

**ACADEMIC GUIDELINES
(BACHELOR DEGREE PROGRAMME)
2014/2015
ACADEMIC SESSION**

FACULTY OF MANAGEMENT

www.management.utm.my

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MISSION OF THE FACULTY

MISSION OF THE FACULTY

Philosophy

Developing and enriching human potential in line with the will of the Creator.

Vision

To become a world class school of Social Science and Management towards achieving excellence in science and technology.

Mission

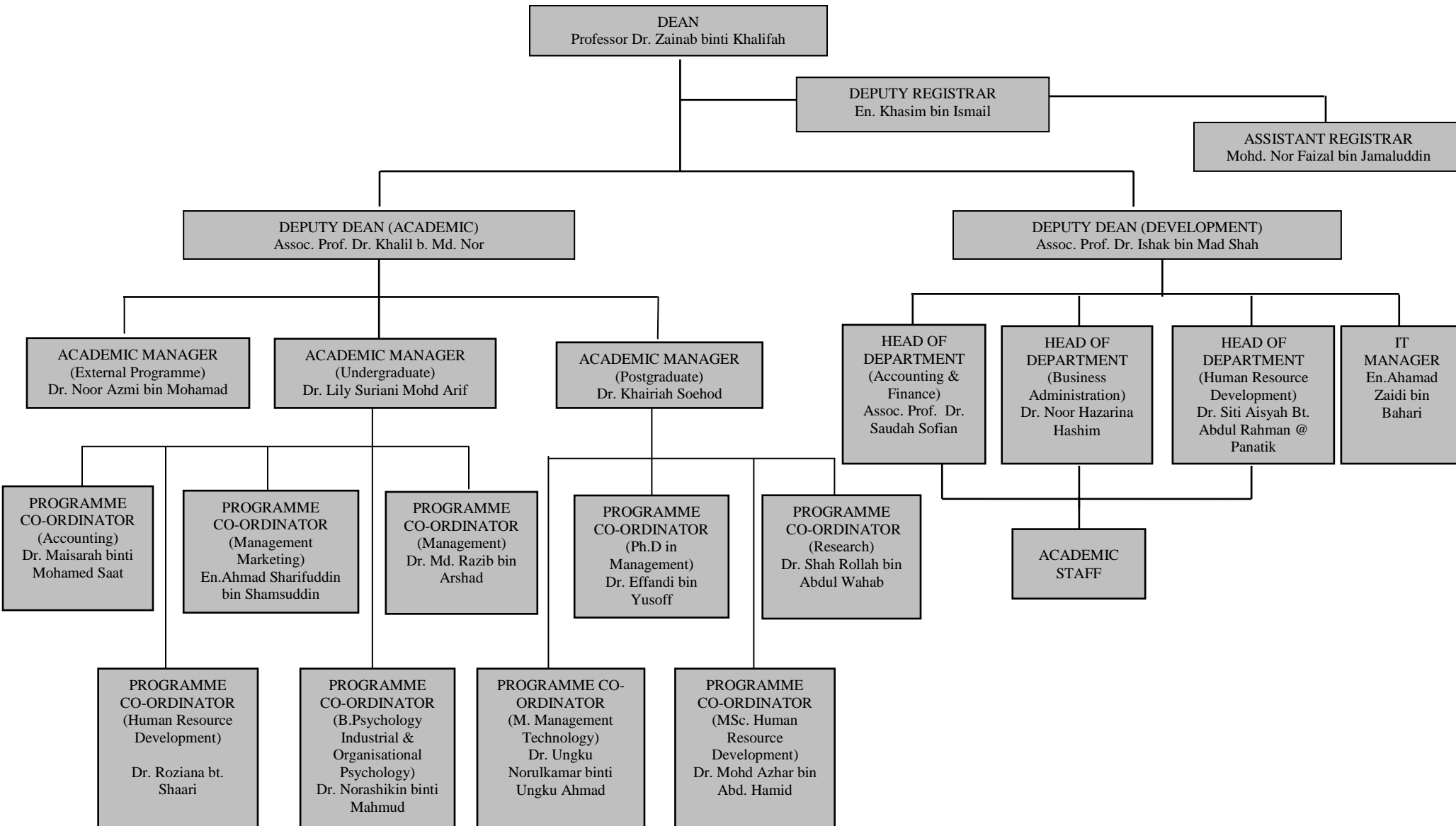
To produce reliable, confident and outstanding graduates in the field of social science and management who are able to meet the challenges of a technology-driven era.

Objectives

- ☐ Preparing and enhancing charismatic and responsible graduates.
- ☐ Producing beneficial and high quality research and publication.
- ☐ Offering effective and efficient consultancy services.
- ☐ Providing conducive teaching and learning services.
- ☐ Developing and utilising potential of staff members.
- ☐ Contributing towards community development.

