

COURSE NAME : Principles of Management

COURSE CODE : MGM3101

CREDIT : 3(3+0)

**TOTAL
STUDENTS
LEARNING
HOURS** : 120

PREREQUISITE : None

**LEARNING
OUTCOME** : Students will:

1. explain management principles in an organization. (C2)
2. elaborate methods used in decision making in business. (A3, CS)
3. apply management theories in determining entrepreneurship success factor. (C3, KK)

SYNOPSIS : This course covers the basic theories, principles, techniques and tools of management. Management functions in relation to profit and non-profit organizations are emphasized.

**COURSE
CONTENT** : **Face-to-Face
Learning**

LECTURES	:	1. Introduction to management - Management functions - Management types and skills - Managerial roles - Evolution of Management theories	4
	:	2. Management Environment - Internal and external environment - Global environment - International business environment - International trade alliances	5
	:	3. Ethics and corporate social responsibility - Management ethics and factors that influence ethical decision making - Social responsibility and stakeholders	3
	:	4. Planning and decision making - Purpose and planning - Strategic management process	6

- Strategy formulation for corporate, business and functional levels	
- Decision making steps and models	
5. Organizational structure design and changes	3
- Basic organizational and departmentalization concepts	
- Models of changes and implementing them	
6. Human resource management (HRM)	3
- HRM strategic role and environmental influences in HRM	
- Developing and retaining workforce effectively	
7. Leadership	6
- Differences between leadership and management	
- Leader characteristics	
- Theories and leadership perspectives	
- Charismatic, visionary and transformational leadership	
- Power and influences	
8. Motivation	3
- Theory and concepts of motivation	
- Work design and innovative ideas	
9. Communication	3
- Communication and managerial tasks	
- Communication channel models	
- Formal and informal communication	
10. Management control and quality	3
- Focus, strategic control and quality	
- Total Quality Management	
11. Business management application	3
- Organizational success factor	
- Challenges of organizations	
Total	42

ASSESSMENT	:	Coursework	70%
		Final Exam	30%

- REFERENCES** :
1. Daft, L. R. (2012). New Era of Management: International Edition (10th Edition). Mason: South-Western.
 2. Griffin, R. W. (2011). Management Principles and Practices: International Edition (10th Edition). Houston: Cengage Learning.
 3. Jones, G. & George, J. (2015). Contemporary Management: Global Edition (9th edition). New York City: McGraw-Hill.
 4. Kinicki, A. & Williams, B. (2013). Management: A Practical Introduction (6th Edition). New York City: McGraw-Hill.
 5. Robbins, S., DeCenzo, D. & Coulter, M. (2011). Fundamentals of Management (7th Edition). Upper Saddle River: Pearson.

COURSE NAME : BUSINESS AND ADMINISTRATIVE COMMUNICATION
(Komunikasi Perniagaan and Pentadbiran)

COURSE CODE : MGM3111

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PREREQUISITE : MGM3101

**LEARNING
OUTCOMES** : **Students would be able to:**

1. explain the theories and principles of communication utilized in an organization. (C2)
2. apply communication techniques in business management. (C3, CS, LS)
3. determine the internal and external factors that influence communication in an organization. (A3, TS)

SYNOPSIS : This course covers the functions and importance of communication focusing on humanity. The application of effective communication techniques and strategies in achieving organizational and business goals are emphasized

(Kursus ini meliputi fungsi dan kepentingan berkomunikasi yang bertumpu kepada aspek kemanusiaan. Aplikasi teknik dan strategi berkomunikasi yang berkesan untuk mencapai matlamat organisasi dan perniagaan ditekankan.)

**COURSE
CONTENT** : **Face-to-face
Learning
Hours**

LECTURE :

1. Basics of business communication	3
- Goal of business communication	
- Trends in business and administrative communication	
- Analysis of business communication	
2. Principles of business communication	3
- Choosing words and structuring sentences	
- Structuring sentences	

3.	Oral presentation	6
	- Purpose of the oral presentation and designing presentation strategies	
	- Delivering effective presentations	
	- Design as part of the writing process	
	- Designing presentation slides	
4.	Message format	2
	- Letters, memo and email	
	- Cover and stationary	
5.	Individual and team communication	6
	- Positive relationships	
	- Conflict	
	- Listening and non-verbal messages	
	- Team communication	
6.	Business research and report writing	5
	- Writing proposals and progress reports	
	- Research strategies for reports	
	- Preparing proposals	
7.	Writing business documents	2
	- Methods of good writing	
	- Information and data analysis, and effectively presenting reports	
8.	Informative and Persuasive Messages	6
	- Formatting letter, memo and messages in emails	
	- Choosing a persuasive strategy	
	- Analysis for choosing a persuasive strategy	
	- Characteristics of informative messages	
9.	Cross-cultural communication	2
	- Importance of global business	
	- Cultural differences based on values, beliefs and practices	
10.	Job application	5
	- Using biodata in resumes	
	- Guidelines and content in resumes	
	- Guidelines and content in job application letters	
	- Preparation for interviews	
	Total	42

ASSESSMENT	:	Coursework	70%
	:	Final Exam	30%

- REFERENCES** :
1. Bovee, C. L. & Thill, J. V. (2012). *Business Communication Essentials: A Skills-Based Approach to Vital Business English (5th Edition)*. Boston: Pearson.
 2. Krizan, A. C., Merrier, P., Logan, J. & Williams, K. (2011). *Business Communication (8th Edition)*. Mason: Thomson South-Western.
 3. Lehman. C. M. & Dufrene, D. D. (2013). *Business Communication (16th Edition)*. Mason: South-Western Cengage Learning.
 4. Locker, K. O. & Kaczmarek, S. K. (2014). *Business Communication: Building Critical Skills (6th Edition)*. Boston: McGraw-Hill.
 5. Thill, J. V. & Bovee, C. L. (2015). *Excellence in Business Communication (11th Edition)*. Boston: Pearson.

COURSE NAME : ORGANISATIONAL BEHAVIOR

COURSE CODE : MGM3113

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PREREQUISITE : MGM3101

**LEARNING
OUTCOME** : Students will be able to:

1. analyze behavioural phenomenon at the individual, group, and organizational levels. (C4, CS)
2. identify issues related to individual and/or groups in organizations. (LS)
3. relate organizational behaviour theories with the work environment situations. (A4, TS)

SYNOPSIS : The course focuses on the effects of individual, group, and organizational work behaviour and performance. The effects of these factors on organizational effectiveness are emphasized.

COURSE CONTENT	:	<u>Face to Face Learning Hours</u>
---------------------------	---	---

LECTURE	:	<table border="0"><tr><td>1. Introduction to organizational behaviour</td><td>3</td></tr><tr><td>- History of organizational behaviour</td><td></td></tr><tr><td>- Understanding the analysis levels</td><td></td></tr><tr><td>2. Organizational behaviour challenges</td><td>3</td></tr><tr><td>- Changing global, social and cultural environment</td><td></td></tr><tr><td>- Changing working relationships</td><td></td></tr><tr><td>3. Individuals in organizations</td><td>6</td></tr><tr><td>- Personality and its importance</td><td></td></tr><tr><td>- Differences between personality and attitude</td><td></td></tr><tr><td>- Cultural values, attitude, mood, and emotions</td><td></td></tr><tr><td>- The link between personality and cultural values towards commitment and work performance</td><td></td></tr></table>	1. Introduction to organizational behaviour	3	- History of organizational behaviour		- Understanding the analysis levels		2. Organizational behaviour challenges	3	- Changing global, social and cultural environment		- Changing working relationships		3. Individuals in organizations	6	- Personality and its importance		- Differences between personality and attitude		- Cultural values, attitude, mood, and emotions		- The link between personality and cultural values towards commitment and work performance	
1. Introduction to organizational behaviour	3																							
- History of organizational behaviour																								
- Understanding the analysis levels																								
2. Organizational behaviour challenges	3																							
- Changing global, social and cultural environment																								
- Changing working relationships																								
3. Individuals in organizations	6																							
- Personality and its importance																								
- Differences between personality and attitude																								
- Cultural values, attitude, mood, and emotions																								
- The link between personality and cultural values towards commitment and work performance																								

4.	Formation of perceptions in organizations	6
	- Social perception model	
	- The link between perception, attribution, and diversity management	
	- Errors in perception	
	- Learning and behaviour modification in organizations	
5.	Motivation and management applications	6
	- Theories in work motivation	
	- Motivation through job design	
	- Creating a motivating work environment	
	- Types of stress and stress management	
6.	Group and team processes	3
	- Group dynamics model and decision-making in organizations	
	- The communication model in organizations	
7.	Conflict and negotiations	3
	- Types of conflict in organizations	
	- Negotiation techniques and applications	
8.	Power	3
	- The concept of power in organizations	
	- Relationship between influencing tactics and power	
9.	Leadership in organizations	3
	- Leaders and leadership	
	- Perspectives of leadership	
10.	Culture in organizations	3
	- Organization design and structure	
	- Organizational culture and ethical behaviour	
11.	Change process in organizations	3
	- Change and organizational development	
	- Change and ways to overcome resistance	
	Total	42

ASSESSMENT : Coursework 70%
Final Examination 30%

REFERENCES : 1. Kreitner, R. & Kinicki, A. (2012). *Organizational Behavior*

(10th Edition). New York: McGraw - Hill Irwin.

2. Mc Shane, S. L. & Von Glinow, M. A. (2012). *Organizational Behavior (6th Edition)*. Boston: McGraw Hill.
3. Phillips, J. & Gully, S. M. (2013). *Organizational Behavior: Tools for Success (2nd Edition)*. London: Cengage Learning.
4. Quick, J. C. & Nelson, D. L. (2010). *Principles of Organizational Behavior: Realities and Challenges (6th Edition)*. Mason: South-Western.
5. Robbins, S. P. & Judge, T. A. (2012). *Organizational Behavior (15th Edition)*. Upper Saddle River: Prentice Hall.

COURSE : PENGURUSAN SUMBER MANUSIA
(Human Resource Management)

COURSE CODE : MGM3123

CREDIT : 3(3+0)

**TOTAL
LEARNING
HOURS** : 120

PREREQUISITE : MGM3113

**LEARNING
OUTCOMES** : Students are able to:

1. analyse the aspects of human resource management toward achieving an effective and efficient organization. (C4, LS)
2. identify the internal and external factors that can influence decision making in human resource management. (A3)
3. suggest strategies and programs that can sustain the organization's competitive advantage in human resources i. (CTPS)

SYNOPSIS : Kursus ini merangkumi kaedah melaksanakan aktiviti pengurusan sumber manusia untuk mencapai matlamat organisasi. Proses pengurusan ini menumpukan kepada teknik meningkatkan keberkesanan pengurusan sumber manusia.

(The course analysed methods in implementing human resource management activities in order to achieve the organization goals. The management processes are focused on the techniques to improve the effectiveness of human resource management.)

COURSE CONTENT	:	<u>Contact Learning Hours</u>
LECTURES	:	
1. Introduction to human resource management		3
- Importance and functions of human resource department		
- Skills of hr professionals		
- Ethics and HR Management		
2. Job analysis concept		3
- Importance of job analysis		
- Job description and job specification		
3. Methods of job analysis		3
- Sources of information		
- Job Designs		
4. Human resource planning		3
- Importance of HR planning to organizations		
- HR planning process		
5. Recruitment		3
- Importance of recruitment		
- Sources of recruitment		
6. Employee Selection		3
- Selection process		
- Chracteristics of effective selection tools		

7.	Tools in employee selection	3
	- Selection tests and interviews	
	- Background investigations	
8.	Employee training and development	6
	- Systematic training cycle	
	- Steps in training needs analysis	
	- Setting objectives and and planning the training	
	- Training evaluation	
	- Developing employee careers	
9.	Managing and evaluating performance	6
	- Steps in effective performance management	
	- Purpose of performance management	
	- Methods and aspects measured	
	- Source of performance information	
	- Errors in performance management	
10.	Compensation management	3
	- Equity theory and fairness	
	- Factors in determining pay levels	
11.	Managing employee benefits	3
	- Financial and non-financial benefits	
	- Types of employee insentives and benefits	
12.	Managing human resources globally	3

- Challenges in the global era
- Human resource management factors in international markets

Total

42

EVALUATION : Course work 70%
Final examination 30%

- REFERENCES** :
1. Dessler, G. (2015). *Human Resource Management (14th Edition)*. Upper Saddle River: Pearson.
 2. Ghee, S. L., Mathis, R. L & Jackson, J. H. (2010). *Human Resource Management: An Asian Edition*. Singapore: Cengage Learning.
 3. Mondy R. W & Mondy, J. B. (2014). *Human Resource Management (13th Edition)*. Essex: Pearson.
 4. Noe, R. A., Hollenbeck, J. A., Gerhart, B. & Wright, P. M. (2015). *Fundamentals Of Human Resource Management (6th Edition)*. New York: McGraw-Hill.
 5. Stone, R. J. (2014). *Human Resource Management, (8th Edition)*. Milton: John Wiley & Sons.

COURSE NAME : QUANTITATIVE METHODS FOR BUSINESS

COURSE CODE : MGM3164

CREDIT : 4(3+1)

**TOTAL HOURS
OF STUDENT
LEARNING** : 160

PREREQUISITE : -

**LEARNING
OUTCOMES** : Students can:

1. describe business management problems using statistical methods. (C4, LL)
2. apply different mathematical models and use appropriate modeling methods. (P4, CTPS)
3. distinguish between different business problems and use appropriate modeling techniques for making decision. (A4, CTPS)

SYNOPSIS : This course discusses the decision-making process by using quantitative methods to business. Appropriate modelling techniques are also introduced in solution problems and making optimal business decisions based on the existing constraints.

COURSE CONTENT	:	<u>Face to face study hours</u>
---------------------------	---	--

LECTURE	:	1. Differentiation	3
		- Definition, gradient and Notation	
		- General Notation	
		- The laws of Differentiation	
		- High Level Differentiation	
		-	
		2. Matrices And Vectors	3
		- Matrix Operation	
		- Differentiate Types Of Matrices	
		- Laplace Expansion	
		3. Sampling And Hypothesis Testing	3
		- Sampling	
		- Hypothesis Testing Single Population	
		- Hypothesis Testing Two Population	
		4 Analysis of Varians	3
		- Complete Randomized Design	
		- Random design of Block	
		- ANOVA two-way	
		5 Chi-Square Analysis	3

	<ul style="list-style-type: none"> - Chi-squared test for differences between two proportions - Chi-squared test for difference of more than two proportions - Chi-squared Tests of Dependency 	
6	Simple Regression And Correlation Analysis <ul style="list-style-type: none"> - Regression model type - Simple regression linear equation - The least squares method - Measuring the strength of the linear relationship - Regression equation application 	6
7.	Linear Programming (LP): Graphical Method <ul style="list-style-type: none"> - LP model formulation - Build graphs for LP model - Graphical solutions 	3
8.	Linear Programming (LP) Sensitivity Analysis and interpretation of solutions <ul style="list-style-type: none"> - Basic sensitivity analysis - Understand the output of the LP model computer - Using the LP model output in decision making 	6
9.	Transportation, Assignment and Transshipment Problems <ul style="list-style-type: none"> - Transportsions simplex method - Assignment model - Hungarian method - Transshipment model 	6
10.	Project Management: PERT/CPM <ul style="list-style-type: none"> - Basic project management - The difference between PERT and CPM - Project network formula and settlement procedure - Project crashing 	6
Total		42

Jam Pembelajaran

TUTORIAL	:	1.	Differentiate gradients and notations	3
		2.	Determine matrix and vector operations	3
		3.	Hypothesis testing single and two populations	3
		4.	Testing complete, block and two-way analysis of variance	3

5.	Chi-square test for differences between two proportions and more than two proportions	3
6.	Analyzing correlation and simple linear regression	6
7.	Formulating of linear programming (LP): graphical method	3
8.	Analyzing the sensitivity and interpretation of linear programming solutions	6
9.	Solving the transportation problem for simplex method and Assignment problem using Hungarian method	6
10.	Schedule a project with the PERT / CPM method	6
Total		42

ASSESSMENT : Coursework 70%
Final Exam 30%

REFERENCE :

1. Albright, S., & Winston, W. (2017). Business analytics: Data analysis & decision making (6th Edition). Nelson Education
2. Camm, J., Cochran, J., Fry, M., Ohlmann, J., & Anderson, D. (2017). Essentials of Business Analytics (2nd Edition). Nelson Education.
3. Anderson, D., Sweeney, D., Williams, T., Camm, J., & Cochran, J. (2015). *An Introduction to Management Science: Quantitative Approaches to Decision Making* (13th Edition). South Melbourne: Cengage Learning.
4. Levin, R.I. & Rubin, D.S. (2014). Statistics for Management (7th Edition). Upper Saddle River: Prentice-Hall.
5. Taylor, B. (2013). *Introduction to Management Science*. (11th Edition). Upper Saddle River: Prentice-Hall.

