

School of Business & Marketing - Stamford College Petaling Jaya
 University of East London
 BA (Hons) Marketing (BAM)

<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>
<p><i>Semester 1</i> <i>(February/May/September Intakes)</i></p> <ul style="list-style-type: none"> • FE1024 Introduction to Economics • FE1023 Governing Business Activity • SM1007 Studying for Business • English for Business Studies IA <p><i>Semester 2</i> <i>(February/September Intakes)</i></p> <ul style="list-style-type: none"> • FE1010 Accounting and its Regulatory Framework • HR1003 People, Organisations & Management • SM1010 Marketing Principles & Practices • English for Business Studies IB <p><i>Semester 3</i> <i>(June – Short Semester Intake)</i></p> <ul style="list-style-type: none"> • Bahasa Malaysia/National Language • Islamic Studies/Moral Studies • International Entrepreneurship (International Entrepreneurship + choice of one MQA subject) 	<p><i>Semester 1</i> <i>(February/September Intakes)</i></p> <ul style="list-style-type: none"> • SM2037 Customer Service Operations & Excellence • SM2040 Integrated Marketing Communications • HR2012 Career Management in Business • English for Business Studies IIA <p><i>Semester 2</i> <i>(February/September Intakes)</i></p> <ul style="list-style-type: none"> • SM2021 SME Marketing • FE2035 Fundamentals of Finance • One from: <ol style="list-style-type: none"> 1. HR2018 People Resourcing & Performance 2. SM2039 International Logistics • English for Business Studies IIB <p><i>Semester 3</i> <i>(June – Short Semester Intake)</i></p> <ul style="list-style-type: none"> • Malaysian Studies • Any other MQA subject • Selected Year 2 Semester 1 core module (Choice of any two of the above) 	<p><i>Semester 1</i> <i>(February/September Intakes)</i></p> <ul style="list-style-type: none"> • HR3010 Researching in Business and Management • SM3017 Consumer Behaviour & Research • SM3020 International Marketing Management <p><i>Semester 2</i> <i>(February/September Intakes)</i></p> <ul style="list-style-type: none"> • SM3002 Project Paper • SM3027 Strategic Management • One from: <ol style="list-style-type: none"> 1. HR3012 International Human Resource Management 2. FE3040 International Financial Institutions & Markets