

1 SBSFH (B)

SEMESTER 1

CODE	SUBJECT	CREDIT	SEC	NUMBER OF STUDENT	LECTURER
SBSF 1013	Principles of Marketing	3	2	40	
SBSD 1013	Principles of Microeconomics	3	4	40	
SBSF 1023	Design and Creativity in Marketing	3	2	40	
SBSD 1033	Principles of Management	3	4	40	
UHMT 1012	Graduate Success Attributes	2	21-33	40	
UHS 1022	Philosophy and Current Issues (Local Student)	2	13-14	40	
UHLM 1012	Malay Language for Communican 2 (International Students)		05		

2 SBSF (A)

SEMESTER 1

CODE	SUBJECT	CREDIT	SEC	NUMBER OF STUDENT	LECTURER
SBSC 1303	Business Accounting	3	3	40	
UKQF 2XX2	Service Learning Co-Curriculum	2		40	
SBSD 1103	Financial Management	3	1	40	
SBSD 2053	Introduction to Operation Management	3	1	40	
UXXX 2XX2	Generic Skills / Knowledge Enhancement Elective	2		40	
UHIT 2302	Science and Technology Thinking	2	15-27	40	
SBSF 2113	Marketing Information System	3	1	40	

2 SBSF (B)**SEMESTER 1**

CODE	SUBJECT	CREDIT	SEC	NUMBER OF STUDENT	LECTURER
SBSC 1303	Business Accounting	3	4	40	
UKQF 2XX2	Service Learning Co-Curriculum	2		40	
SBSD 1103	Financial Management	3	2	40	
SBSD 2053	Introduction to Operation Management	3	2	40	
UXXX 2XX2	Generic Skills / Knowledge Enhancement Elective	2		40	
UHIT 2302	Science and Technology Thinking	2	15-27	40	
SBSF 2113	Marketing Information System	3	2	40	

3 SBSF(A)

SEMESTER 1

CODE	SUBJECT	CREDIT	SEC	NUMBER OF STUDENT	LECTURER
UHLB 3132	Professional Communication Skills	2	22-29	40	
SBSF 3113	Digital Marketing	3	1	40	
SBSF 3073	Global Marketing	3	1	40	
SBSD 2073	Commercial Law	3	1	40	
SBSF 3053	Service Marketing	3	1	40	
SBSF 4063	Retail Management	3	1	40	

4 SHAF(A)

SEMESTER 1

CODE	SUBJECT	CREDIT	SEC	NUMBER OF STUDENT	LECTURER
SBSF 4054	Final Year Project	4	1	40	
SBSF 4012	Seminar in Comtemporary Marketing	2	1	40	
SBSF 4033	Strategic Manrketing	3	1	40	
SBSF 4XX3	Elective III	3	1	40	
SBSF 4XX3	Elective IV	3	1	40	
SBSF 4XX3	Elective V	3	1	40	
Elective					

SBSF 4043	Brand Management	3			
SBSF 4093	Social Marketing	3			
SBSF 4103	Logistics Management	3			
SBSF 4113	Sustainability Marketing	3			
SBSF 4143	Sports and Leisure Marketing	3			
SBSF 4153	Healthcare Marketing	3			

4 SHAF(B)

SEMESTER 1

CODE	SUBJECT	CREDIT	SEC	NUMBER OF STUDENT	LECTURER
SBSF 4054	Final Year Project	4	1	40	
SBSF 4012	Seminar in Comtemporany Marketing	2	1	40	
SBSF 4033	Strategic Manrketing	3	1	40	
SBSF 4XX3	Elective III	3	1	40	
SBSF 4XX3	Elective IV	3	1	40	
SBSF 4XX3	Elective V	3	1	40	
Elective					
SBSF 4043	Brand Management	3			
SBSF 4093	Social Marketing	3			
SBSF 4103	Logistics Management	3			
SBSF 4113	Sustainability Marketing	3			
SBSF 4143	Sports and Leisure Marketing	3			
SBSF 4153	Healthcare Marketing	3			

