

**BACHELOR OF SCIENCE (HUMAN RESOURCE DEVELOPMENT)
PROGRAMME SPECIFICATIONS**

1. Awarding institution	Universiti Teknologi Malaysia (UTM)			
2. Teaching Institution	UTM			
3. Programme name	Bachelor of Sc.(Human Resource Development)			
4. Final Award	Bachelor of Sc. (Human Resource Development)			
5. Programme Code	TP09 (SHR)			
6. Professional or Statutory body of accreditation	NA			
7. Language of instruction	Bahasa Malaysia 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/part time)	Full Time and Part Time			
11. Study duration	Minimum : 4 yrs(FT) / 6 yrs(PT) Maximum : 6 years (PT)			
Semester	Number of Semester		Number of weeks	
	Full time	Part time	Full time	Part time
Regular	8	12	14	14

1. Programme Objectives

At the end of the programme, students should be able to:

- i. Apply basic knowledge, skills and abilities in planning, analyzing, managing, and developing human resource.
- ii. Become practitioners who are capable of functioning as researchers, organization's change agents, training need analyst, programme designers, managers, instructors, and administrators.
- iii. Recognize, explore, and use a broad range of ideas and practices as well as think logically and creatively.
- iv. Communicate and negotiate effectively across different cultures and audiences
- v. Respond and adapt readily to changing environments, and to continue learning independently

2. Programme Learning Outcomes

Learning Outcomes	Intended Learning Outcomes	Teaching and Learning Methods	Assessment
(a) TECHNICAL KNOWLEDGE AND COMPETENCIES			
PO 1 Application of disciplinary knowledge - principles and theories	Ability to acquire and apply general knowledge and human resource development principles and theories in organizations.	Lecture, tutorial, seminar, assignments at ICT's lab, directed reading, and cooperative learning, and industrial visits.	Examinations, assignments, quiz, presentations, seminars, discussions, cooperative learning, problem-based learning, group projects, and individual reports.
PO2 Integration and application of specific competencies	Ability to integrate human resource development knowledge and skills in solving organizational problems.	Lecture, tutorial, seminar, assignments at ICT's lab, directed readings, industrial visit, practicum and industrial training.	Exams, assignments, quiz, presentations, demonstrations, discussions, cooperative learning, problem-based learning, group projects, and individual reports.
(b) GENERIC SKILLS			
PO3 Critical Thinking and Problem Solving Skills	Able to identify, analyze, and solve human resource problems in organizations creatively.	Lecture, tutorial, seminar, assignments, directed readings, self directed learning, and cooperative learning, field work and industrial visit.	Exams, assignments, quiz, presentations, seminar, discussions, cooperative learning, problem-based learning, group project and reports.
PO4 Communications Skills	Able to communicate effectively both verbal and in writing in a dynamic environment.	Lecture, individual and group assignments, group project, industrial training, industrial visits, e-learning, video & films and cooperative learning.	Exams, assignments, quiz, presentations, seminar, discussions, cooperative learning, problem based learning, observation and peer evaluation.
PO5 Team Working	Able to work collaboratively and play various roles in problem solving and decision making group.	Group assignment, group project, industrial training, industrial visit, cooperative learning.	Group assignment, group project observation and peer evaluation.
PO6 Ethics and Integrity	Demonstrate professional ethics and moral obligation for the good of mankind.	Group project, lecture, industrial training, case study, and research project.	Industrial training report, project report, undergraduate project report, assignment.
PO7 Life-long learning and Information Management	Able to find, acquire, and manage information from various sources for continuous self development and lifelong learning.	Directed reading, assignment, lecture, group project, undergraduate project, and industrial training.	Group project, industrial training assessment, observation of activities involvement.

PO8 Entrepreneurship Skills	Able to exploit opportunities and harness potential specifically for self, organization and industrial development.	Lecture, case study, role-play, seminar, entrepreneurship project, business seminar.	Project presentation, business plan, seminar, and community service.
PO9 Leadership Skills	Able to instill and practice basic leadership principles and able to demonstrate leadership competency with confidence.	Lecture, seminar, cooperative learning, field work and industrial visit.	Industrial training report, project report, lecturer's observation, peer evaluation and group assignment.

