

**BACHELOR OF MANAGEMENT (MARKETING)
PROGRAMME SPECIFICATIONS**

1. Program Name	Bachelor of Management (Marketing)
2. Final Award	Bachelor of Management (Marketing)
3. Awarding Institution	UTM
4. Teaching Institution	UTM
5. Programme Code	TP 22 (SHF)
6. Professional or Statutory Body of Accreditation	NA
7. Language(s) of Instruction	Bahasa Melayu and English
8. Mode of Study (Conventional, distance learning, etc)	Conventional
9. Mode of operation (Franchise, self-govern, etc)	Self-govern
10. Study Scheme (Full Time/Part Time)	Full Time and Part Time
11. Study Duration	Minimum : 4 yrs (FT) / 6 yrs (PT) Maximum : 6 yrs (FT)

Type of Semester	No. of Semesters		No. of weeks	
	Full Time	Part Time	Full Time	Part Time
Regular	8	12	14	14
12. Entry Requirement	<p>i. Good pass in Sijil Pelajaran Malaysia (SPM) or its equivalent</p> <p>ii. Passed Bahasa Melayu / Bahasa Malaysia with credit at the SPM level or its equivalent or passed Bahasa Melayu / Bahasa Malaysia July paper with credit.</p> <p>iii. Possess a Diploma or other equivalent qualifications recognised by the Malaysian Government and approved by the University's / IPTA's Senate</p> <p>or</p> <p>Passed the Sijil Tinggi Persekolahan Malaysia (STPM) examination and obtaining at least:</p> <p>a. Grade C (NGMP 2.00) in the General Studies subject,</p> <p>and</p> <p>b. Grade C (NGMP 2.00) in two (2) other subjects.</p> <p>or</p> <p>Passed the Kementerian Pelajaran Malaysia (KPM) Matriculation Certificate / IPTA's Matriculation with a CPA of at least 2.00 and passed all specialised subject.</p> <p>or</p> <p>Passed with a minimum of Jayyid in Sijil</p>			

	Tinggi Agama Malaysia (STAM). and iv. Obtained at least Band 1 at the Malaysian University English Test (MUET).
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13. Programme Objectives

- (i) To produce graduates who are able to apply their marketing knowledge, managerial skills and able to analyse business strategies within an ICT environment.
- (ii) To produce graduates who have the ability to analyse and solve business problems critically, logically, creatively and analytically based on sound facts and ideas in fulfilling market requirements globally.
- (iii) To produce graduates who are able to respond to societal needs and exercise marketing ethics.

14. Programme Learning Outcomes

(a) TECHNICAL KNOWLEDGE AND COMPETENCIES		
Intended Learning Outcomes	Teaching and Learning Methods	Assessment
PO1. Application of knowledge of the disciplines		
Apply knowledge and understanding of management and marketing in the management of related organisations within an ICT environment.	Lectures, tutorials, seminars, directed reading, case study, independent research and cooperative learning, field work, industrial visits.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports.
PO2. Integration and application of specific competencies		
Integrate marketing strategy and technology skills in analysing and solving firms' marketing and social issues creatively.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports.
(b) GENERIC SKILLS		
PO3. Critical Thinking and Problem Solving Skills		
Able to think critically, logically, creatively and analytically in order to identify, analyse and solve contemporary marketing and social issues.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits and case studies.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects and case study reports.

PO4. Communication Skills		
Able to communicate effectively through appropriate written and oral modes across a wide range of contexts and audiences.	Individual and group assignments, group projects, industrial training, industrial visits, cooperative learning.	Examinations, assignments, presentations, discussions, cooperative and problem-based exercises, observation of group projects, reports, peer assessment.
PO5. Teamwork		
Able to work collaboratively and assume different roles in a team to solve problems and make decisions in order to achieve a common goal.	Group assignments, group projects, industrial training, industrial visits, cooperative learning.	Group assignments, observation of group projects, peer assessment.
PO6. Ethics and Integrity		
Able to display professional ethics and practices, and moral responsibility during social interactions for the benefit of mankind.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits.	Industrial training reports, project reports, learning portfolios, observation by lecturers, peer assessment, assignments and discussions
PO7. Information Management and Lifelong Learning		
Able to independently seek, acquire and manage relevant information from a variety of sources for continuous self-development and life-long learning.	Group projects, industrial training, case studies, research projects.	Industrial training reports, project reports, learning portfolios, observation of group projects, assignments.
PO8. Entrepreneurship Skills		
Able to recognise and analyse business opportunities.	Lectures, industrial speakers, industrial visits, case studies.	Case study reports, industrial training assessment, assignments.

