

MY PROGRESS RECORD

JAN/APR/AUG 2016 intake (Level 4)

NAME: _____

INTAKE: _____

B. A (Hons) Event Management and Marketing, 3+0 in collaboration with University of Hertfordshire, UK

Subject Code	Subject Title	Credits Hrs.	UH Credits	Co/ Prerequisite	Session 1st enrolled	Session Referred	Tick when passed
Level 4							
MKT2204	Introduction to Marketing Communications	4	15				
MKT2202	Principles of Marketing	4	15				
MGT2206	Global Perspective in Business	4	15				
STA2200	Quantitative Methods for Business and Management	4	15				
MGT2202	Introduction to Business and Management	8	30				
EVT2200	The Event Industry	4	15				
EVT2201	Hospitality Services Management	4	15				
ENL2219	English for Business Studies 1^	4					
ENL2221	English for Business Studies 2^	4		ENL2219			
	TOTAL	40	120				
Level 5							
MKT3206	Marketing Planning	4	15	MKT2202*			
MKT3205	Marketing for Small Enterprise	4	15	MKT2202*			
MKT3204	21st Century Consumer Marketing	4	15	MKT2202			
MKT3208	Product Innovation	4	15				
EVT3200	Enhancing Employability in Event Management	4	15				
EVT3201	Event Strategy : Culture and Sporting Events	4	15				
EVT3202	Event Planning and Risk Management	4	15				
EVT3203	Olympic Impact and Legacies	4	15				
MGT3232	E-portfolio & Employer Relations	2		EVT3200			
	TOTAL	34	120				
Level 6							
MKT4215	Market and Social Research	8	30	MKT2202*			
MKT4217	Contemporary Issues in Marketing	4	15				
MGT4225	Business & Commercial Awareness	4	15				
EVT4200	Sponsorship, Partnership and Finance	4	15	EVT2200			
EVT4201	Operations Management for Events	4	15				
EVT4202	Visitor Attraction Management	4	15				
MKT4216	Social Network & Enterprise	4	15				
	TOTAL	32	120				

BEVUH

Subject Code	Subject Title	Credit Hrs.	UH Credits	Co/ Prerequisite	Session 1st enrolled	Session Referred	Tick when passed
MPU Compulsory Subjects							
Malaysian Students							
MPU3113	Ethnic Relation	3					
MPU3123	TITAS	3					
MPU3223/ MPU3213	Presentation Skills / Bahasa Kebangsaan A (with no SPM _ BM credit)	3					
MPU3313	Entrepreneurship	3					
MPU3412	Community Service and Co- curriculum	2					
International Students							
MPU3143	Bahasa Melayu Komunikasi 2	3					
MPU3173	Malaysian Studies	3					
MPU3223	Presentation Skills	3					
MPU3313	Entrepreneurship	3					
MPU3412	Community Service and Co- curriculum	2					
	TOTAL	14					
	TOTAL Required	120	360				

*All the above are subject to changes.

NOTE:

1. Malaysian students with SPM qualification are required to complete all Mata Pelajaran Wajib (MPU) subjects, namely MPU3113 Ethnic Relation, MPU3123 TITAS, MPU3223 Presentation Skills, MPU3313 Entrepreneurship and MPU3412 Community Service and Cocurriculum.
2. International students are required to complete all Mata Pelajaran Wajib (MPU) subjects, namely MPU3143 Bahasa Melayu Komunikasi 2, MPU3173 Malaysian Studies, MPU3223 Presentation Skills, MPU3313 Entrepreneurship and MPU3412 Community Service and Cocurriculum.
3. Malaysian students without credit in SPM Bahasa Melayu are required to complete MPU3213 Bahasa Kebangsaan A instead of MPU3223 Presentation Skills.
4. MQA required 120 credits for BEVUH

***There is no transfer of credit for any MPU courses from a lower to a higher level**