KOD KURSUS (COURSE CODE)	: MGM3180 ASAS KEUSAHAWANAN (BASIC ENTREPRENEURSHIP)	
KREDIT (CREDIT)	: 3(2+1)	
JUMLAH JAM PEMBELAJARAN PELAJAR (TOTAL STUDENT'S LEARNING HOURS)	: 120	
PRASYARAT (PREREQUISITE)	: Tiada (None)	
HASIL PEMBELAJARAN (LEARNING OUTCOME)	: Pelajar dapat (<i>Students will be able to</i>): <ol style="list-style-type: none"> 1. mengenal pasti peluang perniagaan dalam pasaran (<i>identify business opportunities in the market</i>). (C4) 2. membina rancangan perniagaan berskala kecil (<i>develop small business plan</i>). (P4, TS) 3. melaksanakan aktiviti perniagaan berskala kecil secara beretika (<i>implement small business activities ethically</i>). (A3, EM, KK) 	
SINOPSIS (SYNOPSIS)	: Kursus ini merangkumi komponen utama dalam aspek perniagaan yang melibatkan aktiviti perniagaan sebenar berskala kecil. Kemahiran pengurusan perniagaan dan pembudayaan keusahawanan ditekankan. (<i>This course covers the key components of the business aspects involving small-scale real business. Business management skills and entrepreneurial culture are emphasized.</i>)	
KANDUNGAN KURSUS (COURSE CONTENT)	:	<u>Jam Pembelajaran Bersemuka (Face-to-face Learning Hour)</u>
KULIAH (LECTURE)	: 1. Konsep dan pembangunan keusahawanan (<i>Entrepreneurial concept and development</i>) - Kepentingan bidang pengajian keusahawanan (<i>The importance of the</i>	2

- field of entrepreneurshship)*
- Konsep usahawan dan keusahawanan (*The concept of entrepreneur and entrepreneurshship)*
 - Pembangunan keusahawanan di Malaysia (*The development of entrepreneurshship in Malaysia)*
2. Analisis kompetensi keusahawanan diri (*Personal entrepreneurial competency test*) 2
- Ciri dan sifat usahawan (*Characateristics and traits of an entrepreneur*)
 - Kaedah penilaian diri (*Self assessment method*)
 - Pengukuran tahap kompetensi (*Measure of competency level*)
3. Etika keusahawanan (*Ethics in Entrepreneurship*) 2
- Etika dalam perniagaan (*Ethics in business*)
 - Konsep perniagaan menurut perspektif Islam (*Business concept according to Islamic perspectives*)
4. Kreativiti dan inovasi dalam perniagaan (*Creativity and innovation in business*) 4
- Kreativiti dalam perniagaan (*Creativity in business*)
 - Teknik menjana idea kreatif dan inovatif (*Techniques in creative and innovative idea creation*)
 - Faktor yang mempengaruhi kreativiti dan inovasi (*Factors influencing creativity and innovativeness*)
 - Strategi dan halangan terhadap kreativiti dan inovasi (*Strategies and obstacles to creativity and innovativeness*)
5. Menilai peluang perniagaan (*Evaluating business opportunities*) 4
- Definisi peluang perniagaan (*Defining business opportunities*)
 - Proses mengenal pasti peluang perniagaan (*Process of identifying business opportunity*)
 - Peranan penyelidikan pemasaran dalam perniagaan (*The role of marketing research in business*)

6.	Perancangan perniagaan (<i>Business plan</i>)	4
	- Kepentingan rancangan perniagaan (<i>The importance of business plan</i>)	
	- Format rancangan perniagaan (<i>Business plan format</i>)	
	- Elemen utama rancangan perniagaan (<i>Core elements in business plan</i>)	
7.	Memulakan perniagaan (<i>Starting a business</i>)	4
	- Mengenalpasti sumber perniagaan (<i>Identifying business resources</i>)	
	- Komunikasi dalam perniagaan (<i>Communications in business</i>)	
	- Perundingan dalam perniagaan (<i>Negotiations in business</i>)	
8.	Mengurus projek perniagaan (<i>Managing a business project</i>)	4
	- Pentadbiran dan organisasi (<i>Administration and organization</i>)	
	- Jualan dan pemasaran (<i>Selling and marketing</i>)	
	- Operasi dan kawalan (<i>Operation and control</i>)	
	- Kewangan perniagaan (<i>Business finance</i>)	
9.	Cabaran dan isu semasa dalam perniagaan (<i>Challenges and current issues in business</i>)	2
	- Teknologi hijau dalam keusahawanan (<i>Green technology in entrepreneursh</i>)	
	- Tanggungjawab sosial korporat dan keusahawanan (<i>Corporate social responsibility and entrepreneursh</i>)	
	- Keusahawanan sosial (<i>Social entrepreneursh</i>)	
	Jumlah (Total)	28

**Jam
Pembelajaran
Bersemuka
(Face-to-face
Learning
Hour)**

**AMALI
(PRACTICAL)**

- | | | |
|---|---|-----------|
| : | 1. Membangunkan rancangan perniagaan
(<i>Developing business plan</i>) | 6 |
| | 2. Melaksanakan aktiviti perniagaan berskala kecil
(<i>Implementing small business activities</i>) | 24 |
| | 3. Menganalisis dapatan aktiviti perniagaan
(<i>Analyzing results of business activities</i>) | 6 |
| | 4. Mempromosi idea kreatif produk atau perkhidmatan
(<i>Promoting creative product or service ideas</i>) | 6 |
| | Jumlah (Total) | 42 |

**PENILAIAN
(ASSESSMENT)**

- | | | |
|---|-----------------------|-----|
| : | Kerja Kursus | 80% |
| | (<i>Coursework</i>) | |
| | Peperiksaan Akhir | 20% |
| | (<i>Final Exam</i>) | |

**RUJUKAN
(REFERENCES)**

- | | |
|---|--|
| : | 1. Ariffin, S., & Hamidon, S. (2017). Introduction to Entrepreneurship. Shah Alam: Oxford Fajar Sdn. Bhd. |
| | 2. Ariffin, S., Ab. Wahab, I. & Hambali, Z., (2013). <i>Fundamentals of Entrepreneurship</i> . Shah Alam: Oxford Fajar Sdn. Bhd. |
| | 3. Kuratko, D. F. (2013). <i>Introduction to Entrepreneurship (9th Edition)</i> . Mason: Thompson South-Western Cengage Learning. |
| | 4. Paul, W. & Mike, W. (2013). <i>Entrepreneurship: A Very Short Introduction</i> . New York: Oxford University Press. |
| | 5. Schaper, M. & Volery, T. (2010). <i>Entrepreneurship and</i> |

Small Business (3^d Edition). Pacific Rim. John Wiley & Sons Australia Ltd.

6. Steve, M. & Caroline, G. (2015). *Entrepreneurship and Small Business Management, Global Edition*. Boston: Pearson Education.

COURSE NAME : PRINCIPLES OF MARKETING

COURSE CODE : MGM3211

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : None

**LEARNING
OUTCOMES** : Students are able to:

1. explain the concepts and basic principles of marketing. (C2, CS)
2. apply the marketing mix elements in marketing decision making. (C3)
3. identify the customer oriented marketing strategies in marketing management. (A3, TS)

SYNOPSIS : This course covers the managerial approach in understanding marketing decision making. Developing the marketing mix and marketing strategies are emphasized.

COURSE CONTENT	:	<u>Face-to-face learning hour</u>
---------------------------	---	--

LECTURE	:	<table border="0"><tr><td>1. Marketing and the marketing process</td><td>3</td></tr><tr><td>- Market and consumers' need</td><td></td></tr><tr><td>- Developing customer relationship</td><td></td></tr><tr><td>2. Marketing environment</td><td>3</td></tr><tr><td>- Microenvironment of marketing</td><td></td></tr><tr><td>- Macroenvironment of marketing</td><td></td></tr><tr><td>3. Types of consumers Jenis pengguna</td><td>3</td></tr><tr><td>- Consumer markets and consumer buyer behavior</td><td></td></tr><tr><td>- Business markets and business buyer behavior</td><td></td></tr><tr><td>4. Developing the customer driven marketing strategy</td><td>3</td></tr><tr><td>- Segmentation and targeting</td><td></td></tr><tr><td>- Differentiation and positioning</td><td></td></tr><tr><td>5. Product, services and branding strategies</td><td>6</td></tr></table>	1. Marketing and the marketing process	3	- Market and consumers' need		- Developing customer relationship		2. Marketing environment	3	- Microenvironment of marketing		- Macroenvironment of marketing		3. Types of consumers Jenis pengguna	3	- Consumer markets and consumer buyer behavior		- Business markets and business buyer behavior		4. Developing the customer driven marketing strategy	3	- Segmentation and targeting		- Differentiation and positioning		5. Product, services and branding strategies	6
1. Marketing and the marketing process	3																											
- Market and consumers' need																												
- Developing customer relationship																												
2. Marketing environment	3																											
- Microenvironment of marketing																												
- Macroenvironment of marketing																												
3. Types of consumers Jenis pengguna	3																											
- Consumer markets and consumer buyer behavior																												
- Business markets and business buyer behavior																												
4. Developing the customer driven marketing strategy	3																											
- Segmentation and targeting																												
- Differentiation and positioning																												
5. Product, services and branding strategies	6																											

	<ul style="list-style-type: none"> - Product and service classification - New product development - Product life-cycle - Branding strategies 	
6.	Pricing strategies <ul style="list-style-type: none"> - Customer value-based pricing strategy - Cost-based pricing strategy - Product mix pricing strategies - Price adjustment pricing strategies 	6
7.	Marketing distribution channels <ul style="list-style-type: none"> - Types of marketing distribution channels - Managing supply chain management - Retailing - Wholesaling 	6
8.	Integrated marketing communication strategy <ul style="list-style-type: none"> - Marketing communication process - Advertising and public relations - Direct selling and sales promotion - Direct marketing 	6
9.	Digital marketing <ul style="list-style-type: none"> - Types of digital marketing - Digital marketing strategies 	3
10.	Currents issues in marketing <ul style="list-style-type: none"> - Marketing ethics and social responsibilities - Sustainable marketing 	3
	Total	42

ASSESSMENT : Coursework 70%
Final Exam 30%

REFERENCES : 1. Amstrong, G. & Kotler, P. (2015). *Marketing: An Introduction (12th Edition)*. Harlow: Pearson Education Limited.

2. Kerin, R. A., Lau, G. T., Hartley, S. W. & Rudelius, W. (2013). *Marketing in Asia(2nd Edition)*. New York City: McGraw-Hill Education (Asia).

3. Kotler, P. & Amstrong, G. (2016). *Principles of Marketing (16th Edition)*. Harlow: Pearson Education Limited.

4. Perreault, W. D., Cannon, J. P. & McCarthy, E. J. (2014). *Basic Marketing: A Strategy Planning Approach (19th Edition)*. New York City: McGraw-Hill Education.
5. Solomon, M. R., Marshall, G. W. & Stuart, E. W. (2016). *Marketing: Real People Real Choices (8th Edition)*. Upper Saddle River: Pearson Education Inc.

COURSE NAME : CONSUMER BEHAVIOR

COURSE CODE : MGM3244

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : MGM3211

**LEARNING
OUTCOMES** : Students are able to:

1. explain the basic concepts and processes of consumer behavior. (C2, CS)
2. relate consumer behavior concepts to marketing strategy. (C4)
3. identify factors that influence consumer behavior in the buying decision process. (A3, CTPS)

SYNOPSIS : This course encompasses factors that influence consumer purchasing behavior. Enhancement of the practices and decision making of marketing are emphasized.

COURSE CONTENT	:	<u>Face-to-face learning hour</u>
---------------------------	---	--

LECTURE	:	<table border="0"><tr><td>1. Consumer behavior model</td><td>3</td></tr><tr><td>- Factors that influence consumer buying behavior</td><td></td></tr><tr><td>- The consumer buying process</td><td></td></tr><tr><td>2. Consumer personality</td><td>6</td></tr><tr><td>- Attitude and consumer behavior</td><td></td></tr><tr><td>- Personality theories</td><td></td></tr><tr><td>- Elements of learning</td><td></td></tr><tr><td>- Learning theories</td><td></td></tr><tr><td>3. Consumer motivation</td><td>3</td></tr><tr><td>- Consumer needs</td><td></td></tr><tr><td>- Theories of consumer needs</td><td></td></tr><tr><td>4. Consumer perception</td><td>3</td></tr><tr><td>- Elements of perception</td><td></td></tr><tr><td>- Perceptual mapping</td><td></td></tr><tr><td>5. Consumer environment</td><td>6</td></tr></table>	1. Consumer behavior model	3	- Factors that influence consumer buying behavior		- The consumer buying process		2. Consumer personality	6	- Attitude and consumer behavior		- Personality theories		- Elements of learning		- Learning theories		3. Consumer motivation	3	- Consumer needs		- Theories of consumer needs		4. Consumer perception	3	- Elements of perception		- Perceptual mapping		5. Consumer environment	6
1. Consumer behavior model	3																															
- Factors that influence consumer buying behavior																																
- The consumer buying process																																
2. Consumer personality	6																															
- Attitude and consumer behavior																																
- Personality theories																																
- Elements of learning																																
- Learning theories																																
3. Consumer motivation	3																															
- Consumer needs																																
- Theories of consumer needs																																
4. Consumer perception	3																															
- Elements of perception																																
- Perceptual mapping																																
5. Consumer environment	6																															

	<ul style="list-style-type: none"> - Elements of consumer environment - Effects of environmental influence - Groups, language and internalization - Family, household and consumer socialization 	
6.	Influence of culture <ul style="list-style-type: none"> - Issues relating to the international consumer - Influence of culture - Components of sub-culture - Cross-cultural studies 	6
7.	Consumer research process <ul style="list-style-type: none"> - Qualitative research - Quantitative research 	3
8.	Consumer decision making process <ul style="list-style-type: none"> - Problem identification - Evaluation and choice - Post-purchase process - Consumer satisfaction 	6
9.	Consumer behavior and marketing strategy <ul style="list-style-type: none"> - Product strategy - Distribution strategy - Promotion strategy - Pricing strategy 	6
Total		42

ASSESSMENT : Coursework 70%
Final Exam 30%

RUJUKAN : 1. East, R., Wright, M. & Vanhuele, M. (2013). *Consumer Behaviour: Applications in Marketing (2nd Edition)*. Thousand Oaks: SAGE Publications, Ltd.

2. Hawkins, D. I. & Mothersbaugh, D. L. (2012). *Consumer Behavior: Building Marketing Strategy (12th Edition)*. New York City: McGraw-Hill.

3. Peter, J. P. & Olson, J. C. (2010). *Consumer Behavior and Marketing Strategy(9th Edition)*. New York City: McGraw-Hill/Irwin.

4. Schiffman, L. G. & Kanuk, L. L. (2010). *Consumer Behavior(10th Edition)*.Upper Saddle River: Prentice-Hall,

Inc.

5. Solomon, M. R. (2011). *Consumer Behavior: Buying, Having and Being* (11th Edition). Upper Saddle River: Prentice-Hall, Inc.

COURSE NAME	:	BUSINESS LAW <i>(Undang-Undang Perniagaan)</i>
COURSE CODE	:	MGM3351
CREDIT	:	3(3+0)
STUDENT LEARNING HOUR	:	120 hours
PREE-REQUISITE	:	None
LEARNING OUTCOMES	:	<p>Student is able to:</p> <ol style="list-style-type: none"> 1. explain laws which regulate commercial contracts, competition, and professional negligence (C4). 2. identify rights and duties of parties to commercial contract, and rights and liabilities of business entity from the perspective of competition law and also tort law (A4, EM). 3. suggest legal solution to contractual, competition and tortious issues based on legal analysis (CTPS).
SINOPSIS	:	<p><i>(This course covers laws applicable to business namely law of contract, agency, partnership, sales of goods, hire purchase and competition. It also discussed issues related to the validity of contract, rights and responsibilities of contracting parties, effect of contract, and type and effect of contract that is prohibited by the competition law. In addition, this course also describes law governing tortious liability for negligence and vicarious liability.)</i></p> <p>Kursus ini merangkumi undang-undang yang terpakai dalam perniagaan iaitu undang-undang kontrak, agensi, perkongsian, jualan barangan, sewa beli dan persaingan. Ia juga membincangkan isu-isu berkaitan kesahihan kontrak, hak dan tanggungjawab pihak berkontrak, kesan kontrak, dan jenis kontrak yang dilarang oleh undang-undang persaingan dan kesan percanggahan tersebut. Selain itu, kursus ini juga menjelaskan undang-undang berkaitan tanggungan tort akibat kecuaiian dan tanggungan vikarius).</p>

**KANDUNGAN
KURSUS:**

**Jam
Pembelajaran
Bersemuka**

KULIAH

1	Essential elements of Malaysian legal system - System of law - Sources of law	3
2	Contract: formation, essential elements and validity - Offer and invitation to treat - Acceptance - Consideration - Intention to create legal relation - Capacity - Free consent - Illegal and unlawful contract	9
3	Contents of contract - Terms and representation - Standard form contract - Exemption clause	3
4	Discharge of contract - By performance - By breach - By agreement - Frustration of contract	3
5	Law of agency - Contract of agency - Agent and other fiduciaries - Rights and duties of principal and agent - Effect of contract on principal, agent and third party - Termination of agency contract	3
6	Law of partnership - Characteristics of partnership and limited liability partnership - Partnership agreement - Legal relation between partners and third party - Partnership assets - Dissolution of a partnership	3
7	Law of sales of goods - Characteristics of sale of goods contract - Terms of contract - Transfer of title - Transfer of risk and the <i>Nemo Dat</i> principle - Performance of contract - Breach of contract and remedies	6
8	Law of Hire purchase	3

	<ul style="list-style-type: none"> - Characteristics of hire purchase contract - Formation of hire purchase contract - Rights and duties of parties to hire purchase contract - Termination of hire purchase contract 	
9	Law of Competition <ul style="list-style-type: none"> - Introduction to competition law - The scope of application - Horizontal and vertical agreement and Exemption - Abuse of dominant position and Exclusion - Effect of anti-competitive behaviour 	6
10	Law of Tort <ul style="list-style-type: none"> - Negligence and contributory negligence - Professional negligence - Vicarious liability 	3
	Total	42

ASSESSMENT	Course work	60%
	Final	40%

REFERENCES

- 1 Aiman Nariman M. S., Zuhairah Ariff A. G. & Mushera Ambaras, K.(2011) *Corporations and Partnerships in Malaysia*. Netherlands: Kluwer Law International.
- 2 Lee, M. P. & Ivan, J. D. (2014). *Business Law (2nd Edition)*. Kuala Lumpur: Oxford University Press.
- 3 Loganathan, K, Parimaladevi, R and Anne Chrishanthani, V. (2015) *Principles of Business and Corporate Law, Malaysia (2nd Edition)*.Kuala Lumpur: CCH Malaysia.
- 4 Mohammad Naqib Ishan Jan (2011). *Law and Commerce the Malaysian Perspective*. Gombak, Selangor: IIUM Press.
- 5 Syed Ahmad S. A. Alsagoff. (2010). *Principles of the Law of Contract in Malaysia (3rd Edition.)*. Petaling Jaya: Lexis Nexis.

STATUTES

- 1 Competition Act 2010

- 2 Contracts Act 1950
- 2 Electronic Commerce Act 2006
- 3 Hire Purchase Act 1967
- 4 Limited Liability Partnership Act 2012
- 5 Partnership Act 1961
- 6 Sale of Goods Act 1957

COURSE NAME : BUSINESS LAW

COURSE CODE : MGM3352

CREDIT : 3(3+0)

LEARNING HOURS : 120

PRE-REQUISITE : None

LEARNING OUTCOMES : **Students are able to:**

1. Analyse laws governing commercial contracts, competition and tort (C4).
2. Identify duties, rights and liabilities of parties to commercial contracts under the law of contract, competition and tort (A4, EM).
3. Suggest legal solution to issues concerning commercial contracts, competition and tortious liabilities (CTPS).

SYNOPSIS : This course covers business law. Validity and effect of contracts, rights and obligations of the contracting parties, and contracts that are prohibited by the laws are discussed. The law of tort of negligence and vicarious liability are also emphasized.