PO9. Leadership Skills		
Able to lead using the acquired basic knowledge of leadership	Lectures, group assignments, group projects, in-class group discussions.	Observation of group projects, peer assessment.

15. Classification of Subjects

<i>Bachelor of Management (Marketing)</i> <i>MPTN Requirement: Business and Administration Programme**</i>			
Components	MPTN Requirements	Existing Curriculum	New Curriculum
University Courses	15 – 20%	15.6%	15.6%
Core Courses	50 – 60%	44.2%	58.6%
Elective Courses	25 – 30%	40.2%	25.8%
Total	100	100%	100%
Total Credits For Graduation	120	102	128

Classification of Subjects			
No.	Classification	Credit Hours	Percentage
(i)	Program Core	75	58.6%
(ii)	Program Elective	33	25.8%
(iii)	Compulsory university subjects * Humanity * English Language * Co-curriculum	20	15.6%
	Total	128	100%

16. Total credit hours to graduate	128 credit hours
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17. Programme structure and features, curriculum and award requirements
<p>The course is offered on full-time mode and is based on 2 semester academic session. The subjects are distributed and sequenced according to the level of knowledge i.e basic to advance. Assessment is based on formative and summative evaluation conducted throughout the semester.</p> <p>Assessment : Maximum 50% final examination : Minimum 50% coursework.</p> <p>Award requirements</p>

Students should:

- Achieve a total of 128 credit hours with a minimum CPA of 2.0.
- Pass the Industrial Training component (equivalent to 12 credit hours).
- Complete the Undergraduate Project at Year 4.

Year 1

SEMESTER 1	
Code	Course
SHF 1113	Principles of Marketing
SHD 1113	Principles of Microeconomics
SHY 1073	Creativity and Innovation
SHD 1703	Business Mathematics
SHC 1123	Introduction to Financial Accounting
UQX 1XX1	Co-Curriculum

Total Semester Credits = 16

SEMESTER 2	
Code	Course
SHD 1513	Principles of Management
SHD 1123	Principles of Macroeconomics
SHD 1723	Statistics I
SHF 1103	Marketing Information Systems I
ULT 1022	Islamic and Asian Civilisation
UHB 1412	English for Academic Communication

Total Semester Credits = 16

Year 2

SEMESTER 3	
Code	Course
SHF 2173	Consumer Behaviour
SHD 2413	Entrepreneurship
SHD 2513	Human Resource Management
SHD 2713	Statistics II
UHS 1152	Ethnic Relations
UQX 1XX1	Co-Curriculum
UHS 2xx2	General Elective

Total Semester Credits = 17

SEMESTER 4	
Code	Course
SHD 2723	Introduction to Operation Management
SHF 2183	Integrated Marketing Communication
SHF 2103	Marketing Information Systems II
SHD 2213	Financial Management
UHB 2423	Advanced English for Academic Communication
ULT xxx2	Elektif FTI
UUX 3xx2	University Elective

Total Semester Credits = 18

Year 3

SEMESTER 5	
Code	Course
SHF 3263	Marketing Research
SHF 3183	Electronic Marketing
SHD 3313	Commercial Law
SCD 4823	Knowledge Management System
SHC 2233	Cost Accounting
SHX 3xx2	University Elective

Total Semester Credits = 17

SEMESTER 6	
Code	Course
SHF 3812	Undergraduate Project (Proposal)
UHB 3XX2	English Language Elective
SHF 3273	Marketing for Innovative Products
SHF 3XX3	Department Elective I
SHF 3XX3	Department Elective II
SHF 3XX3	Department Elective III

Total Semester Credits = 16

Year 4

SEMESTER 7	
Code	Course
SHF 4824	Undergraduate Project (Writing)
SHF 4103	Customer Relationship Management
SHF 4XX3	Department Elective IV
SHF 4XX3	Department Elective V
SHF 4193	Strategic Marketing

Total Semester Credits = 16

SEMESTER 8	
Code	Course
SHF 4914	Industrial Training Report
SHF 4928	Industrial Training

Total Semester Credits = 12

ELECTIVES (3 credits each)	
Code	Courses
SHF 4203	Services Marketing
SHF 4253	Advertising and Promotion Management
SHF 4283	Global Marketing
SHF 4293	Supply Chain Management
SHF 4323	Cyber Law
SHF 4123	Tourism Marketing
SHF 4113	Brand Management
SHF 4303	B2B Marketing
SHF 4313	Retail Management
SHF 4153	Green Marketing
SHF 4163	Non-profit Marketing
SHF 4173	Social Marketing
SHL xxx3	Foreign Language

