

BACHELOR OF MANAGEMENT (MARKETING)

PROGRAM SPECIFICATIONS

1. Program Name	Bachelor of Management (Marketing)			
2. Final Award	Bachelor of Management (Marketing)			
3. Awarding Institution	Universiti Teknologi Malaysia (UTM)			
4. Teaching Institution	UTM			
5. Programme Code	TP 22 (SHF)			
6. Professional or Statutory Body of Accreditation	NA			
7. Language(s) of Instruction	<i>Bahasa Melayu</i> and English			
8. Mode of Study (Conventional, distance learning, etc)	Conventional			
9. Mode of operation (Franchise, self-govern, etc)	Self-govern			
10. Study Scheme (Full Time/Part Time)	Full Time and Part Time			
11. Study Duration	Minimum : 4 yrs (FT) / 6 yrs (PT) Maximum : 6 yrs (FT)			
Type of Semester	No. of Semesters		No. of weeks	
	Full Time	Part Time	Full Time	Part Time
Regular	8	12	14	14

1. Programme Objectives

- (i) To produce graduates who are able to apply their marketing knowledge, managerial skills and able to analyse business strategies within an ICT environment.
- (ii) To produce graduates who have the ability to analyse and solve business problems critically, logically, creatively and analytically based on sound facts and ideas in fulfilling market requirements globally.
- (iii) To produce graduates who are able to respond to societal needs and exercise marketing ethics.

2. Programme Learning Outcomes

Learning Outcomes	Intended Learning Outcomes	Teaching and Learning Methods	Assessment
(a) Technical Knowledge and Competencies			
PO1 Application of disciplinary knowledge – principles and theories	Apply knowledge and understanding of management and marketing in the management of related organisations within an ICT environment.	Lectures, tutorials, seminars, directed reading, case study, independent research and cooperative learning, field work, industrial visits.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports.
PO2 Integration and application of specific competencies	Integrate marketing strategy and technology skills in analysing and solving firms' marketing and social issues creatively.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects, reports.
(b) Generic Skills			
PO3 Critical Thinking and Problem Solving Skills	Able to think critically, logically, creatively and analytically in order to identify, analyse and solve contemporary marketing and social issues.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits and case studies.	Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based exercises, group projects, independent projects and case study reports.
PO4 Communication Skills	Able to communicate effectively through appropriate written and oral modes across a wide range of contexts and audiences.	Individual and group assignments, group projects, industrial training, industrial visits, cooperative learning.	Examinations, assignments, presentations, discussions, cooperative and problem-based exercises, observation of group projects, reports, peer assessment.
PO5 Team Working	Able to work collaboratively and assume different roles in a team to solve problems and make decisions in order to achieve a common goal.	Group assignments, group projects, industrial training, industrial visits, cooperative learning.	Group assignments, observation of group projects, peer assessment.
PO6 Ethics and Integrity	Able to display professional ethics and practices, and moral responsibility during social interactions for the benefit of mankind.	Lectures, tutorials, seminars, ICT lab work, directed reading, independent research and cooperative learning, field work, industrial visits.	Industrial training reports, project reports, learning portfolios, observation by lecturers, peer assessment, assignments and discussions

PO7 Life-long Learning and Information Management	Able to independently seek, acquire and manage relevant information from a variety of sources for continuous self-development and life-long learning.	Group projects, industrial training, case studies, research projects.	Industrial training reports, project reports, learning portfolios, observation of group projects, assignments.
PO8 Entrepreneurship Skills	Able to recognise and analyse business opportunities.	Lectures, industrial speakers, industrial visits, case studies.	Case study reports, industrial training assessment, assignments.
PO9 Leadership Skills	Able to lead using the acquired basic knowledge of leadership	Lectures, group assignments, group projects, in-class group discussions.	Observation of group projects, peer assessment.

3. Classification of Courses

Components by category and total credits for graduation

Classification	Credit Hours	Percentage (%)
Program Core	75	58.6
Program Elective	33	25.8
Compulsory university subjects	20	15.6
* Humanity		
* English Language		
* Co-curriculum		
Total	128	100
Total Credits for Graduations	128	

4. Programme structure and features, curriculum and award requirements

The course is offered on full-time mode and is based on 2 semester academic session. The subjects are distributed and sequenced according to the level of knowledge i.e basic to advance. Assessment is based on formative and summative evaluation conducted throughout the semester.

Assessment : Maximum 50% final examination
: Minimum 50% coursework.

