**Faculty of Management**

管理学院

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| **Bachelor of Accounting with Honours**  会计荣誉学士 | | | | | |
| **Year 1第一学年** | | | | | |
| **YEAR 1: SEMESTER 1 第一学期** | | | **YEAR 1: SEMESTER 2 第二学期** | | |
| **Code 代码** | **Course Name 课程名字** | **Credit**  学分 | **Code 代码** | **Course Name 课程名字** | **Credit**  学分 |
| ULRS  1182 | Appreciation of Ethics and Civilisations 道德与文明鉴赏 | 2 | ULRS  1012 | Value and Identity  价值与身份 | 2 |
| UHLM  1012 | Malay Language for Communication 2 马来语交流 2 | 2 | \*UHLB  1112 | English Communication Skills  英语交流技巧 | \*2 |
| SBSC  1033 | Introduction to Financial Accounting 财务会计概论 | 3 | SBSC  1103 | Financial Accounting and Reporting 1 财务会计与报告 1 | 3 |
| SBSC  1063 | Principles of Microeconomics  微观经济学原理 | 3 | SBSC  1123 | Organisational Behaviour  组织行为学 | 3 |
| SBSC  1073 | Business Mathematics  商业数学 | 3 | SBSC  1133 | Principles of Macroeconomics  宏观经济学原理 | 3 |
| SBSC  1083 | Principles of Management  管理学原理 | 3 | SBSC  1143 | Commercial Law  商法 | 3 |
| SBSC  1113 | Management Accounting 1  管理会计 1 | 3 | SBSC  1153 | Financial Management  财务管理 | 3 |

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| **Year 2 第二学年** | | | | | |
| **YEAR 2: SEMESTER 1 第一学期** | | | **YEAR 2: SEMESTER 2 第二学期** | | |
| **Code 代码** | **Course Name 课程名字** | **Credit** 学分 | **Code代码** | **Course Name 课程名字** | **Credit**  **学分** |
| ULRS  1022 | Philosophy and Current Issues  哲学与时事 | 2 | ULRF  2XX2 | Service Learning & Community  Engagement Elective  服务学习与社区参与选修课 | 2 |
| UHLB  2122 | Professional Communication Skills 1 专业交流技巧 1 | 2 | SBSC  2143 | Financial Accounting and Reporting 3 财务会计与报告 | 3 |
| SBSC  2093 | Financial Accounting and Reporting 2 财务会计与报告 2 | 3 | SBSC  2153 | Seminar in Management Accounting 管理会计研讨会 | 3 |
| SBSC  2103 | Management Accounting 2  管理会计 2 | 3 | SBSC  2163 | Financial Market and Institutions  金融市场与机构 | 3 |
| SBSC  2113 | Corporate Finance  公司财务 | 3 | SBSC  2173 | Audit 1  审计 1 | 3 |
| SBSC  2123 | Accounting Information System  会计信息系统 | 3 | SBSC  2183 | Company Law  公司法 | 3 |
| SBSC  2133 | Statistical Methods  统计方法 | 3 |  | | |

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| Year 3 第三学年 | | | | | |
| YEAR 3: SEMESTER 1 第一学期 | | | YEAR 3: SEMESTER 2 第二学期 | | |
| **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** |
| ULRS  3032 | Entrepreneurship & Innovation  创业与创新 | 2 | UHLX  1112 | Foreign Language for Communication 外语交流 | 2 |
| SBSC  3143 | Financial Accounting and Reporting 4 财务会计与报告 4 | 3 | UHLB  3132 | Professional Communication Skills 2 专业交流技能 2 | 2 |
| SBSC  3153 | Business Communication  商务交流 | 3 | SBSC  3183 | Taxation 2  税务2 | 3 |
| SBSC  3163 | Taxation 1  税务1 | 3 | SBSC  3193 | Analysis and Design of Accounting Information System  会计信息系统分析与设计 | 3 |
| SBSC  3173 | Audit 2  审计2 | 3 | SBSC  3203 | Financial Accounting and Reporting 5 财务会计与报告 | 3 |
| SBSC  3XX3 | Elective 1  选修1 | 3 | XXXX  XXX3 | General elective  普通选修课 | 3 |
|  | | | SBSC  3XX3 | Elective 2  选修课2 | 3 |