18. Mapping of Program Learning Outcomes to Subjects

NO	CODE	SUBJECTS OFFERED	LEARNING OUTCOMES								
			TECHNICAL SKILLS		GENERIC SKILLS						
			application of knowledge of the discipline	integration and application of specific competency	critical thinking and problem solving skills	communication	teamworks	ethics and integrity	information management and lifelong learning skills	entrepreneurship skills	leadership skills
			P01	P02	P03	P04	P05	P06	P07	P08	P09
UNIVERSITY COURSES											
1	ULT 1022	Islamic and Asian Civilization	a	c	1			1			
2	UHS 1152	Ethnic Relations	a	c			1	1			
	UHS 1162	Arts, Custom & Belief of Malaysian	a				1		1		
3	UHB 1412	English for Academic Communication	a		2	1	2	2	1		

4	UHB 2422	Advanced English for Academic Communication	a		2	1	2	2	2		2
5		English Language Elective									
	UHB 3012	English for Career Search	a		2	1	2	2			
	UHB 3022	English for Workplace Communication	a		2	1	2	2	2		
	UHB 3032	Reading for Specific Purposes	a		2	1	2		2		
	UHB 3042	Writing for Specific Purposes	a		2	1	2				
	UHB 3052	Effective Oral Communication Skill	a		2	1	2		2		2
6		General Elective (JPSM)									
	UHS 2092	Professional Ethics	a		1	1					
7		General Elective (FTI)									
	ULT 2122	Institusi Islam	a	c	1			1			
	ULT 2132	Islam dan Isu Semasa	a	c	1			1			
8	UQX 1xx1	Co-curriculum									
9	UQX 1xx1	Co-curriculum									
10	UHS 3042	Human Development	a		1	1			1		
11	UUX 3xx2	University's Elective	a		1	1			1		
CORE COURSES											
Core Specialization											
1	SHD 2213	Financial Management	a	a	1	1	2	2	2		2
2	SHF 4193	Strategic Marketing	b	a	1	2	2	2	1	2	2
3	SHD 2723	Introduction to Operation Management	a	a	1	1	2	2		2	
4	SHD 1703	Business Mathematics	a	a	1	2	2				
5	SHD 3313	Commercial Law	a	a	1	2	2	2		2	
6	SHY 1073	Creativity and Innovation	b	a		1	1		2		
7	SHF 2183	Integrated Marketing Communications	b	a	1	1	2			2	2
8	SHF 3263	Marketing Research	b	a	1	1		2	2		2
9	SHF 3723	Marketing for Innovative Product	b	a	1	1	2	2		2	

Core Area											
10	SHC 1123	Introduction to Financial Accounting	a	a	2	1	2	2	2	2	2
11	SHC 2233	Cost Accounting	b	a	2	1	1	2	2	2	2
12	SHD 1113	Principles of Microeconomics	a	a	1	2					2
13	SHD 1123	Principles of Macroeconomics	a	a	1	2		2			2
14	SHD 1513	Principles of Management	a	a	2	1	2	2	2	2	2
15	SHF 1113	Principles of Marketing	a	a	1	2	2		2	2	
16	SHD 2513	Human Resource Management	b	a	1	1	1	2	2	2	2
17	SHD 1723	Statistic I	a	a	1	2	2	2		2	
18	SHD 2713	Statistic II	a	a	1	2	2	2		2	2
19	SHD 2413	Entrepreneurship	b		1	1	1		2	1	2
20	SHF 3812	Undergraduate Project (Proposal)	b	a	1	1		2	2		2
21	SHF 4824	Undergraduate Project (Writing)	b	a	1	1		2	2	2	2
22	SHF 4928	Industrial Training (Practical)	b		1	1	1				1
23	SHF 4914	Industrial Training (Report)	b	a	1	1		2		2	2
ELECTIVE COURSES											
1	SHF 1103	Marketing Information System I	a	a	1	2	2	2			
2	SHF 2103	Marketing Information System II	b	a	1	1	2	2	2		
3	SHF 2173	Consumer Behavior	b	a	1	2	1	2			2
4	SHF 3183	Electronic Marketing		a	1	2	1			2	
5	SCD 4823	Knowledge Management System	a		1	1				1	
6	SHF 4103	Customer Relationship Management	b	a	1			2	1		2
7	SHF 4203	Services Marketing	b	a	1	1		2			2
8	SHF 4253	Advertising and Promotion Management	b	a	1	2	1		2		
9	SHF 4283	Global Marketing	b	a		1	1		2		2
10	SHF 4293	Supply Chain Management	b	a	2	1	2		1	2	
11	SHF 4323	Cyber Law	a		1	1	2	2		2	2