ADMINISTRATIVE STRUCTURE OF THE FACULTY

ADMINISTRATIVE STRUCTURE OF THE FACULTY FACULTY OF MANAGEMENT



BACHELOR DEGREE PROGRAMMES

- **Bachelor of Accounting**
- **Bachelor of Management (Technology)**
- **Bachelor of Management (Marketing)**
- **Bachelor of Science
(Human Resource Development)**
- **Bachelor of Psychology
(Industrial and Organisational Psychology)**

**ENTRY REQUIREMENTS
BACHELOR DEGREE PROGRAMMES**

A. CANDIDATES WITH STPM QUALIFICATION AND EQUIVALENT QUALIFICATIONS

No	Programme	Minimum Requirements for STPM Candidates
1.	Bachelor of Management (Technology) <i>Duration of Study:</i> 8 Semesters	<p>Fulfil the General University Requirement and Specific Requirements of the Programme</p> <p>GENERAL UNIVERSITY REQUIREMENTS</p> <p>i. Good pass in Sijil Pelajaran Malaysia (SPM) or its equivalent.</p> <p>ii. Passed Bahasa Melayu/Bahasa Malaysia with credit at the SPM level or its equivalent or passed Bahasa Melayu/Bahasa Malaysia July paper with credit.</p> <p>iii. Passed the STPM examination, obtaining at least: -</p> <p style="padding-left: 40px;">a. Grade C (NGMP 2.00) in the General Studies subject;</p> <p style="text-align: center;"><i>and</i></p> <p style="padding-left: 40px;">b. Grade C (NGMP 2.00) in TWO (2) other subjects.</p> <p>iv. Obtained at least Band 1 at the Malaysian University English Test (MUET).</p> <p><i>As well as</i></p> <p>SPECIFIC REQUIREMENTS OF THE PROGRAMME</p> <p>Pass with at least a Grade B (NGMP 3.00) in any one (1) of the following subjects :</p> <ul style="list-style-type: none"> ▪ Mathematic S / Mathematic T / Economy / Accounting / Business Studies / Physics / Computing <p style="text-align: center;"><i>and</i></p> <p>any one (1) other subject.</p> <p style="text-align: center;"><i>and</i></p> <p>Obtained at least credit in a mathematics subject at the SPM.</p>
2.	Bachelor of Management (Marketing) <i>Duration of Study:</i> 8 Semesters	
3.	Bachelor of Science (Human Resource Development) <i>Duration of Study:</i> 8 Semesters	
4.	Bachelor of Psychology (Industrial And Organisational Psychology) <i>Duration of Study:</i> 8 Semesters	

No	Programme	Minimum Requirements for STPM Candidates
5.	Bachelor of Accounting <i>Duration of Study:</i> 8 Semesters	<p>Fulfil the General University Requirement and Specific Requirements of the Programme</p> <p>GENERAL UNIVERSITY REQUIREMENTS</p> <ul style="list-style-type: none"> i. Good pass in Sijil Pelajaran Malaysia (SPM) or its equivalent. ii. Passed Bahasa Melayu/Bahasa Malaysia with credit at the SPM level or its equivalent or passed Bahasa Melayu/Bahasa Malaysia July paper with credit. iii. Passed the STPM examination, obtaining at least: - <ul style="list-style-type: none"> a. Grade C (NGMP 2.00) in the General Studies subject; <i>and</i> b. Grade C (NGMP 2.00) in TWO (2) other subjects. iv. Obtained at least Band 1 at the Malaysian University English Test (MUET). <p><i>As well as</i></p> <p>SPECIFIC REQUIREMENTS OF THE PROGRAMME</p> <p>Obtained at least Grade PNGK 3.00 in STPM examination;</p> <p><i>and</i></p> <p>Obtained at least a Grade B (NGMP 3.00) of the following subjects:</p> <ul style="list-style-type: none"> ▪ Mathematic S / Mathematic T / Economy / Accounting / Business Studies <p><i>and</i></p> <p>any one (1) other subject, except General Studies.</p> <p><i>and</i></p> <p>Obtained at least credit in the following subjects at the SPM:</p> <ul style="list-style-type: none"> ▪ Mathematics ▪ English

