



LIST OF COURSES FOR DIPLOMA IN MARKETING MANAGEMENT (DMM)
FOR MATRIC NO 141XXX AND ABOVE

MPU COMPULSORY COURSES

| NO | COURSE CODE | COURSE NAME | CREDITS | CONTACT HOURS | OFFERED BY | PRE-REQUISITE |
|----|-------------|---|---------|---------------|------------|---------------|
| 1 | MPU2163 OR | MALAYSIAN STUDIES (FOR LOCAL STUDENTS) | 3 | 3 | SOSS | |
| | MPU2133 | BAHASA MELAYU KOMUNIKASI 1 (FOR INTERNATIONAL STUDENTS) | | | CEL | |
| 2 | MPU2213 | BAHASA KEBANGSAAN A (FOR LOCAL STUDENTS WHO DO NOT EARN | 3 | 3 | CEL | |
| | *MPU2233 OR | PRESENTATION SKILLS | | | | |
| | *MPU2253 | PROCESS WRITING | | | | |
| 3 | MPU2323 OR | POLITICAL SCIENCE | 3 | 3 | SOSS | |
| | MPU2343 | HUMAN RELATIONS | | | SOM | |
| 4 | MPU2412 OR | IBADAH CAMP (FOR MUSLIM STUDENTS) | 2 | | SOSS | |
| | MPU2422 | INTERCULTURAL PROGRAM (FOR NON MUSLIM STUDENTS) | | | SOSS | |

TOTAL CREDITS FOR MPU COMPULSORY COURSES = 11

COLLEGE COMPULSORY COURSES

| NO | COURSE CODE | COURSE NAME | CREDITS | CONTACT HOURS | OFFERED BY | PRE-REQUISITE |
|----|-------------|------------------------|---------|---------------|------------|---------------|
| 1 | CEL 1231 | INTERMEDIATE ENGLISH 1 | 3 | 3 | CEL | |
| 2 | CEL 1232 | INTERMEDIATE ENGLISH 2 | 3 | 3 | CEL | CEL 1231 |
| 3 | CEL 2233 | ADVANCED ENGLISH 1 | 3 | 3 | CEL | CEL 1232 |
| 4 | CEL 2234 | ADVANCED ENGLISH 2 | 3 | 3 | CEL | CEL 2233 |
| 5 | CEL 3231 | BUSINESS COMMUNICATION | 3 | 3 | CEL | CEL 2234 |

TOTAL CREDITS FOR COLLEGE COMPULSORY COURSES = 15

CORE COURSES

| NO | COURSE CODE | COURSE NAME | CREDITS | CONTACT HOURS | OFFERED BY | PRE-REQUISITE |
|----|-------------|---------------------------------------|---------|---------------|------------|---------------------|
| 1 | QBA 1232 | BUSINESS MATHEMATICS | 3 | 3 | SOM | |
| 2 | BUS 1231 | INTRODUCTION TO BUSINESS | 3 | 3 | SOM | |
| 3 | BUS 1234 | PRINCIPLES AND PRACTICE OF MANAGEMENT | 3 | 3 | SOM | |
| 4 | DIT 1231 | INTRODUCTION TO IT | 3 | 3 | SICT | |
| 5 | DCT 1231 | COMPUTER APPLICATION | 3 | 4 | SICT | |
| 6 | DBF 1231 | PRINCIPLES OF ECONOMICS | 3 | 3 | SOM | |
| 7 | DOM 2234 | PRINCIPLES OF ACCOUNTING | 3 | 3 | SOM | |
| 8 | BUS 2233 | PRINCIPLES OF MARKETING | 3 | 3 | SOM | |
| 9 | BUS 2236 | ORGANIZATIONAL BEHAVIOUR | 3 | 3 | SOM | BUS 1234 |
| 10 | BUS 2238 | CONSUMER BEHAVIOUR | 3 | 3 | SOM | BUS 2233 |
| 11 | DMM 2232 | BUSINESS ETHICS | 3 | 3 | SOM | |
| 12 | DMM 2233 | SERVICE MARKETING | 3 | 3 | SOM | BUS 2233 |
| 13 | DMM 2234 | MARKETING CHANNELS | 3 | 3 | SOM | BUS 2233 |
| 14 | DME 3234 | ENTREPRENEURSHIP | 3 | 3 | SOM | |
| 15 | DMM 3231 | INTRODUCTION TO RETAILING | 3 | 3 | SOM | BUS 2233 |
| 16 | DMM 3233 | INTEGRATED MARKETING COMMUNICATION | 3 | 3 | SOM | BUS 2233 |
| 17 | DMM 3234 | SALES MANAGEMENT | 3 | 3 | SOM | BUS 2233 |
| 18 | DMM 3235 | MARKETING MANAGEMENT | 3 | 3 | SOM | BUS 1234 & BUS 2233 |
| 19 | LAW 3235 | BUSINESS LAW | 3 | 3 | SOM | |
| 20 | PTD3231 | PRACTICAL TRAINING | 3 | | SOM | COMPLETED ALL |