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| **Year 4 第四学年** | | | | | |
| **YEAR 4: SEMESTER 1 第一学期** | | | **YEAR 4: SEMESTER 2 第二学期** | | |
| **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** |
| SBSC  4058 | Industrial Training (Practical)  实习（实践） | 8 | SBSC  4074 | Bachelor Degree Project  学士学位项目 | 4 |
| SBSC  4064 | Industrial Training (Report)  实习（报告） | 4 | SBSC  3213 | Strategic Management  战略管理 | 3 |
|  | | | SBSC  4083 | Business Ethics and Corporate  Governance  商业道德与公司治理 | 3 |
| SBSC  4093 | Integrated Case Study  综合案例研究 | 3 |
| SBSC  4XX3 | Elective 3  选修课3 | 3 |
| SBSC  4XX3 | Elective 4  选修课4 | 3 |

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| **Elective 1**  **选修1** | |
| **Code 代码** | **Course Name 课程名字** |
| SBSC 3223 | Public Sector Accounting  公共部门会计 |
| SBSD 2083 | International Business and Globalisation  国际商务与全球化 |
| SBSF 1013 | Principles of Marketing  营销原理 |

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| **Elective 2**  **选修2** | |
| **Code 代码** | **Course Name 课程名字** |
| SBSC 3243 | Internal Audit  内部审计 |
| SBSC 3253 | Cases in Management Accounting  管理会计案例 |
| SBSF 3073 | Global Marketing  全球营销 |

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| **Elective 3&4**  **选修3&4** | |
| **Code 代码** | **Course Name 课程名字** |
| SBSC 4103 | Accounting for Specialised Industries  专业行业会计 |
| SBSC 4113 | Advanced Taxation  高级税务 |
| SBSD 3033 | Technology Financing  技术融资 |
| SBSD 3063 | Technology Entrepreneurship  科技创业 |

**Faculty of Management**

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| **BACHELOR OF MANAGEMENT (TECHNOLOGY) with Honours**  管理（技术）荣誉学士学位 | | | | | |
| **Year 1第一学年** | | | | | |
| **YEAR 1: SEMESTER 1 第一学期** | | | **YEAR 1: SEMESTER 2 第二学期** | | |
| **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** |
| SFMD  1013 | Business Mathematics  商业数学 | 3 | UFMB  1203 | Introduction to Operation Management  运营管理概论 | 3 |
| SBSD  1013 | Principles of Microeconomics  微观经济学原理 | 3 | UHLB  1112 | English Communication Skills  英语交流技能 | \*2 |
| SBSD  1033 | Principles of Management  管理学原理 | 3 | SBSD  1043 | Organisational Behaviour  组织行为学 | 3 |
| SBSC  1303 | Business Accounting  商业会计 | 3 | SBSD  1053 | Principles of Macroeconomics  宏观经济学原理 | 3 |
| SBSF  1013 | Principles of Marketing  市场营销原理 | 3 | UFMB  1083 | Technology Management  技术管理 | 3 |
| SBSD  1063 | Information Technology in Business  商业信息技术 | 3 | SBSD  1103 | Financial Management  财务管理 | 3 |
|  |  |  | UFMB  1073 | Commercial Law  商业法 | 3 |

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| **Year 1 (Short Sem) 第一学年（短学期）** | | |
| **Semester 3（第三学期）** | | |
| **Code**  **代码** | **Course Name**  **课程名字** | **Credit**  **学分** |
| ULRS 1022\*\* | Philosophy and Current Issues  理念和当代问题 | 2 |
| ULRS 1182\*\* | Appreciation of Ethics and Civilisation  道德文明鉴赏 | 2 |
| UHLM 1012\*\*\* | Malay Language Communication 2  马来文沟通2 | 2 |
| UHLB 2122 | Professional Communication Skills 1  专业沟通技巧 1 | 2 |
| ULRS 1012 | Value and Identity  价值和身份 | 2 |
| **Total Credit**  **总学分** | | **8** |

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| **Year 2 (INNOVATION CONCENTRATION)**  **第二学年：专注创新** | | | | | |
| **YEAR 2: SEMESTER 1 第一学期** | | | **YEAR 2: SEMESTER 2 第二学期** | | |
| **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** |
| SFMD  2013 | Business Statistics  商业统计 | 3 | SFMD  2193 | Research Methods  研究方法 | 3 |
| SFMD  2023 | Human Resource Management  人力资源管理 | 3 | SFMD  2173 | Technology Commercialization  技术商业化 | 3 |
| SFMD  2033 | Business Communication  商务沟通 | 3 | SFMD  2103 | Managing Technology Based Venture  管理基于技术的风险投资 | 3 |
| SFMD  2043 | Law and Management of Intellectual Property  知识产权法与管理 | 3 | SFMD  2183 | Occupational Safety, Health & Environment  职业安全、健康与环境 | 3 |
| SFMD  2053 | International Business and Globalization  国际商务与全球化 | 3 | SFMD  2133 | Quality Management  质量管理 | 3 |
| SFMD  2153 | Technology Forecasting  技术预测 | 3 |  |  |  |
| SFMD  XXX3 | Elective 1  选修课1 | 3 |  |  |  |