COURSE CONTENTS

**FACE TO
FACE
LEARNING
HOURS**

LECTURE :

1. Malaysia law
 - Legal system
 - Judicial system
 - Sources of law

3

2. Contracts law and formation of contract	4
– Contract and meeting of mind	
– Offer and invitation to treat	
– Acceptance of an offer	
– Counter offer and cross offer	
3. Important elements of contracts	5
– Valid and invalid consideration	
– Intention to create legal relation	
– Capacity to contract	
– Free consent	
– Unlawful and void contract	
4. Contract terms	3
– Term and representation	
– Standard term contract	
– Exemption clause	
5. Discharge of contract	4
– Discharge by performance	
– Discharge by breach	
– Discharge by agreement	
– Discharge by frustration	
6. Law of agency	4
– Agency contract	
– Duties and rights of agent and principal	
– Duties and rights between principal and a third party	
– Termination of contract of agency	
7. Laws of partnership and limited liability partnership	3
– Partnership contract	
– Partners and third party	
– Dissolution of partnership	
8. Law of sale of goods	5
– Contract of sale of goods and contract terms	
– Transfer of title	
– Transfer of risk and <i>Nemo Dat rule</i>	
– Performance of contract	
– Breach of contract and remedies	

9. Law of hire purchase	3
– Characteristics of hire purchase contract and formation of contract	
– Duties and rights of owner and hirer	
– Termination of hire purchase contract	
10. Law of competition	5
– Competition and the market	
– Vertical and horizontal agreement and exemption	
– Abuse of dominant position and exception	
– Effects of anti-competition on business	
11. Law of tort	3
– Negligence and contributory negligence	
– Professional negligence	
– Vicarious liability	
Total	42

ASSESSMENT:	Coursework	60%
	Final Exam	40%

REFERENCES:

1. Abdurrahman Alsagoff, S. A. S. (2010). *Principles of the Law of Contract in Malaysia. (3rd Edition)*. Petaling Jaya: Lexis Nexis Malaysia.
2. Ishan Jan, M. N. (2011). *Law and Commerce: the Malaysian Perspective*. Gombak, Selangor: IIUM Press.
3. Krishnan, L., Rajoo, P. & Vergis, A. C. (2015) *Principles of Business and Corporate Law, Malaysia. (2nd Edition)*. Kuala Lumpur: CCH Malaysia.
4. Lee, M. P. & Detta, I. J. (2014). *Business Law. (2nd Edition)*. Kuala Lumpur: Oxford University Press.
5. Mohd Sulaiman, A. N., Abd Ghadas, Z. A. & Ambaras Khan, M. (2011). *Corporations and Partnerships in Malaysia*. Alphen aan den Rijn: Kluwer Law International.

STATUTES

1. *Competition Act* 2010. Petaling Jaya: International Law Book Services.
2. *Contracts Act* 1950. Petaling Jaya: International Law Book Services.
3. *Electronic Commerce Act* 2006. Petaling Jaya: International Law Book Services.
4. *Hire Purchase Act* 1967. Petaling Jaya: International Law Book Services.
5. *Limited Liability Partnership Act* 2012. Petaling Jaya: International Law Book Services.
6. *Partnership Act* 1961. Petaling Jaya: International Law Book Services.
7. *Sale of Goods Act* 1957. Petaling Jaya: International Law Book Services

COURSE NAME : KAEDAH PENYELIDIKAN PERNIAGAAN DAN PENGURUSAN
(*Business and Management Research Methods*)

COURSE CODE : MGM 4105

CREDIT : 4 (3+1)

**TOTAL STUDENT
LEARNING HOUR** : 160 hour per semester

PREREQUISITE : MGM3162

**LEARNING
OUTCOME**

: Students are able to:

1. produce proposal based on scientific research method
2. explain fundamentals in scientific research and design business research
3. explain scientific research processes including fieldwork and labwork
4. differentiate and evaluate existing researches

SYNOPSIS

: Kursus ini juga merangkumi proses membuat penyelidikan, seperti kenyataan masalah, tujuan kajian, pembentukan kerangka teori, hipotesis dan rekabentuk penyelidikan; isu persampelan, kutipan data dan analisa maklumat dan teknik-teknik yang sesuai di dalam penyelidikan pengurusan perniagaan seperti yang terdapat di dalam program SPSS dan juga menitikberatkan bagaimana mentafsir keputusan kajian serta penulisan laporan penyelidikan.

This course covers the research process including formulating the problem, objectives of research project, development of theoretical framework, formulating hypothesis and the research design; sampling issues, data collection and analysis of information, and appropriate techniques in business management research as included in the SPSS programs, and also emphasizing on result interpretation, and writing the research report.

Course Code	: <u>MGM 4105</u>
Course Name	: Business and Management Research Methods
Lecturer	: AP Dr Ng Siew Imm, Serene (K1)
Time and Venue	: <u>Monday 8-10 and Wed 8-9 (DKEP 19)</u>
Semester	: <u>2 (2016/17)</u>
Week (starting Tuesday)	Title
1(12/9)	Chapter 1: Introduction to Research Methods
2 (19/9)	Sample slide for FYP proposal presentation Chapter 2: Formulating and Clarifying the Research Topic
3 (26/9)	Chapter 3: Approaches to conducting Investigations
4 (3/10)	Chapter 4: Identifying a Problem Area, Objectives, Significance of study, Hypothesis Development
5 (10/10)	Chapter 5: Literature Review
	SEMESTER BREAK 16/10 – 22/10
6 (24/10)	Writing tips Mid-Term Exam (1 hour - 50 MCQ) (Chapter 1 – 5)
7 (31/10)	Chapter 6 Research Design Chapter 7 Theoretical Framework and Hypothesis Development
8 (7/11)	Chapter 8: Measurement of Variables Chapter 9: Collecting Primary Data using Questionnaire

9 (14/11)	Chap 10 Sample Strategy Literature Matrix Activity
10 (21/11)	Chap 11 Data Analysis Tools
11 (28/11)	Chap 15 Qualitative Research
12 (5/12)	Chap 16 Presentation of Results
13 (12/12)	2A. FYP PROPOSAL PRESENTATION (10 min each) Students 1-12 to present full proposal
14 (19/12)	2A. FYP PROPOSAL PRESENTATION (10 min each) Students 13-25 to present full proposal <i>Submit FYP Proposal on 24/12/2017 (Friday) to <u>Department of Management</u></i>

References:

1. Borges, W.G. et. al. 2017. *Business Research Methods*. SJ Learning.
2. Zikmund, W. G., Babin, B. J., Carr, J.C. and Griffin, M. 2013. *Business Research Methods (9th edition)*. Cengage Learning.
3. Salkind, N. J. 2009. *Exploring Research (7th Edition)*. Pearson Prentice Hall.
4. Babbie, E. 2007. *The Practice of Social Research*. 11th Edition. Thomson Wadsworth.
5. Fisher, C. 2004. *Researching and Writing a Dissertation for Business Students*. UK: Prentice Hall

ASSESSMENT:	Mid Term Exam	15%
	FYP proposal Presentation	10%
	Tutorial assignments	15%
	FYP proposal report (assessed by Supervisor)	30%
	Final Exam	30%

ASSIGNMENT OUTLINE for FYP Proposal Presentation (10%)

Each student is required to present a proposal in class for 10 minutes, to include the following:

1. What is your research title?
2. Introduction: Overview of your research area/industry/scope/theoretical foundation/broad issue
3. Research Background
4. What is your Research Problem? Theoretical and practical gap?
5. What are your research objectives?
6. Research Significance to Managers/researcher/policy maker?
7. What are the main variables in your research? What are the definitions of each variable?
8. What are your hypotheses? What makes you developed those hypotheses?
9. How do you measure each variable? Whose questionnaire items to use?
10. Who are your respondents?
11. What are the analysis tools you will use to test the hypotheses?

ASSIGNMENT OUTLINE for FYP Proposal Report (30%)

to be assessed by
FYP SUPERVISOR

Each student is required to submit a Research Proposal as part of MGM4105 assignment to be assessed by respective **FYP Supervisor**. The Proposal should include:

- Chapter 1 Introduction
- Chapter 2 Literature Review and hypothesis development
- Chapter 3 Methodology
- a Sample Questionnaire (if use Primary Data)/ Interview Schedule (if use Interview)/ Sample Data (if use Secondary Data)

In order to ensure smooth handling of Research Proposal Submission and Assessment, the following timeline should be followed strictly by student and supervisor:

Week	Activity	Responsibility	
		Student	Supervisor
W1– W3	Fill up FYP Supervisor Nomination Form and submit to Department of Management and Marketing(JPP).	√	
W4– W13	Work closely with supervisor to prepare a 3 chapter Research Proposal, fill up “Student meeting schedule form” (“Borang Jadual Pertemuan Pelajar”)	√	√
W14	Submit Research Proposal attached with “Research Proposal Assessment Form” (Borang Penilaian Cadangan Projek Ilmiah) to JPP	√	
W15– W16	Supervisor to assess the proposal and pass the completed Research Proposal Assessment Form (Borang Penilaian Cadangan Projek Ilmiah) to department		√

Note: Student is responsible to **remind supervisor** on the above datelines.

MGM4105 Business and Management Research Methods
(Kaedah Penyelidikan Perniagaan dan Pengurusan)

PROJECT PROPOSAL ASSESSMENT FORM (30%)

*(Note: to fill by **Supervisor** and submit to Department of Management and Marketing by week 16)*

Student Name : _____

Matric No : _____

Research Proposal Title : _____

Supervisor Name : _____

No	Criteria	Allocation	Marks	Comments
1	Problem Statement and Objectives	6 %		
2	Literature Review	10 %		
3	Methodology	6 %		
4	Delivery (Storyline/grammar/flow)	3 %		
5	Gantt chart and Milestone	2%		
6	Meeting Frequency	3 %		
	Total	30%		

Supervisor Signature : _____ Date: _____

Name and Stamp : _____

MGM4105 FYP Presentation Assessment Form

Name:

Matric No:

Date/Time:

Title:

1. Problem Statement:	/1
2. Research Question:	/1
3. Significance of study:	/1
4. Theory and Main Variable definition:	/1
5. Hypotheses/propositions/literature review justifying investigation of the said research questions:	/1
6. Measurements:	/1
7. Analysis Tools:	/1
8. Data Collection – Respondents, location, date	/1
9. Language	/1
10. Story line/overall presentation flow/clarity	/1
TOTAL	/10

COURSE	: TRAINING AND DEVELOPMENT MANAGEMENT (Pengurusan Latihan dan Pembangunan)
COURSE CODE	: MGM4124
CREDIT	: 3(3+0)
TOTAL STUDENT LEARNING HOURS	: 120
PREREQUISITE	: MGM3113
LEARNING OUTCOMES	: Students are able to: <ol style="list-style-type: none"> 1. analyze relevant training and development concepts, principals, and theories. (C4, TS) 2. design effective training program. (A4, LS) 3. differentiate training techniques that are suitable in human resource management for business entity. (KK)
SYNOPSIS	: The course covers the structural and process in designing training and development programs at the micro level. The main methods adopted to train and develop employees in an organization are emphasized. (Kursus ini merangkumi pertimbangan struktur dan proses dalam merekabentuk program latihan dan pembangunan di peringkat mikro. Kaedah utama untuk melatih dan membangun kakitangan di sesebuah organisasi ditekankan.)

COURSE CONTENT	:	<u>Contact Hours</u>
COURSES	: 1. Introduction to employee's training and development - Functional goals of training and development - The importance and challenges of training to organizations, employees and society	3
	2. Stretegic training - Interrelationship between business strategies and employees training	3

- Organizational characteristics impacting training

3.	Training needs assessment (TNA)	6
	- Position in training design process	
	- Organizational analysis elements	
	- Task elements	
	- Employees elements	
	- Variety of training techniques	
4.	Importance of training and learning	3
	- Learning outcomes	
	- Learning theories	
5.	Contents of training and learning	3
	- Learning process	
	- Impact of program design on learning	
6.	Transfer of training	3
	- Types of transfer of training	
	- Work and organization environments that influence transfer of training	
7.	Methods of training	6
	- Presentation methods	
	- Practical methods	
	- Group development methods	
	- Factors that need to be considered when choosing training methods	
8.	Training and technology	3
	- E-learning	
	- Types of multimedia, computer and long distance trainings	
9.	Training program evaluation	6
	- Purpose of evaluation	
	- Evaluation process	
	- Evaluation criteria	
	- Evaluation design	
10.	Approach to employee development	6
	- Formal education	
	- Valuation	
	- Work experience	
	- Interpersonal relations	
	Total	42

ASSESSMENT : Coursework 70%
Final Examination 30%

- REFERENCES** :
1. Barbazette, J. (2010). (*Training Needs Assessment: Methods, Tools and Techniques*). San Francisco: Pfeiffer.
 2. Beebe, S. A. & Mottet, T. P. (2012). *Training & Development: Communicating for Success (2nd Edition)*. Upper Saddle River: Pearson Education.
 3. Noe, A. (2012). *Employee Training and Development (6th Edition)*. Singapore: McGraw-Hill International Edition.
 4. Saks, M. (2013.) *Managing Performance Through Training and Development (6th Edition)*. Toronto: Nelson Education.
 5. Werner, J. & Desimone, R. (2010). *Human Resource Development (5th Edition)*. Mason: South-Western Cengage Learning.

COURSE NAME : Compensation Management
(Pengurusan Pampasan)

COURSE CODE : MGM4125

CREDIT HOUR : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PREREQUISITE : MGM3123

**LEARNING
OUTCOMES** : Students are able to:

1. assess the environmental factors that can affect the decision making in designing compensation package (C5)
2. analyze work and compensation programs as appropriate (CTPS)
3. design effective salary structure, incentive programs and benefits program (A4, EM)

SINOPSIS : The course discuss factors and procedures requires when designing effective strategic compensation. The course also covers activities to evaluate and manage compensation program to support the achievement of organization goals.
(Kursus ini merangkumi faktor dan langkah yang diperlukan dalam merekabentuk strategi pampasan yang berkesan. Kursus ini merangkumi aktiviti menilai dan mengurus program pampasan bagi menyokong pencapaian matlamat organisasi.)

**COURSE
CONTENTS** : **Face to face
learning**

- | | | |
|----|--|---|
| 1. | Employee compensation | 3 |
| | - Importants of compensation | |
| | - Types of compensation | |
| 2. | Compensation and laws | 3 |
| | - Compensation and teory of equity | |
| | - Compensation and employee's rights | |
| 3. | Factors contributing in compensation decision making | 6 |
| | - Processes involve in compensation decision making | |
| | - Internal and external factors | |

	<ul style="list-style-type: none"> - Characteristics for effective compensation packages - Impacts when compensation perceived as imbalance/unfair 	
4.	Job analysis <ul style="list-style-type: none"> - Components of job analysis - Role of job analysis when deciding the employee compensation 	3
5.	Job strategy <ul style="list-style-type: none"> - Differences between traditional and contemporary - Planning compensation system 	3
6.	Designing compensation system <ul style="list-style-type: none"> - Processes in designing fair compensation - Steps in designing compensation packages 	3
7.	Structuring effective compensation <ul style="list-style-type: none"> - Economics factors - Influence of seniority and experiences 	3
8.	Paying Incentives for Performance <ul style="list-style-type: none"> - Important of paying incentives - Types of incentives - Advantages and disadvantages of each incentives program - Challenges in designing effective incentives system 	6
9.	Employee benefits <ul style="list-style-type: none"> - Important of employee benefits - Balancing employee benefits with needs and offers 	3
10	Current issues and challenges in strategizing compensation <ul style="list-style-type: none"> - Compensation challenges and employee retention - Rights for career development - Compensation and foreign workers - Compensation and global organization 	6
Total		42

ASSESSMENT : Course works 70%
 Final exam 30%

REFERENCES

- : 1. Bergmann, T. J. & Scarpello, V. G, (2010) *Compensation Decision Making, (4th Edition)*. Orlando: Harcourt College Publishers.
2. Henderson, R. I. (2010). *Knowledge-Based Compensation (10th Edition)*. Upper Saddle River: Prentice-Hall.
3. Martocchio, J. J. (2014). *Strategic Compensation: A Human Resource Management Approach, (8th Edition)*. Upper Saddle River: Prentice-Hall.
4. Milkovich, G. T., Newman, J & George, M (2013). *Compensation, (11th Edition)*. Singapore: McGraw-Hill International Edition.
5. Samsudin, Y. (2014). *Compensation Management Process and Practice in the Private Sector Malaysia*. Serdang: Universiti Putra Malaysia Press.

LECTURE	:		
	1.	Introduction to industrial relation - industrial relation system - importance of industrial relation	3
	2.	Contract of Employment - Employment terms and conditions - Effect for non compliance to terms and conditions	3
	3.	Trade Unions - Objectives of trade unions - Process to register, getting recognition for trade unions - The strength and weakness - Preventing the establishment of the unions	6

4.	Collective bargaining and collective agreement	6
	- Purpose of collective bargaining	
	- Process for collective bargaining	
	- Perjanjian kolektif	
	- Effects for non compliance to collective agreement	
5.	Trade disputes	6
	- Reasons for disputes	
	- Types of disputes	
	- Solving trade disputes	
	- Function of department of labor and department of IR	
6.	Industrial relation	3
	- Industrial relation Act 1967	
	- Reinstatement via Section 20 IRA	
7.	Industrial courts	3
	- The role of IC	
	- <i>Award</i> and the power of IC	
8.	Employees misconduct	3
	- Types of misconducts	
	- Procedures in managing misconducts	
9.	Work dismissal	3
	- Employment separation	
	- Constructive dismissal vs force dismissal	
10.	Managing investigation	3
	- Roles of investigation	
	- Guide for managing investigation	
11.	Domestic Inquiry	3
	- The role of DI	
	- Employee's rights for appeal and punishment	
	Jumlah	42

ASSESSMENTS : Courseworks 70%
Final Exam 30%

REFERENCES : 1. D'Cruz, M. N. (2010). *A Practical Guide to Grievence Procedure: Misconduct & Domestic Inquiry*. Kuala Lumpur: Leeds Publication.

2. Maimunah, A (2010). *Malaysia Industrial Relations and Employment Law*. Kuala Lumpur: McGraw-Hill.
3. Samsudin, Y. (2011). *Managing Investigation, Charge Sheet & Domestic Inquiry: A Guide For Human Resource Managers*. Serdang: Universiti Putra Malaysia Press.
4. Samsudin, Y. (2013). *Industrial Relations: Managing Constructive Dismissal*. Serdang: Universiti Putra Malaysia Press.
5. Samsudin, Y. (2010). *Proses Pembentukan Kontrak Perkhidmatan Sektor Swasta*. Serdang: Universiti Putra Malaysia Press.

