

CURRICULUM STRUCTURE							
UR6340002 BACHELOR OF BUSINESS (ENGINEERING ENTREPRENEURSHIP) WITH HONOURS INTAKE 2023/2024							
YEAR	FIRST		SECOND		Semester Break	THIRD	
SEMESTER	I	II	III	IV		V	VI
Business Program Common Core/ Discipline Core/ Specialization Courses (106 credits)	SMP10803 Principles of Marketing	SMP11003 Organisational Behaviour	SMP22303 Human Resource Management	SMP22003 Technology Entrepreneurship	SMP29104 Incubator Program	SMP22603 Sales Management	SMP33803 Strategic Management
	SMP10903 Principles of Management	SMP27203 Creativity & Business Innovation	SMP25603 Engineering Drawing for Product Design	SMP22103 Operations Management		SMP25303 Entrepreneurial Marketing	SMP21503 Entrepreneurial Finance
	SMP11503 Principles of Entrepreneurship	SMP14203 Introduction to Engineering Technology	SMP15503 Business Ethics	SMP11603 Management Information System		SMP32203 Supply Chain Management	SMP36203 Business Plan for Engineering Entrepreneurship Project
	SMP15603 Principles of Business Analytics	SMP10103 Principles of Economics	SMP32103 Services Marketing	SMP22203 Managerial Accounting		SMP21903 Product Design and Development	SMP35803 Quality Assurance in Manufacturing Process
	SMP10603 Principles of Accounting	SMP22403 Business Communication	SMP21303 Business Venture Management	SMP25703 Data Analytics for Engineering Management		SMP20203 International Business Management	SMP32603 Project Management
			SMP10703 Principles of Finance	SMP25503 Digital Marketing		SMP31803 Research Methodology	SMP22503 Digital Business
University Requirement Courses (16 credits)	SMU13002 Philosophy and Current Issues	SMU12102 Integrity and Anti Corruption	SMB41002 University Malay Language ^[4]	SMB31302 English for Academic Purposes		SMU13102 Appreciation of Ethics and Civilization	SMU32202 Thinking Skills
	SMZXXX01 Co-Curriculum 1	SMZ XXX01 Co-Curriculum 2					
		SMB20102 English for General Communication ^[2]					
122 Kredit	18	20	20	20	4	20	20

[1] Compulsory to students with MUET 2.5 and below (local students) or TOEFL 4.5/IELTS 4.0 and below (international students). SMB10102 Preparatory English is an Audit course.

[2] Exemption to students with MUET 4.0 and above (local students) or TOEFL 8.0/IELTS 5.5 and above (international students) but need to replace the course by registering for a two credits Optional Course.

[3] International students should register for the SMU13202 Malaysian Studies.

[4] International students other than Indonesia, Singapore and Brunei need to register for the SMB11002 Basic Malay Language course. International students other than Indonesia, Singapore and Brunei need to register for the SMB11002 Basic Malay Language cours