

## MY PROGRESS RECORD JAN/APR 2016 intake (Level 4)

NAME: \_\_\_\_\_

INTAKE: \_\_\_\_\_

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

Subject Code	Subject Title	Credit Hrs.	UH Credits	Co/ Prerequisite	Session 1st enrolled	Session Referred	Tick when passed
<b>Level 4</b>							
STA2207	Marketing Data Analysis	4	15				
MKT2202	Principles of Marketing	4	15				
MGT2207	Professional Development for Marketers	8	30				
ECO2204	Economics for Business	4	15				
MKT2204	Introduction to Marketing Communications	4	15				
MKT2205	Creativity, Technology and Innovation	4	15				
MGT2206	Global Perspectives in Business	4	15				
ENL2219	English for Business Studies 1^	4					
ENL2221	English for Business Studies 2^	4		ENL2219			
	<b>TOTAL</b>	<b>40</b>	<b>120</b>				
<b>Level 5</b>							
MKT3204	21st Century Consumer Marketing	4	15				
MGT3224	Enhancing Employability in Marketing	4	15				
MKT3206	Marketing Planning	4	15	MKT2202			
HRM3204	Managing People	4	15				
MKT3208	Product Innovation	4	15	MKT2202			
MKT3209	Digital Marketing	4	15				
MKT3205	Marketing for The Small Enterprise	4	15	MKT2202			
MKT3213	Services Marketing	4	15				
MGT3232	E-portfolio & Employer Relations	2		MGT3224			
	<b>TOTAL</b>	<b>34</b>	<b>120</b>				
<b>Level 6</b>							
MKT4217	Contemporary Issues in Marketing	4	15				
MKT4215	Market and Social Research	8	30				
MKT4214	Managing Media and Communications	8	30	MKT2202/ MKT3206			
MGT4225	Business and Commercial Awareness	4	15				
MGT4228	Management Science in Business	4	15				
MKT4216	Social Networking and Enterprise	4	15				
	<b>TOTAL</b>	<b>32</b>	<b>120</b>				

**BMAUH**

Subject Code	Subject Title	Credit Hrs.	UH Credits	Co/ Prerequisite	Session 1st enrolled	Session Referred	Tick when passed
<b>MPU Compulsory Subjects</b>							
<b>Malaysian Students</b>							
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					
<b>International Students</b>							
MPU3143	Bahasa Melayu Komunikasi 2	3					
MPU3173	Malaysian Studies	3					
MPU3223	Presentation Skills	3					
MPU3313	Entrepreneurship	3					
MPU3412	Community Service and Co- curriculum	2					
	<b>TOTAL</b>	<b>14</b>					
	<b>TOTAL Required</b>	<b>120</b>	<b>360</b>				

**\*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 BMAUH

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