3. Classification of Courses

Components by category and total credits for graduation

	Classification	Credit Hours	Percentage (%)
Program Core		75	58.6 (50-60)
Electives		33	25.8 (15-20)
Generic courses		20	15.6 (10-15)
Total		128	100
Total Credits for Graduation		128	

4. Program structures 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.

***Award requirements:**

To graduate student should:

- Attain a total of not less than 128 credit hours with minimum CPA of 2.0
- Pass Industrial Training (equivalent to 12 credit hours)
- Complete and pass the undergraduate research project (6 credit hours)

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	1	1
UICI 2022	Science, Technology and Human	2	3	2
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	6	3
ENTREPRENEURSHIP UHAS 3xx2	University Elective (Entrepreneurship)	2	6	3
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	5	3
HUMAN DEVELOPMENT Uxxx xxx2 Or GLOBALISATION Uxxx 2xx2/ ULAM 1112	University Elective (Human Development) University Elective (Globalisation or Malay Language for Communication)	2	6	3
CO-CURRICULUM / SERVICE LEARNING (2 credits)				
UKQX 1xx1	Co-Curriculum	1	1	1
UKQX 1xx1	Co-Curriculum	1	3	2

Core Courses – Field (45 Credits)

Code	Course Name	Credit	Semester	Level
SHAD 1033	Principles of Management	3	1	1
SHAR 1033	Human Resource Planning	3	2	1
SHAR 1053	Organizational Communication	3	2	1
SHAD 1043	Organizational Behavior	3	2	1
SHAR 2033	Industrial Relations Law	3	3	2
SHAR 2053	Statistics for Social Science	3	4	2
SHAR 2073	Employment Relations	3	4	2
SHAD 2023	Human Resource Management	3	4	2
SHAR 3042	Undergraduate Project (Proposal)	2	6	3
SHAR 4014	Undergraduate Project (Report)	4	7	4
SHAD 2013	Entrepreneurship	3	7	4
SHAR 4028	Industrial Training (Practical)	8	8	4
SHAR 4034	Industrial Training (Report)	4	8	4

Core Courses – Major (30 Credits)

Code	Course Name	Credits	Semester	Level
SHAR 1013	Principles of HRD	3	1	1
SHAR 1023	Adult Learning	3	1	1
SHAR 1043	Training Needs Analysis	3	2	1
SHAR 2023	Instructional Design	3	3	2
SHAR 2063	Performance Development	3	4	2
SHAR 2083	Career Development	3	4	2
SHAR 3013	Program Evaluation	3	5	3
SHAR 3033	Introduction to Research Methods	3	5	3
SHAR 3053	Safety and Health at Work	3	6	3
SHAR 3063	Organizational Development	3	6	3

Elective Courses (33 Credits)

Code	Course Name	Credit	Semester	Level
SHAC 1013	Basic of Financial Accounting	3	1	1
SHAR 2013	Communication Technology in Training	3	3	2
SHAR 2043	Industrial Counseling	3	3	2
SHAD 2113	Basic of Financial Management	3	3	2
SHAR 3023	Human Resource Information System	3	5	3
SHAR 3073	Training Management	3	5/6	3
SHAR 3083	Industrial Supervision	3	5/6	3
SHAR 3093	Negotiation Skills	3	5/6	3
SHAR 3103	Interpersonal Skills	3	5/6	3
SHAR 3113	Cross-Cultural Management	3	5/6	3
SHAR 3123	Human Resource Development from Islamic Perspective	3	5/6	3
SHAY 1073	Creativity and Innovation	3	5/6	3
SHAY 2023	Industrial Psychology	3	5/6	3
SHAY 3023	Ergonomics	3	5/6	3
SHAY 3043	Behavior Modification	3	7	4
SHAR 4043	Crisis Management	3	7	4
SHAR 4053	Knowledge Management	3	7	4
SHAD 3053	Strategic Management	3	7	4