B. CANDIDATES WITH SIJIL TINGGI AGAMA MALAYSIA (STAM) QUALIFICATIONS

No	Programme	Minimum Requirements for Sijil Tinggi Agama Malaysia (STAM) Candidates
1.	Bachelor of Management (Technology) <i>Duration of Study:</i> 8 Semesters	<p>Fulfil the General University Requirements and Specific Requirements of the Programme</p> <p>GENERAL UNIVERSITY REQUIREMENTS</p> <p>i. Passed Sijil Pelajaran Malaysia (SPM) or its equivalent and obtaining a credit in the Bahasa Melayu / Bahasa Malaysia subject or credit in the Bahasa Melayu / Bahasa Malaysia July Paper.</p> <p>and</p> <p>ii. Passed with a minimum of Jayyid in Sijil Tinggi Agama Malaysia (STAM).</p> <p>and</p> <p>iii. Obtained at least Band 1 at the Malaysian University English Test (MUET).</p> <p>As well as</p> <p>SPECIFIC REQUIREMENTS OF THE PROGRAMME</p> <p>i. Obtained with a minimum of Jayyid Jiddan in Sijil Tinggi Agama Malaysia (STAM)</p> <p>ii. Pass with at least credit at the SPM level in any two (2) of the following subjects :</p> <ul style="list-style-type: none"> ▪ Additional Mathematics ▪ Basic Economics ▪ Principles of Accountancy ▪ Commerce ▪ Physics ▪ Information Technology or Programming & Development Tools; <p>and</p> <ul style="list-style-type: none"> ▪ Any one (1) other subject <p>iii. Pass with at least credit in a mathematics subject at the SPM.</p>
2.	Bachelor of Management (Marketing) <i>Duration of Study:</i> 8 Semesters	
3.	Bachelor of Science (Human Resource Development) <i>Duration of Study:</i> 8 Semesters	
4.	Bachelor of Psychology (Industrial And Organisational Psychology) <i>Duration of Study:</i> 8 Semesters	

C. CANDIDATES WITH THE MINISTRY OF EDUCATION (KPM) MATRICULATION / UNIVERSITI MALAYA (UM) SCIENCE MATRICULATION / UNIVERSITI TEKNOLOGI MARA (UiTM) MATRICULATION

No	Programme	Minimum Requirements for KPM Matriculation / UM Science Matriculation Candidates / UiTM Matriculation
1.	Bachelor of Management (Technology) <i>Duration of Study:</i> 8 Semesters	<p>Fulfil the General University Requirement and Specific Requirements of the Programme</p> <p>GENERAL UNIVERSITY REQUIREMENTS</p> <p>i. Good pass in Sijil Pelajaran Malaysia (SPM) or its equivalent.</p> <p>ii. Passed Bahasa Melayu/Bahasa Malaysia with credit at the SPM level or its equivalent or passed Bahasa Melayu/Bahasa Malaysia July Paper with credit.</p> <p>iii. Passed the KPM Matriculation Certificate/ UM Science Matriculation / UiTM Matriculation, obtaining a CGPA of at least 2.00.</p> <p>iv. Obtained at least Band 1 at the Malaysian University English Test (MUET).</p> <p><i>As well as</i></p> <p>SPECIFIC REQUIREMENTS OF THE PROGRAMME</p> <p>i. Pass with at least a Grade B (NGMP 3.00) in any one (1) of the following subjects:-</p> <p>Mathematics / Economy / Accounting / Business Management / Physics / Engineering Physics / Engineering Mathematics / Introduction to Economics</p> <p><i>and</i></p> <p>ii. any one (1) other subject.</p> <p><i>and</i></p> <p>iii. Pass with at least credit in a mathematics subject at the SPM.</p>
2.	Bachelor of Management (Marketing) <i>Duration of Study:</i> 8 Semesters	
3.	Bachelor of Science (Human Resource Development) <i>Duration of Study:</i> 8 Semesters	
4.	Bachelor of Psychology (Industrial And Organisational Psychology) <i>Duration of Study:</i> 8 Semesters	

No	Programme	Minimum Requirements for KPM Matriculation / UM Science Matriculation Candidates / UiTM Matriculation
5.	Bachelor of Accounting <i>Duration of Study:</i> 8 Semesters	<p>Fulfil the General University Requirement and Specific Requirements of the Programme</p> <p>GENERAL UNIVERSITY REQUIREMENTS</p> <ul style="list-style-type: none"> i. Good pass in Sijil Pelajaran Malaysia (SPM) or its equivalent. ii. Passed Bahasa Melayu/Bahasa Malaysia with credit at the SPM level or its equivalent or passed Bahasa Melayu/Bahasa Malaysia July Paper with credit. iii. Passed the KPM Matriculation Certificate/ UM Science Matriculation / UiTM Matriculation, obtaining a CPA of at least 2.00. iv. Obtained at least Band 1 at the Malaysian University English Test (MUET). <p><i>As well as</i></p> <p>SPECIFIC REQUIREMENTS OF THE PROGRAMME</p> <ul style="list-style-type: none"> i. Obtain a CGPA of 3.00 at KPM Matriculation Certificate/ UM Science Matriculation / UiTM Matriculation and; ii. Pass with at least a Grade B (NGMP 3.00) in any one (1) of the following subjects :- <ul style="list-style-type: none"> ▪ Mathematics / Economy / Accounting / Business Management <p><i>and</i></p> <ul style="list-style-type: none"> ▪ Any one (1) other subject iii. Pass with at least credit in the following subjects at the SPM :- <ul style="list-style-type: none"> ▪ Mathematics ▪ English

