



2025 PART-TIME MODULE SCHEDULE

MODULES	Mode of Delivery	MSAG	MCI	BSSMMA
COMMENCEMENT	On-Campus	13/06/2025 (Fri)	15/08/2025 (Fri)	31/10/2025 (Fri)
CLASSES	On-Campus	14/06/2025 (Sat)	16/08/2025 (Sat)	01/11/2025 (Sat)
	On-Campus	15/06/2025 (Sun)	17/08/2025 (Sun)	02/11/2025 (Sun)
	Hybrid	18/06/2025 (Wed)	27/08/2025 (Wed)	12/11/2025 (Wed)
	Hybrid	19/06/2025 (Thu)	28/08/2025 (Thu)	13/11/2025 (Thu)
	On-Campus	05/07/2025 (Sat)	13/09/2025 (Sat)	22/11/2025 (Sat)
	On-Campus	06/07/2025 (Sun)	14/09/2025 (Sun)	23/11/2025 (Sun)
ASSIGNMENT CLINIC	On-Campus*	10/07/2025 (Thu)	18/09/2025 (Thu)	27/11/2025 (Thu)
CLASSES	Hybrid	15/07/2025 (Tue)	25/09/2025 (Thu)	02/12/2025 (Thu)
	Hybrid	22/07/2025 (Tue)	30/09/2025 (Tue)	09/12/2025 (Tue)
	Hybrid	24/07/2025 (Thu)	02/10/2025 (Thu)	11/12/2025 (Thu)
	Hybrid	29/07/2025 (Tue)	07/10/2025 (Tue)	16/12/2025 (Tue)
	Hybrid	05/08/2025 (Tue)	14/10/2025 (Tue)	18/01/2025 (Mon)
SUBMISSION OF ASSIGNMENT	-	08/08/2025 (Fri)	17/10/2025 (Fri)	09/01/2026 (Fri)
EXAMINATION	-	09/08/2025 (Sat)	18/10/2025 (Sat)	10/01/2026 (Sat)

On-Campus or Hybrid option depends on the specific module.

Module	Module Code	
BESP	BM514-0-M	Business Environment & Strategic Planning
UC	BM502-0-M	Understanding Customers
MP	BM501-0-M	Managing People
MF	AQ504-0-M	Managerial Finance
CBB	BM083-3-M	Consumer Behavior and Brandings in Digital Age
MSAG	AQ027-3-M	Marketing and Sustainability in the Age of Globalisation
BSSMMA	BM031-3-M	Behavioral Science, Social Media & Marketing Analytics
DT	DM005-3-M	Design Thinking
MCI	BM017-3-M	Managing Creativity and Innovation
SDM	AQ054-3-M	Statistical Decision Making
RM*	BM080-3-M	Research Methodology
DCM	BM084-3-M	Digital Campaigns Management
AIM	BM085-3-M	Artificial Intelligence (AI) in Marketing
SMM	BM011-3-M	Strategic Marketing Management
DMTT	BM074-3-M	Digital Marketing Tools and Trends
PRJCT	BM053-12-M	Project

Pre-requisite

Core

Project

2025 APU HOLIDAYS

New Year Break	01/01/2025 (Wed)
Chinese New Year	27/01/2025 (Mon)
	till 31/01/2025 (Fri)
Federal Territory Day	01/02/2025 (Sat)
Thaipusam	11/02/2025 (Tue)
Nuzul Al Quran	17/03/2025 (Mon)
Hari Raya	31/03/2025 (Mon)
	till 04/04/2025 (Fri)
Labour Day	01/05/2025 (Thu)
Wesak Day	12/05/2025 (Mon)
Agong Birthday	02/06/2025 (Mon)
Hari Raya Haji	06/06/2025 (Fri)
	till 07/06/2025 (Sat)
Awal Muharram	27/06/2025 (Fri)
National Day	31/08/2025 (Sun)
Prophet's Birthday	05/09/2025 (Fri)
Malaysia Day	16/09/2025 (Tue)
Deepavali	20/10/2025 (Mon)
	till 21/10/2025 (Tues)
Christmas	25/12/2025 (Thu)

Classes - **7.00pm - 9.30pm (Weekdays), 12.00pm - 7.00pm (Saturdays), 9.30am - 4.30pm (Sundays)**

Examination - **2.00pm - 5.00pm (Saturday)**

Submission of Assignment - **8.30am - 7.00pm (Weekdays), 8.30am - 1.00pm (2nd/4th/5th Saturdays)**

Note:

1. The above schedule is subject to change where necessary.
2. If there is any changes on the scheduled timetable, the replacement class shall be advised by the lecturer.
3. Student to enroll for only one of the offered module in each commencement date based on study progression.
4. The project will commence from the date of submission of the final RM assessment
5. *RM may be taken after completing five modules