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| **Elective 1**  **选修课1** | | |
| **Code**  **代码** | **Course Name**  **课程名字** | **Credit**  **学分** |
| SFMD 2123 | Manufacturing Technology  制造技术 | 3 |
| SFMD 2063 | Business Intelligence and Analytic  商业智能和分析 | 3 |
| SFMD 2073 | Supply Chain Management  供应链管理 | 3 |
| XXX3 | General Electives (Course from other faculty)  通选课（其他学院的课程） | 3 |

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| **Year 2 (Short Sem) 第二学年（短学期）** | | |
| **Semester 3（第三学期）** | | |
| **Code**  **代码** | **Course Name**  **课程名字** | **Credit**  **学分** |
| UHLB 3132 | Professional Communication Skills 2  专业沟通技巧 2 | 2 |
| UHLX 1112 | Foreign Language for Communication Elective  交流外语选修课 | 2 |
| UKQF 2XX2 | Service Learning & Community Engagement Course  服务学习和社区参与课程 | 2 |
| ULRS 3032 | Entrepreneurship and Innovation  创业与创新 | 2 |
| **Total Credit**  **总学分** | | **8** |

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| **Year 3 第三学年(INNOVATION STREAM**创新流**)** | | | | | |
| YEAR 3: SEMESTER 1 第一学期 | | | YEAR 3: SEMESTER 2 第二学期 | | |
| **Code 代码** | **Course Name 课程名字** | **Credit** 学分 | **Code 代码** | **Course Name 课程名字** | Credit  学分 |
| SFMD  3013 | Project Management  项目管理 | 3 | SFMD  3056 | Industrial Training (Practical)  工业培训（实践） | 6 |
| SFMD  3023 | Strategic Management  战略管理 | 3 | SFMD  3064 | Industrial Training (Report)  工业培训（报告） | 4 |
| SMFD  3033 | Technology Financing  技术融资 | 3 |  |  |  |
| SMFD  3043 | Strategic Management of Technology  技术战略管理 | 3 |  |  |  |
| SMFD  3014 | Undergraduate Project  本科生论文 | 4 |  |  |  |
| SMFD  3XX3 | Elective 2  选修课2 | 3 |  |  |  |

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| **Elective 2**  **选修课2** | | |
| **Code**  **代码** | **Course Name**  **课程名字** | **Credit**  **学分** |
| SFMD 3073 | Risk Management  风险管理 | 3 |
| SFMD 3083 | Lean Six Sigma  六标准差 | 3 |
| SFMD 3063 | Service Operation Management  服务运营管理 | 3 |