6. Study Scheme by Semester

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAR 1013	Prinsip Pembangunan Sumber Manusia <i>Principles of HRD</i>	3	SHAR 1033	Perancangan Sumber Manusia <i>Human Resource Planning</i>	3
SHAR 1023	Pembelajaran Dewasa <i>Adult Learning</i>	3	SHAR 1043	Analisis Keperluan Latihan <i>Training Needs Analysis</i>	3
SHAC 1013	Asas Perakaunan Kewangan <i>Basic of Financial Accounting</i>	3	SHAR 1053	Komunikasi Keorganisasian <i>Organizational Communication</i>	3
SHAD 1033	Prinsip Pengurusan <i>Principles of Management</i>	3	SHAD 1043	Tabiat Organisasi <i>Organizational Behavior</i>	3
UICI 1012	Tamadun Islam dan Tamadun Asia <i>Islamic and Asian Civilization</i>	2	ULAB 1122	Academic English Skills	2
UKQX 1xx1	Ko-Kurikulum <i>Co-Curriculum</i>	1	UHAS 1172/ UHAS 1162	Dinamika Malaysia <i>Malaysia Dynamic / Arts, Customs and Beliefs of Malaysian</i>	2
Total Credits		15	Total Credits		16

YEAR 2

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAR 2013	Teknologi Komunikasi Untuk Latihan <i>Communication Technology in Training</i>	3	SHAR 2053	Statistik Sains Sosial <i>Statistics for Social Science</i>	3
SHAR 2023	Reka Bentuk Latihan <i>Instructional Design</i>	3	SHAR 2063	Pembangunan Prestasi <i>Performance Development</i>	3
SHAR 2033	Undang-undang Hubungan Industri <i>Industrial Relations Law</i>	3	SHAR 2073	Hubungan Pekerjaan <i>Employment Relations</i>	3
SHAR 2043	Kaunseling Industri <i>Industrial Counseling</i>	3	SHAR 2083	Pembangunan Kerjaya <i>Career Development</i>	3
SHAD 2113	Asas Pengurusan Kewangan <i>Basic of Financial Management</i>	3	SHAD 2023	Pengurusan Sumber Manusia <i>Human Resource Management</i>	3
UICI 2022	Sains, Teknologi dan Manusia <i>Science, Technology and Human</i>	2	ULAB 2122	Advanced Academic English Skills	2
UKQX 1xx1	Ko-Kurikulum <i>Co-Curriculum</i>	1			
Total Credits		18	Total Credits		17

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAR 3013	Penilaian Program <i>Program Evaluation</i>	3	SHAR 3042	Projek Sarjana Muda (Cadangan) <i>Undergraduate Project (Proposal)</i>	2
SHAR 3023	Sistem Maklumat Sumber Manusia <i>Human Resource Information System</i>	3	SHAR 3053	Keselamatan dan Kesihatan di Tempat Kerja <i>Safety and Health at Work</i>	3
SHAR 3033	Pengenalan Kaedah Penyelidikan <i>Introduction to Research Methods</i>	3	SHAR 3063	Pembangunan Organisasi <i>Organizational Development</i>	3
SHAR 3xx3	Elektif I Elective I	3	SHAR 3xx3	Elektif III Elective III	3
SHAR 3xx3	Elektif II Elective II	3	Uxxx xxx2	Elektif Umum (Pembangunan Insaniah / Globalisasi) <i>General Elective (Human Development / Globalization)</i>	2
ULAB 3162	<i>English for Professional Purposes</i>	2	Uxxx xxx2	Elektif Umum (Inovasi & Kreativiti) <i>General Elective (Innovation & Creativity)</i>	2
			Uxxx xxx2	Elektif Umum (Keusahawanan) <i>General Elective (Entrepreneurship)</i>	2
Total Credits		17	Total Credits		17

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAR 4014	Projek Sarjana Muda (Laporan) <i>Undergraduate Project (Report)</i>	4	SHAR 4028	Latihan Industri (Praktikal) <i>Industrial Training (Practical)</i>	8
SHAD 2013	Keusahawanan <i>Entrepreneurship</i>	3	SHAR 4034	Latihan Industri (Laporan) <i>Industrial Training (Report)</i>	4
SHAY 3043	<i>Modifikasi Tingkahlaku</i> <i>Behavior Modification</i>	3			
SHAR 4xx3	Elektif IV Elective IV	3			
SHAR 4xx3	Elektif V Elective V	3			
Total Credits		16	Total Credits		12
TOTAL CREDITS					128

