



PROGRAMME SYNOPSIS

Year 1 Semester 1

Course: MBM 3113 Principles of Management

Synopsis:

The module is designed to help students to understand the fundamental management definition, process and its application, necessary for success in business world. It covers the management functions such as making a decision, controlling, planning, organizing and motivating. The module also highlight theory and practise of managing an organization to meet the needs of modern public and private organization, including emerging trends and international issues.

Course: MBM 3713 Principles of Marketing

Synopsis:

This course provides the fundamental knowledge of marketing concepts. The students expose the knowledge of the concept of marketing (definition), environmental factors (micro and macro) in marketing, consumer and business buying behaviour and process of decision making, SWOT analysis, market segmentation, pricing strategy, distribution and promotional strategy, ethical issues and social responsibility in marketing. Throughout the study, the students able to develop a marketing planning and apply and practice the marketing concepts in the competitive off- and online marketing environment, profit- and non-profit organizations, domestic and global companies and small and medium enterprises (SME).

Course: MBM 3213 Principles of Accounting

Synopsis:

This module encompasses introduction to Accounting, setting out transactions through double entry, preparing trial balance, income statement and balance sheet, bank reconciliation statement, bad debts and provisions for doubtful debts, depreciation of fixed assets and balance day adjustments. It also covers the different final accounts for sole proprietorship, partnership and limited company.

Course: MBM 3133 Human Resource Management

Synopsis:

This course provides foundation and conceptual framework of Human Resource Management. Students will be exposed to various concepts, frameworks and theories of Human Resource Management. Throughout semester, students will have opportunity to understand a comprehensive guidelines, procedures and policies for human resource applications in the modern organization.

Course: MBM 3323 Business Communication

Synopsis:

This course focuses on theoretical and practical aspects of business communication. It includes strategic effective communication in business, communication across functional areas (marketing, HR, Finance, etc.), proposal and sales presentation skills and ethics in business communication.

Course: MBM 3413 Business Economics

Synopsis:

This course is designed to introduce students to economic analysis with an emphasis on firms and their operating environment. Topics covered include: foundation- scarcity, choice and trade-offs; supply and demand; elasticity and applications; production costs; perfect competition; monopoly pricing; price discrimination; oligopoly; monopolistic competition; asymmetric information; earning; income inequality and poverty; efficiency, application to international trade and costs of taxes and subsidies; GDP, income and growth.

Course: MPU 3412 Co-curriculum

Synopsis:

Students participate in university's events to gain opportunity of training and learning of specific techniques and skills related to the themes of the events. Students are also encouraged in helping to organise events for the university. This allows students to practice effective communication skills, both verbally or written, polish managerial skills while becoming leaders and managing events in the university, and cultivate awareness of lifelong learning while exposing to well-diversify of knowledge, skills and techniques.

Year 1 Semester 2

Course: MBM 3123 Organizational Behaviour

Synopsis:

The course is designed to help student understand the importance of human behaviour and its relationship to organizational goals. It focuses on the individual personality, group and the organization culture. The course also helps students discover various human behaviour issues and organization roles in the workplace. Throughout semester, students will be exposed to various concepts and theories of organizational Behaviour.

Course: MBM 3733 Consumer Behaviour

Synopsis:

This course is designed to give students the understanding of consumer's dynamics behaviour. Topics to be covered include: Consumers decision making, culture and its influence on Consumer behaviour, family dynamics, group influence on consumers, consumers attitude & changes, perception, personality, lifestyles, understanding needs, goals & motivation, and lastly about evolution & challenges' of consumer behaviour and marketing.

Course: MBM 3753 E-Commerce

Synopsis:

E-commerce continues to have a dramatic impact on virtually every aspect of business and following the Global Economic Crisis, its role is even more critical. As such, this course focuses on e-commerce applications, technologies, and tools which are used to conduct business on the World Wide Web (WWW). This course reviews the foundations of e-commerce, its infrastructure, overview of business and technology topics, business strategies for electronic commerce (selling on the web, web-based marketing, m-commerce), technologies for electronic commerce, and also integration. Moreover, some of the major issues associated with e-commerce, such as security, privacy, intellectual property right, legal liabilities, policies, tax issues, ethical, and others will be explored. Essentials of contemporary programming tools and its concept for e-commerce development also will be explored.