Award requirements

Students should:

- Achieve a total of 128 credit hours with a minimum CPA of 2.0.
- Pass the Industrial Training component (equivalent to 12 credit hours).
- Complete the Undergraduate Project at Year 4.

5. Curriculum Structure

University Course (20 Credits)

COURSE CODE	COURSE NAME	CREDIT	SEMESTER	YEAR
NATIONALITY AND CIVILISATION (6 credits)				
UICI 1012	Islamic and Asian Civilisation	2	3	2
UICI 2022	Science, Technology and Mankind	2	5	3
UHAS 1172/ UHAS 1162	Malaysia Dynamic / Arts, Customs and Beliefs of Malaysians	2	2	1
INNOVATION, CREATIVITY AND ENTREPRENEURSHIP (4 credits)				
INNOVATION & CREATIVITY Uxxx xxx2	University Elective (Innovation and Creativity)	2	4	2
ENTREPRENEURSHIP UHAS 3xx2	University Elective (Entrepreneurship)	2	4	2
INDIVIDUAL AND SOCIAL DEVELOPMENT AND GLOBALISATION (8 credits)				
COMMUNICATION				
ULAB 1122	Academic English Skills	2	2	1
ULAB 2122	Advanced Academic English Skills	2	4	2
ULAB 3162	English for Professional Purposes	2	6	3
HUMAN DEVELOPMENT Uxxx xxx2 Or GLOBALISATION Uxxx 2xx2/ ULAM 1112	University Elective (Human Development) University Elective (Globalisation or Malay Language for Communication)	2	3	2
CO-CURRICULUM / SERVICE LEARNING (2 credits)				
UKQX 1xx1	Co-Curriculum	1	1	1
UKQX 1xx1	Co-Curriculum	1	3	2

Core Courses – Field (54Credits)

Code	Course Name	Credits	Semester	Level
SHAF 1013	Principles of Marketing	3	1	1
SHAC 1023	Financial Accounting	3	1	1
SHAD 1013	Principles of Microeconomics	3	1	1
SHAD 1033	Principles of Management	3	2	1
SHAD 1053	Principles of Macroeconomics	3	2	1
SHAD 1063	Statistics I	3	2	1
SHAD 2013	Entrepreneurship	3	3	2
SHAD 2023	Human Resource Management	3	3	2
SHAD 2033	Statistics II	3	3	2
SHAF 3013	Marketing Research	3	5	3
SHAC 2013	Cost Accounting	3	5	3
SHAF 3032	Undergraduate Project (Proposal)	2	6	3
SHAF 3043	Marketing For Innovative Products	3	6	3
SHAF 4014	Undergraduate Project (Writing)	4	7	4
SHAF 4058	Industrial Training (Practical)	8	8	4
SHAF 4044	Industrial Training (Report)	4	8	4

Core Courses – Major (21 Credits)

Code	Course Name	Credits	Semester	Level
SHAF 1023	Design and Creativity in Marketing	3	1	1
SHAD 1023	Business Mathematics	3	1	1
SHAF 2023	Integrated Marketing Communication	3	4	2
SHAD 2043	Financial Management	3	4	2
SHAD 2053	Introduction to Operation Management	3	4	2
SHAD 3013	Commercial Law	3	5	3
SHAF 4033	Strategic Marketing	3	7	4

Elective Courses (33 Credits)

Code	Course Name	Credits	Semester	Level
SHAF 1033	Marketing Information System I	3	2	1
SHAF 2103	Consumer Behaviour	3	3	2
SHAF 2033	Marketing Information Systems II	3	4	2
SHAF 3023	Electronic Marketing	3	5	3
SCSD 4823	Knowledge Management System	3	5	3
SHAF 3053	Services Marketing	3	6	3
SHAF 3063	Advertising and Promotion Management	3	6	3
SHAF 3073	Global Marketing	3	6	3
SHAF 3083	Supply Chain Management	3	6	3
SHAF 3093	Cyber Law	3	6	3
SHAF 3103	Tourism Marketing	3	6	3
SHAF 4023	Customer Relationship Management	3	7	4
SHAF 4043	Brand Management	3	7	4
SHAF 4053	B2B Marketing	3	7	4
SHAF 4063	Retail Management	3	7	4
SHAF 4073	Green Marketing	3	7	4
SHAF 4083	Non-Profit Marketing	3	7	4
SHAF 4093	Social Marketing	3	7	4
ULAX 1xx3	Foreign Language	3	7	4