D. CANDIDATES WITH DIPLOMA QUALIFICATIONS AND EQUIVALENT QUALIFICATIONS

No	Programme	Minimum Requirements for Diploma and Equivalent Qualifications Candidates
1.	Bachelor of Management (Technology) <i>Duration of Study:</i> 8 Semesters	<p>Fulfil the General University Requirement and Specific Requirements of the Programme</p> <p>GENERAL UNIVERSITY REQUIREMENTS</p> <p>i. Passed Sijil Pelajaran Malaysia (SPM) or its equivalent and obtaining a credit in the Bahasa Melayu / Bahasa Malaysia subject or credit in the Bahasa Melayu / Bahasa Malaysia July Paper.</p> <p>ii. Possess a Diploma or other equivalent qualifications recognised by the Malaysian government and approved by the University's Senate.</p> <p>iii. Obtained at least Band 1 at the Malaysian University English Test (MUET).</p> <p><i>As well as</i></p> <p>SPECIFIC REQUIREMENTS OF THE PROGRAMME</p> <p>i. Possess a Diploma with good passing marks in related areas from an institution recognised by the Public Service Department <i>or</i> Possess other qualifications recognised as its equivalent by the Malaysian government and approved by the UTM Senate and obtaining a CGPA of at least 2.70 <i>or</i> Candidates obtaining a CGPA of less than 2.70 but with at least 2 years of related work experience would also be qualified to apply.</p> <p>ii. Pass with credit in a mathematics subject at the SPM <i>or</i> Obtain at least a grade C (NGMP 2.00) in any mathematics subject at the diploma level.</p> <p>Notation;</p> <p>Candidates are required to send their complete Diploma examination results (from the first semester to the final semester) to UTM. Candidates are also required to forward a copy of their diploma or a certification letter indicating that the candidate has successfully completed the diploma programme.</p> <p>Year of enrolment and duration of studies will depend on the transfer of credit approved by UTM.</p>
2.	Bachelor of Management (Marketing) <i>Duration of Study:</i> 8 Semesters	
3.	Bachelor of Science (Human Resource Development) <i>Duration of Study:</i> 8 Semesters	
4.	Bachelor of Psychology (Industrial And Organisational Psychology) <i>Duration of Study:</i> 8 Semesters	

5.	<p>Bachelor of Accounting <i>Duration of Study:</i> 8 Semesters</p>	<p>Fulfil the General University Requirement and Specific Requirements of the Programme</p> <p>GENERAL UNIVERSITY REQUIREMENTS</p> <ul style="list-style-type: none"> i. Passed Sijil Pelajaran Malaysia (SPM) or its equivalent and obtaining a credit in the Bahasa Melayu / Bahasa Malaysia subject or credit in the Bahasa Melayu / Bahasa Malaysia July Paper. ii. Possess a Diploma or other equivalent qualifications recognised by the Malaysian government and approved by the University's Senate. iii. Obtained at least Band 1 at the Malaysian University English Test (MUET). <p><i>As well as</i></p> <p>SPECIFIC REQUIREMENTS OF THE PROGRAMME</p> <ul style="list-style-type: none"> i. Possess a Diploma with good passing marks in related areas from an institution recognised by the Public Service Department <i>or</i> Possess other qualifications recognised as its equivalent by the Malaysian government and approved by the UTM Senate and obtaining a CGPA of at least 2.70 <i>or</i> Candidates obtaining a CGPA of less than 2.70 but with at least 2 years of related work experience would also be qualified to apply. ii. Pass with at least credit in the following subjects at the SPM level or its equivalent: <ul style="list-style-type: none"> ▪ Mathematics ▪ English <i>or</i> Obtain at least a Grade C (NGMP 2.00) in the following subjects at the Diploma level: <ul style="list-style-type: none"> ▪ Mathematics ▪ English <p>Notation;</p> <p>Candidates are required to send their complete Diploma examination results (from the first semester to the final semester) to UTM. Candidates are also required to forward a copy of their diploma or a certification letter indicating that the candidate has successfully completed the diploma programme.</p> <p>Year of enrolment and duration of studies will depend on the transfer of credit approved by UTM.</p>
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**BACHELOR OF ACCOUNTING
PROGRAMME SPECIFICATIONS**