TOTAL CREDITS FOR CORE COMPULSORY COURSES = 60

ELECTIVE COURSE A - TO CHOOSE ONLY ONE (1) COURSE

| NO | COURSE CODE | COURSE NAME | CREDITS | CONTACT HOURS | OFFERED BY | PRE-REQUISITE |
|----|-------------|-------------------------------------|---------|---------------|------------|---------------|
| 1 | IRK2231 | CONCEPTS OF ISLAMIC BELIEF | 3 | 3 | SOSS | |
| 2 | IRK2232 | ISLAMIC IBADAH | 3 | 3 | SOSS | |
| 3 | IRK2235 | BIOGRAPHY OF PROPHET MUHAMMAD S.A.W | 3 | 3 | SOSS | |
| 4 | IRK2236 | ASIAN CIVILIZATION | 3 | 3 | SOSS | |

ELECTIVE COURSE B - TO CHOOSE ONLY ONE (1) COURSE

| NO | COURSE CODE | COURSE NAME | CREDITS | CONTACT HOURS | OFFERED BY | PRE-REQUISITE |
|----|-------------|---|---------|---------------|------------|---------------|
| 1 | ARB 1231 | INTRO. TO ARABIC LANGUAGE FOR BEGINNERS | 3 | 3 | CEL | |
| 2 | ARB 1232 | INTRODUCTION TO ARABIC LANGUAGE | 3 | 3 | CEL | |
| 3 | MAN 3231 | INTRODUCTION TO MANDARIN LANGUAGE | 3 | 3 | CEL | |
| 4 | DMM 3232 | RELATIONSHIP MARKETING | 3 | 3 | SOM | BUS 2235 |
| 5 | DEC 3233 | INTRODUCTION TO E-COMMERCE | 3 | 3 | SICT | |
| 6 | DIE 3231 | FOUNDATIONS OF FINANCE | 3 | 3 | SOM | DOM 2234 |

TOTAL CREDITS FOR ELECTIVE COURSES = 6

TOTAL CREDITS TO COMPLETE PROGRAMME = 92

SITI NOR AISYAH BINTI MOHD DARUS

* Student with credit Bahasa Melayu in SPM must complete 3 credits from MPU 2233 Presentation Skills or MPU 2253 Process Writing
Lecturer
School of Management
International Islamic College

19/10/16

STUDY PLAN FOR DIPLOMA IN MARKETING MANAGEMENT (MATIC NO 141XXX AND ABOVE)

| YEAR 1 | | | | | YEAR 2 | | | YEAR 3 | |
|--|---|---|---|-----------------------------------|---|---|-------------------------------|------------|------------|
| Semester 1 | Semester 2 | Semester 3 | Semester 1 | Semester 2 | Semester 3 | Semester 1 | Semester 2 | Semester 1 | Semester 2 |
| INTERMEDIATE ENGLISH 1 CEL1231 | INTERMEDIATE ENGLISH 2 CEL1232 | ADVANCED ENGLISH 1 CEL2233 | ADVANCED ENGLISH 2 CEL2234 | BUSINESS COMMUNICATION CEL3231 | PRINCIPLES OF ACCOUNTING DOM2234 | SALES MANAGEMENT DMM3234 | PRACTICAL TRAINING PTD3231 | | |
| MALAYSIAN STUDIES MPU2163 / BAHASA MELAYU KOMUNIKASI 1 MPU2133 | BAHASA KEBANGSAAN A MPU2213/ PRESENTATION SKILLS MPU2233 / PROCESS WRITING MPU2253 | POLITICAL SCIENCE MPU2323/ HUMAN RELATIONS MPU2343 | ORGANIZATIONAL BEHAVIOUR BUS2236 | SERVICE MARKETING DMM2233 | INTRODUCTION TO RETAILING DMM3231 | MARKETING MANAGEMENT DMM3235 | | | |
| INTRODUCTION TO IT DIT1231 | BUSINESS MATHEMATICS QBA1232 | PRINCIPLES OF MARKETING BUS2233 | CONSUMER BEHAVIOUR BUS2238 | MARKETING CHANNELS DMM2234 | INTEGRATED MARKETING COMMUNICATION DMM3233 | IBADAH CAMP MPU2412 / INTERCULTURAL PROGRAM MPU2422 | | | |
| INTRODUCTION TO BUSINESS BUS1231 | PRINCIPLES & PRACTICES OF MANAGEMENT BUS1234 | | BUSINESS LAW LAW3235 | ENTREPRENEURSHIP DME3234 | | ELECTIVE B | | | |
| PRINCIPLES OF ECONOMICS DBF1231 | COMPUTER APPLICATION DCT1231 | | BUSINESS ETHICS DMM2232 | ELECTIVE A | | | | | |
| | USRAH: AMI A GOOD MUSLIM (MUSLIM) USR2001 OR CURRENT ISSUES (NON MUSLIM) USR2005 | | USRAH: PROFESSIONAL MUSLIM TO BE OR NOT TO BE (MUSLIM) USR2001 OR CULTURAL PERSPECTIVE VIEW (NON MUSLIM) USR2006 | USRAH: VIRTUE VS VICES USR2003 | | USRAH: JUNIOR APPRENTICE USR2004 | | | |
| 15 | 15 | 9 | 15 | 15 | 9 | 11 | 3 | 92 | |

TOTAL CREDITS COMPLETED :

LIST OF COURSES :

9/6



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Lecturer

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International Islamic College

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07 NOV 2016