**STATUTE
REFERENCES**

- :
1. Malaysia & Malaysia Lembaga Penyelidikan Undang-Undang (2011) *Akta Pekerjaan 1955* Petaling Jaya: ILBS
 2. Malaysia & Malaysia Lembaga Penyelidikan Undang-Undang (2012) *Akta Perhubungan Perusahaan 1967* Petaling Jaya: ILBS
 3. Malaysia & Malaysia Lembaga Penyelidikan Undang-Undang (2010) *Akta Kesatuan Sekerja 1959* Petaling Jaya: ILBS
 4. Malaysia & Malaysia Lembaga Penyelidikan Undang-Undang (2011) *Akta Pampasan Pekerja 1952* Petaling Jaya: ILBS
 5. Malaysia & Malaysia Lembaga Penyelidikan Undang-Undang (2010) *Perlembagaan Persekutuan* Petaling Jaya: ILBS

COURSE TITLE : EMPLOYEE RECRUITMENT AND SELECTION

COURSE CODE : MGM4127

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : MGM3123

**LEARNING
OUTCOMES** : Students will be able to:

1. Evaluate factors and current trends in designing human resource planning strategy for businesses. (C5)
2. Suggest multiple sources and employment and selection methods appropriate with the organizational strategy and vision. (A3, TS)
3. Elaborate on the employee recruitment and selection decisions based on needs and wants. (EM, LS)

SYNOPSIS : The course encompasses the sources, methods and processes involved in employee recruitment and selection as well as its importance in achieving organization goals. Aspects on how to hire the right and high performance workers are emphasized.

COURSE CONTENT	:	<u>Face-to-Face Learning Hours</u>
---------------------------	---	---

LECTURE	:	1. Introduction to employee recruitment and selection - Importance of staff/employees to organization - Types of employees - Employment contract - Importance of employee recruitment and selection functions	6
		2. Human resource planning - Importance of human resource planning - Factors influencing human resource planning	3
		3. Human resource planning processes	3

	- Processes and methods in human resource planning	
	- Managing human resource imbalance	
4.	Role of job analysis	3
	- Goals and components of job analysis	
	- Processes in implementing job analysis	
5.	Employee recruitment from external sources	3
	- Importance of external sources	
	- Tools/methods of external recruitment sources	
6.	Employee recruitment from internal sources	3
	- Importance of internal sources	
	- Tools/methods of internal recruitment sources	
7.	Employee selection from internal sources - Importance of talent management	6
	- Steps in selection process	
	- Evaluation methods	
	- Mistakes in candidate selection	
8.	Employee selection from external sources - Evaluation methods	3
	- Types of assessments and interviews	
9.	Job offer and rejection	3
	- Approaches in developing job offer	
	- Employment contract and its effects	
10.	Employee retention issues	3
	- Importance of employee retention	
	- Factors of employee retention and exit	
11.	International-level staffing	6
	- Employee recruitment and selection for international assignments	
	- Effective recruitment and selection techniques for international assignments	
Total		42

EVALUATION : Course Work 70%
Final Examination 30%

REFERENCES

- : 1. Arthur, D. (2012). *Recruiting, Interviewing, Selecting & Orienting New Employees, (5th Edition)*. New York: American Management Association.
2. Belcourt, M. & Mc.Bey, K. J. (2010). *Strategic Human Resources Planning*. Toronto: Nelson Education.
3. Cooper, D, Robertson, I.T. & Tinline, G. (2010). *Recruitment and Selection: A Framework for Success*. London: Thomson.
4. Henneman III, H. G., Judge, T. A., & Kammeyer-Mueller, J. D. (2014). *Staffing Organizations (8th Edition)*. Upper Saddle River: McGraw-Hill Irwin.
5. Phillips, J. & Gully, S (2014) *Strategic Staffing, (2nd Edition)*. Upper Saddle River: Pearson.

COURSE NAME : PEMBANGUNAN ORGANISASI
(*Organization Development*)

COURSE CODE : MGM4129

CREDIT : 3(3+0)

TOTAL LEARNING HOURS : 120

PREREQUISITE : MGM3123

LEARNING OUTCOMES : Students are able to:

1. relate diagnostic and intervention information needed in the organizational development process. (C4)
2. apply various organization development theories to identify a suitable intervention technique. (CTPS)
3. suggest strategies to overcome resistance to change in organizations. (A3, EM)

SYNOPSIS : Kursus ini merangkumi strategi pembangunan untuk peningkatan prestasi individu, kumpulan dan organisasi. Peranan pengurus sebagai agen perubahan dan pembuat keputusan untuk pembangunan organisasi dibincangkan.

(This course covers development strategies to increase individual, group and organizational performance. The role of the manager as a change agent and decision maker for organization development is discussed.)

COURSE CONTENT	:	<u>Total Contact Hours</u>
LECTURES	:	
	1. Organization Development	3
	- Concept of organization development	
	- Competencies of organization development practitioner	
	- Effective organization development	
	- Ethical issues in organization development	
	2. Forces of change	3
	- Environmental forces	
	- Organization forces	

--	--

3.	Planned Change	6
	- Types of planned change	
	- General model of planned change	
	- Theories of planned change	
	- Critique of planned change	
4.	Organization, group and individual diagnosis	6
	- Concept of diagnosis	
	- Organization-level diagnosis	
	- Group-level diagnosis	
	- Individual-level diagnosis	
5.	Collecting and analyzing diagnostic information	6
	- The diagnostic relationship	
	- Methods of collecting data	
	- Sampling	
	- Techniques for analyzing data	
6.	Feeding back diagnostic information	3
	- Content of feedback and characteristics of the feedback process	
	- Steps in the feedback process	
7.	Designing interventions	3
	- Characteristics of effective interventions	
	- Factors to consider when designing effective interventions	
8.	Resistance to change	3
	- Signs and reasons for change	
	- Strategies to overcome resistance to change	
9.	Leading and managing change	6
	- Creating readiness to change	
	- Developing vision and linking it to change	
	- Developing support for change	
	- Strategies to sustain change	
10.	Evaluating and institutionalizing organization development interventions	3
	- Evaluating organization development interventions	
	- Institutionalizing organization change	
	Total	42

EVALUATION : Course Work 70%
Final Examination 30%

REFERENCES

- : 1. Anderson, D. L. (2013). *Organization Development: The Process of Leading Organizational Change (3rd Edition)*. London: Sage Publication.
2. Burnes, B. (2014). *Managing Change (6th Edition)*. London: Pearson Education.
3. Cummings, T. G. & Worley, C. G. (2014). *Organizational Development and Change. (10th Edition)*. Stamford: Cengage Learning.
4. Hall, G. E. & Hord, S. M. (2015). *Implementing Change: Patterns, Principles and Potholes (4th Edition)*. London: Pearson Education.
5. Palmer, I, Dunford, R. & Buchanan, D. A. (2017). *Managing Organizational Change: A Multiple Perspectives (3rd Edition)*. New York City: McGraw-Hill Education.

COURSE TITLE : STRATEGIC EMPLOYMENT AND WORKPLACE MANAGEMENT

COURSE CODE : MGM4130

CREDIT : 3(3+0)

TOTAL STUDENT LEARNING HOURS : 120

PRE-REQUISITE : MGM3123

LEARNING OUTCOMES : Students will be able to:

1. Analyze current developments associated with human resource management. (C4)
2. Elaborate on human resource management methods based on needs and wants. (TS)
3. Apply knowledge in human resource management according to current trend through case studies. (A3, EM)

SYNOPSIS : This course covers the knowledge in human resource management in developing strategic employment and workplace management practices. Issues and current trends in human resource management faced by managers and organizations are discussed.

COURSE CONTENT	:	<u>Face-to-Face Learning Hours</u>
-----------------------	---	---

LECTURE	:	<table border="0"><tr><td>1. Human resource management in the new millennium</td><td>3</td></tr><tr><td>- Advantages of competition</td><td></td></tr><tr><td>- Management of individual diversity</td><td></td></tr><tr><td>2. Management of working hours</td><td>6</td></tr><tr><td>- Flexible working hours</td><td></td></tr><tr><td>- Telecommuting and virtual work</td><td></td></tr><tr><td>- Teamwork</td><td></td></tr><tr><td>- Work-life balance</td><td></td></tr><tr><td>3. Talent management</td><td>6</td></tr><tr><td>- Employee attraction and retention</td><td></td></tr><tr><td>- Pros and cons of talent management</td><td></td></tr><tr><td>- Career development center</td><td></td></tr><tr><td>- Succession planning</td><td></td></tr></table>	1. Human resource management in the new millennium	3	- Advantages of competition		- Management of individual diversity		2. Management of working hours	6	- Flexible working hours		- Telecommuting and virtual work		- Teamwork		- Work-life balance		3. Talent management	6	- Employee attraction and retention		- Pros and cons of talent management		- Career development center		- Succession planning	
1. Human resource management in the new millennium	3																											
- Advantages of competition																												
- Management of individual diversity																												
2. Management of working hours	6																											
- Flexible working hours																												
- Telecommuting and virtual work																												
- Teamwork																												
- Work-life balance																												
3. Talent management	6																											
- Employee attraction and retention																												
- Pros and cons of talent management																												
- Career development center																												
- Succession planning																												

4.	Performance management and incentives - Performance management and employee motivation - Feedback management	3
5.	Ethics and responsibilities - Employer ethics - Employee ethics - Roles and responsibilities of employer - Current management of employee benefits	6
6.	Human resource management and electronic era - Technological challenges - Importance and weaknesses of technology	3
7.	Human resource management and service sector - Employee improvement and needs - Challenges in the service sector	3
8.	Employee harmony - Psychological contract - Employee activities and benefits - Employee involvement - Managing employee separation	6
9.	Human resource management and cross-cultural aspects - Cultural diversity - Managing challenges of cultural diversity and human resource management	3
10.	Managing human resources in international corporations - Management of international assignments - Characteristics of successful managers in international assignments	3
Total		42

EVALUATION : Course Work 70%
Final Examination 30%

REFERENCES

- : 1. Brewster, C., Carey, L., Grobler, P. & Warnisch, S., (2012) *Contemporary Issues in Human Resource Management: Gaining Competitive Advantage, (4th Edition)*. Cape Town: Oxford University Press.
2. Bryson, J & Ryan, R. (2012) *Human Resource Management in the Workplace*, Auckland: Pearson.
3. Donohue, R., Pyman, A. & Allen, B. (2012) *Contemporary Issues and Challenges in HRM*. Prahran: Tilde University.
4. Holland, P., Sheehan, C., Donohue, R. Pyman, A. & Allen, B. (2014) *Contemporary Issues and Challenges in HRM, (3rd Edition)*. Prahran: Tilde University.
5. Mejia, L. R., Balkin, D. B & Cardy, R. L., (2015) *Managing Human Resource Management, (8th Edition)*. Upper Saddle River: Pearson.

COURSE TITLE	: PENGURUSAN HOSPITALITI DAN PELANCONGAN (Hospitality and Tourism Management)	
COURSE CODE	: MGM4131	
CREDIT	: 3(3+0)	
TOTAL OF STUDENT LEARNING HOURS	: 120	
PRE-REQUISITE	: Nil	
LEARNING OUTCOMES	: Students will be able to: <ol style="list-style-type: none"> 1. analyse the importance of the hospitality dan tourism industry. (C4, CTPS) 2. relate various sector in the hospitality dan tourism industry. (TS) 3. identify issues in tourism management. (A4, LL) 	
SYNOPSIS	: Kursus ini merangkumi kepentingan industri hospitaliti dan pelancongan dalam membangunkan ekonomi negara. Ciri utama bagi setiap jenis pelancongan, pembekal perkhidmatan dan struktur pengurusan dalam pelbagai organisasi pelancongan dibincangkan. <i>(This course covers the importance of hospitality and tourism industries in developing the nation economy. It discusses the main characteristics for each tourism forms, services provider, and management structures in various types of tourism organisations.)</i>	
COURSE CONTENTS	:	<u>FACE TO FACE LEARNING HOURS</u>
LECTURE	: 1. Components of hospitality dan tourism industry - The importance of hospitality dan tourism industry - Roles and hubungkait hospitality dan tourism industry - Trends in tourism – domestic and international tourism	3
	2. Tourism attractions - Eco dan agro tourism - Island tourism	6

	<ul style="list-style-type: none"> - City tourism - Special interests tourism - Theme park tourism - Historical and heritage tourism 	
3.	Hotel industry <ul style="list-style-type: none"> - Types and classification - Forms of ownership and management - Facilities and target market - Organisation structure and department functions - Hotel chains - Characteristics of service quality 	6
4.	Food Service <ul style="list-style-type: none"> - Development in food service industry - Types of food service and restaurant - Management structure 	3
5.	Travel and tour agency <ul style="list-style-type: none"> - Roles of tourism and tour operator - Types of tour agencies - Services of tour agencies - Management Structure - Forms of tour packages - Yield Management and costing 	6
6.	Tourism Recreation and activities <ul style="list-style-type: none"> - Indoor and outdoor recreation - Guidelines in extreme activities participation - Recreation club facilities 	3
7.	Land, Air and water transportation <ul style="list-style-type: none"> - Characteristics in transport services - Land/city transportation - Air transportation - Water transportation - Services in transport terminals - Critical issues in transport industry 	6
8.	Meetings, Incentives, Conveniences, and exhibition (MICE) for event management <ul style="list-style-type: none"> - Types of MICE - Components of the MICE sector - Services in Convention centre 	3
9.	Impacts of tourism sector <ul style="list-style-type: none"> - Economic impact - Social Impact - Environmental impact 	3

10. Green tourism	3
- Practices in green hotels	
- Certification of green hotel	
- Advantages and weaknesses	
Total	42

EVALUATION : **Course work** 70%
Final exam 30%

- REFERENCES** :
1. Cook, R., Hsu, Cathy J. & Marqua, J. (2013). *Tourism: The Business of Hospitality and Travel (5th Edition)*, Essex: Prentice Hall.
 2. Goeldner, C. & Ritchie, J. R. B. (2011). *Tourism: Principles, Practices, Philosophies (12th Edition)*. Essex: Wiley.
 3. Hudson, S. & Hudson, L. (2012). *Customer Service in Tourism and Hospitality*. Oxford: Goodfellow. Publisher Limited.
 4. Walker, J. R. (2013). *Introduction to Hospitality. (6th Edition)*. Upper Saddle River: Pearson.
 5. Weaver, D. & Lawton, L. (2010). *Tourism Management (4th Edition)*. Essex: Wiley.

COURSE NAME : **Current Issues in Management**
(ISU SEMASA PENGURUSAN)

COURSE CODE : MGM 4136

CREDIT : 3 (3+0)

**TOTAL STUDENT
LEARNING HOURS** : 120 hours per semester

PREREQUISITE : Nil

LEARNING OUTCOMES : Students should be able to:

1. analyze the current issues related to organizational management and business challenges (C4, KK)
2. to evaluate the leadership and entrepreneurial attributes (C5, CTPS, LS)
3. to propose solutions to the relevant issues identified (A4, TS)

SYNOPSIS : Kursus ini merangkumi isu semasa dalam pengurusan. Perkembangan terkini dalam bidang sosio-ekonomi dalam pengurusan perniagaan dibincangkan.

(This course encompasses current issues in management. Recent developments in the social economic sector are discussed.)

**COURSE
CONTENT:**

**Learning
hours**

- | | |
|---|---|
| 1. Contemporary Challenges in Organizational Management | 3 |
| - Corporate Governance | |
| - Ethics and Integrity in business | |
| 2. Contemporary and Modern Management Approach | 6 |
| - High Performance Organization (HPO) | |
| - Knowledge Management | |
| - Big data | |
| - Intellectual property | |

3.	Technological Challenges in Management	3
	- Enterprise Resource Planning (ERP)	
	- Enterprise Risk Management (ERM)	
4.	Development and Modernization of National Industries	6
	- Service industry	
	- Halal industry	
	- Biotechnology industry	
	- Agriculture industry	
5.	Marketing Challenges in Business	6
	- Blue Ocean Strategy (BOS)	
	- Brand Management	
	- Customer Relationship Management (CRM)	
	- Social media marketing	
6.	Challenges in Human Resource Management	6
	- Quality of Work Life (QWL)	
	- Balance Score card (BSC)	
	- Talent management and development	
	- Employee engagement	
7.	Alternative Energy	3
	- <i>Green technology</i>	
	- Hybrid technology	
8.	Quality Management in Business	3
	- Total Quality Management (TQM)	
	- Quality management system (ISO9000)	
9.	Governmental Development Policy	3
	- Government transformational agenda	
	- Goods and services tax (GST)	
10.	Global Challenges in Business Management	
	- K-economy and innovative culture	
	- Regional Business Treaty (AEC, TPPA, AFTA)	3

JUMLAH	42
---------------	-----------

ASSESSMENT:	Course Works:	60%
	Final Exam	40%
	TOTAL	100%

- REFERENCES:**
1. André, A. W. (2012). What Makes a High Performance Organization: Five Factors of Competitive Advantage that Apply Worldwide. New York City: Global Professional Publishing.
 2. Cullen, S. (2014). Outsourcing- All You Need To Know. New York City: White Pulmp Publishing.
 3. Furniss, J.& Harrington, M. (2013). Current Issues in Business. San Diego: Cognella Academic Publishing.
 4. Clegg, S. & Hardy, C. and Nord, W. (2010), Managing Organizations: Current Issues. London: SAGE Publications.
 5. Ritzer, G. (2010). Globalization: A Basic Text. Oxford: Wiley-Blackwell.