7. Career Prospects and Career Paths

Graduates of this program will be able to work as:

- Human resource executives, trainers, research officers in public and private sectors
- Chief learning officers (CLO) in multinational corporations
- Consultants in human resource development and training
- Academicians and researchers in institutions of higher learning

8. Cross Campus and Outreach Programs

Students are given an opportunity to enrol in participating universities. The grades and up to 1/3 of the total credits are transferable. At the moment, local universities that are offering similar programme participate in this program. Every year the university is organizing visit to foreign higher institute of learning and students are encouraged to participate at a subsidised cost.

9. UTM Degree ++ Program

Students are encouraged to enrol in certificate programs offered by the university during weekends and semester breaks.

10. Facilities available

List of Facilities:

1. Smart Classroom 1 to 12
2. Language Digital Laboratories (5)
3. Computer Lab
4. Library
5. Lecture Theatres
6. Resource Room
7. Students activity room
8. E-learning
9. Internet/WIFI
10. Cafeteria
11. Reading and discussion tables

SYLLABUS SUMMARY

BACHELOR OF SCIENCE (HUMAN RESOURCE DEVELOPMENT)

SHAR 1013 Principles of HRD

This course discusses the principles, theories, and models of Human Resource Development (HRD). Students will be introduced to the history and evolution of HRD field, roles, and competencies of the HRD practitioners. The topics covered include training, development, and education concerning employees in organization. Malaysia's HRD Act 1992 will be discussed to prepare the students with local practice in HRD.

SHAR 1023 Adult Learning

In this course, students will be exposed to the conceptual aspects of adult learning. It includes principles, theories, and philosophies of adult learning, individual differences in adult learning, techniques and roles for adult learning facilitators and how adult learning programs could be carried out. Students will experience the actual andragogy approach to learning through hands-on approach and experiential learning. The course also emphasizes on issues and research in adult learning.

SHAR 1033 Human Resource Planning

The course discusses the aspect of human resource (HR) planning that is commonly practiced in an organization. It emphasizes the steps and methods used in the planning of HR based on demands and supplies. It also looks into the related aspects of human resource position in an organization.

SHAR 1043 Training Needs Analysis

This course exposes the concept of training and development in organization, performance problems, training needs, and training and non-training issues in organization. Subsequently, students will be trained to identify and discuss performance problems in organization, how to conduct training needs analysis (TNA), and prepare a TNA report.

SHAR 1053 Organizational Communication

The aim of this course is to develop students' competency in communication especially related to human resource development. For that purpose, the students will be exposed to the basic skills in communication. The content of this course also include communication skills related to managerial communication. Students will be exposed to various organizational communication channels, methods, and steps in resolving conflicts.

SHAR 2013 Communication Technology in Training

Rapid development in information and communication technology challenges training designer and instructor to explore the possibility of using the new technology to enhance teaching and learning. This course is designed to encourage students to explore new usage of information and communication technology (ICT) to deliver contents effectively. Some of the topics covered are designing e-learning, mobile learning, and virtual classroom.

SHAR 2023 Instructional Design

This course covers the principles of instructional design (ID) theories, learning theories, ID models, and process of designing a training programme. Special attention is given to guide students in developing and writing SMART objective and prepare a comprehensive design document. The course discusses the transfer of training issues,

training methods and settings, the approaches of sequencing, developing training contents, and evaluation of learning.

SHAR 2033 Industrial Relations Law

This subject emphasis on legal work, industrial relations law and trade union law in Malaysia.

SHAR 2043 Industrial Counseling

This course provides knowledge and skills to students regarding the methods and needs of counselling in assisting employees to understand their problems in industries. The course discusses the concepts of counselling, basic counselling skills, career counselling, workplace counselling, counselling in industries and its relationships with employee assistance programme (EAP). It also covers employees problems, interviews and resume preparation, ethics in counselling and training in industry.