6. Study Scheme by Semester

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAF 1013	Prinsip Pemasaran <i>Principles of Marketing</i>	3	SHAD 1033	Prinsip Pengurusan <i>Principles of Management</i>	3
SHAD 1013	Pengantar Mikroekonomi <i>Principles of Microeconomics</i>	3	SHAD 1053	Pengantar Makroekonomi <i>Principles of Macroeconomics</i>	3
SHAF 1023	Rekabentuk dan Kreativiti dalam Pemasaran <i>Design and Creativity in Marketing</i>	3	SHAD 1063	Statistik I <i>Statistics I</i>	3
SHAD 1023	Matematik Perniagaan <i>Business Mathematics</i>	3	SHAF 1033	Sistem Maklumat Pemasaran I <i>Marketing Information System I</i>	3
SHAC 1023	Perakaunan Kewangan <i>Financial Accounting</i>	3	UHAS 1172/ UHAS 1162	Dinamika Malaysia <i>Malaysia Dynamic / Arts, Customs and Beliefs of Malaysian</i>	2
UKQX 1xx1	Ko-Kurikulum <i>Co-Curriculum</i>	1	ULAB 1122	<i>Academic English Skills</i>	2
Total Credits		16	Total Credits		16

YEAR 2

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAF 2103	Gelagat Pengguna <i>Consumer Behavior</i>	3	SHAD 2053	Pengenalan Pengurusan Operasi <i>Introduction to Operation Management</i>	3
SHAD 2013	Keusahawanan <i>Entrepreneurship</i>	3	SHAF 2023	Integrasi Komunikasi Pemasaran <i>Integrated Marketing Communication</i>	3
SHAD 2023	Pengurusan Sumber Manusia <i>Human Resource Management</i>	3	SHAF 2033	Sistem Maklumat Pemasaran II <i>Marketing Information Systems II</i>	3
SHAD 2033	Statistik II <i>Statistics II</i>	3	SHAD 2043	Pengurusan Kewangan <i>Financial Management</i>	3
UICI 1012	Tamadun Islam dan Tamadun Asia <i>Islamic and Asian Civilization</i>	2	ULAB 2122	<i>Advanced Academic English Skills</i>	2
UKQX 1xx1	Ko-Kurikulum <i>Co-Curriculum</i>	1	Uxxx xxx2	Elektif Umum (Keusahawanan) <i>General Elective (Entrepreneurship)</i>	2
Uxxx xxx2	Elektif Umum (Pembangunan Insaniah / Globalisasi) <i>General Elective (Human Development / Globalization)</i>	2	Uxxx xxx2	Elektif Umum (Inovasi & Kreativiti) <i>General Elective (Innovation & Creativity)</i>	2
Total Credits		17	Total Credits		18

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAF 3013	Penyelidikan Pemasaran <i>Marketing Research</i>	3	SHAF 3032	Projek Sarjana Muda (Cadangan) <i>Undergraduate Project (Proposal)</i>	2
SHAF 3023	Elektronik Pemasaran <i>Electronic Marketing</i>	3	ULAB 3162	<i>English for Professional Purposes</i>	2
SHAC 2013	Perakaunan Kos <i>Cost Accounting</i>	3	SHAF 3043	Pemasaran Untuk Produk Inovasi <i>Marketing For Innovative Products</i>	3
SHAD 3013	Undang-undang Komersil <i>Commercial Law</i>	3	SHAF 3xx3	Elektif I <i>Elective I</i>	3
SCSD 4823	Sistem Pengurusan Pengetahuan <i>Knowledge Management System</i>	3	SHAF 3xx3	Elektif II <i>Elective II</i>	3
UICI 2022	Sains, Teknologi dan Manusia <i>Science, Technology and Mankind</i>	2	SHAF 3xx3	Elektif III <i>Elective III</i>	3
Total Credits		17	Total Credits		16

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAF 4014	Projek Sarjana Muda (Penulisan) <i>Undergraduate Project (Writing)</i>	4	SHAF 4044	Latihan Industri (Laporan) <i>Industrial Training (Report)</i>	4
SHAF 4023	Pengurusan Hubungan Pelanggan <i>Customer Relationship Management</i>	3	SHAF 4058	Latihan Industri (Praktikal) <i>Industrial Training (Practical)</i>	8
SHAF 4033	Pemasaran Strategik <i>Strategic Marketing</i>	3			
SHAF 4xx3	Elektif IV <i>Elective IV</i>	3			
SHAF 4xx3	Elektif V <i>Elective V</i>	3			
Total Credits		16	Total Credits		12
TOTAL CREDITS					128

7. Career Prospects

Graduates of the programme can work as product marketing managers, marketing assistants/executives, purchasing and administration executives, or hold management and marketing related posts in industries within an ICT environment or in ICT-based organisations.

