

<b>Programme Structure (updated from 2022)</b>		<b>Credit hours</b>
<b>Year 1</b>		
<b>Subject Code</b>	<b>Subject Name</b>	
ACC101	Financial Accounting 1	4
ACC103	Management Accounting 1	4
ECO101	Principles of Microeconomics	4
ECO102	Principles of Macroeconomics	4
ITC101	Information Technology for Business	4
LAW101	Business Law	4
MGT101	Principles of Management	4
MKT101	Principles of Marketing	4
QBM101	Business Statistics	4
MGT212	Business Analytics for Decision Making	4
<b>Year 2</b>		
<b>Subject Code</b>	<b>Subject Name</b>	
FIN201	Business Finance	4
HRM201	Managing Human Resources	4
MKT201	Consumer Behaviour	4
MKT203	Distribution & Logistics Management	4
MKT205	Sales Management	4
MKT207	Product Management	4
MKT209	Digital Marketing	4
MGT211	E-Commerce	4
MGT202	E-Business	4
MGT204	Asian Entrepreneurship & Innovation	4
<b>Year 3</b>		
<b>Subject Code</b>	<b>Subject Name</b>	
MKT301	Integrated Marketing Communications	4
MKT302	Strategic Global Marketing	4
MKT303	Marketing Research	4
MKT304	Competitive Marketing Planning & Strategy	4
MKT306	Services Marketing	4
MKT311	Innovative Product Development and Management	4
MGT303	Corporate Policy & Strategy	4
MGT305	Business Ethics & Social Responsibilities	4
MPU3373	A*Gen Careers in Malaysia and Beyond	3
MPU3432	Co-Curriculum – Event Management 2	2
MGT400	Graduation Project	6
<b>Total Subjects</b>	<b>31</b>	<b>123</b>