SHAR 2053 Statistics for Social Science

This course introduces students to basic statistics in social science. The topics discussed include an introduction to statistics, levels of measurement, defining variables, measuring central tendency, measuring dispersion, constructing and interpreting contingency tables, statistical inference and tests of significance, probability distributions and one-sample z and t Tests, two sample t tests, one-way analysis of variance, measuring association in contingency tables, the Chi-Square test, correlation and regression analyses and computer applications.

SHAR 2063 Performance Development

Performance development is a holistic process, bringing together many of the elements which go to make up the successful practice of people management, including in particular learning and development. This course covers theories and practical aspects of implementation of performance management system. Some of the topics that will be discussed are performance management in organization, performance measurement, and performance improvement. Students will be exposed to various techniques and tools of performance measurement and monitoring such as balance score card, key performance index, 360 degrees, online performance monitoring, etc. Issues discussed in this course include continuous professional development.

SHAR 2073 Employment Relations

This course is designed to explore the major issues in theory and practice of industrial relations in Malaysia. It serves as a starting point to explore industrial relations issues related to human resource management. This course covers the context of industrial relations, history of industrial relations, trade union movement, role of industrial court, principles of natural justice in Malaysia etc. The course fosters critical thinking by examining the relationships between trade union and management, legislation and executive action; and the development of labour legislation in Malaysia.

SHAR 2083 Career Development

In this course, students will be exposed to the concepts and functions of career development in organization. Students will be guided on how to evaluate and plan career development programs. Issues on career choices, career stages, individual careers, organizational career systems, career management practices, career diversities, and global career also will be discussed. The course emphasizes on issues and research in career development.

SHAR 3013 Program Evaluation

This course introduces a systematic approach to evaluate training programs. Evaluation will be conducted by applying research methods and evaluation models. These methods and models would be used to make decisions in implementing, improving or terminating the training programs.

SHAR 3023 Human Resource Information System

This course exposes students to the use of Computer-Based Information Systems (CIBS) in facilitating the achievement of competitive advantage of an organization. This is where the competitive advantages is achieved through the application of advanced technology. The course discusses Human Resource Information System (HRIS) model and how the systems aids human resource practitioner in implementing HR task more efficiently through the use of information technology.

SHAR 3033 Introduction to Research Methods

This course is designed to assist students to understand the basics of research methodology. It is organized into 13 distinct topics comprises of research process, research design, research problems, research in human resource development, theory and hypothesis, measurement, research instrument, population and sampling, data collection, and data analysis.

SHAR 3042 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.

SHAR 3053 Safety and Health at Work

This course introduces the concept of safety and health which is currently considered to be very crucial to all workplaces especially for those involved in management. Thus, students will be exposed not only to the rationale behind this concept but also to the legal aspects of its enforcement through the relevant legislations of this country.

SHAR 3063 Organizational Development

This course is designed to expose students to definition, scope, theories and models of organizational change and development. It also covers planning and change management, diagnostics processes, interventions, and evaluations of organizational development.

SHAR 3073 Training Management

This course presents and discusses the functions of training management in the context of Human Resource Development (HRD). The scope of training management includes the management of a training department, the implementation of the training policy and training programme. It emphasises on the process of planning and managing training centres that involves operational and strategic planning. The course discusses the execution of training programme, preparation of module, cost and benefits, role and the challenges towards training management in Malaysia.

SHAR 3083 Industrial Supervision

This course is designed to focus on the basic aspects of industrial supervision. It covers supervising change, performance management, conflict resolution, and problem solving in organization. The topics include the roles of supervisor in planning, organizing, controlling, supervisory leadership, communications, employee motivation, handling staff discipline, employee training and development.

SHAR 3093 Negotiation Skills

This course exposes students on process, principles, strategies, models and tactics of negotiation and consultation. It emphasises on the adherence of negotiation and consultation ethics.

SHAR 3103 Interpersonal Skills

This course focuses on interpersonal skills to improve understanding and communication effectiveness. The topics in this course include interpersonal communication process, theories, self concept, perception, listening skills, verbal and non-verbal communication, interpersonal conflict and power in communication.

