/ 3	MGM4983 pre-requisite FYP II
MGM4983	Final Year Project I / Elective 5	3 (0+3)/ 3			Elective 7	2	
Total		**20**		**Total**		**20**	
SEMESTER 7							
MGM49712	Industrial Training	12 (0+12)					
Total		**12**					
TOTAL CREDIT		**128**					

Notes:

1. The number of elective course credit hours that must be taken by students in the program of study is subject to the **number of elective credit hours** set by the program of study to meet graduate qualifications and is not subject to the **number** of elective courses taken.
2. The list of elective courses that can be taken by students in the program of study refers to the course offerings listed in the handbook of the study program of the faculty and other faculties.

Rujukan: Kelulusan Senat UMT kali ke-139 (Khas) Bil. 7 Tahun 2021

INTERNATIONAL STUDENT COURSE SCHEME
BACHELOR OF MANAGEMENT (MARKETING) WITH HONOURS UMT-MCEM
SESSION 2022/2023

CODE	COURSE NAME	CREDIT HOURS	PRE-REQUISITE	CODE	COURSE NAME	CREDIT HOURS	PRE-REQUISITE
SEMESTER 1				**SEMESTER 2**			
MPU3223	Basic Entrepreneurship	3 (3+0)		PAL3203	Personal Finance	2 (2+0)	
ACT3014	Business Accounting	4 (4+0)		ECO3043	Macroeconomics	3 (3+0)	
ECO3033	Microeconomics	3 (3+0)		MGM3023	Marketing Management	3 (3+0)	
MGM3003	Principles of Management	3 (3+0)		MGM3033	Business and Management Statistics	3 (3+0)	
MGM3013	Principles of Marketing	3 (3+0)		MGM3043	Organizational Behavior	3 (3+0)	
	Elective 1	3		BBB3023	Public Speaking	3 (3+0)	
				MPU3132	Appreciation of Ethics and Civilizations	2 (2+0)	
Total		**19**		**Total**		**19**	
SEMESTER 3				**SEMESTER 4**			
MGM3053	Social Marketing	3 (3+0)		MGM3293	Management Information System	3 (3+0)	
FNC3013	Managerial Finance	3 (3+0)		MGM3113	Operations and Quality Management	3 (3+0)	
MGM3063	Quantitative Methods in Decision Making	3 (3+0)		MGM3123	Marketing Research	3 (3+0)	
MGM3073	Human Resource Management	3 (3+0)		MGM3133	Integrated Marketing Communications	3 (3+0)	
MGM3083	Consumer Behavior	3 (3+0)		MGM3143	Commercial Laws	3 (3+0)	
MGM3093	Electronic Marketing	3 (3+0)			Elective 2	2	
CCK2001	Co-Curriculum (Public Oratory)	2 (2+0)			Elective 3	3	
Total		**20**		**Total**		**20**	
SEMESTER 5				**SEMESTER 6**			
MGM3153	International Business	3 (3+0)		MGM3283	Business Communication	3 (3+0)	
MGM3163	Entrepreneurship	3 (3+0)		MGM3213	Strategic Management	3 (3+0)	
MGM3173	Services Marketing	3 (3+0)		MGM3223	Business Ethics	3 (3+0)	
MGM3183	Product Management	3 (3+0)		MGM3233	International Marketing	3 (3+0)	
MGM3193	Pricing Strategy	3 (3+0)		MGM3243	Retailing Management	3 (3+0)	
	Elective 4	2		MGM4993	Final Year Project II / Elective 6	3 (0+3)/ 3	MGM4983 pre-requisite FYP II
MGM4983	Final Year Project I / Elective 5	3 (0+3)/ 3					
Total		**20**		**Total**		**18**	
SEMESTER 7							
MGM49712	Industrial Training	12 (0+12)					
Total		**12**					
TOTAL CREDIT HOURS		**128**					

Notes:

1. The number of elective course credit hours that must be taken by students in the program of study is subject to the **number of elective credit hours** set by the program of study to meet graduate qualifications and is not subject to the **number** of elective courses taken.
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Rujukan: Kelulusan Senat UMT kali ke-139 (Khas) Bil. 7 Tahun 2021