



2026 PART-TIME MODULE SCHEDULE

MODULES	Mode of Delivery	MSAG	DCM BSSMMA	MCI	SMM DMTT	CBB RM*
COMMENCEMENT	On-Campus	16/01/26 (Fri)	03/04/26 (Fri)	12/06/26 (Fri)	21/08/26 (Fri)	30/10/26 (Fri)
CLASSES	On-Campus	17/01/26 (Sat)	04/04/26 (Sat)	13/06/26 (Sat)	22/08/26 (Sat)	31/10/26 (Sat)
	On-Campus	18/01/26 (Sun)	05/04/26 (Sun)	14/06/26 (Sun)	23/08/26 (Sun)	01/11/26 (Sun)
	Hybrid	27/01/26 (Tue)	14/04/26 (Tue)	23/06/26 (Tue)	01/09/26 (Tue)	10/11/26 (Tue)
	Hybrid	28/01/26 (Wed)	15/04/26 (Wed)	24/06/26 (Wed)	02/09/26 (Wed)	11/11/26 (Wed)
	Hybrid	29/01/26 (Thu)	16/04/26 (Thu)	25/06/26 (Thu)	03/09/26 (Thu)	12/11/26 (Thu)
	On-Campus	07/02/26 (Sat)	18/04/26 (Sat)	04/07/26 (Sat)	12/09/26 (Sat)	21/11/26 (Sat)
	On-Campus	08/02/26 (Sun)	19/04/26 (Sun)	05/07/26 (Sun)	13/09/26 (Sun)	22/11/26 (Sun)
ASSIGNMENT CLINIC*	On-Campus*	24/02/26 (Tue)	28/04/26 (Tue)	14/07/26 (Tue)	22/09/26 (Tue)	01/12/26 (Tue)
CLASSES	Hybrid	26/02/26 (Thu)	07/05/26 (Thu)	16/07/26 (Thu)	24/09/26 (Thu)	03/12/26 (Thu)
	Hybrid	05/03/26 (Thu)	14/05/26 (Thu)	23/07/26 (Thu)	01/10/26 (Thu)	10/12/26 (Thu)
	Hybrid	12/03/26 (Thu)	21/05/26 (Thu)	30/07/26 (Thu)	08/10/26 (Thu)	17/12/26 (Thu)
	Hybrid	19/03/26 (Thu)	28/05/26 (Thu)	06/08/26 (Thu)	15/10/26 (Thu)	22/12/26 (Tue)
SUBMISSION OF ASSIGNMENT	-	27/03/26 (Fri)	05/06/26 (Fri)	14/08/26 (Fri)	23/10/26 (Fri)	08/01/27 (Fri)
EXAMINATION	-	28/03/26 (Sat)	06/06/26 (Sat)	15/08/26 (Sat)	24/10/26 (Sat)	09/01/27 (Sat)

Project Deadline:
08/01/2028

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

Module	Module Code		
BESP	BM514-0-M	Business Environment & Strategic Planning	Pre-requisite
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	Core
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	Project

2026 APU HOLIDAYS

New Year	01/01/26 (Thu)
Federal Territory Day	01/02/26 (Sun)
Thaipusam	02/02/26 (Mon)
Chinese New Year	17-18/02/26 (Tue-Wed)
Nuzul Al Quran	07/03/26 (Sat)
Hari Raya	21-22/03/26 (Sat-Sun)
Labour Day	01/05/26 (Fri)
Wesak	31/05/26 (Sun)
Agong B-day	01/06/26 (Mon)
Hari Raya Haji	27/05/26 (Wed)
Awal Muharram	17/06/26 (Wed)
Merdeka Day	31/08/26 (Mon)
Prophet's Birthday	25/08/26 (Tue)
Malaysia Day	16/09/26 (Wed)
Deepavali	08/11/26 (Sun)
Christmas	25/12/26 (Fri)

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:

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