SHAR 3113 Cross-Cultural Management

This course focuses on concepts of globalization and its implications, culture in management, cross-cultural management theories/models, structure of multicultural/international organization, cross-cultural communication, leadership in cross-cultural, motivation across culture, conflict and negotiation, human resource management and development, cross-cultural training, and ethics in cross-cultural management context.

SHAR 3123 Human Resource Development from Islamic Perspective

This course focuses on concepts and philosophy of human resource development (HRD) from Islamic perspective. It also includes comparison between Islamic and Western perspective on HRD, work and workers in Islam, training and development from Islamic perspective.

SHAR 4014 Undergraduate Project (Report)

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.

SHAR 4028 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.

SHAR 4034 Industrial Training (Report)

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

SHAR 4043 Crisis Management

Crisis management activities include forecasting potential crises and planning how to deal with them. Crisis management in current environment includes identifying the nature of crisis, intervening to minimize damage and recovering from the crisis. Crisis management strongly focus on public relations to control and reduce damages to public image and assure stakeholders that recovery is underway.

SHAR 4053 Knowledge Management

In this course, students will be taught how to capture knowledge, transfer it, share it, and manage it. The first part of this course is discussing the basic concept of knowledge and knowledge management system life cycle. Students will be exploring how tacit knowledge created and how to capture it. Next, the discussion is on the codifying that knowledge and implementing systems to make use of the knowledge base. The technical aspects of knowledge management will focus on data mining and knowledge management tools and portals. The conclusion part will deal with ethical, legal, and managerial issues in knowledge management.

SHAC 1013 Basic of Financial Accounting

This course is designed to provide an understanding of the basic principles and concepts of accounting and bookkeeping. It 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.

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 1043 Organizational Behavior

Organizational behavior is a core course that discusses the fundamental concepts and important aspects of people's behavior. The topics covered include individual behavior, attitudes and job satisfaction, personality and values, perception, motivation, emotions and moods, group behavior, understanding work teams, basic approaches to leadership, contemporary issues in leadership, power and politics, conflict and negotiation, organizational culture, and organizational change and stress management.

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 2113 Basic of 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 3053 Strategic Management

This course covers the basic concepts and theories of the main functions of strategic management that is formulation, implementation and evaluation of strategies. The topics discussed include an overview of strategic management: strategy formulation: the business vision and mission, the external and internal analyses, formulation, implementation and evaluation of strategy. Strategic management issues discussed are related to production, operations, marketing, finance/accounting, R&D and MIS.

SHAY 1073 Creativity and Innovation

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.

SHAY 2023 Industrial Psychology

Industrial psychology is a science of people at work. This subject has grown to be one of the major applied specialties in psychology worldwide. The first attention for this subject is concerned with the workplace, so its finding and principles are relevant to everyone who has held a job. Second, industrial psychology has developed proven methods that organizations find of value. Industrial psychologists are often called upon to help organizations have more efficient and healthier workplace.

SHAY 3023 Ergonomics

This course introduces students to the aspects of ergonomics at the work place. The main aim of ergonomics at the workplace is for comfort, health and well being and safety of the employees. Through health and well being, employees can increase the effectiveness of an organization. The Ergonomics course is concerned with the achievement of optimal relationships between humans and their work environment. Topics include the capabilities and limitations of humans and machines, simulation of design and training, principles of symbolic and pictorial displays, static and dynamic forces on the human body, responses to environmental stress, injuries from poorly designed workplaces, and repetitive motion with emphasis on prevention.

SHAY 3043 Behavior Modification

This course is aimed to expose students to approaches in changing employee behaviour in an organisation. The emphasis of this course includes introduction to characteristics and principles of behaviour and non-behaviour, identifying problematic behaviour, application of the principles of behaviour modification consisted of reinforcement, extinction, punishment, control stimulation, and economic token, application of the behaviour modification procedures consisted of shaping, fading and chaining. Besides, this course explains the method for changing the behaviour of the respondents or cognitive behaviour, and behaviour modification ethics.