8. Cross Campus Programme

Students are given the opportunity to register for a few courses in participating universities. The grades and credits gained (up to 1/3 of the total credits of the curriculum) can be transferred for purposes of graduation. Currently, there are four participating universities i.e. Universiti Teknologi Malaysia, Universiti Sains Malaysia, Universiti Malaya and Universiti Malaysia Sarawak.

9. UTM Degree ++ Programme

Students are given the opportunity to enrol in certificate programmes offered by the School of Professional and Continuing Education (SPACE) during their semester holidays.

10. Facilities available

List of facilities:-

1. Computer laboratory.
2. Digital laboratory.
3. Smart classrooms.
4. Resource centre.
5. In-house counsellor.

SYLLABUS SUMMARY

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SHAF 1013 Principles of Marketing

This course is designed to expose students to the theories and practices of marketing. It also assists students to develop effective marketing strategies and marketing programmes. This course focuses on four major elements which encompasses understanding the marketing management process, development of marketing strategy, marketing mix, and management of marketing at society and global levels.

SHAF 1023 Design and Creativity in Marketing

This course presents the concepts, principles and strategies in creativity and innovation. The aim of this course is to equip students with the knowledge and skills to manage innovation at the operational and strategic level. Among the topics that will be lectured include important issues in managing innovation, product development and intellectual property. Students should be able to understand the concept of creativity and innovation comprehensively, management of creativity and innovations in an organisation and methods used to develop creativity and innovation.

SHAF 1033 Marketing Information System I

This course introduces information systems (IS) and information technology (IT) and presents an overview of the IS knowledge. Students will be exposed to trends in IS and an overview of the managerial challenges associated with IS. In addition, students are also introduced to fundamental concepts of competitive advantage through IT.

SHAF 2033 Marketing Information Systems II

Having completed Marketing Information System I, this course focuses on the development of effective database using decision-support problem-solving tools (e.g., spread sheet, database software) to assist marketing activities.

SHAF 2103 Consumer Behaviour

This course introduces concepts and exploration on consumer behaviour. Discussion will include issues related to globalisation and digital environment on consumer behaviour and their application in the planning and organizational strategic marketing. Emphasis given on the understanding about consumer behaviour, conciliation and development of marketing strategies and programs.

SHAF 2023 Integrated Marketing Communication

This course studies the use of promotional tools by business as well as their creation and management. It provides an integrative approach to the study of the promotion mix, including advertising, publicity, personal selling, and sales promotion. The course includes an evaluation of the role of promotion in marketing and the economy; the formulation and analysis of promotional goals; planning, organizing, and controlling the promotion function; creative planning; and budgeting and media selection.

SHAF 3013 Marketing Research

This course is an advanced course in marketing and become a major course for marketing students. It will expose and train students with marketing research process and the importance of marketing research into business and commerce. Students will learn about problem formulation, designing research questions, writing literature review, data analysis using SPSS software and drawing conclusions from the research findings.

SHAF 3023 Electronic Marketing

This course examines current and future electronic technologies and their impact on marketing strategy, consumer behaviour, market segmentation, positioning, and communication strategies. The changing technology environment allows marketers to understand, exploit and develop new capabilities that enhance the basic technologies and marketing concepts. This course enables students to build competitive advantage in a networked economy.

SHAF 3032 Undergraduate Project (Proposal)

This course is designed to give student an experience to conduct research related to the field of their study. Students will be guided to diagnose problems, investigate the background of the problems, decide the sample and subject as well as the methodology and approach of the study. Student will also be trained to review past research to develop a conceptual framework.

SHAF 3043 Marketing for Innovative Products

This course views product innovation and the management of new product development from a strategic perspective. Students will gain an appreciation for the importance of product innovation especially for companies wanting to regain and retain competitive advantage within their industry. The course considers the planning, development and implementation of new products within the context of a competitive and dynamic marketing environment, the fast pace of technology development, the convergence of industries and the increasing sophistication of the consumer.

SHAF 3053 Services Marketing

Services present special challenges that must be identified and addressed. Topics covered focus and address the problems commonly encountered in services organizations. The course highlights problems related to organizing inventory, difficulties in synchronizing demand and supply, and challenges in controlling the performance quality of human interactions.