1. Programme Name	Bachelor of Accounting			
2. Final Award	Bachelor of Accounting			
3. Awarding Institution	UTM			
4. Teaching Institution	UTM			
5. Programme Code	TE02 (SHC)			
6. Professional or Statutory Body of Accreditation	Malaysian Institute of Accountants (MIA)			
7. Language(s) of Instruction	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			
11. Study Duration	Minimum : 4 yrs Maximum : 6 yrs			
Type of Semester	No. of Semesters		No. of weeks	
	Full Time	Part Time	Full Time	Part Time
Regular	8		14	
Short	2		8	

1. Programme Objectives

- (i) To produce competent and versatile accounting graduates who are able to be leaders in organisations.
- (ii) To produce accounting graduates who are ethical, outstanding and have high confidence to uphold the accounting profession.
- (iii) To provide a platform for graduates to develop career and education in the accounting profession.
- (iv) To produce accounting graduates with effective interpersonal skills.

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	Able to apply accounting concepts, principles, practices and standards in accounting profession at national and international levels.	Lectures, tutorials, seminars, ICT lab work, directed reading, case study, independent research and cooperative learning, field work, industrial visits.	Pencil and paper test, disciplinary knowledge, presentations, group projects, independent projects. Examinations, assignments, quizzes, seminar presentations, discussions, cooperative and problem-based
PO2 Integration and application of specific competencies	Able to apply accounting concepts, principles and standards in the real working environment.	Industrial training, field work, group projects and case studies.	Industrial training and supervisory reports, project report, case studies reports and seminar presentation.
(b) Generic Skills			
PO3 Critical Thinking and Problem Solving Skills	Able to think critically, logically, creatively and analytically in the application of knowledge and suggest possible solutions to accounting issues.	Lectures, tutorials, seminars, ICT lab work, directed reading, discussions, independent research and cooperative learning, group projects, field work, industrial visits and case studies.	Examinations, assignments, quizzes, seminar presentations, participations, cooperative and problem-based exercises, group project report, independent projects and case study reports.
PO4 Communication Skills	Able to communicate effectively, both orally and in writing, with different stakeholders.	Lectures, tutorials, individual and group assignments, presentations, discussions, industrial training, case studies, research projects and cooperative learning.	Examinations, assignments, presentations, participations, assignment reports, industrial training and supervisory reports, project reports.
PO5 Team Working	Able to work collaboratively and assume different roles in a management team to solve problems and make decisions in order to achieve a common goal.	Group assignments, industrial training, cooperative learning and field work.	Group reports, industrial training and supervisory reports and observation by lecturers and peers.
PO6 Ethics and Integrity	Demonstrate behaviour consistent with professional ethics and social responsibility.	Lectures, tutorials, directed reading, industrial training, field work, independent research, cooperative learning and group projects	Examinations, industrial training and supervisory reports, observation by lecturers and peers.

PO7 Life-long learning and Information Management	Able to independently seek, acquire and manage relevant information from a variety of sources and commitment to life- long learning and professional development.	Presentations, industrial training, independent and group research and projects.	Industrial training and supervisory reports, learning portfolios, individual and group reports, assignments.
PO8 Entrepreneurship Skills	Demonstrate entrepreneurship skills such as able to recognise and analyse business opportunities.	Lectures, industrial speakers, industrial visits, case studies.	Case study reports, industrial training assessments, 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

Category	Total Credits	Total credit according to QA requirements
**Accounting, Finance and Related Knowledge Component	54	54
**Organisational and Business Knowledge Component	33	33
**Information Technology Component	9	9
Other Component	18	14
University Courses Component	20	12
Elective Component	12	12
Total	146	134
Total Credits for Graduation	146	

** Source: *Laporan Penilaian Semula Halatuju Program Perakaunan IPTA 2006 (Halatuju II)*, Quality Assurance Division, Ministry of Higher Education Malaysia.

4. Programme structures and features, curriculum and award requirements

The course is offered in full-time mode and based on a 8 Semester Academic Year with several subjects being delivered and assessed in each semester. The course requires students to undergo 6 months of industrial training during the short semester of their third year.

Assessment: Maximum of 60% final examination and the remaining allocate to coursework

Award requirements:

Students should:

- Achieve a total of 146 credit hours with minimum CPA of 2.0.
- Pass the Industrial Training which is equivalent to 8 credit hours.