COURSE NAME	: DASAR SOSIAL KORPORAT (Corporate Social Policy)	
COURSE CODE	: MGM4137	
CREDIT	: 3(3+0)	
TOTAL STUDENT LEARNING HOURS	: 120	
PREREQUISITE	: None	
LEARNING OUTCOMES	: Students are able to: <ol style="list-style-type: none"> 1. analyse social issues in the business environment. (C4) 2. relate ethical frameworks, theories and concepts with social responsibility in making managerial decisions. (EM) 3. identify alternative actions to solve social and ethical problems. (CTPS, A4) 	
SYNOPSIS	: Kursus ini merangkumi isu perniagaan, masyarakat dan etika perniagaan yang dihadapi oleh organisasi. Cabaran pengurus dalam mengimbangi tanggungjawab ekonomi, sosial dan etika apabila berurusan dengan pelbagai kumpulan pihak berkepentingan dibincangkan. <i>(This course covers the business, society and business ethics issues that organizations face. The challenges managers and businesses face in balancing economic, social and ethical responsibilities when dealing with a variety of stakeholder groups are discussed.)</i>	
COURSE CONTENT	:	<u>Contact Learning Hours</u>
LECTURES	: 1. Corporate Social Responsibility Framework <ul style="list-style-type: none"> - Social responsibility and the concept of business and society according to the Systems Perspective - Benefits of learning corporate social responsibility 	3

2.	Strategic Management of Stakeholder Relationships - Types of stakeholders and the issue management process - Reputation and crisis management	3
3.	Corporate governance - Board of directors, shareholders and investors - Internal controls and risk management	3
4.	Legal, regulations and political issues - Government's influence on business and the main elements of a public policy - Role of government public policy - The rationale for government regulations - Businesss' influence on government and politics	6
5.	Business and the ethical environment - Importance of business ethics - Causes of unethical behaviour and ethical issues in business - Ethical philosophies (<i>utilitarianism</i> , justice and right) - Moral reasoning	6
6.	Strategic approaches to improving ethical behaviour - Codes of ethics, leaders, training and ethics communication - Control and implementation of ethical standards	3
7.	Consumer relations - Consumers as stakeholders - Responsibilities of organizations to consumers and consumer rights	3
8.	Employee relations - Responsibilities of organizations to employees and employee rights at the workplace - Sexual harassment, privacy, whistle	3

blowing and equal employment
opportunity issues

9.	Community relations and strategic philanthropy	6
	- Organization responsibilities to the community	
	- Corporate philanthropy and the concept of strategic philanthropy	
	- Strategic philanthropy and corporate responsibility	
	- Implementation of strategic philanthropy	
10.	Sustainable development and global business	6
	- Environmental policies and regulations	
	- Environmental management as a competitive advantage	
	- Firm actions in environment management	
	- Social audits	
	Total	42

EVALUATION : Course work 70%
Final Examination 30%

REFERENCES :

1. Buchholtz, A. K. & Carroll, A. B. (2015). *Business and Society: Ethics, Sustainability and Stakeholder Management (9th Edition)*. Toronto: South-Western-Cengage Learning.
2. DeGeorge, R.T. (2013). *Business Ethics (7th Edition)*. Upper Saddle River: Pearson.
3. Lawrence, A.T. & Weber, J. (2014). *Business and Society: Stakeholders, Ethics, Public Policy (13th Edition)*. Singapore: McGraw-Hill.
4. Steiner, J.F. & Steiner, G.A. (2012). *Business, Government and Society: A Managerial Perspective, Text And Cases (13th Edition)*. New York City: McGraw-Hill.
5. Trevino, L.K. & Nelson, K.A. (2016). *Managing Business Ethics: Straight Talk About How To Do It Right (7th Edition)*. Boston: John-Wiley & Sons.

COURSE NAME : **Strategic Management**

COURSE CODE : MGM4139

CREDIT HOURS : 3(3+0)

**TOTAL STUDENT
LEARNING HOUR** : 120

PRE-REQUISITE : Final Year or Senior

**LEARNING
OUTCOME**

The students will be able to:

1. integrate the knowledge gained from different courses in solving problems and in making a right decision. (C4, CTps)
2. identify the most desirable options of business strategy in light of the of the company's dynamic environment. (KK)
3. develop practical skills in analytical thinking, group communication, teamwork, management and effective leadership. (A3,LS,TS)

SYNOPSIS

This course covers a general knowledge on scientific approaches in strategic planning including making an internal and external analysis on a particular organization; and the applications of several strategic decision making methods such as the SWOT and SPACE analysis, the BCG matrix, and also the introduction of the concepts of strategy implementation and evaluation.

**COURSE
CONTENT**

**Face To Face
Learning
Hours**

LECTURE

:

1. Introduction to Strategic Management

3

- Defined and describe the strategic-management process
- Integrating analysis and intuition in strategic management and the model
- Discuss the benefits of strategic management

2. Vision And Mission Analysis

3

- What do we want to become and what is our business

	<ul style="list-style-type: none"> - the importance of vision and mission statements - characteristics of a mission statement 	
3.	The Internal Audit	3
	<ul style="list-style-type: none"> - Resource based view perspective - Factors in internal environment - Value chain analysis - The internal factor evaluation matrix (ife) 	
4.	The External Audit	3
	<ul style="list-style-type: none"> - The industrial organization (I/O) view - Factors in external environment - Competitive forces, competitive analysis and porter's five forces model - The external factor evaluation matrix(EFE) - The competitive profile matrix (CPM) 	
5.	Types Of Strategies	3
	<ul style="list-style-type: none"> - Understanding levels of strategies - Identify 16 types of business strategies - Porter's five generic strategies - Mean for achieving strategies (cooperation, joint venture and partnering, merger/acquisition and other types of allciences) - The blue ocean strategy 	
6.	Strategies Generation And Selection	6.
	<ul style="list-style-type: none"> - Strategy-formulation analytical framework: stage 1(input); stage 2 (matching); stage 3 (decision) - The input: ife and efe - The matching stage: <ul style="list-style-type: none"> ▪ SWOT matrix ▪ SPACE matrix ▪ BCG matrix ▪ IE matrix ▪ Grand strategy - The decision stage: quantitative strategic planning matrix (QSPM) 	
7.	Strategy Implementation	3

	<ul style="list-style-type: none"> - The nature and issues related of strategy implementation - Issues on marketing & finance - Issues on accounting & management information systems 	
8.	Strategy Execution	3
	<ul style="list-style-type: none"> - Factors-situation in executing relevant strategies - The annual objective, policies, resource allocation, conflict, structure, restructuring - Reward, resistance, culture and operation in strategy execution 	
9.	Strategy Monitoring And Evaluation	3
	<ul style="list-style-type: none"> - Understanding strategy-evaluation framework - Explain what is balanced scorecard - Discuss the characteristics of an effective evaluation systems 	
10.	International Strategies	3
	<ul style="list-style-type: none"> - Explain incentives that influence firms to use an international strategy - Describe the three international corporate-level strategies - Discuss environmental trends affecting the choice of international strategies 	
11.	Strategic-Management Case Analysis	3
12.	Strategic-Management Case Analysis	3
	Total	42

ASSESSMENT : Course work 70%
Final Exam 30%

REFERENCE : 1. Fred R. David and Forest R. David (2017). *Strategic Management: Concepts and Cases (16th Edition)*. New Jersey: Prentice Hall International, Inc.

2. Zainal A. Mohamed, Ho, J.A., Wong, F.Y. (2014) *Strategic Management (2nd Edition)*.: Oxford University Press.

3. Michael A. Hitt, R. Duane Ireland and Robert E. Hoskisson (2015). *Strategic Management, Competitive and Globalization: Concepts and cases (11th Edition)*. Singapore: Cengage Learning
4. John A. Pearce II and Richard B. Robinson (2015). *Strategic Management: Planning for Domestic & Global Competition (14th Edition)*. New York: McGraw-Hill Education.
5. Jones, G.R. and Hill, Charles W.L. (2013). *Theory of Strategic Management with Cases (10th Edition)*. Canada: South-Western, Cengage Learning.

COURSE TITLE	: PENGURUSAN ACARA (Event Management)	
COURSE CODE	: MGM4142	
CREDIT	: 3(3+0)	
TOTAL OF STUDENT LEARNING HOURS	: 120	
PRE-REQUISITE	: Nil	
LEARNING OUTCOMES	: Students will be able to : 1. identify entrepreneurial characteristics in event organising (C4) 2. plan event organising (C5, CTPS) 3. exhibit skills in event management (A4, TS, LS)	
SYNOPSIS	: Kursus ini merangkumi pengurusan dalam peniagaan penganjuran acara yang melibatkan perancangan dan pengendalian acara. Kaedah belanjawan, analisis tempat dan perancangan tajaan turut dibincangkan. <i>(This course encompasses the management of business venture in event organising involving the planning process, and the handling of the event. Methods related to event budgeting, venue analysis and sponsorship planning are discussed.)</i>	
COUSE CONTENTS	:	<u>FACE TO FACE LEARNING HOURS</u>
LECTURE	: 1. Event management as a business - Roles of event planner - Entrepreneurship and event management business - Event management process	3
	2. Components of event management industry - Professional event organiser	3

	<ul style="list-style-type: none"> - Service suppliers - Event hosting 	
3.	Innovation in event management <ul style="list-style-type: none"> - Types of events - Generating new ideas - Managing new ideas 	3
4.	Planning special event <ul style="list-style-type: none"> - Selecting location - Dates of event - Budgeting - Deciding entry/participating fees - Programs - Facilities requirement 	6
5.	Operations in Special event <ul style="list-style-type: none"> - Taking in bookings from participants - Fees collection - Confirming arrivals special invited gues and other guests - Registrations of participants and special guests - Managing event programs - Post event 	6
6.	Pengendalian makanan dan minuman <ul style="list-style-type: none"> - Jenis menu dan harga - Pengendalian perkhidmatan - Protokol dan tetamu kenamaan 	3
7.	Budgeting in event <ul style="list-style-type: none"> - Cost and revenue - Profit objective - Collecting suppliers quotation - Method in costing event packages - Expenses 	6
8.	Sponsorship <ul style="list-style-type: none"> - Target sponsors - Types of sponsorship - Managing sponsorship 	3
9.	Event marketing and promotion <ul style="list-style-type: none"> - Identifying insentif groups - Marketing plan - Promotion programs 	3
10	Registration of participants <ul style="list-style-type: none"> - Registration Sistem - Equipment and facilities 	3

- Prosedure in registration

11.	Other services	3
	- Insurance	
	- Custom and Immigration	
	- Transportation	
	Total	42

EVALUATION : Course work 70%
Final exam 30%

REFERENCE : 1. Fenich, G. (2014). *Planning and Management of Meetings, Expositions, Events and Conventions* Essex: Pearson Education Limited.

2. Fenich, G. (2011). *Meetings, Expositions, Events & Conventions: An Introduction to the Industry* Essex: Pearson Education Limited.

3. Getz, D. (2010). *Event Management and Event Tourism: (2nd Edition)*. New York City: Cognizant Communication Corporation.

4. Goldblatt, J. (2010). *A New Generation and the Next Frontier*. New York City: John Wiley & Sons.

5. Rogers, T. & Davidson, R. (2015). *Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management)*. Abingdon: Rutledge.

COURSE TITLE : QUALITY MANAGEMENT

COURSE CODE : MGM 4144

CREDIT HOUR : 3 (3+0)

CONTACT HOUR : 2 x 1 hr per week
1 x 1 hr per week

PRE-REQUISITE : MGM 4147

OBJECTIVES : At the end of the course, students should be able to :

1. understand the basic theories and concepts of organizational quality management. (C2, LL)
2. implement activities related to quality management and enhancing organizational performance. (C3, P3)
3. understand and explain contemporary issues related to quality management in the business context. (C4, A3,CTPS)

SYNOPSIS This course introduces to students on basic concepts and theory in quality management including the principles and philosophy. Detail discussions on the tools and techniques of implementing quality practices including ISO9000:2008. This course also introduces strategic planning, customer relationships and quality control to win competitive advantage for business organizations.

(Kursus ini memperkenalkan kepada pelajar mengenai konsep dan teori asas dalam pengurusan kualiti serta prinsip dan falsafahnya. Penjelasan mengenai alat-alat dan teknik-teknik pelaksanaan amalan pengurusan kualiti termasuk sistem ISO9000:2008. Kursus ini juga memperkenalkan perancangan strategi, hubungan pelanggan dan kawalan kualiti untuk memenangi persaingan bagi organisasi perniagaan.).

COURSE CONTENTS

Hours

LECTURE : 1. Course Introduction and Introduction To Total Quality Management (TQM)

3

- Course plan
- Course contents
- Definitions of TQM
- Importance of quality management

2. TQM Gurus And Its Evolution	3
- The history of TQM	
- TQM philosophy	
- W. Edward Deming's quality philosophy	
- Joseph M. Juran's quality philosophy	
- Philip B. Crosby's quality philosophy	
3. Organizational Quality Framework	3
- Business Excellence Malcolm Baldrige National Quality Award (MBNQA)	
- European Foundation of Quality Management (EFQM)	
- International quality award programmes	
4. Strategic Quality Management and Competitive Advantage	6
- Strategic planning theories	
- Strategic action plan	
- Causes of competitive advantage	
- Differentiation strategy through quality	
- Knowledge and information in competitive advantage	
5. Customer Relationships Management (CRM)	3
- Total quality and CRM	
- Principles of CRM	
- CRM action plan	
- Balanced management	
6. Designing Organizational Quality	3
- Organizational functional structure	
- Organizational design based on quality	
- Process design	
- Comparative theory in organizational design	
7. Performance Measurement and Organizational Process Control	3
- Process improvement	
- New venture in improvements	
- Principles of performance measurement	
- Control in quality management	
8. Quality Teams and Motivation	6
- Teamwork spirit in quality teams	
- Types of quality teams	
- Organizational behaviour in quality management	
- Principles of empowerment	
- Empowerment and motivation	
- Quality recognitions and rewards	

9. TQM Tools and Techniques	6
- Quality design techniques	
- Quality planning techniques	
- Continuous improvement techniques	
- Creativity and innovations	
- Statistical thinking	
- Process control techniques	
10. Leadership and Organizational Change	6
- Leadership roles	
- TQM and leadership theory	
- Importance of change	
- Change in quality culture	
- Sustainable quality management	
Total	42

ASSESSMENT	:	Course work:	
		Test 1	10
		Test 2	15
		Assignment	10
		Presentation	10
		Case Report	15
			60%
		Final Exam	<u>40%</u>
		Total	<u>100%</u>

REFERENCES :

1. Evans, J.R. (2014) Quality and Performance Excellence: Management, Organization and Strategy, (7th Edition) Cincinnati, South Western.
2. Geotsch, D.L. and Davis, S.B. (2014) *Quality Management* (7th Ed.) New Jersey, Prentice Hall.
3. Besterfield,D.H., Besterfield-Michna,C. and Besterfield-Sacre, M.(2003). *Total Quality Management* (3rd Edition) New Jersey, Prentice Hall.
4. Zairi, M (1994) *Total Quality Management for Engineers*. Bradford, Woodhead.
5. Evans, J.R. and Lindsay, W.M. (2011). *The Management and Control & Quality* (8th Edition) South-West. Thomson.

COURSE : PRODUCTIONS AND OPERATIONS MANAGEMENT

COURSE CODE : MGM4149

CREDIT : 3 (3+0)

**TOTAL
STUDENT
LEARNING HOURS : 120 hours per semester**

PREREQUISITE : MGM3161

**LEARNING
OUTCOMES : Students are able to:**

1. elaborate various emerging issues and problems in operations management for manufacturing and service organization (C5)
2. illustrate the usage of recent technology that directly influence operations management (A4, CTPS)
3. design process flow for production of products and services (KK)

SYNOPSIS :

This course covers the solutions management approach needed in operations management. The relationship between technology and current issues of business operations are discussed. The methods and techniques of operations in business management are emphasized.

**COURSE
CONTENT :**

**CONTACT
HOURS**

- | | | |
|----|---|---|
| 1. | Introduction
- Evolution of Operations Management
- Understanding competitive advantage
- Productivity measurement | 3 |
| 2. | Operations Strategy
- Operations as a competitive weapons
- The role of operations in corporate and business strategy | 3 |
| 3. | Qualiti Management
- Definition of quality management
- Concept of continuous improvement | 6 |
| 4. | Designing Operations and Process
- Product design and product design assessment techniques
- Quantitative techniques in product design assessment
- Service design and quality | 3 |
| 5. | Process, Technology and Capacity
- Process strategy
- Process selection in production operations and services
- Illustrate technology and process operations | 3 |
| 6. | Facilities
- Process and product layout
- Analyze the process and the importance of effective layouts
- Line balancing | 3 |
| 7. | Project Management
- Planning and project preparation
- Project control
- Critical path method
- Program Evaluation and Review Technique Method
- Cost savings | 6 |
| 8. | Supply Chain and Lean Management
- Value chain management
- Logistics, resources, and distribution issues in the value chain
- The basic concept of production is lean
- Lean production benefits
- Lean production implementation | 6 |
| 9. | Inventory
- Inventory Management
- Function and role of inventory
- Inventory models and its usage | 3 |

10.	Management of business operations through case studies	6
	- Operational management issues	
	- Product and service design	
	- Evaluation of production processes and technologies	
	- Supply chain management	
TOTAL		42

ASSESSMENT	Assignments and Presentation	25%
	Tutorials and Quizzes	10%
	Test I	15%
	Test II	20%
	Final Exam	30%

REFERENCES	<ol style="list-style-type: none"> 1. Heizer, J., Render, B. and Munson C. (2017) Principles of Operations Management, (10th edition). Global Edition, Pearson. 2. Russel, R.S. and Taylor, B.W. (2011) Operations Management: Quality and Competitiveness in a Global Environment, (<i>7th Edition</i>). New York, John Wiley & Sons, Inc. 3. Davis, Aquilano, Richard B. Chase (2003) <i>Fundamentals of Operations Management, (4th Edition)</i>. New York, McGraw Hill. 4. Krajwski, L.J. and Larry, P.R. (2005) <i>Operations Management: Processes and Value Chain, (7th Edition)</i>. New Jersey, Prentice Hall. 5. Stevensen, W.J. and Chuong, S.C. (2012) <i>Operations Management, (2nd Edition)</i>. Singapore, McGraw Hill.
------------	--

COURSE NAME : INTERNATIONAL BUSINESS MANAGEMENT

COURSE CODE : MGM4154

CREDIT : 3 (3+0)

**TOTAL
STUDENT
LEARNING HOURS : 124 hours per semester**

PREREQUISITES : MGM3211 and ACT 3211

**LEARNING
OUTCOMES : Students are able to:**

1. integrate knowledge of international business in making decisions (C5, A4, P2, CT),
2. explain the differences of international business entry strategies (C2, A1),
3. compare different cultural environments in operating businesses (C4, A2),
4. portray communication skills, teamwork, management skills and effective leadership skills (C5, A3, P1, CS, LS).

SYNOPSIS : This course covers important management aspects in international business in order to shape and polish students' potential towards becoming a successful manager.

COURSE CONTENT :	CONTACT HOURS
1. Globalization <ul style="list-style-type: none">- Forces that moves globalization- Importance of international business	2
2. Cross-cultural Business <ul style="list-style-type: none">- Definition of culture- Components of culture- Classification of culture	3
3. Political and Economic System in International Business <ul style="list-style-type: none">- Political and legal system- Global regulation and ethical issue- Economic system	3
4. International Trade and Business-Government Trade	5

Relations	
- Introduction to international trade	
- International trade theory	
- Government intervention in trade	
- Method to encourage and limit trade	
5. Regional Economic Integration	3
- Definition of regional economic integration	
- Types of regional economic integration	
6. Foreign Direct Investment	8
- Foreign direct investment pattern	
- Management issues in direct investment decisions	
7. Analyzing International Opportunities, International Strategies and International Organizations	4
- Browsing potential markets	
- Conducting international research	
- International strategy	
- Structure of international organizations	
8. Choosing and Managing Entry Strategies	5
- Types of entry strategies (contractual and investment)	
- Strategic factors in choosing entry strategies	
9. Product Development and Marketing	4
- Globalization and marketing	
- Development of product strategy	
- Development of promotional strategy	
- Development of distribution strategy	
- Development of price determination strategy	
10. International Operations Management, Recruitment and Employee Management	5
- Operational strategy	
- Acquiring physical resources	
- International staffing policy	
- Human resource recruitment and selection	
- Training and development	
- Employee compensation	
TOTAL	42

ASSESSMENT	:	COURSE WORK	60%
		Test 1:	10%
		Midterm	20%
		Term Paper (Presentation 10% Report 20%)	30%
		FINAL EXAMINATION	40%

MAIN TEXT: Cavusgil, Tamer S, Knight, Gary and Riesenberger, John R (2014). International Business: the New Reality. 3rd Edition, New York: Pearson

- REFERENCES** :
1. Hill, Wee & Udayasankar (2012). *International Business: An Asian Perspective*. New York: McGraw-Hill.
 2. Peng, M. W. (2011). *Global Business, 2nd edition*. Ohio: Cengage Learning.
 3. Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2011). *International Business: Environments and Operations (13th Edition)*. New Jersey: Pearson/Prentice Hall.
 4. Fariza Hashim, Abdul Rahim Abu Bakar, Asmat Nizam Abu Talib (2010). *International Business (2nd edition)*. Selangor, Malaysia: Oxford University Press.
 5. Cavusgil, S.T., Knight, G. and Riesenberger, J.R. (2008). *International Business: Strategy, Management, and the New Realities*. New Jersey: Pearson/Prentice Hall.
 6. Wild, J.J., Wild, K.L. and Han, J.C.Y. (2008). *International Business: The Challenges of Globalization (4th Edition)*. New Jersey: Pearson/Prentice Hall.
 7. Hodgetts, R.M., Luthans, F., and Doh, J.P. (2006). *International Management: Culture, Strategy and Behavior (6th Edition)*. New York: McGraw Hill/Irwin.