SHAF 3063 Advertising and Promotion Management

This course explains advertising from the strategic perspective of the decision makers both inside and outside the firm. Various topics are viewed from key individuals involved, such as the account manager, brand and creative manager, media buyer, and the Webmaster.

SHAF 3073 Global Marketing

This course gives an early exposure to the changes, opportunities and threats that emerge in the global platform. Students will be trained to develop critical thinking skills in facing global competition and global managerial skills.

SHAF 3083 Supply Chain Management

This course is designed for early exposure and understanding of the theory and practical in purchasing and supply chain management (SCM). It guides students to develop effective purchasing and SCM strategies. The course focuses on seven major elements which encompass quality, quantity, cost, delivery, supplier selection and relationship and purchasing process as well as business market demands.

SHAF 3093 Cyber Law

This course aims to equip students with legal knowledge suitable for technopreneurs and managers. It focuses on how the changes in information and communication technologies, present fundamental challenges to the existing law. This course provides an overview of specific categories of law (contract, tort, criminal law and intellectual property) in the context of cyberspace related to business, finance and social issues at national and international levels.

SHAF 3103 Tourism Marketing

This course introduces marketing concepts in the tourism industry. It emphasises the technique and modern marketing mix, the characteristics of tourists, managing demand, tactical plan and strategies of marketing of tourism industry.

SHAF 4014 Undergraduate Project (Writing)

This is the implementation of the proposed project. Students collect and analyse the collected data to answer the objectives. The write up should be done systematically based on specified writing format.

SHAF 4023 Customer Relationship Management

This course illustrates a comprehensive review of Customer Relationship Management. It will explain what the CRM, the benefits, how it works, and how it will be implemented. Students learn how to find the most valuable customers and how to increase the efficiency in customer acquisition, managing customer life cycle and churn management through appropriate CRM practices.

SHAF 4033 Strategic Marketing

This is an advanced course in marketing strategy. It presents students with an effective approach to analyse, plan and implement marketing strategies. The course helps students to develop the skills needed to analyse the total environment facing a company, formulate strategies to maximise opportunities, research product opportunities and develop and present a complete marketing plan. Learning experience using case studies emphasise the application of marketing principles in variety of decision making situations.

SHAF 4043 Brand Management

The course describes some of the past and present challenges faced by brand managers. It introduces the branding principles, models and frameworks to help students plan and execute brand strategies.

SHAF 4044 Industrial Training (Report)

Students are expected to submit a report and present on the activities and experience they went through.

SHAF 4058 Industrial Training (Practical)

Industrial training is an essential component in the development of the practical skills required by a student prior to graduation. It is also an aspect of education that integrates knowledge with planned and supervised career-related work experience processes. The purpose of the course is to develop and strengthen the students' educational and career preparation. It allows the students to understand the connection between what is studied and how it is applied in the real world. It also exposes the students to the interpersonal relationships a job requires, both with co-workers and superiors that are essential in obtaining a successful and satisfying career.

SHAF 4053 B2B Marketing

This course exposes students to Business-to-Business (B2B) marketing concepts and approaches. Students will be exposed to diverse industries and various strategies based on the unique characteristics of B2B marketing.

SHAF 4063 Retail Management

This course exposes students to the basic concept of retailing, process and the management in retailing business. Students will be trained to choose and adopt technology such as the web, E-tailing concept, UPC, EDI as a tool to implement the retailing strategies. At the end of the course, students will be able to design the strategies for businesses in the retailing industry, utilising suitable technologies and solve competition problems in retailing.

SHAF 4073 Green Marketing

This course introduces issues related to environmental marketing. Topics covered includes the theoretical basis, managerial perspective, public policy viewpoint, and for empirical evidence for green marketing activities.

SHAF 4083 Non-Profit Marketing

This course exposes students to skills and techniques for managing non-profit organizations. Discussion centres on three key themes in the non-profit sector: social responsibility and leadership; multi-sector collaboration and service and careers. It discus on essential areas such as governance, fund development, financial accountability, human resource and volunteer management.

SHAF 4093 Social Marketing

This course introduces the concept of social marketing as a mean of responding and helping in the needs of society or a community. The course is divided into four sections: Social Marketing vs. Commercial Marketing, Analyzing the Social Marketing Environment, Developing the Social Marketing Strategies, Implementation of Social Marketing Strategies.

