

‘Global Perspective’

# LABUAN FACULTY OF INTERNATIONAL FINANCE

**BACHELOR OF INTERNATIONAL MARKETING WITH HONOURS**

BPKP CODE SPECIALISATION

**HE21 International Marketing**

**For further inquiries, please contact:-**

Administrative Office at  
Labuan Faculty of International Finance

Tel : 6087 - 460 486 / 466 719

Fax : 6087 - 460 477

E-mail: [fkalgo@ums.edu.my](mailto:fkalgo@ums.edu.my)

**HE21 INTERNATIONAL MARKETING PROGRAMME**

		Level 1		Level 2		Level 3	
		Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
<b>UNIVERSITI CORE COURSES</b> (12 CREDITS)	<b>UW00102</b> Ethic Relation <b>UC0XXX2</b> SoftSkills UC	<b>UW00202</b> TITAS <b>UE0XXX2</b> SoftSkills UE <b>UK0XXX2</b> SoftSkills UK			<b>UW00302</b> Introduction to Entrepreneurship		
<b>LANGUAGE</b> (8 CREDITS)	<b>UXXXXX2</b> English/Foreign Language (EM1)	<b>UXXXXX2</b> English/Foreign Language (EM2)	<b>UXXXXX2</b> English/Foreign Language (EM3)	<b>UXXXXX2</b> English/Foreign Language (EM4)			
<b>CO-CURRICULUM</b> (3 CREDITS)	<b>EXXXXX3</b> Co-Curriculum						
<b>FACULTY CORE COURSES</b> (48 CREDITS)	<b>GT00103</b> Principles of Accounting <b>GT00503</b> Business Communication <b>GT00803</b> Principles of Marketing <b>GT00903</b> Introduction to Management	<b>GT00703</b> Microeconomics <b>GT01103</b> Business Law <b>GT01203</b> Financial Management <b>GT10103</b> Business Mathematics	<b>GT00303</b> Business Statistics <b>GT00403</b> Organizational Behaviour <b>GT00603</b> Introduction to International Business <b>GT01003</b> Macroeconomics <b>GT20103</b> Consumer Behaviour	<b>GT20203</b> Operations Managements <b>GT20303</b> Research Method		<b>GT30003</b> Strategic Management and Business Policy	
<b>PROGRAMME CORE COURSES</b> (36 CREDITS)			<b>GC20103</b> International Marketing	<b>GC20003</b> Services Marketing <b>GC20203</b> Product Management <b>GC20303</b> Basic Multimedia	<b>GC30103</b> International Marketing Channel <b>GC30303</b> International Marketing Communications Strategy <b>GC30503</b> Research Methodology in International Marketing <b>GC30703</b> Cyber Marketing <b>GC31403</b> Brand Management	<b>GC30003</b> Current Issues in International Marketing <b>GC31303</b> Strategic Marketing Management <b>GC31903</b> E-Commerce	
<b>PROGRAMME CORE ELECTIVE</b> (9 CREDITS)					<b>GXXXXX3</b> <b>GXXXXX3</b> Two elective course	<b>GXXXXX3</b> One elective course	

**HE21 INTERNATIONAL MARKETING PROGRAMME**

	Level 1		Level 2		Level 3	
	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
<b>INDUSTRIAL TRAINING / DISSERTATION (6 CREDITS)</b>						<b>GA3006</b> Industrial Training / <b>GA30106</b> Dissertation
<b>TOTAL (122 CREDIT HOURS)</b>	21	20	20	19	21	21