COURSE : Cross -Cultural Management

COURSE CODE : MGM4155

CREDIT : 3 (3+0)

TOTAL STUDENT : 120 hours per semester

LEARNING HOURS

PREREQUISITE : MGM3113

LEARNING OUTCOMES : Students are able to:

1. Analyse basic concepts in cross-cultural management (C4)
2. Apply cultural concepts in solving cultural issues across countries (C3, CS)
3. Identify issues related to culture in the workplace and assess its influence in the organization (A3, CTPS)

SYNOPSIS : This course covers cross-cultural management concepts, theories and dimensions. Culture's influence on the functioning of organizations are emphasized

COURSE OUTLINE :

Face to Face Contact Hours

LECTURE	:	1. Culture and Management	3
		– The influence of culture on organisation – The roles of international manager	
		2. The elements of culture	3
		– The concept of culture – The debate on the concept of culture	
		3. The systematic comparison of culture:	6
		– The theory of culture by Kluckhohn and Strodtbeck – The theory of culture by Hofstede – The theory of culture by Schwartz – Trompenaars Cultural Dimension – The GLOBE theory	
		4. Cross-cultural basis for interaction	3
		– Cognitive, social and cultural norms – Cultural stereotypes	
		5. Cross-cultural dimension in the process of decision-making	8
		– Cross-cultural dimension – The differences in <i>Optimization</i> <i>Stereotype</i> culture – Cultural constraints on rationality – Ethical dilemmas in the decision making process	
		6. Cross-cultural communication	3
		– Communication styles – Negotiation and conflict resolution	
		7. Cross-cultural motivation and leadership	4
		– Cross-cultural differences in motivation – Cross-cultural leadership model	

8.	Working groups and multicultural teams	3
	– Management team	
	– Effectiveness team	
9.	International task	3
	– The roles of <i>expatriate</i>	
	– The effectiveness factors of <i>expatriate</i>	
10.	The Orientation value of Malaysian society	6
	– The value of Malaysian society	
	– Organisational culture in Malaysia	
	– The practice of Malaysia organisation	
	– Workplace challenges in Malaysia	
	Total	42

ASSESSMENT	:	Assignments	70%
		Final Exam	30%

REFERENCES	:	1.	Abdullah, A. & Paul B. P. (2010). <i>Understanding Multicultural Malaysia</i> . Petaling Jaya: Prentice Hall.
		2.	Browaeys. M.J. & Price, R. (2015). <i>Understanding Cross-cultural Management (3rd Edition)</i> . Southampton: Pearson.
		3.	Dumetz, J., Trompenaars, F. & Belbin, M. (2012). <i>Cross-Cultural Management Textbook: Lessons from The World Leading Experts in Cross-Cultural Management</i> . North Charleston: CreateSpace Independent Publishing Platform.
		4.	Hofstede, G., Hofstede, G. J. & Minkov, M. (2010). <i>Cultures and Organizations: Software of the Mind. (3rd Edition)</i> . New York City: McGraw-Hill.

5. Thomas, D. C. & Peterson, M. F. (2014). *Cross-cultural Management: Essential Concepts (3rd Edition)*. New York City: Sage.

COURSE TITLE : ENTREPRENEURSHIP

COURSE CODE : MGM 4183

CREDIT : 3(3+0)

**TOTAL OF
STUDENT
LEARNING
HOURS : 120**

PRE-REQUISITE : MGM3101

**LEARNING
OUTCOMES : Students will be able to :**

1. Describe the characteristics of 'entrepreneurs' as opposed to 'entrepreneur' and able to analyze business risks (C5).
2. Exhibit the characteristics of entrepreneurship, ability to work in teams and interact with the outside world (TS).
3. Choose an entrepreneurial activity that could affect the community (A3, KK).

SYNOPSIS :

This course covers the role played by 'intrapreneurs' and 'entrepreneurs' as well as the ability to analyze business risks and the function of the entrepreneur's perception of the role of any inducement, entrepreneurial management associated with business change, the success of the group's business activities and various past and current research the entrepreneur as a catalyst for economic development, the role of entrepreneurs in government, commerce and industry is also being examined

**COUSE
CONTENTS :**

**FACE TO
FACE
LEARNING
HOURS**

LECTURE

- | | | |
|---|---|---|
| : | 1. Entrepreneurship Perspective | 5 |
| | <ul style="list-style-type: none">- The importance of an entrepreneur- Entrepreneurial mindset- 'Intrapreneur' and 'entrepreneur'- Entrepreneurial social responsibility | |
| | 2. History and Challenges of Entrepreneurship | 3 |
| | <ul style="list-style-type: none">- Managing business in the 20th. and 21st. Centuries | |

- Challenges of the 21st century	
- Meeting the challenges	
3. Entrepreneurial opportunities	3
– Business opportunities in the country	
– Business opportunities at international level	
4. Starting a Business	4
- Creativity and business ideas	
- entrepreneur and information technology	
5. Finance new ventures	4
- Sources of capital	
- Business risks	
6. Managing Human Capital and Ethics	5
- Starting a business	
- The strategy for business development and the impact on society	
- Discussion of current issues related	
7. Preparing Business strategy in groups	6
- Role of Entrepreneur	
- Entrepreneur characteristics	
- Discovery and exploit the opportunity	
- Business strategy evaluation and implementation	
8. Globalisation and growth strategy	6
Motivation towards globalisation	
- Selection of the international market	
- Strategy for the entry into the international business	
9. Ending a business (Harvesting)	3
- The dissolution of a business	
- Exit strategy	
10 Student presentations	3
- Summary	
- Revision and question-and-answer session	
Total	42

EVALUATION : Course work 70%
Final exam 30%

REFERENCE : 1. Kuratko, D. F. (2017). *Entrepreneurship: Theory, Process, and Practice* (9th Edition). Ohio : South-Western Cengage learning.

2. Mariotti, S. & Glackin, C. (2013). *Entrepreneurship: Starting and Operating A Small Business*, (3rd. Edition). Upper Saddle River, N.J: Pearson/Prentice Hall
3. Hisrich, R.D.; Peters, M.P & Shepherd, D.A. (2013). *Entrepreneurship*, (9th Edition). New York: McGraw – Hill
4. Mohd. Khairuddin Hashim (2011). *Managing Small and Medium-Sized Enterprises The Malaysian Perspective*, Sintok: Universiti Utara Malaysia Press.
5. Scarborough, N.M. (2014). *Essentials of Entrepreneurship and Small Business Management* (7th. Edition). New York: Pearson Prentice Hall.

COURSE TITLE : New Venture Management

COURSE CODE : MGM4187

CREDIT : 3(3+0)

TOTAL OF STUDENT LEARNING HOURS : 120

PRE-REQUISITE : MGM3211 and ACT3211

LEARNING OUTCOMES : Students will be able to:

1. identify business opportunities and ethical new ventures. (C4, EM)
2. apply knowledge to start-up a new venture. (A4, KK)
3. establish a business plan for managing new business. (CTPS, LS,TS)

SYNOPSIS :

This course covers the key elements and evaluation of the characteristics of entrepreneurs and new ventures. This course also emphasizes the establishment process and new venture management.

COUSE CONTENTS	:	<u>FACE TO FACE LEARNING HOURS</u>
-----------------------	---	---

LECTURE	:	<ol style="list-style-type: none"> 1. Understanding Entrepreneurship <ul style="list-style-type: none"> - The role of entrepreneurship - The nature of entrepreneurial startup - Current trends 2. Creating Opportunity <ul style="list-style-type: none"> - Creativity and inspiration - Opportunity and ideation - Develop solution 3. Developing And Testing A Business Model <ul style="list-style-type: none"> - Understanding the business model - Testing business model feasibility - Innovation 	<p>3</p> <p>3</p> <p>3</p>
----------------	---	---	----------------------------

4.	Analyzing The Industry And Market	3
	<ul style="list-style-type: none"> - Industry analysis - Market research - Competitive intelligence 	
5.	Prototyping And Validating A Solution	3
	<ul style="list-style-type: none"> - New product design and development - Product development cycle - Building a viable product 	
6.	Planning Startup Operations	3
	<ul style="list-style-type: none"> - Producing products and services - Supply chain management - Production and manufacturing 	
7.	Planning Startup Operations	3
	<ul style="list-style-type: none"> - Outsourcing - Cost reduction - Manufacturing overseas 	
8.	Calculating Startup Capital Requirement	3
	<ul style="list-style-type: none"> - Identifying startup resource requirement - Startup financial metrics - Business process map 	
9.	Calculating Startup Capital Requirement	3
	<ul style="list-style-type: none"> - Develop financial assumptions - Calculating startup cash requirement - Assessing risk 	
10	Developing A Startup Marketing Plan	3
	<ul style="list-style-type: none"> - Product adoption and the customer journey - The marketing plan - Entrepreneurial market strategies 	
11.	Developing A Startup Marketing Plan	3
	<ul style="list-style-type: none"> - Personal selling - Managing customer relationship - Customer relationship management (CRM) 	
12.	Planning For Growth And Change	3
	<ul style="list-style-type: none"> - Stages of growth in a new venture - Growing the market - Growing within the industry - Growing by going global 	
13	Planning For Growth And Change	3
	<ul style="list-style-type: none"> - Preparing for change - Leadership succession 	

	- Planning for harvest and exit	
14	Future Issues	3
	- Issues in startup	
	- Future entrepreneurship trends	
	- Global issues	
	Total	42

EVALUATION : Course work 70%
Final exam 30%

- REFERENCE** :
1. Allen, K.R. (2016) Launching New Venture: An entrepreneurial approach (7th Edition) Boston: Cengage Learning.
 2. Meyer, M. H. & Crane, F. G. (2014). New Venture Creation: An Innovator's Guide to Entrepreneurship (2nd Edition) Washington D.C.: SAGE Publications, Inc.
 3. Scarborough, N. M. (2013). Essentials of Entrepreneurship and Small Business Management (7th Edition) New York: Prentice Hall.
 4. Spinelli, S. Jr. & Adams, R. J. Jr. (2016). New Venture Creation: Entrepreneurship For the 21st. Century, (10th Edition) Singapore: Mc Graw Hill.
 5. Timmons, J. A., Spinelli, S. Jr. & Tan, Y. (2012). New Venture Creation: Entrepreneurship for the 21st Century, (Asia Global Edition) Singapore: Mc Graw Hill.

COURSE NAME : ENTREPRENEURSHIP AND INNOVATION

COURSE CODE: : MGM4189

CREDIT : 3(3+0)

TOTAL STUDENTS : 120
LEARNING HOURS

PRE-REQUISITE : MGM3164

LEARNING: Students are able to
OUTCOME

1. Describe the importance of innovation for entrepreneurship and business success. (C4, KK)
2. Assess the role of technology as a catalyst for product/service innovation and business success. (C5, TS, LS)
3. Identify various techniques for idea generations involving products/services in the business. (A4, CTPS)

SYNOPSIS:

This course encompasses entrepreneurial and innovation management. Technological revolution influencing business environment and success are emphasized

COURSE	:	HOURS
CONTENTS		

LECTURE	:		
	1. Innovation and entrepreneurship		3
	- Differences between creative and innovative		
	- The role and importance of innovation in business		
	- Factors that influence innovation		
	2. Innovation and business success		3
	- Core business process		
	- Managing innovation for business success		
	- Innovation and Innovator that are successful		
	3. Planning and Implementation of Innovation		6
	- Development of strategic plan		
	- Leadership and Innovation		
	- Employee involvement and innovation		

4. Generation of Innovative ideas	6
- Internal and external sources	
- Discover and exploit the opportunity	
- Market driven	
-Generation of innovative ideas	
- Development of the value proposition	
5. Product and service design	6
- Standards and compliance	
- Ethical and legal	
- Social and environments	
6. Technology and Entrepreneurship	3
-Revolution and trajectories of technology	
- Development of the company's technology competence	
- Technology and small companies	
7. Technology and business success	3
-Technology and innovation	
- Matching the work culture	
- Technology and business competencies	
8. Development of external relations	3
- Forecasting and innovation diffusion	
- Benefits and barriers for open innovation	
- Managing co-operation	
9. Process and commercialization tools	3
- Shadowing and Incubator	
- Exhibition and experiments	
- Supply and demand for preservation	
10. The issue of commercialization success	6
-Commercial value of the discovery and manifesto	
- Matrix product market	
- Critical factors for new product development performance	
- Financial resources	
- Intellectual property	
Total	42

ASSESSMENT : Course work 70%
Final exam 30%

REFERENCES : 1. Joe Tidd, John Bessant (2018). Managing Innovation. John Wiley Sons, Inc.
2. Christensen, C. M. & Raynor, M. E. (2013). *The Innovator's Solution: Creating and Sustaining Successful Growth*, Boston: Harvard Business School Publishing.
3. Dyer, J., Gregersen, H. & Christensen, C. M. (2011). *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*, Boston: Harvard Business School Publishing.

4. Jordon, J. M. (2012). *Information, Technology, and Innovation: Resources for Growth in a Connected World*, Upper Saddle River: John Wiley and Sons Inc.
- 5Tidd, J. & Bessant, J. (2013). *Managing Innovation: Integrating Technological, Market, and Organizational Change*, Upper Saddle River: John Wiley and Sons Inc.
- 6.Touhill, C. J.; Touhill, G. J. & O'Riordan, T. A. (2012). *Commercialization of New Technologies*, Upper Saddle River: John Wiley and Sons Inc.

Course Name : SISTEM MAKLUMAT PENGURUSAN 1
(Management Information Systems 1)

Course Code : MGM4197

Credit : 3 (3+0)

Contact Hours : 3 x 1 hour per week

Objectives : Student should be able to,

1. define the terms/components of information system, differentiate the various information system used in organization
2. explain how information system can be deployed to gain competitive advantage
3. discuss the process used in developing information system
4. explain the ethics related to information systems use.

SINOPSIS: Kursus ini merangkumi tentang penggunaan system informasi dalam operasi perniagaan, pembuatan keputusan pengurusan dan kelebihan strategi. Ini dapat memberi pelajar-pelajar kefahaman tentang cara- cara menggunakan sistem informasi dari sudut pengurusan pengguna-akhir.

(This course covers the uses of information systems for business operation, management decision-making, and strategic advantage. It will provide students with the understanding of the ways in which they can utilize information students as end-user managers)

Course Content		Face to Face Metting
1	Information Systems in Global Business Today <ul style="list-style-type: none">- Information systems and its relation to current business environment- The dimension of information systems- Approaches to study information systems	5 (M1-2)
2	IT Infrastructure and Emerging Technologies <ul style="list-style-type: none">- Stages and drives of IT infrastructure- Evolution of IT infrastructure- Components of IT infrastructure- Platforms of IT infrastructure	4 (M2-3)

3	Foundations of Business Intelligence: Databases & Information Management <ul style="list-style-type: none"> - File organizational concepts - Problems with traditional file environment - Data Management Systems (DBMS) - Major capabilities of DBMS - Designing databases 	2 (M4)
4	Telecommunications, The Internet and Wireless Technology <ul style="list-style-type: none"> - Network and communication trends - Signals & types of networks - Transmission media and speeds - Internet services and communication tools - Principal and standards for wireless networking, communication and internet access 	4 (M4-5)
5	Global E-Business & Collaboration <ul style="list-style-type: none"> - Systems for different management group 	2 (M6)
6	Managing Knowledge <ul style="list-style-type: none"> - Enterprise content management system - Learning management system - Expert systems - Case base reasoning/fuzzy logic/machine learning 	4 (M6-7)
7	Enhancing Decision Making <ul style="list-style-type: none"> - Business value of improved decision making - Types of decision and decision making process - Business intelligence and its environment - Business intelligence and analytics capabilities 	W8
8	Achieving Operational Excellence and Customer Intimacy: Enterprise Application <ul style="list-style-type: none"> - Enterprise systems and software; business values of enterprise systems - Information and supply chain management - Supply chain management software - Customer relationship management and software - Operational and analytics CRM 	4 (M8-9)
9	Information Systems, Organizations and Strategy <ul style="list-style-type: none"> - Organization and its feature - Porter's competitive model - Information system strategies - Sustaining competitive advantage - Aligning IT with business objectives 	3 (M9)
10	Building IS <ul style="list-style-type: none"> - System development and organizational change - Business process redesign - Structured methodologies, object oriented development and CAD - Traditional systems life cycle - Prototyping and end user development - Application software packages and outsourcing 	3 (M10)

11	Securing IS <ul style="list-style-type: none"> - Malicious software - Hackers and computer crime - Information system control, risk assessment and security policy - Disaster recovery planning and auditing - Authentication issue - Firewalls, intrusion detection system - Securing wireless connection 	3 (M11)
12	Ethics and Social Issues in IS <ul style="list-style-type: none"> - Ethics, social and political issues - Moral dimensions - Technological trends and Ethical issues 	3 (M12)
	Total	42

Assessment:	Continuous assessment	70%
	Final examination	30%

Recommended text: Laudon, K. C. & Laudon J. P. (2016). *Essentials of Management Information Systems*, 14th Edition. Pearson Education Limited.

- References:**
1. Valacich, J. & Schneider C. (2012). *Information Systems Today: Managing the digital world*, 5th Edition. Pearson-Prentice Hall
 2. Laudon, K.C. & Laudon, J.P. (2010). *Management Information Systems: Managing the digital firm*, 11th Edition, Pearson-Prentice Hall
 3. Kroenke, D.M. (2010). *Experiencing MIS*, 2nd edition, Pearson-Prentice Hall
 4. O'Brien, J.M. & Marakas, G.M. (2006), *Management Information Systems*, 7th Edition, McGraw-Hill.

