

Bachelor of Science in Food Business and Marketing

Programme Structure

Semesters	Course Code	Course Name	Credit Value	Status (Compulsory /Optional)
Year 1 Semester 1	FBM 11012	Mathematics for Business	2 (NGP)	Compulsory
	FBM 11023	Basic Statistics	3	Compulsory
	FBM 11033	Fundamentals of Business Management	3	Compulsory
	FBM 11043	Economics for Food Business	3	Compulsory
	FBM 11053	Principles of Food Marketing	3	Compulsory
	FBM 11063	Fundamentals of Finance in Business	3	Compulsory
	FBM 11071	Business English I	1 (NGP)	Compulsory
Year 1 Semester 2	FBM 12083	Consumer Behavior	3	Compulsory
	FBM 12093	Financial & Managerial Accounting	3	Compulsory
	FBM 12103	Production & Operation Management	3	Compulsory
	FBM 12113	Human Resource Management	3	Compulsory
	FBM 12123	Fundamentals of ICT	3	Compulsory
	FBM 12131	Enhancing Personal & Social Soft Skills I	1 (NGP)	Compulsory
	FBM 12141	Business English II	1 (NGP)	Compulsory
Year 2 Semester 1	FBM 21013	Product Quality Management	3	Compulsory
	FBM 21023	Customer Relationship & Marketing Management	3	Compulsory
	FBM 21033	International Marketing & Trade	3	Compulsory
	FBM 21043	Computer-Based Accounting	3	Compulsory
	FBM 21052	Legal & Policy Environment for Food Business	2	Compulsory
	FBM 21062	Food Product Processing and Development	2	Compulsory

Year 2 Semester 2	FBM 22073	Market Research Methods	3	Compulsory
	FBM 22083	Business Project Analysis & Management	3	Compulsory
	FBM 22093	Applied Statistics for Business	3	Compulsory
	FBM 22103	Business Communication	3	Compulsory
	FBM 22112	Food Safety & Quality Certification	2	Compulsory
	FBM 22121	Enhancing Personal & Social Soft Skills II	1 (NGPA)	Compulsory
	FBM 22132	Entrepreneurship in Food Industry	2	Optional
	FBM 22142	Management Information Systems	2	Optional
	FBM 22152	Resource & Environment Management in Food Business	2	Optional
	FBM 22162	Agri-Food Supply Chain Management	2	Optional
Year 3 Semester 1	FBM 31014	Business Planning	4	Compulsory
	FBM 31023	E-Commerce & Digital Marketing	3	Compulsory
	FBM 31033	Managerial Economics	3	Optional
	FBM 31043	Hospitality Management	3	Optional
	FBM 31053	Corporate Finance	3	Optional
	FBM 31063	Strategic Marketing	3	Optional
	FBM 31071	Software & Web Technologies	1 (NGP)	Compulsory
Year 3 Semester 2	FBM 32088	Capstone Business Project	8	Compulsory
	FBM 32098	Bachelor's Work Integrated Learning (B-WIL)	8	Compulsory
	FBM 32102	Trends & Contemporary Issues in Food Business Management	2	Compulsory

NGPA=non-GPA [not credited]