

Programme Structure (updated from 2023)		Credit hours	Subjects offering list in ISFM		
Year 1			Y1S1	Y1S2	Y1S3
Subject Code	Subject Name				
ACC101	Financial Accounting 1	4	ACC101		
ACC103	Management Accounting 1	4	ECO101		
ECO101	Principles of Microeconomics	4	MGT101		
ECO102	Principles of Macroeconomics	4	QBM101		
ITC101	Information Technology for Business	4		ACC103	
LAW101	Business Law	4		ECO102	
MGT101	Principles of Management	4		LAW101	
MKT101	Principles of Marketing	4		MKT101	
QBM101	Business Statistics	4			ITC101
HRM201	Managing Human Resources	4			HRM201
Year 2			Y1S1	Y1S2	Y1S3
Subject Code	Subject Name				
FIN201	Business Finance	4	FIN201		
MGT202	E-Business	4	MGT204		
MKT201	Consumer Behaviour	4	MKT201		
MKT203	Distribution & Logistics Management	4	MKT209		
MKT205	Sales Management	4		MGT212	
MKT207	Product Management	4		MKT203	
MKT209	Digital Marketing	4		MKT205	
MGT212	Business Analytics for Decision Making	4		MKT207	
MGT305	Business Ethics & Social Responsibilities	4			MGT305
MGT204	Asian Entrepreneurship & Innovation	4			MGT202
Year 3			Y1S1	Y1S2	Y1S3
Subject Code	Subject Name				
MKT301	Integrated Marketing Communications	4	MKT301		
MKT302	Strategic Global Marketing	4	MKT302		
MKT303	Marketing Research	4	MKT303		
MKT304	Competitive Marketing Planning & Strategy	4	MKT304		
MKT306	Services Marketing	4		MGT301	
MKT311	Innovative Product Development and	4		MGT211	
MGT301	Operations Management	4		MKT306	
MGT211	E-Commerce	4		MKT311	
MPU3373	A*Gen Careers in Malaysia and Beyond	3		MGT400	MPU3373
MPU3432	Co-Curriculum – Event Management 2	2			MPU3432
MGT400	Graduation Project	6			MGT400
Total	31	123			