5. Curriculum Structure

University Courses (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 Mankind	2	3	2
UHAS 1172/ UHAS 1162	Malaysia Dynamic / Arts, Customs and Beliefs of Malaysians	2	5	3
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	3	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	7	4
CO-CURRICULUM / SERVICE LEARNING (2 credits)				
UKQX 1xx1	Co-Curriculum	1	4	2
UKQX 1xx1	Co-Curriculum	1	5	3

Core Courses - Field (60 Credits)

Code	Course Name	Credit	Semester	Level
SHAD 1013	Principles of Microeconomics	3	1	1
SHAD 1023	Business Mathematics	3	1	1
SHAD 1033	Principles of Management	3	1	1
SCSD 1513	Information System and Technology	3	1	1
SHAD 1053	Principles of Macroeconomics	3	2	1
SHAD 1073	Commercial Law	3	2	1
SHAD 1083	Statistical Methods	3	2	1
SHAD 1093	Finance, Financial Markets and Financial Management	3	3	2
SHAD 2083	International Business and Globalisation	3	3	2
SHAD 2093	Corporate Finance	3	3	2
SHAF 1013	Principles of Marketing	3	3	2
SHAC 2073	Business Communication	3	4	2
SHAD 2103	Company law	3	4	2
SHAD 1043	Organisational Behaviour	3	5	3
SHAD 3123	Quantitative Techniques for Decision Making	3	6	3
SHAC 4024	Bachelor Degree Project	4	7	4
SHAD 3053	Strategic Management	3	7	4
SHAC 4048	Industrial Training	8	8	4

Core Courses - Major (54 Credits)

Code	Course Name	Credit	Semester	Level
SHAC 1033	Introduction to Financial Accounting	3	1	1
SHAC 1043	Financial Accounting and Reporting I	3	2	1
SHAC 1053	Management Accounting I	3	3	2
SHAC 2023	Financial Accounting and Reporting II	3	3	2
SHAC 2043	Accounting Information System I	3	3	2
SHAC 2033	Management Accounting II	3	3	3
SHAC 2053	Financial Accounting and Reporting III	3	4	2
SHAC 2063	Management Accounting III	3	4	2
SHAC 2083	Auditing I	3	4	2
SHAC 3023	Financial Accounting and Reporting IV	3	5	3
SHAC 3033	Accounting Information System II	3	5	3
SHAC 3053	Auditing II	3	5	3
SHAC 3013	Taxation I	3	5	3
SHAC 3043	Taxation II	3	5	3
SHAC 3063	Public Sector Accounting	3	6	3
SHAC 3073	Business Ethics and Corporate Governance	3	6	3
SHAC 4013	Accounting Theory and Practice	3	7	4
SHAC 4033	Integrated Case Study	3	7	4

Elective Courses (12 Credits)

Code	Course Name	Credit	Semester	Level
SHAC 3093	Selected Issues in Financial Accounting	3	5/6	3
SHAD 2023	Human Resource Management	3	5/6	3
SHAD 3163	Securities Management and Investment	3	5/6	3
SHAD 4043	Managing New and Growing Technology-Based Venture	3	7	4
SHAF 3073	Global Marketing	3	7	4
SHAC 3083	Accounting for Specialised Industries	3	5/6	3
SHAC 3103	Cases in Management Accounting	3	5/6	3
SHAC 3113	Selected Issues in Auditing	3	5/6	3
SHAC 3123	Taxation III	3	5/6	3
SHAC 3133	Selected Issues in Taxation	3	5/6	3
SHAD 3173	Technology and Entrepreneurial Strategy	3	5/6/	3
SHAD 3183	Seminars in Entrepreneurship	3	5/6/	3
ULAJ 1133	Japanese Language for Business I	3	5/6/7	3/4
ULAJ 2133	Japanese Language for Business II	3	5/6/7	3/4
ULAF 1133	French Language	3	5/6/7	3/4
ULAC 1133	Mandarin Language	3	5/6/7	3/4
ULAI 1113	Italian Language	3	5/6/7	3/4

6. Study Scheme by Semester

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
UICI 1012	Tamadun Islam dan Tamadun Asia <i>Islamic and Asian Civilization</i>	2	ULAB 1122	<i>Academic English Skills</i>	2
SHAD 1013	Pengantar Mikroekonomi <i>Principles of Microeconomics</i>	3	SHAC 1043	Perakaunan Kewangan dan Pelaporan I <i>Financial Accounting and Reporting I</i>	3
SHAD 1023	Matematik Perniagaan <i>Business Mathematics</i>	3	SHAD 1073	Undang-undang Perdagangan <i>Commercial Law</i>	3
SHAD 1033	Prinsip Pengurusan <i>Principles of Management</i>	3	SHAD 1053	<i>Principles of Macroeconomics</i> Pengantar Makroekonomi	3
SCSD 1513	Sistem Maklumat dan Teknologi <i>Information System and Technology</i>	3	SHAD 1083	Kaedah Statistik <i>Statistical Methods</i>	3
SHAC 1033	Pengenalan Perakaunan Kewangan <i>Introduction to Financial Accounting</i>	3	SHAD 1093	Kewangan, Pemasaran Kewangan dan Pengurusan Kewangan <i>Finance, Financial Markets and Financial Management</i>	3
Total credits		17	Total credits		17