COURSE NAME : SERVICES MARKETING

COURSE CODE : MGM4204

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : MGM3211

**LEARNING
OUTCOMES** : Student are able to:

1. describe the characteristics of services marketing. (C2, CS)
2. relate customer-oriented marketing strategy with services marketing. (C4)
3. identify marketing strategies for service organizations. (A3, LL)

SYNOPSIS : The course covers characteristics relevant to the marketing services. Strategic issues related to marketing mixes and consumer behavior are emphasized.

COURSE CONTENT	:	<u>Face-to-face learning hour</u>
---------------------------	---	--

LECTURE	:	<table border="0"><tr><td>1. Services marketing</td><td>3</td></tr><tr><td>- Services marketing scope</td><td></td></tr><tr><td>- Feature of services versus products</td><td></td></tr><tr><td>2. Behavior of customers in the service organization</td><td>3</td></tr><tr><td>- Customer product category</td><td></td></tr><tr><td>- Customer decision making</td><td></td></tr><tr><td>3. Service quality</td><td>6</td></tr><tr><td>- Service quality concept</td><td></td></tr><tr><td>- Service quality dimensions</td><td></td></tr><tr><td>- Service encounters concept</td><td></td></tr><tr><td>- Service marketing mix</td><td></td></tr><tr><td>4. Customer management</td><td>6</td></tr><tr><td>- Customer satisfaction</td><td></td></tr><tr><td>- Customer relationship management</td><td></td></tr><tr><td>- Customer expectations and customer perceptions</td><td></td></tr></table>	1. Services marketing	3	- Services marketing scope		- Feature of services versus products		2. Behavior of customers in the service organization	3	- Customer product category		- Customer decision making		3. Service quality	6	- Service quality concept		- Service quality dimensions		- Service encounters concept		- Service marketing mix		4. Customer management	6	- Customer satisfaction		- Customer relationship management		- Customer expectations and customer perceptions		
1. Services marketing	3																																
- Services marketing scope																																	
- Feature of services versus products																																	
2. Behavior of customers in the service organization	3																																
- Customer product category																																	
- Customer decision making																																	
3. Service quality	6																																
- Service quality concept																																	
- Service quality dimensions																																	
- Service encounters concept																																	
- Service marketing mix																																	
4. Customer management	6																																
- Customer satisfaction																																	
- Customer relationship management																																	
- Customer expectations and customer perceptions																																	

	- The creation of customer loyalty	
5.	Segmentation, targeting, and positioning of services	6
	- Market segmentation	
	- Methods of market segmentation	
	- Market targeting	
	- Market positioning	
6.	Development and design of services	3
	- Cycle of products and services	
	- The action plan service/service blue print	
7.	Integrated service marketing communications	3
	- The concept of integrated service marketing communications	
	- Strategies for effective service	
8.	Service failure and recovery	6
	- Factor of service failures	
	- Methods of service recovery	
	- Customer complaints	
	- Service recovery strategies	
9.	Pricing of services	3
	- Approaches to pricing services	
	- The concept of value towards internal customer	
10.	Current issue of marketing services	3
	- Ethics in marketing services	
	- Social responsibility in marketing services	
	Total	42

ASSESSMENT : Course Work 70%
Final Exam 30%

REFERENCES : 1. Kapoor, R., Paul, J. & Halder, B. (2011). *Services Marketing: Concept and Practices*. Noida: Tata McGraw-Hill.

2. Lovelock C. H. & Wirtz J. (2011). *Services Marketing (6th Edition)*. Singapore: Prentice-Hall, Inc.

3. Palmer, A. (2011). *Principles of Services Marketing*

(5th Edition). New York City: McGraw-Hill Higher Education.

4. Wilson, A., Gremler, D., Bitner, M. J. & Zeithaml, V. A. (2012). *Services Marketing: Integrating Customer Focus Across the Firm* (2nd European Edition). Andover: McGraw-Hill.
5. Wirtz, J., Chew, P. & Lovelock, C. (2012). *Essentials of Services Marketing* (2nd Edition). Singapore: Pearson Education South Asia Pte Ltd.

COURSE NAME : STRATEGIC MARKETING MANAGEMENT

COURSE CODE : MGM4239

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : MGM3211

**LEARNING
OUTCOMES** : Students are able to:

1. relate the management concepts and marketing strategies implementation in business organizations. (C4)
2. analyze the marketing management issues in an ethical decision making process. (EM)
3. organize the suitable method in overcoming marketing management problem. (A4, CTPS)

SYNOPSIS : This course discusses strategic marketing planning in business. Marketing strategies and marketing mix within the global context are emphasized.

**COURSE
CONTENT** : Face-to-face
learning hour

LECTURE	:	1. Strategic marketing	3
		- Basic strategic marketing management	
		- Marketing in current business environment	
		2. Strategic marketing planning	3
		- Corporate strategic and marketing	
		- Marketing plan development	
		3. Marketing environment analysis	3
		- External dan internal environmental analysis	
		- Segmentation, Targeting and Positioning	

4.	Understanding Consumer	3
	- Consumer behavior model	
	- Organizational buyers and final users behaviors	
5.	Product strategies development	6
	- Branding strategies	
	- Product mix strategies	
	- New product development	
	- Services marketing	
6.	Pricing strategies development	6
	- Price fixing	
	- Pricing strategies	
	- Price adjustment	
	- New product pricing	
7.	Distribution strategies development	6
	- Development of distribution strategies	
	- The importance of distribution channel management	
	- Retailing strategies	
	- Whosaling strategies	
8.	Integrated marketing communication strategies development	6
	- Pull and push strategies	
	- Selection of promotion mix	
	- Integrated marketing communication strategies	
	- Promotion plan	
9.	Development and suataining Consumer relationship	3
	- Customer relationship marketing	
	- Consumer loyalty and satisfaction management	
10.	Implementation and controlling strategies	3
	- Budget and forecasting	
	- Marketing performance improvement and measurement	
Total		42

ASSESSMENT : Coursework 70%
Final Exam 30%

REFERENCES

- : 1. Craven D. W. & Piercy, N. F. (2013). *Strategic Marketing*(10th Edition). Boston: McGraw Hill/Irwin.
2. Ferrell, O. C. & Michael, D. H. (2011). *MarketingStrategy* (5th Edition). Mason: Thomson South-Western.
3. Kotler, P. & Keller, K. L. (2015). *A Framework for Marketing Management* (6th Edition). Harlow: Pearson Education Limited.
4. Kerin, R. A. & Peterson, R. A. (2013). *Strategic Marketing Problems: Cases and Comments* (13th Edition). Harlow: Pearson Education Limited.
5. Mullins, J. W. & Walker, O. C. (2013). *Marketing Management* (8th Edition). New York City: McGraw-Hill International.

COURSE NAME : RETAIL MANAGEMENT

COURSE CODE : MGM4254

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : MGM3211

**LEARNING
OUTCOMES** : Students are able to:

1. analyze the characteristics, problems and issues in retail business. (C4)
2. develop retail mix in the real business world. (LL)
3. apply retail strategies in solving problem in the retail business. (A3, CTPS)

SYNOPSIS : This course discusses the world of retailing from a managerial viewpoint. Developing the elements in the retail mix, strategies and retail management are emphasized.

COURSE CONTENT	:	<u>Face-to-face learning hour</u>
---------------------------	---	--

LECTURE	:	1. Strategic retail management - The retailing world - The retail mix	3
		2. Types of retailing - Classifications of retailing - Multi-channel retailing	3
		3. Understanding retail consumers - Collecting and processing information in retailing - Identifying consumers - Understanding consumer needs - Retail consumer purchase behavior	6
		4. Retail location - Trade area analysis - Criteria in selecting a location	6

	- The process of site selection	
	- Online Retailing	
5.	Managing retail business	6
	- Managing human resource	
	- Managing operation: Financial dimension	
	- Managing operation: Operational dimension	
	- Store site, design and visual merchandising	
6.	Merchandise management	6
	- Developing merchandise plan	
	- Managing merchandise finance	
	- Managing the process of managing merchandise	
	- Buying merchandise	
7.	Setting retail price	6
	- Factors influencing price setting	
	- Approaches to retail pricing	
	- Issues in retail pricing	
8.	Retail communication	6
	- Creating and maintaining a retail image	
	- Managing customer relationship	
	- Retail communication mix	
	- Customer service	
	Total	42

ASSESSMENT	:	Course Work	70%
		Final Exam	30%

REFERENCES	:	1.	Berman, B. R. & Evans, J. R. (2012). <i>Retail Management: A Strategic Approach(12th Edition)</i> . Upper Saddle River: Prentice Hall.
		2.	Dunne, P. M., Lusch, R. F. & Varver, J. R. (2013). <i>Retailing(8th Edition)</i> . Mason: South Western Educational Publishing.
		3.	Levy, M. & Weitz, B. (2012). <i>Retailing Management(9th Edition)</i> . New York City: McGraw-Hill.
		4.	Lewison, D. M. (2011). <i>Retailing (10th Edition)</i> . Upper

Saddle River: Prentice Hall.

5. Krafft, M. & Mantrala, M. K. (2010). *Retailing in the 21st Century: Current and Future Trends (2nd Edition)*. New York City: Springer.

COURSE NAME : MARKETING RESEARCH

COURSE CODE : MGM4264

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : MGM3211anD MGM3164

**LEARNING
OUTCOMES** : Students are able to:

1. explain the concepts and techniques used in marketing research. (C2)
2. apply marketing research knowledge in decision making. (C4, LL)
3. propose effective marketing research method in research implementation. (A3, CTPS)

SYNOPSIS : This course covers basic theories and procedures in identifying and solving various marketing problems. Selection of the appropriate marketing research methods for decision making is emphasized.

**COURSE
CONTENT** : **Face-to-face
learning hour**

LECTURE	:	1. Introduction to marketing research	3
		– Role and scope of marketing research	
		– Marketing research process	
		2. Research design	6
		– Types of research design	
		– Exploratory, descriptive and causality research	
		– Defining the research problems	
		– Research proposal	
		3. Data collection methods	9
		– Secondary data	
		– Syndicated data	
		– Qualitative research	
		– Descriptive research: Research	

	– Descriptive research: Observation	
	– Causality research: Experimental	
4.	Types of data collection	6
	– Scales and measurements	
	– Measuring behaviors, perceptions and preferences	
	– Questionnaire design	
	– Observation form design	
5.	Sampling methods	6
	– Basics of sampling	
	– Sampling design	
	– Types of sampling	
	– Sample size determination	
6.	Data analysis	3
	– Data processing	
	– Data Categorization	
7.	Basic Statistical techniques	6
	– Hypothesis and relationship testing	
	– Variance analysis	
	– Correlation and regression	
	– Multivariate Analysis	
8.	Reporting research findings	3
	– Preparing research findings	
	– Benefits of marketing research	
	Total	42

ASSESSMENT	:	Coursework	70%
		Final Exam	30%

REFERENCES	:	1.	Aaker, D. A., Kumar, V., Leon, R. P. & Day, G. S. (2013). <i>Marketing Research (11th Edition)</i> . Singapore: John Wiley & Sons Singapore Pte. Ltd.
		2.	Burns, A. C. & Bush, R. F. (2014). <i>Marketing Research (7th Edition)</i> . Upper Saddle River: Prentice-Hall, Inc.
		3.	Malhotra, N. K. (2015). <i>Marketing Research: An Applied Orientation (7th Edition)</i> . Upper Saddle River: Prentice Hall, Inc.
		4.	Malhotra, N. & Peterson, M. (2012). <i>Basic Marketing</i>

Research: A Decision-Making Approach (4th Edition). Upper Saddle River: Prentice-Hall, Inc.

5. McDaniel, C. & Gates, R. (2013). *Marketing Research (9th Edition)*. Singapore: John Wiley & Sons Singapore Pte. Ltd.

COURSE NAME : INTERNATIONAL MARKETING

COURSE CODE : MGM4273

CREDIT : 3(3+0)

**TOTAL STUDENT
LEARNING
HOURS** : 120

PRE-REQUISITE : MGM3211

**LEARNING
OUTCOMES** : Students are able to:

1. analyse the factors that influence international marketing. (C4, TS)
2. apply knowledge of international marketing in decision making. (C3, LS)
3. identify strategic management for international marketing in the conduct of a business. (A3, KK)

SYNOPSIS : This course encompasses marketing management in the international context. International marketing planning and selection of marketing strategies in a global setting are emphasized.

COURSE CONTENT	:	<u>Face-to-face learning hour</u>
---------------------------	---	--

LECTURE	:	1. Scope of international marketing –Role of international marketing –Challenges of international marketing	3
		2. The dynamic environment of international trade –Fundamentals of international trade –GATT, WTO, IMF and World Bank	3
		3. The social environment of international culture –Dynamics of culture in evaluating global markets –Components of culture –Importance of understanding culture –Different forms of management	6
		4. Emerging markets and common markets –Marketing in developing countries –Strategic implications of emerging	6

	markets to marketing	
	–Forms of multi-nation cooperation	
	–Integrating multi-nations	
5.	The political environment and international law	6
	–Political risk	
	–Different forms of legal systems	
	–Conflict resolution	
	–Commercial law	
6.	Planning and organizing the management of global markets	3
	–Global marketing management	
	–Strategies for penetrating international markets	
7.	Consumer products for international markets	3
	–Products and culture	
	–Branding in international markets	
8.	International marketing channels	3
	–Structure and types of distribution channels	
	–Factors that influence the choice of distribution channels	
9.	Integrated marketing communications in international marketing	6
	–Sales promotion	
	–Public relations	
	–Advertising	
	–Planning and analysing media	
10.	Price setting for international markets	3
	–Policies and approaches for price setting	
	–Strategies for transfer pricing	
	Total	42

ASSESSMENT : Course Work 70%
Final Exam 30%

REFERENCES : 1. Cateora, P. R. (2013). *International Marketing*(16th Asian Edition). Singapore: McGraw-Hill/Irwin.

2. Cateora, P. R., Sullivan, M. G., D'Souza, C., Taghian, M., Weerawardena, J. & Graham, J. L. (2012). *International Marketing* (2nd Edition). North Ryde: McGraw-Hill.

3. Cohen, W. A. (2010). *The Marketing Plan*(6th Edition). Danvers: John Wiley & Sons, Inc.
4. Czinkota, M., Ronkainen, I. A., Sutton-Brady, C., Beal, T. & Stegemann, N. (2013). *International Marketing (3rd Asia Pacific Edition)*. South Melbourne: Cengage Learning Australia.
5. Onkvisit, S. & Shaw, J. J. (2010). *International Marketing: Strategy and Theory*(5th Edition). Abingdon: Routledge.

COURSE NAME: INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE CODE: MGM4275

CREDIT : 3 (3+0)

TOTAL STUDENT LEARNING HOURS : 120 jam

PREREQUISITE: MGM3211

LEARNING OUTCOMES: Student will:

1. understand important aspects in international logistics and supply chain management (C2)
2. apply the concept used in international logistics and supply chain management (C3, P3, A3, LL)
3. analyze the use of technology and information system and current issues that affect the internationalisation of supply chain and logistics (C4, CTPS)

SYNOPSIS:

This course includes important aspects of international logistic and supply chain management such as the roles and dimensions of logistics and supply chain functions, internationalization of businesses, supply chain management, technology and information system, transportation system, transportation management, and warehouse management.

COURSE CONTENT:

Hour Learning Face to face

LECTURE:

1. Introduction
 - Introduction to supply chain and logistics
 - International trade
 - Import and export

3

2.	Logistics and supply chain	3
	- Defination and dimension	
	- Roles and importance	
	- Internationalisation system	
3.	International infrastructure and facilities	3
	- Transportation and logistics infrastructure	
	- International communication infrastructure	
	- Other infrastructure and facilities	
4.	Internationalisation	3
	- Internationalisation factors	
	- Internationalisation strategies	
	- Globalisation and the roles of governments	
5.	Supply chain management	3
	- Supply chain concept	
	- Supply chain strategy, operations and planning	
	- Design and relationships	
6.	Technology and information system	3
	- The roles of information	
	- The importance of system and information technology	
	- Technology that is used in the supply chain	
7.	Transportation system	6
	- Process of choosing types of transportation	
	- Basic modes of transport	
	- Water, air, ground and pipe transportation	
	- Intermodal	
8.	Transportation management	6
	- Commercial and governmental documents	
	- International sourcing	
	- Tax, insurance and rates	
	- Transportation services	
9.	Warehouse and inventory management	6
	- Roles and important of warehouse	
	- Warehouse design and operations	
	- Inventory management	

- Material handling
- Packaging

10.	Current issues in international logistics and supply chain	6
	- Recycle issues	
	- Technology and product identification issues	
	- other issues	
	Total	42

ASSESSMENT:	Coursework	70%
	Final examination	30%

- REFERENCES:**
1. Murphy, P. R. Jr. & Knemeyer, A. M. (2015) *Comtemporany logistics* (11th Edition) Global Edition. Harlow: Pearson.
 2. Chopra, S. & Meindl, P. (2013) *Supply chain management: Strategy, planning, and operations*, Global Edition (5th Edition). Harlow: Pearson.
 3. Coyle, J.J., Langley, C. J. Jr., Novack, R. A. & Gibson, B. J. (2013) *Managing Supply Chain: A Logistics Approach* (9th Edition) International Edition. South-Western: Cengage Learning.
 4. Hines, T. (2013) *Supply chain strategies: Demand driven and customer focused* (2nd Edition) New York: Routledge.
 5. Langley, C. J. Jr., Coyle, J. J., Gibson, B. J., Novack, R. A. & Bardi, E. J. (2009). *Managing Supply Chain: A Logistics Approach*, International Edition (8th Edition). South-Western, Cengage Learning.

COURSE TITLE : PENGURUSAN PROMOSI
(*Promotion Management*)

COURSE CODE : MGM4284

CREDIT : 3(3+0)

**TOTAL OF
STUDENT
LEARNING
HOURS** : 120

PRE-CONDITION : MGM3211

**LEARNING
OUTCOMES** : Students will be able to :

1. Explain the concept and principal in promotions in business.
(C2, TS)
2. Analyse issues in promotion management in business decision making process (C4, CTPS)
3. Identify strategies in solving problems in promotion management (A3, LS)

SYNOPSIS : Kursus ini merangkumi perancangan, pembentukan, penggunaan dan pengurusan promosi untuk sesebuah syarikat. Aspek penyelidikan dan kreativiti dalam pengurusan promosi dan media ditekankan.

(This course covers planning, development, use and management of promotion in a company. Research and creativity aspects in promotion and media management are emphasized.)