Course: MBM 3223 Principles of Finance

Synopsis:

This course covers a range of areas related to cash receipt, cash balances, working capital management, credit granting, debt collection, sources of finance, short-term decisions and capital investments.

Course: MBM 3513 Applied Statistics

Synopsis:

This course provides foundation and conceptual framework of business statistics. Students will have opportunity to discuss various topics such as; describing, exploring and comparing data; probability; estimates and sample sizes; hypothesis testing; inferences from two samples; correlation and regression; multinomial experiments and contingency tables; and analysis of variance.

Course: MBM 3142 Supervisory Skills

Synopsis:

This course is designed to help students build an understanding of supervising through real-life concepts, examples and practice. Topics to be covered include: meaning and scope of supervision; supervisory functions; supervisory responsibilities; managerial attributes and skills; roles of supervisor; and supervisory activities.

Course: MBM 3613 Business Law

Synopsis:

This module encompasses the major part of business law such as contract, terms of a contract, remedies, discharge of contract, sales of goods act, agency and partnership.

Year 1 Semester 3

Course: MPU 3312 Entrepreneurship Skills

Synopsis:

This course provides an understanding of an individual as entrepreneur and the process of creating and growing a new venture.

Course: MPU 3113 Hubungan Etnik

Synopsis:

Kursus ini memfokuskan perbincangan tentang hubungan etnik di Malaysia yang mana ianya merupakan proses hubungan sosial yang dinamik. Tujuan kursus ini adalah untuk meningkatkan pemahaman pelajar-pelajar tentang konsep kesepaduan sosial, potret hubungan etnik, konsep-konsep asas hubungan etnik, integrasi dan masyarakat integrasi di Malaysia, pembangunan politik, pembangunan ekonomi, dan perlembagaan Malaysia dalam konteks hubungan etnik di Malaysia, integrasi dan menangani cabaran, agama dan masyarakat, sumbangan kerajaan dan masyarakat dan inter-etnik dan intra-etnik.

Course: MPU 3212 Malaysian Economy

Synopsis:

This course provides the student with an overview of the Malaysian economy, the role of the government and its economic interaction with other countries. Various topics will be discussed, including: the government economic policies and activities (primary, secondary and tertiary), Collin Clark's hypothesis of economic development, key growth engines of Malaysian economy towards high income economy (Iskandar, NCER, ECER, SCORE, and SDC), and Economic Transformation Programme (ETP).

Course: UCS 3112 Communication in the Workplace

Synopsis:

This course comprises of basic knowledge and skills in workplace communication, providing a fundamental exposure and guide to the various forms of communication in the workplace covering both verbal communications and written communication. These include practice in conveying ideas and opinions, writing proposals and business letters, preparing reports, oral communication and presentation.

Year 2 Semester 1

Course: MBM 3793 Information Marketing

Synopsis:

In the face of rapid change, stakeholders and players in the marketplace need to form new strategic alliances, identify new market segments, develop new products, and, in general, manage changing relationships between suppliers and customers. This work focuses on "information marketing". It studies marketing in contexts and organizations in which information based products and services are a significant product category. Typical information based products include (e.g., primary and secondary data) and typical information based services (e.g., business consultancy services, web-based information services). The early chapters explore basic concepts such as the nature of marketing, and the structure of information marketplace following by other chapters which encourage students to focus on customers and their relationship with customer and examine information as a product, marketing communications, collecting customer data and marketing planning and strategy.

Course: MBM 3763 Sales Management

Synopsis:

This course is designed for students interested in a career in professional selling and sales management. The course is concerned with how to manage a sales force with the objective of maximizing overall sales performance in terms of both effectiveness and efficiency. The emphasis is on business-to-business (rather than consumer) sales force management.

