

BINARY UNIVERSITY

of
Management & Entrepreneurship



BA (HONS) IN MARKETING

Year 1

| | Semester 1 |
|-----------|----------------------------------|
| NO | MODULES |
| 1 | Principle of Management |
| 2 | Introduction to Entrepreneurship |
| 3 | Microeconomics |
| 4 | Business Statistics |
| 5 | Corporate Communication |
| 6 | Accounting |

| | Semester 2 |
|-----------|--------------------------------|
| NO | MODULES |
| 1 | Principles of Marketing |
| 2 | Macroeconomics |
| 3 | Business Law |
| 4 | Human Resource Management |
| 5 | Management Information Systems |
| 6 | Negotiation skills |

| | Semester 3 |
|-----------|--------------------------------|
| NO | MODULES |
| 1 | Tamadun Islam dan Tamadun Asia |
| 2 | Hubungan Etnik |

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BA (HONS) IN MARKETING

Year 2

| | Semester 1 |
|-----------|---------------------------|
| NO | MODULES |
| 1 | Consumer Behavior |
| 2 | Direct Marketing |
| 3 | Market Research |
| 4 | Small Business Management |
| 5 | Principle of Finance |
| 6 | Advertising |

| | Semester 2 |
|-----------|------------------------------------|
| NO | MODULES |
| 1 | Social Entrepreneurship |
| 2 | Psychology |
| 3 | Business to Business Marketing |
| 4 | Retail Marketing |
| 5 | Business Ethics |
| 6 | Managing Entrepreneurship Ventures |

| | Semester 3 |
|-----------|--------------------------|
| NO | MODULES |
| 1 | Total Quality Management |
| 2 | Ekonomi Malaysia |
| 3 | Kokurikulum |

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Year 3

| | Semester 1 |
|-----------|-------------------------------------|
| NO | MODULES |
| 1 | Marketing Management |
| 2 | Integrated Marketing Communications |
| 3 | Brand Management |
| 4 | Entrepreneurship Skills |
| 5 | Services Marketing |

| | Semester 2 |
|-----------|-------------------------------|
| NO | MODULES |
| 1 | International Marketing |
| 2 | Operation Management |
| 3 | e-Marketing |
| 4 | Leadership |
| 5 | Franchising |
| 6 | Strategy Marketing Management |

| | Semester 3 |
|-----------|-------------------|
| NO | MODULES |
| 1 | Research Project |