SHORT SEMESTER		
Code	Subject	Credit
SHAC 1053	Perakaunan Pengurusan I <i>Management Accounting I</i>	3
SHAF 1013	Prinsip Pemasaran <i>Principles of Marketing</i>	3
Total Credits		6

YEAR 2

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
Uxxx xxx2	Elektif Umum (Keusahawanan) <i>General Elective (Entrepreneurship)</i>	2	ULAB 2122	<i>Advanced Academic English Skills</i>	2
UICI 2022	Sains, Teknologi dan Manusia <i>Science, Technology and Mankind</i>	2	SHAC 2053	Perakaunan Kewangan dan Pelaporan III <i>Financial Accounting and Reporting III</i>	3
SHAC 2023	Perakaunan Kewangan dan Pelaporan II <i>Financial Accounting and Reporting II</i>	3	SHAC 2063	Perakaunan Pengurusan III <i>Management Accounting III</i>	3
SHAC 2033	Perakaunan Pengurusan II <i>Management Accounting II</i>	3	SHAC 2073	Komunikasi Perniagaan <i>Business Communication</i>	3
SHAD 2093	Kewangan Korporat <i>Corporate Finance</i>	3	SHAC 2083	Audit I <i>Auditing I</i>	3
SHAC 2043	Sistem Maklumat Perakaunan I <i>Accounting Information System I</i>	3	SHAD 2103	Undang-undang Syarikat <i>Company law</i>	3
SHAD 2083	Perniagaan Antarabangsa dan Globalisasi <i>International Business and Globalisation</i>	3	UKQX 1xx1	Ko-Kurikulum Co-curriculum	1
Total credits		19	Total credits		18

SHORT SEMESTER		
Code	Subject	Credit
SHAC 3013	Percukaian I <i>Taxation I</i>	3
SHAD 1043	Tabiat Organisasi <i>Organisational Behaviour</i>	3
Total Credits		6

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
UHAS 1172/ UHAS 1162	Dinamika Malaysia <i>Malaysia Dynamic / Arts, Customs and Beliefs of Malaysian</i>	2	ULAB 3162	<i>English for Professional Purposes</i>	2
UKQX 1xx1	Ko-Kurikulum Co-curriculum	1	SHAC 3063	Perakaunan Sektor Awam <i>Public Sector Accounting</i>	3
SHAC 3023	<i>Financial Accounting and Reporting IV</i> Perakaunan Kewangan dan Pelaporan IV	3	SHAD 3123	Teknik Kuantitatif untuk Pembuatan Keputusan <i>Quantitative Techniques for Decision Making</i>	3
SHAC 3033	<i>Accounting Information System II</i> Sistem Maklumat Perakaunan II	3	SHAC 3073	Etika Perniagaan dan Tadbir Urus Korporat <i>Business Ethics and Corporate Governance</i>	3
SHAC 3043	<i>Taxation II</i> Percukaian II	3	SHAX 3xx3	Elektif II Elective II	3
SHAC 3053	<i>Auditing II</i> Audit II	3	SHAX 3xx3	Elektif III Elective III	3
SHAX 3xx3	Elektif I Elective I	3	Uxxx xxx2	Elektif Umum (Inovasi dan Kreativiti) General Elective (Innovation and Creativity)	2
Total Credits		18	Total Credits		19

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
Uxxx xxx2	Elektif Umum (Pembangunan Insaniah/ Globalisasi) General Elective (Human Development / Globalisation)	2	SHAC 4048	Latihan Industri <i>Industrial Training</i>	8
SHAC 4013	Teori dan Praktis Perakaunan <i>Accounting Theory and Practice</i>	3			
SHAC 4024	Projek Sarjana Muda <i>Bachelor Degree Project</i>	4			
SHAD 3053	Pengurusan Strategik <i>Strategic Management</i>	3			
SHAC 4033	Kajian Kes Bersepadu <i>Integrated Case Study</i>	3			
SHAX 4xx3	<i>Elective IV</i> Elektif IV	3			
Total credits		18	Total credits		8
TOTAL CREDITS					146

7. Career Prospects

Graduates of the programme can work as accountants, auditors, finance officers, tax officers, tax consultant, entrepreneurs, business/entrepreneur consultant, insurance advisors/consultants, company secretaries, bank officers, risk managers, chief executive officers, etc.

8. Cross Campus Programme

Students are given the opportunity to register for a few subjects 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. At the moment, 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 a chance to enrol in certificate programme offered by the School of Professional and Continuing Education (SPACE) during their semester break.