SCSD 4823 Knowledge Management System

This subject covers the basic concept of Knowledge Management including the definition and the importance of Knowledge Management, types of knowledge management systems such as document management systems, decision support systems and group support systems. It focuses on the development and deployment of knowledge management systems. Several Knowledge Management tools and technology are introduced and real case studies are discussed. At the end of the course, students should be able to develop basic Knowledge Management Systems.

SHAC 1023 Financial Accounting

This course is designed to provide understanding of the basic principles and concepts of accounting and bookkeeping. The course also covers the accounting cycle in an organization such as the use of journals, posting, preparation of trial balance, preparation of financial statements and adjustments for final accounts. In addition, the course also covers the various methods to determine stock value and depreciation, and adjustment of errors in the financial statement.

SHAC 2013 Cost Accounting

This course is an introduction to cost and management accounting. It is designed to provide an understanding of the main elements which determine the cost of a product. The course also focuses on the application of fundamental costing methods and techniques and covers some aspects of managerial accounting which are mainly used for decision making purposes.

SHAD 1013 Principles of Microeconomics

This course provides an understanding of basic skills of economic analysis. Understanding towards microeconomics is necessary for individuals or organisations to make rational decisions and to evaluate the effects of government policy. It forms the basis for understanding macroeconomics and the study of the entire economy.

SHAD 1023 Business Mathematics

This course encompasses basic mathematical concepts, techniques and applications that are useful to students in the field of business, economics, management and social science. Some of the basic mathematical concepts, such as linear equations and system of linear equations and applications, quadratic functions and differentiation, as well as basic matrix operations are introduced. The key business topics including simple interest and compound interest, annuity, mathematics of selling; business discounts and mark-ups are also introduced in this course.

SHAD 1033 Principles of Management

This course exposes the basic concepts and theories on the main functions of management: planning, organizing, directing and controlling. Topics that are being discussed include planning, decision making, organizational structure and design, communication and information technology, human resource management, change and innovation, motivation, leadership, control and operation and value management.

SHAD 1053 Principles of Macroeconomics

This course provides students with an understanding of the factors which affect an economy in aggregate terms such as national income, interest rates and price level. This course also explains the effects of economic policies, in particular, monetary and fiscal policies on economic stability.

SHAD 1063 Statistics I

This course introduces basic concepts in statistics, qualitative and quantitative data presentation, sampling distribution and data collection. It also covers topics on measures of central tendency and dispersion, correlation and regression, index numbers, time series forecasting and probability.

SHAD 2013 Entrepreneurship

This course introduces the concepts and principles of entrepreneurship and the required skills to start and manage entrepreneurship start-ups. At the first stage, students are exposed to the concepts and principles of entrepreneurship and entrepreneurs, and the required skills to successfully manage business ventures. Then they are introduced to techniques and tools to analyse and assess business ideas and the procedures to set up business ventures in Malaysia. Finally, they are guided to develop business plan. In addition to guided T&L, students are exposed to real life entrepreneurial activities through entrepreneurship carnival which includes talks by successful entrepreneurs, entrepreneurial workshops and activities.

SHAD 2023 Human Resource Management

The course provides student with an introduction to the key functions of human resource management in Malaysia today. It started with an overview of Human Resource Management and deals with more specific functions afterwards such as recruitment, selection and induction, training, managing employee performance and performance appraisal, payment systems and working hours, benefits and rewards, safety and health at work, improving productivity and employee commitment, disciplinary systems and termination of service and industrial relations.

SHAD 2033 Statistics II

The course focuses on parametric statistical inference of comparing means, analysis of variance and multiple regressions. It also introduces statistical test of non parametric analysis. The approach of teaching includes manual calculations and interpretation of computer statistical report. Laboratory data analysis is also part of the course.

SHAD 2043 Financial Management

This course discusses the basic concepts of accounting and financial management, methods of financial statement analysis, evaluation of financial assets in terms of risk and return, and short-term and long-term capital management of an organisation.

SHAD 2053 Introduction to Operation Management

This course explains and discusses the activities involved in the process of creating goods and services that take place in an organization. The main focus is to emphasize the importance of creating values in the process of transforming inputs into outputs. Thus it covers the activities and issues related to production and operation such as operation, process, layout and location strategies; job design and work measurement; inventory management; aggregate planning; material requirement planning; JIT scheduling and maintenance. Besides, this course also provides understanding of operation managers' roles.

SHAD 3013 Commercial Law

All commercial transactions are governed by law. This course aims to provide knowledge about areas of law which affect commercial transactions. This course focuses on the Malaysian Legal System, Contract Law, Employment Law, Marketing Law, Product Liability Law and Intellectual Property Law.