**Faculty of Management**

管理学院

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| **Bachelor of Management (Marketing) with Honours**  管理学（市场营销）荣誉学士学位 | | | | | |
| **Year 1第一学年** | | | | | |
| **YEAR 1: SEMESTER 1 第一学期** | | | **YEAR 1: SEMESTER 2 第二学期** | | |
| **Code代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code代码** | **Course Name 课程名字** | **Credit**  **学分** |
| ULRS  1182 | Appreciation of Ethics and Civilisations 道德与文明鉴赏 | 2 | ULRS  1012 | Value and Identity  价值与身份 | 2 |
| UHLM  1012 | Malay Language for Communication 2 马来语交流2 | 2 | SBSD  1023 | Business Mathematics  商业数学 | 3 |
| SBSF  1013 | Principles of Marketing  市场营销原理 | 3 | SBSD  1053 | Principles of Macroeconomics  宏观经济学原理 | 3 |
| SBSD  1013 | Principles of Microeconomics  微观经济学原理 | 3 | SBSF  2103 | Consumer Behavior  消费者行为学 | 3 |
| SBSF  1023 | Design and Creativity in Marketing  市场营销中的设计与创意 | 3 | SBSD  2023 | Human Resource Management  人力资源管理 | 3 |
| SBSD  1033 | Principles of Management  管理学原理 | 3 | SBSF  2023 | Integrated Marketing Communication  整合营销传播 | 3 |
| SBSF  2113 | Marketing Information Systems  营销信息系统 | 3 | \*UHLB  1112 | English Communication Skills  英语交流技能 | \*2 |
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| **Year 2 第二学年** | | | | | |
| **YEAR 2: SEMESTER 1 第一学期** | | | **YEAR 2: SEMESTER 2 第二学期** | | |
| **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** |
| ULRS  1022 | Philosophy and Current Issues  哲学与时事 | 2 | ULRF  2XX2 | SL & Community Engagement Elective  可持续发展与社区参与选修课 | 2 |
| UHLB  2122 | Profesional Communication Skills 1  专业交流技能 1 | 2 | SBSF  4023 | Customer Relationship Management  客户关系管理 | 3 |
| SBSC  1303 | Business Accounting  商业会计 | 3 | SBSF  2123 | Product Management  产品管理 | 3 |
| SBSD  2013 | Business Statistics  商业统计学 | 3 | SBSD  1103 | Financial Management  财务管理 | 3 |
| SBSD  2073 | Commercial Law  商法 | 3 | SBSF  2133 | Pricing Decision  定价决策 | 3 |
| XXXX  XXX3 | General Elective  综合选修课 | 3 | SBSF  3063 | Advertising & Promotions  广告与促销 | 3 |
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| **Year 3 第三学年** | | | | | |
| **YEAR 3: SEMESTER 1 第一学期** | | | **YEAR 3: SEMESTER 2 第二学期** | | |
| **Code代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code 代码** | **Course Name 课程名字** | **Credit**  **学分** |
| ULRS  3032 | Entreprenuership and Innovation  创业与创新 | 2 | UHLB  3132 | Profesional Communication Skills 2  专业交流技能 2 | 2 |
| SBSF  4063 | Retail Management  零售管理 | 3 | UHLX  1112 | Foreign Language Elective  外语选修课 | 2 |
| SBSF  3113 | Digital Marketing  数字营销 | 3 | SBSF  3013 | Marketing Research  市场研究 | 3 |
| SBSD  2053 | Introduction to Operation Management  运营管理概论 | 3 | SBSF  3XX3 | Elective I  选修课I | 3 |
| SBSF  3053 | Service Marketing  服务营销 | 3 | SBSF  3XX3 | Elective II  选修课II | 3 |
| SBSF  3073 | Global Marketing  全球营销 | 3 | SBSF  4XX3 | Elective III  选修课III | 3 |
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| **Year 4 （第四学年）** | | | | | |
| **YEAR 4: SEMESTER 1 第一学期** | | | **YEAR 4: SEMESTER 2 第二学期** | | |
| **Code代码** | **Course Name 课程名字** | **Credit**  **学分** | **Code代码** | **Course Name 课程名字** | **Credit**  **学分** |
| SBSF  4054 | Final Year Project  毕业项目 | 4 | SBSF  4044 | Industrial Training (Report)  实习（报告） | 4 |
| SBSF  4012 | Seminar in Contemporary Marketing 当代市场营销研讨会 | 2 | SBSF  4058 | Industrial Training (Practical)  实习（实践） | 8 |
| SBSF  4033 | Strategic Marketing  战略营销 | 3 |  | | |
| SBSF  4XX3 | Elective IV  选修课 IV | 3 |
| SBSF  4XX3 | Elective V  选修课 V | 3 |

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| **Elective I &II**  **选修课I & II** | | |
| **Code**  **代码** | **Course Name**  **课程名字** | **Credit**  **学分** |
| SBSF 3043 | Marketing For Innovative Products  创新产品营销 | 3 |
| SBSF 3083 | Supply Chain Management  供应链管理 | 3 |
| SBSF 3103 | Tourism Marketing  旅游营销 | 3 |
| SBSF 3123 | IP Management and Cyber Law  知识产权管理和网络法 | 3 |
| SBSF 3133 | Islamic Marketing  伊斯兰营销 | 3 |

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| **Elective III , IV, V**  **选修课III, IV, V** | | |
| **Code**  **代码** | **Course Name**  **课程名字** | **Credit**  **学分** |
| SBSF 4043 | Brand Management  品牌管理 | 3 |
| SBSF 4093 | Social Marketing  社会营销 | 3 |
| SBSF 4103 | Logistic Management  物流管理 | 3 |
| SBSF 4113 | Sustainability Marketing  可持续发展营销 | 3 |
| SBSF 4143 | Sports and Leisure Marketing  体育和休闲营销 | 3 |
| SBSF 4153 | Healthcare Marketing  医疗保健营销 | 3 |