Course: MBM 3783 Social Marketing

Synopsis:

Social marketing is the use of business marketing concept and techniques to change behaviour for the betterment of society. The module introduces specific theories relevant to the field and provides frameworks and models according to which students can design and implement strategies aimed at affecting social change. Besides, students also learnt about the proper steps to developing a social marketing plan. This course also examine issue of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices.

Course: MBM 3723 Strategic Marketing Management

Synopsis:

The course is designed to enhance students understanding of marketing phenomena and helps them to think about what they should do. In fact, explaining the theory and the application of the theory as part of strategic decision making is an essential of strategic marketing management areas. By focusing on decision making embedded in this course it will also help the students the ability to bring a thoughtful decision making in marketing and eventually benefit the business.

Course: MBM 3523 Marketing Research

Synopsis:

The module equips students with the core knowledge and skills needed to manage marketing research efficiently. This module the course focuses on understanding and interpreting marketing research studies. There is a strong emphasis on how to use marketing research to make better business and management decisions-making especially in modern organisation. The main aim of this course is to prepare students in identifying, gathering, and analysing appropriate marketing information for management decision making. And to do this while developing students' critical thinking and analytical skills in the broader context of research in order to properly interpret the results of a marketing research exercise.

Year 2 Semester 2

Course: MBM 3333 Managing Cultural Diversity

Synopsis:

This module focuses on common perceptions and experiences on the definitions, approaches, processes and multicultural conflicts occur in the business and organization. It includes knowledge on culture difference as well as how to manage effectively, address culture diversity issues with emphasis on leadership skills to manage the culture differences in working environment.

Course: MBM 3813 Integrated Marketing Communications

Synopsis:

The module is designed to help students to understand the fundamental marketing communications definition, process and its application, necessary for success in business world. It covers the marketing communication components of marketing communications, such as advertising and sales promotions and also direct and digital marketing. The module also highlights theory and practice of marketing communications to meet the needs of modern public and private organization, including emerging trends and international issues.

Course: MBM 3313 Business Ethics

Synopsis:

The course encompasses the major ethical problems occur in the business as well as knowing why ethics is important in the business. The course also highlights ethical principles, moral standards, empirical evidence of ethical behaviour and ethical decision making process.

Course: MBM 3343 Public Relations

Synopsis:

This course prepares students for effective and ethical public communication on behalf of organizations. Students will gain skills in the practical arts of market/audience research and analysis, campaign development, image and text design, media relations, and communication ethics. More specifically, students will learn to develop market surveys, write news releases, produce public service announcements, conduct news conferences, and design web pages.

Course: MBM 3913 Final Year Project 1

Synopsis:

This course will expose the students on the process of conducting research in order to provide the skills and ability in carrying out research project in the business field. The covered areas for Final Year Project I are: (i) Chapter 1 consisting of research background, problem statement, research questions and objectives, research model, scope, and operational definition; (ii) Chapter 2 consisting of literature reviews, (iii) Chapter 3 consisting of research methods.

Year 2 Semester 3

Course: MPU 3123 TITAS

Synopsis:

This course focuses on concepts of culture and ethnic relations, specially emphasises on the latest development in Malaysia. It includes the concepts of ethnic relations, insights of ethnic relations in Malaysia in the aspects of economics, politics, constitutions and religions in Malaysia. It also discuss about the challenges for the enhancement of the ethnic relation and the roles of the government and the society.

Course: UCS 3312 Green Technology

Synopsis:

This subject explores the green technology with basic knowledge and fundamental green principles in recycling, green home living, green daily life, green buildings, alternative energy, green transportation, green business and green economics.

Course: UCS 3122 Professional English: Essential Communication Skills

Synopsis:

This course provides a comprehensive reference guide on technical communication principles, skills and practice in workplace. It explains the principles of effective communication, both written and oral, and provides solid advice and practical guidelines on how to strengthen communication skills and produce good technical and business writing. It introduces the theory, specimen documents, suggested layouts and explanations that develop skills and understanding.

Course: UCS 3212 Creativity and Innovation

Synopsis:

This subject explores the creativity and innovation of thinking skills with an exposure of principles of thinking, methods of generating ideas, creativity in problem solving techniques, creativity in writing as well as giving the experience of producing creative and innovative product through project given.