12	SHF 4123	Tourism Marketing	b	a	1	1	2	2			
13	SHF 4113	Brand Management	b	a	1	1	2			2	2
14	SHF 4303	B2B Marketing	b	a	1	1		2			2
15	SHF 4313	Retail Management	b	a		1	2		2	1	
16	SHF 4153	Green Marketing	b	a	1	1	2			2	
17	SHF 4163	Non-profit Marketing	b	a	1	1	2			2	
18	SHF 4173	Social Marketing	b	a	1	1	2			2	

1 = important (assessed)

2 = less important (not assessed)

a = major contribution to learning outcome

b = moderate contribution to learning outcome

c = minor contribution to learning outcome

19. Our Uniqueness

Special program designed to produce excellent young and talented managers.

- This program is conducted by experienced lecturers in various fields.
- This program is accredited by MQA
- Established links with local and international industries.

20. Career Prospects

Graduates of the programme can work as product marketing managers, marketing assistants/executives, purchasing and administration executives, or hold management and marketing related posts in industries within an ICT environment or in ICT-based organisations.

21. Cross Campus Programme

Students are given the opportunity to register for a few courses in participating universities. The grades and credits gained (up to 1/3 of the total credits of the curriculum) can be transferred for purposes of graduation. Currently, there are four participating universities i.e. Universiti Teknologi Malaysia, Universiti Sains Malaysia, Universiti Malaya and Universiti Malaysia Sarawak.

22. UTM Degree ++ Programme

Students are given the opportunity to enrol in certificate programmes offered by the School of Professional and Continuing Education (SPACE) during their semester holidays.

23. Facilities available

List of facilities:-

1. Computer laboratory.

2. Digital laboratory.
3. Smart classrooms.
4. Resource centre.
5. In-house counsellor.

24. Support for Students and Their Learning

- (a) Personnel support
 - Academic advisor
 - Counsellor
- (b) Students Facilities
 - Infrastructure support
 - Internet access (Wireless)
 - E-Learning
 - Digital Library
 - Cafeterias
 - Health care center
 - Sports and recreational areas
 - Smart classroom
 - Students activity room
 - Reading Stations
- (c) Financial Support
 - Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN)
 - MARA
 - JPA

25. Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning Mechanism for review and evaluation of teaching, learning, assessment, the curriculum and outcome standards

1. Students performance in terms of:
 - KB/KS/KG – Pass/conditional pass/fail
 - CPA – Cumulative point average
 - Graduating students performance
 - GOT – Graduate on time
 - Completion rate
 - Analysis of course performance
2. Employability
 - Exit survey
 - Alumni survey
 - Market survey
3. Lecturer's performance
 - Teaching evaluation by students (e-PPP)
 - Competency check-list for staff (CV)
 - Annual staff appraisal (SKT)

4. Curriculum view
 - Faculty academic committee
 - Industrial training survey
 - PSM survey
 - External examiner reports
 - CO achievement survey by students
 - Generic skills evaluation (Performance Criteria Report)
5. Delivery system
 - Academic Quality Assurance Committee
 - CSI
 - MQA standard

26. Regulation of Assessment

(a) Summary of grades and marks

Marks	Grade	Evaluation Points
90-100	A+	4.00
80-89	A	4.00
75-79	A-	3.67
70-74	B+	3.33
65-69	B	3.00
60-64	B-	2.67
55-59	C+	2.33
50-54	C	2.00
45-49	C-	1.67
40-44	D+	1.33
35-39	D	1.00
30-34	D-	0.67
0-29	E	0

(b) Role of External Examiners (Visiting Examiners)

Visiting Examiners are appointed by the Faculty Academic Committee to

- Review and evaluate program curriculum
- Review and evaluate methods of students assessment
- Make necessary recommendation to the Academic Committee.

27. Assessment Tools

Measurement Tools	Learning Outcomes									Duration	Action by
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
e-PPP	x	x	x	x	x	x	x	x	x	continuous	Student
Final Year Project survey	x	x	x	x	x		x		x	End of semester	Faculty
Research Training survey			x	x	x	x	x	x	x	End of session	Faculty
Alumni survey	x	x	x	x	x	x	x	x	x	Once/years	Head of Dept.
Employer Survey	x	x	x	x	x	x	x	x	x	Once/years	Head of Dept.