

SCHOOL OF MARITIME BUSINESS & MANAGEMENT

PROGRAMME

GP22 BACHELOR OF MANAGEMENT (MARKETING)

INTRODUCTION

The programme focused on business management which include the activities of transport, finance, management information systems, technology, marketing and research, wholesale and retail trade, and management of goods and purchases. For the above purposes, the curriculum of this programme was planned to integrate the perspectives of various disciplines of management to enable students to understand how these functions intertwined in an organization.

QUALIFICATIONS

MINIMUM QUALIFICATIONS FOR DIPLOMA / EQUIVALENT
<p style="text-align: center;">General University Requirements</p> <p>Passed Certificate of Education Malaysia (SPM) / equivalent with credits in Bahasa Melayu / Bahasa Malaysia or Bahasa Melayu / Bahasa Malaysia in July paper;</p> <p style="text-align: center;">and</p> <p>Have a diploma or other qualification recognized as equivalent by the Malaysian Government and approved by the IPTA Senate;</p> <p style="text-align: center;">or</p> <p>Passed in Malaysia Higher School Certificate (STPM) in 2010 or earlier with at least;</p> <ul style="list-style-type: none">• Grade C (2.00) in General Studies; <p style="text-align: center;">and</p> <ul style="list-style-type: none">• Grade C (2.00) in two (2) other subjects; <p style="text-align: center;">or</p> <p>Passed the Matriculation examination in 2010 or earlier with at least CGPA 2.00;</p> <p style="text-align: center;">and</p> <p>A minimum Level 1 (Band 1) in the Malaysian University English Test (MUET).</p>
PROGRAM SPECIAL REQUIREMENTS
For candidates STPM / Matriculation in 2010 or earlier: -

Obtained at least **Grade B- (2.67)** at Matriculation / Foundation level in the following subjects:

- Economy / Geography / Accountancy / Business Study / Business Management

And

Obtained at least **Grade C (2.00)** at the STPM / Matriculation level in the following subjects:

- Mathematics

Or

Obtained at least **credits (Grade C)** at the SPM level in the following subjects:

- Mathematics

And

Obtained at least **pass (Grade E)** at the SPM level in the following subjects:

- English Language

MINIMUM REQUIREMENTS FOR MATRICULATION / FOUNDATION

General University Requirements

Pass the Certificate of Education Malaysia (SPM) / equivalent with credits in Bahasa Melayu / Bahasa Malaysia or credit in Bahasa Melayu / Bahasa Malaysia paper in July;

Passed Matriculation / UM Foundation Science / UiTM Foundation with a CGPA of at least **2.00**;

and

A minimum Level 1 (Band 1) in the Malaysian University English Test (MUET).

PROGRAM SPECIAL REQUIREMENTS

Obtained at least **Grade B- (2.67)** at Matriculation / Foundation level in the following subjects:

- Economy / Accountancy / Business Management

And

Obtained at least **Grade C (2.00)** at the STPM / Matriculation level in the following subjects:

- Mathematics

Or

Obtained at least **credits (Grade C)** at the SPM level in the following subjects:

- Mathematics

And

Obtained at least **pass (Grade E)** at the SPM level in the following subjects:

English Language

MINIMUM QUALIFICATIONS FOR STPM

General University Requirements

Graduate Certificate of Education Malaysia (SPM) / equivalent with credits in Bahasa Melayu / Bahasa Malaysia or credit in Bahasa Melayu / Bahasa Malaysia paper in July.

and

Passed in Malaysian Higher School Certificate (STPM) with at least:

- Grade C (2.00) General Studies;

and

- Grade C (2.00) in two (2) other subjects.

and

A minimum Level 1 (Band 1) in the Malaysian University English Test (MUET).

PROGRAM SPECIAL REQUIREMENTS

Obtained at least **Grade B- (2.67)** at STPM level in the following subjects:

- Economy / Geography / Accountancy / Business Study

And

Obtained at least **Grade C (2.00)** at the STPM / Matriculation level in the following subjects:

- Mathematics S

Or

Obtained at least **credits (Grade C)** at the SPM level in the following subjects:

- Mathematics

And

Obtained at least **pass (Grade E)** at the SPM level in the following subjects:

- English Language

PROGRAMME DURATION, TUITION FEES AND TOTAL CREDIT HOURS

Programme Duration	Local Students Fees/ Semester (RM)	International Students Fees/ Semester (RM)	Total Credit Hours
3 years	870.00	1970.00	120

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- Fees shown are excluding hostel fees (accommodation) and Non-Recurring Fees.
 - Non-Recurring Fees (paid only one time in the first half) - RM450.00
 - Hostel fee (per semester and per student). There are three types of packages are offered:
 - 4 people per room - RM 357.00 / semester / student
 - 3 persons per room - RM 476.00 / semester / student
 - 2 persons per room - RM 595.00 / semester / student

Non-Recurring Fees (RM)	
Registration fee	100.00
Orientation week	200.00
Co-curriculum	150.00
TOTAL	450.00

CAREER FIELD

Among the areas that can be pursued by graduates of the Bachelor of Management (Marketing) is as follows:

- Marketing Executive in the service and retail sectors
- Customer Service Executive in the services sector
- Sales Executive (banking, retailing and sales)

ADDITIONAL INFORMATION

For more information, please contact:

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