**COURSE
CONTENTS** :

**FACE TO
FACE
LEARNING
HOURS**

LECTURE	:	1. Foundation of promotion management	3
		- Concept in promotion management	
		- Communication in marketing	
		2 Brand designing in integrated marketing communication (IMC)	6
		- Brand and branding	
		- Advertisement and promotion in brand building	

	<ul style="list-style-type: none"> - Organising of IMC - Relationship between brand and stakeholders 	
3.	Brand building strategy through IMC communication tools <ul style="list-style-type: none"> - Branding strategies - Communication process in IMC - Cara berkomunikasi dalam penjenamaan - Consumer feedbacks 	6
4.	Planning for IMC <ul style="list-style-type: none"> - Segmentation - Pensasaran - Data based communication - Effective planning for IMC 	6
5.	Managing promotion message in IMC <ul style="list-style-type: none"> - Types in promotion message - Strategy in creative message - Implementing message - Effective planning in managing promotion message 	6
6.	Advertisement and planning IMC media Pengiklanan dan perancangan media KPB <ul style="list-style-type: none"> - Advertisement and media characteristics - Advertisement and media planning 	3
7.	Functions of IMC <ul style="list-style-type: none"> - Sales promotion - Trade promotion - Selling Face to face - Direct marketing 	6
8.	Mass publicity and promotion <ul style="list-style-type: none"> - Public relations and publicity - Sponsoring festival 	3
9.	Issues in current promotion management <ul style="list-style-type: none"> - Etiquettes in promotion management - Social responsibility in promotion management 	3
	Total	42

EVALUATION : Course work 70%
Final Examination 30%

- REFERENCE** :
1. Arens, W.F., Weigold, M.F. & Arens, C. (2013). *Contemporary Advertising and Integrated Marketing Communications (14th Edition)*. New York City: McGraw-Hill.
 2. Belch, G.E. & Michael, A.B. (2012). *Advertising and Promotion (9th Edition)*. New York City: McGraw-Hill.
 3. Clow, K. E. & Baack, D. E. (2013). *Integrated Advertising, Promotion and Marketing Communications (6th Edition)*. Upper Saddle River: Pearson Education, Inc.
 4. O'Guin, T. C., Allen, C. T. & Semenik, R. J. (2012). *Advertising and Integrated Brand Promotion (6th Edition)*. Mason: South Western/Cengage Learning.
 5. Shimp, T. A. & Andrew, J. C. (2013). *Advertising Promotion and Other Aspects of Integrated Marketing Communications (9th Edition)*. Mason: South Western/Cengage Learning.

COURSE TITLE : PRODUCT MANAGEMENT

COURSE CODE : MGM 4297

CREDIT : 3(3+0)

**TOTAL OF
STUDENT
LEARNING
HOURS : 125**

PRE-REQUISITE : MGM3211

**LEARNING
OUTCOMES : Students will be able to :**

1. explain the important aspects in the field of product management, including service marketing. (C2)
2. to apply methods and concepts in product management by focusing on creating product strategy to solve problems as well as to improve product management. (C3, LL)
3. to propose and implement the right strategy to problems related to product management (C4, CTPS)
4. to apply skills in communication, management, teamwork and leadership (P3, A3,CS)

SYNOPSIS :

This course includes the discussion on basic concepts and theories in product as well as service management. It focuses on the planning, implementation and control of existing product management in a business organization. Special focus is given on new product management.

**COUSE
CONTENTS :**

**FACE TO
FACE
LEARNING
HOURS**

LECTURE

- | | | |
|---|--|---|
| : | 1. Introduction to Product Management
- introduction to product and services
- managing product and services | 3 |
| | 2. Opportunity Identification and Selection
- the strategic elements of product development
- the new products process | 3 |

3.	Concept Generation	6
	- creativity and the product concept	
	- finding and solving customers' problems	
4.	Analytical Attribute Approaches	6
	- introduction and perceptual mapping	
	- trade-off analysis and qualitative techniques	
5.	Concept Project Evaluation	3
	- the concept evaluation system	
	- concept testing	
6.	Project Evaluation	3
	- the full screen	
	- sales forecasting and financial analysis	
7.	Product Development Planning	3
	- product protocol	
	- design	
8.	Managing Product Development	6
	- development team management	
	- product use testing	
9.	Product Launching	9
	- strategic launch planning	
	- implementation of the strategic plan	
	- market testing	
	- launch management	
	- public policy issues	
	Total	42

EVALUATION : Course work 60%
Final exam 40%

REFERENCE : 1. Crawford, C. Merle and Di Benedetto, C. Anthony. (2011). *New Product Management (10th. Edition)*, New York: McGraw-Hill.

2. Keller K.L. (2007). *Strategic Brand Management (3rd. Edition)*, UpperSaddleRiver: Prentice Hall.

3. Lehmann, D.R. and Russel S.W., (2007). *Product Management, (4th. Edition,)*New York: McGraw-Hill.

4. Lilien, G.L. and Arvind R. (2002). *New Product and Brand Management*, Englewood Cliffs, Addison- Wesley Publishing.

5. Trott, P. ((2012). *Innovation Management and New Product Development* (5th Edition), England, Pearson Education Limited.

COURSE NAME	Company Law
COURSE CODE	MGM4321
CREDIT HOUR	3(3+0)
STUDENT LEARNING TIME	120 hours
PREREQUISITE	MGM3351
LEARNING OUTCOMES	<p>Student are able to:</p> <ol style="list-style-type: none"> 1. explain law governing company incorporation, management, business and winding up (C4). 2. identify rights, duties, and civil and criminal liabilities of company and other parties involve in incorporation, management, business and winding up of a company (A4). 3. suggest legal solution to various issues concerning incorporation, management, business and winding up of a company based on legal analysis (CTPS).
SYNOPSIS	<p>This course covers law concerning the incorporation, management, business and the winding up of a company including rules concerning rights, duties and civil and criminal liabilities of various parties involved in those matters. It also discusses rules regarding the reasons, process and procedure of a company winding up including its effects.</p> <p>Kursus ini merangkumi undang-undang mengenai pemerbadanan, pengurusan, perniagaan dan penggulungan syarikat termasuk peraturan berkaitan hak, kewajipan dan tanggungan sivil dan jenayah syarikat dan pelbagai pihak yang terlibat dalam perkara tersebut. Ia juga membincangkan peraturan tentang alasan, proses dan prosedur penggulungan syarikat dan kesan-kesannya.</p>

COURSE CONTENTS

LECTURES

CONTACT HOURS

1	Introduction to Company Law <ul style="list-style-type: none">- Sources of Company Law- Differences between sole proprietor, partnership, limited liability partnership, and company- Types of company- Pre-incorporation, promoter, and duties of promoter- Pre-incorporation contract and its effects on company	3
2	Company Incorporation <ul style="list-style-type: none">- Process and procedure of incorporation- Effect of incorporation- Doctrine of separate entity and its effects- Lifting the corporate veil	3
3	Company constitution and Articles of association <ul style="list-style-type: none">- Memorandum of Association (MOA) and Articles of Association (AOA)- Effects of registering MOA and AOA.- MOA and company capacity to contract: <i>ultra vires doctrine</i>	3
4	Indoor management rule <ul style="list-style-type: none">- Company and agency rules- Constructive Notice Rule- Turquand rule	3
5	Rights and protection of members <ul style="list-style-type: none">- Members and shareholders- Rights of members- Proper plaintiff rule- Protection of members and section 181 of the Companies Act 1965	6
6	Share Capital <ul style="list-style-type: none">- Types of capital and shares- Rules on issuance, variation and by back of shares- Prospectus- Dividend- Charge	6
7	Meeting <ul style="list-style-type: none">- Types and function of meeting- Notice, quorum, proxy, minimum members, and electronic meeting- Resolutions	3

8	Directors	6
	<ul style="list-style-type: none"> - Types and Qualification of directors - Appointment of directors - Directors duties - Liabilities for directors' breach of duties - Business Judgment Rule 	
9	Receivership and winding up	6
	<ul style="list-style-type: none"> - Definition and purpose of receivership - Qualification, appointment and roles of receiver and receiver manager - Effects of receivership - Definition and purpose of winding up - Types of winding up - Effects of winding up 	
10	Company and criminal liabilities	3
	<ul style="list-style-type: none"> - Insider trading - Money laundering - Corruption and bribery - Criminal liability in operation, management and winding up of company 	
	Total	42

ASSESSMENT	Course work	60%
	Final Examination	40%

REFERENCES

- Chan, C. C., Koh, T. N. & Ling, S.W. (2006). *Malaysian Company Law Principles and Practice. (2nd Edition)*. Petaling Jaya, Selangor: Sweet
- Chan, W. M. (2014). *Company Law in Malaysia. (2nd Edition)*. Petaling Jaya: Cengage Learning
- Mohd Sulaiman, A. N., Zuhairah Ariff, A.G and Mushera Ambaras, K. (2011). *Corporations and Partnerships in Malaysia*. Netherlands: Kluwer Law International
- Loganathan K., Parimaladevi R. and Anne Chrishanthani V. (2009). *Principles of Business and Corporate Law*. Kuala Lumpur: CCH Asia Co. Ltd
- Rachagan, S, Pascoe, J. & Joshi, A. (2010). *Concise Principles of Company Law in Malaysia. (2nd Edition)*. Petaling Jaya: Lexis Nexis.

STATUTES

- 1 Anti-Money Laundering and Anti-Terrorism Financing Act 2001
- 2 Capital Market and Services Act 2007
- 3 Companies Act 1965
- 4 Companies Commission Act 2001
- 5 Companies Regulations 1966
- 6 Companies (Winding up) Rules 1972
- 7 Limited Liability Partnership Act 2012
- 8 Malaysian Anti-Corruption Act 2009
- 9 Partnership Act 1961

COURSE NAME	: EMPLOYMENT AND INDUSTRIAL RELATIONS LAW	
COURSE CODE	: MGM4331	
CREDIT	: 3(3+0)	
TOTAL HOURS OF STUDENT LEARNING	: 120	
PRE-REQUISITE	: MGM3352	
LEARNING OUTCOME	: Students able to: <ol style="list-style-type: none"> 1. Analyse the laws relating to formation and effect of contract of service, and the role of trade unions. (C4) 2. Identify rights and obligations of employer and workers in contract of service. (A4, EM) 3. Propose for legal settlement on issues relating to contract of service, industrial dispute and industrial actions. (CTPS) 	
SYNOPSIS	: This course covers the elements of employer-employee relations in a contract of service. The rights and obligations of related parties under the law and industrial relation issues are also emphasized.	
COURSE CONTENT	:	<u>FACE TO FACE LEARNING</u>
LECTURE	: 1. Contract of service and contract for service: <ul style="list-style-type: none"> ▪ Employer, employee and independent contractor. ▪ Implied duties of employer and employee under Common Law. 	2
	2. Terms and conditions of contract of employment under legislation <ul style="list-style-type: none"> ▪ Payment of wages for contract of service. ▪ Rate of minimum wages and fixed wage criteria. ▪ Rest day, annual leave, working hours, overtime, and leave. ▪ Termination of contract, lay-off and retirement benefit. ▪ Minimum retirement age. ▪ Termination process and domestic inquiry. 	6
	3. Specific contract of service <ul style="list-style-type: none"> ▪ Contractor, principal and independent contractor. ▪ Contract of service for women and children. ▪ Contract of service for foreign workers. 	4

▪ Contract of service for domestic workers.	
4. Employment protection	11
▪ Safety and Health Policy at the workplace.	
▪ Implementation of safety and health legislation at the workplace.	
▪ Duties of employer, employee, designer, manufacturer, supplier and competent person.	
▪ Safety and Health Committee.	
▪ Safety and Health Officer.	
▪ Notification of accident, dangerous occurrence, occupational disease and occupational poisoning.	
▪ Social security of workers.	
▪ Accident compensation during employment.	
▪ Report on sexual harassment and investigation action.	
5. Law enforcement	3
▪ Inspection and investigation.	
▪ Report and inquiry.	
▪ Offences and penalty.	
6. Trade union	3
▪ Objective and essential of trade union.	
▪ Membership, function and power.	
▪ Formation, registration, recognition and dissolution.	
7. Collective bargaining and agreement	5
▪ Recognition of trade union as condition of collective bargaining.	
▪ Process of collective bargaining.	
▪ Terms and effect of collective agreement.	
▪ Interpretation for collective agreement.	
▪ Non-conformance of collective agreement.	
8. Industrial dispute and action	5
▪ Issue and scope of dispute.	
▪ Method of dispute settlement.	
▪ Picket, strike and lock-out.	
▪ Go-slow.	
▪ Intimidation.	
9. Industrial Court	3
▪ Function and objective of the Industrial Court.	
▪ Jurisdiction and proceeding of the Industrial Court.	
▪ Award and relationship between High Court and Industrial Court.	
Total	42

ASSESSMENT : Course Work 60%
Final Examination 40%

- REFERENCES** :
1. Hassan, K. H. & Ab. Rahman, R. (2013). *Undang-Undang Keselamatan Industri di Malaysia. (2nd Edition)*. Kuala Lumpur: Dewan Bahasa dan Pustaka.
 2. Aminuddin, M. (2013). *Malaysian Industrial Relations and Employment Law. (8th Edition)*. Ampang: The Malaysian Current Law Journal Sdn. Bhd.
 3. Aminuddin, M. (2010). *Termination of Employment: Understanding the Process. (8th Edition)*. Kuala Lumpur: McGraw-Hill (M'sia) Sdn. Bhd.
 4. D'Cruz, M.N. (2009). *A Practical Guide to Grievance Procedure: Misconduct and Domestic Inquiry*. Kuala Lumpur: Leeds Publication.
 5. Hassan, K. H. & Ab. Rahman, R. (2009). *Hubungan Undang- Undang Majikan dengan Pekerja. (2nd Edition)*. Ampang: Dewan Bahasa dan Pustaka.

STATUTE :

Employment Act 1955.
National Wage Consultative Council Act 2011.
Minimum Wages Order 2016.
Minimum Retirement Age Act 2012.
Holidays Act 1951.
Weekly Holidays Act 1950.
Workmen's Compensation Act 1952.
Children and Young Person (Employment) Act 1966.
Employees' Social Security Act 1969.
Industrial Relations Act 1967.
Trade Union Act 1959.
Employment (Part-time Employees) Regulations 2010.
Employment (Termination and Lay-off Benefits) Regulations 1980.
Employment (Employment of Women) Shift Workers Regulations 1970.
Employment (Limitation of Overtime Work) Regulations 1980.

COURSE NAME	: International Trade Law
COURSE CODE	: MGM4365
CREDIT	: 3(3+0)
STUDENT LEARNING HOUR	: 120
PRE-REQUISITE	: None
LEARNING OUTCOME	: Students are able to: <ol style="list-style-type: none"> 1. analyse laws governing international contract (C4). 2. identify duties, rights and liabilities of parties to international contract (A4, EM). 3. suggest legal solution to issues related to international contract. (CTPS).
SYPNOSIS	: This course covers laws of international sale of goods, carriage of goods by sea and payment in international contract. International dispute resolution law is also emphasised.

**COURSE
CONTENTS**

:

**FACE TO
FACE
LEARNING**

LECTURE	: 1 International trade law	3
	- International public and private law	
	- Conflict of laws	
	- Sources of international trade law	
	2 International sale of goods contracts	4
	- United Nations Convention on Contracts for the International Sale of Goods (CISG)	
	- Application of CISG in Malaysia	
	- Link between Malaysian law and CISG	
	- International Commerce Terms (INCOTERM)	
	3 Offer in international sale of goods contract	4
	- Characteristics of an offer	
	- Intention and offer	
	- Effectiveness of an offer	
	- Rejection, revocation, withdrawal, termination and cancellation of an offer	
	4 Acceptance in international sale of goods contract	5
	- Characteristics of an acceptance	
	- Effectiveness of acceptance	

<ul style="list-style-type: none"> - Variation of acceptance - Mode and time of acceptance - Revocation of acceptance 	
5 Rights and duties of seller and buyer	4
<ul style="list-style-type: none"> -Duties of seller concerning delivery of goods, document and transfer of title -Duties of seller concerning consignment note and insurance -Duties of buyer for payment and taking delivery -Right to avoid contract 	
6 Carriage of goods by sea	5
<ul style="list-style-type: none"> - Sources of the law of carriage of sea -Time charter party -Voyage charter party -Implied duties in carriage of goods by sea contract -Marine Insurance 	
7 Bill of lading	6
<ul style="list-style-type: none"> -Receipt of goods received by carrier -Terms of a contract of carriage -Document of title -Terms of a bill of lading -Hague and Hague-Visby Rules -Hamburg Rules 1978 and Rotterdam Rules 2009 	
8 Payment modes and sale of goods contract	5
<ul style="list-style-type: none"> - Cash, credit card and open account credit - Letter of credit and types of letter of credit - Uniform Customs and Practice for Documentary Credits (UCP600) 	
9 Alternative dispute resolution in international contract	6
<ul style="list-style-type: none"> - International arbitration - Arbitration agreement - Law applicable to arbitration - Location of arbitration - Arbitrator - Process and procedure of arbitration - Arbitration Award 	
Total	42

ASSESSMENT : Coursework 60%
Final exam 40%

REFERENCES :

- 1 Bridge, M.G. (2013). *The International Sale of Goods. (3rd Edition)*. Oxford: Oxford University Press.
- 2 Carr, I. & Stone, P. (2014) *International Trade Law. (5th Edition)*. London: Routledge.
- 3 Cordero-Moss, G. (2014). *International Commercial Contracts: Applicable Sources and Enforceability*. Cambridge: Cambridge University Press.
- 4 Murray, C., Hollowy, D., Timson-Hunt, D. & Dixon, G. (2012). *Schmitthoff: The Law and Practice of International Trade. (12th Edition)*. London: Sweet & Maxwell.
- 5 Singh, L. (2012). *The Law of Carriage of Goods by Sea*. West Sussex: Bloomsbury Professional.

COURSE NAME	: Bachelor Disertation
COURSE CODE	: MGM4959
CREDIT	: 4(0+4)
TOTAL STUDENT LEARNING HOURS	: 160
PRE-REQUISITE	: None
LEARNING OUTCOMES	<p>: Students are able to:</p> <ol style="list-style-type: none"> 1. Design a research using appropriate method to solve identified problem. (C5, LL) 2. Conduct research ethically basing on research proposal. (P5, EM) 3. Interpret data and suggest solutions to the problem basing on analysis findings. (A3, CTPS) 4. Produce research report according to scientific writing etiquettes. (C6, CS, EM)
SYNOPSIS	: This course covers the preparation of proposal, implementation and scientific writing of research project. The use of a scientific approach to generate data systematically through appropriate design, data collection and analysis is emphasized.
COURSE CONTENT	: Coursework 100%
LECTURE	1. Determined by respective supervisor