Year 3 Semester 1

Course: MBM 3773 Brand Management

Synopsis:

A brand name, and its associated brand equity, is one of the most valuable assets any firm has. This course addresses important branding decisions faced by organizations. This is to increase student understanding of the important issues in planning, implementing and evaluating brand strategies; to provide relevant theories, models and tools for the making of brand decisions; and to provide a forum for students to apply these principles.

Course: MBM 3823 International Marketing

Synopsis:

This course provides students with the tools and terminology to explore and understand marketing practices in a global environment. This course contents the challenge of international marketing, the dynamic environment of international trade, culture, political, legal. And business systems of global markets, the global market opportunities and methods to develop global marketing strategies. This course is designed to provide students with the latest global issues, disciplines, competitions and other necessary skills in making strategic decisions regarding the global perspective.

Course: MBM 3743 Retailing

Synopsis:

The module is also designed so that students may enhance/develop the following skills: accept the opinions of others, integrate opinions into arguments, support and/or refute (counter-) arguments with a range of theories, apply analytical schemas to facilitate analysis in decision-making; and source material from, and learn across, a variety of places.

Course: MBM 3923 Final Year Project 2

Synopsis:

This course will expose the students on the process of conducting research in order to provide the skills and ability in carrying out research project in the business field. The covered areas for Final Year Project I are: (i) Chapter 1 consisting of research background, problem statement, research questions and objectives, research model, scope, and operational definition; (ii) Chapter 2 consisting of literature reviews, (iii) Chapter 3 consisting of research methods; (iv) Chapter 4 - data analysis, and (v) Chapter 5 – discussion and conclusions.

Year 3 Semester 2

Course: MBM 3008 Industrial Training & Reporting

Synopsis:

The purpose of this course is to provide exposure to the students regarding the actual working environment by work placement in organizations outside the university. In addition, the course enables the students to apply concepts and theories acquired during lectures to the actual practices in areas related to business. During the placement, student is expected to keep a log book, in which he/she makes a regular entries describing the work he/she is undertaking. The student needs to provide industrial training report to describe his/her technical and personal development during his/her placement.

Elective Subjects

Course: MBE 3013 Product Management

Synopsis:

This course, Product Management basically introduces the principles of product management theories. In fact it covers three major tasks facing today's product managers: analysing the market, developing objectives and strategies for the product or service in question, and making decisions about price, advertising, promotion, channels of distribution and service.

Course: MBE 3023 International Business

Synopsis:

The module is designed to give students insights on the global changes and its impact on the business organization. It also helps to develop student awareness of the impact of the global changes to the overall business activities across the border and countries.

Course: MBE 3033 Services Marketing

Synopsis:

It is important for students to recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. This course focuses on knowledge needed to implement service strategies for competitive advantage across industries.

Course: MBE 3043 Social Media Marketing

Synopsis:

This course provides the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts. Students will learn about the multi-disciplinary implications and how to manage a successful social media presence for organization, as well as techniques for gaining executive and client buy-in to achieve goals. This course also review how to use necessary tools and services for gaining valuable insights about how consumers feel about and respond to brand, competitors' brands, and category. Students will also learn how to apply and share these important insights with marketing, sales, PR, customer support and other departments and stakeholders.

Course: MBE 3053 Leadership

Synopsis:

This course is designed to give students insights into leadership concepts, theories and practices. Topics to be covered include: leadership managerial roles; leadership traits and ethics; leadership behaviour and motivation; power, politics, networking and negotiation; contingency leadership theories; communication, coaching and conflict skills; leadership/follower relations; team leadership and self-managed teams; charismatic and transformational leadership; leadership of culture and diversity and learning organization; and strategic leadership and managing crises and change.

Course: MBE 3063 Occupational Safety and Health Management Systems

Synopsis:

This course is designed to give students the breadth and depth of occupational safety and health management. Topics to be covered include: historical perspective and overview of safety and health movement; safety and health laws and regulations; the human element; hazard assessment, prevention and control; and management of safety and health.