INTI International College Subang
University of Hertfordshire, UK

BA (Hons) Event Management and Marketing
APR 2018 Intake

Updated on 10-Apr-18

						APR 2018 INTAKE					
Month/Year	**Level**	**Sem**	**Subject Code**	**UH Code**	**Course Title**	**UH Cr Hr**	**INTI Cr Hr**	**CW/ Pratical (%)**	**Final Exam (%)**	**Status**	**Pre/Co Req**
Apr-18	4		MKT2202	4FBS1384	Principles of Marketing	15	4	100	0	Core	-
Apr-18	4		ENL2219	INTI Module	English for Business Studies 1	0	4	50	50	Core	-
Apr-18	4		MKT2204	4FBS1387	Introduction to Marketing Communications	15	4	100	0	Core	Co R: MKT2202
Apr-18	4		ECO2204	4FBS1386	Economics for Business	15	4	100	0	Core	-
Aug-18	4		ENL2221	INTI Module	English for Business Studies 2	0	4	50	50	Core	Pre R: ENL2219
Aug-18	4		EVT2202	4FBS1403	Media Design for Event Management	15	4	100	0	Core	-
Aug-18	4		MKT2205	4FBS1390	Creativity, Technology and Innovation	15	4	100	0	Core	Co R: MKT2202
Aug-18	4		STA2207	4FBS1383	Marketing Data Analysis	15	4	100	0	Core	-
Jan-19	4		EVT2203	4FBS1399	The Global Event Industry	15	4	100	0	Core	-
Jan-19	4		MGT2242	4FBS1400	Study & Research Skills for the Event Industry	15	4	100	0	Core	-
Apr-19	5		MKT3205	5FBS1611	Marketing for the Small Enterprise	15	4	30	70	Core	Co R: MKT2202
Apr-19	5		EVT3204	5FBS1627	Event Marketing, Sponsorship and PR	15	4	100	0	Core	Co R: EVT2203 & MKT2202
Apr-19	5		EVT3205	5FBS1623	Event Planning & Community Engagement	15	4	100	0	Core	-
Apr-19	5		MKT3212	5FBS1609	Strategic Marketing Planning	15	4	50	50	Core	Co R: MKT2202
Aug-19	5		EVT3206	5FBS1625	Risk Management & Security for Events	15	4	100	0	Core	Co R: EVT2203
Aug-19	5		EVT3207	5FBS1624	Impacts of Events & Festivals	15	4	50	50	Core	-
Aug-19	5		MGT3224	5FBS1608	Enhancing Employability in Marketing	15	4	100	0	Core	-
Aug-19	MPU		MPU3343	INTI Module	Corporate Social Responsibility	0	3	70	30	MPU	-
Aug-19	MPU		MPU3442	INTI Module	Community Service	0	2	100	-	MPU	-
Jan-20	5		HRM3204	5FBS1607	Managing People	15	4	100	0	Core	-
Jan-20	MPU		MPU3113	INTI Module	Ethnic Relations	0	3	70	30	MPU	Malaysian Student
Jan-20	MPU		MPU3143	INTI Module	Malay Language			70	30	MPU	International Student
Apr-20	6		MKT4215A	6FBS1648	Market and Social Research (Part A)	15	4	70	30	Core	Pre R: MKT2202
Apr-20	6		EVT4204	6FBS1679	Sporting Events and Sport Tourism	15	4	100	0	Core	-
Apr-20	6		EVT4206	6FBS1678	Policy, Politics & Events	15	4	60	40	Core	-
Apr-20	MPU		MPU3253	INTI Module	Design Thinking	0	3	70	30	MPU	With Credit in SPM BM
Apr-20	MPU		MPU3213	INTI Module	Bahasa Kebangsaan A			70	30	MPU	Without Credit in SPM BM
Aug-20	6		MKT4215B	6FBS1648	Market and Social Research (Part B)	15	4	70	30	Core	Pre R: MKT2202
Aug-20	5		MGT3232	INTI Module	E-Portfolio and Employer Relations	0	2	100	0	Core	-
Aug-20	6		EVT4205	6FBS1680	Business Tourism & Events	15	4	60	40	Core	-
Aug-20	6		EVT4207	6FBS1681	Contemporary Research Themes in Event Studies	15	4	100	0	Core	-
Aug-20	6		MKT4223	6FBS1650	Strategic Brand Management	15	4	100	0	Core	Co R: MKT2202
Jan-21	6		MKT4221	6FBS1651	Global Marketing Ethics and Culture	15	4	60	40	Core	Co R: MKT2202
Jan-21	MPU		MPU3123	INTI Module	TITAS	0	3	70	30	MPU	Malaysian Student
Jan-21	MPU		MPU3173	INTI Module	Malaysian Studies			70	30	MPU	International Student
					Total Credits	**360**	**120**				

Notes:

1) This study plan is correct at the time of printing.
2) Should you fail/defer/drop any module, a new study plan will be required.
3) Student must pass English for Business Studies 1 before progressing to Level 5.
4) Student must pass English for Business Studies 2 before progressing to Level 6.
5) Student must obtain a minimum of 90 credits in the existing level before progressing to the next level.
6) There is no transfer of credit for any MPU subjects from a lower to a higher level.
7) Should you choose not to follow your study plan including enrolling in the right MPU subjects, you will be liable for your own choice and bear the consequences and risks in the event of clash of timetable, unavailability of modules in certain semesters and delay in your Degree completion.
8) Elective classes will only be opened with a minimum enrolment of 5 students.

MPU Subjects to be completed by Malaysian and International Students

Code	Subject	Credit Hour	Malaysian Student		International Student
			With credit in SPM BM	Without credit in SPM BM	
MPU3253	Design Thinking	3	√		√
MPU3213	Bahasa Kebangsaan A	3		√	
MPU3113	Ethnic Relations	3	√	√	
MPU3123	TITAS	3	√	√	
MPU3143	Bahasa Melayu Komunikasi 2	3			√
MPU3173	Malaysian Studies	3			√
MPU3343	Corporate Social Responsibility	3	√	√	√
MPU3442	Community Service	2	√	√	√