10. Facilities available

List of facilities:

1. Computer laboratory
2. Digital laboratory
3. Language laboratories
4. Resource centre
5. Smart classrooms

SYLLABUS SUMMARY

BACHELOR OF ACCOUNTING

SHAC 1033 Introduction to Financial Accounting

This course aims at introducing students to the fundamentals of bookkeeping and principles of financial accounting. It explains the accounting equation, identifies steps to complete the accounting cycle and discusses the role of accounting records in an organization. It further explains the differences between cash and accrual accounting, the nature of general purpose financial statements, the role of accounting information in making economic decisions and discusses the significance of accounting systems in providing relevant and reliable information. It also exposes students to financial statement analysis and interpretation of financial ratios.

SHAC 1043 Financial Accounting and Reporting I

This is an introductory course for accounting majors. The focus is on company accounting. The course covers the regulatory and conceptual framework underlying the preparation and presentation of financial statements. Students will further their skills in recording financial transactions and preparing financial statements manually and using a computer package.

SHAC 1053 Management Accounting I

This course introduces the basic concepts, terminologies, principles and methods of cost accounting at operational level. This includes introduction of cost elements, basic cost accumulation techniques and various costing methods, including contemporary approaches in arriving at the cost of products produced or services rendered.

SHAC 2023 Financial Accounting and Reporting II

This course reinforces the basic accounting knowledge and further exposes students to more elements of the financial statements.

SHAC 2033 Management Accounting II

This course introduces application of techniques in the analysis of relevant data to provide information for managerial planning and control, and decision making. The topics covered include cost-volume-profit analysis, budgeting and budgetary control, standard costing and variance analysis, and managerial short- term and long-term decision making, with ethical issues addressed.

SHAC 2043 Accounting Information System I

This course covers the systems concept, data processing technology, systems documentation techniques, infrastructure for E-business, security and control measures in computer-based information systems (CBIS) and AIS applications in business.

SHAC 2053 Financial Accounting and Reporting III

This course covers further advanced topics in financial reporting such as financial liabilities, leases, investments in equity and debts, investment property, group accounts, intangibles, impairments, and capital reconstructions.

SHAC 2063 Management Accounting III

This course discusses evolution of management accounting and different techniques of strategic management accounting in contemporary business environment. The topics covered include performance evaluation, management control, motivational, behavioural and ethical issues as well as recent development in management accounting.

SHAC 2073 Business Communication

This course is designed to increase students' awareness level of the functions and importance of effective communication in the business arena. This course focuses on the application of communication principles in achieving organization goals. Special emphasis is placed on developing writing and speaking proficiency.

SHAC 2083 Auditing I

This course is an introduction course Auditing and it will introduce students to the concepts and principles of auditing. Emphasis will be given on external and statutory auditing. Students will be exposed to the principles of auditing in performing the auditing task. The coverage of the course includes collection of evidence, internal control evaluation, auditing documentation until the issuance of an audit report. Methodology and auditing financial statement cycle such as sales and collection cycle; purchase and payment cycle; and cash and inventory cycle will be discussed. The fundamental knowledge gained from this course will be expanded in the Advance Auditing course.

SHAC 3013 Taxation I

Topics include tax chargeability for income derive from employment, dividend, interest, rental, royalty and pension, taxation on business income, capital allowance AND tax administration.

SHAC 3023 Financial Accounting and Reporting IV

This courses covers the accounting for business combinations and more advanced topics in financial accounting such as employee benefits, share based payments and segment reporting. The course covers topics such consolidated financial statements for simple and complex group of companies including foreign subsidiaries, associates, joint ventures, direct and indirect holdings in subsidiaries.

SHAC 3033 Accounting Information Systems II

This course covers the phases of systems development life cycle (SDLC) that are systems, planning, systems analysis, systems evaluation and selection, systems design, systems conversion and implementation, as well as other systems development approaches.

SHAC 3043 Taxation II

This course covers all aspects of company taxation, investment incentives and indirect taxes.

SHAC 3053 Auditing II

This course is a continuation of Audit I. It intends to strengthen and enhance the students' understanding in auditing. Among the topics that will be discussed are code of ethics, auditors' liability and in-depth explanations on analytical procedures, computer assisted audit techniques, audit sampling, materiality and audit risk, group audit and current issues facing the auditing profession. This course will justify others' activities that financial statement audit that can be performed by a public accountant like operational audit, compliance audit and internal audit.

SHAC 3063 Public Sector Accounting

This course is designed to expose students to concepts and practices of accounting in public sector together with the underlying legal provisions, rules and procedures. The coverage of the course includes environment of public sector accounting and control, budgeting, financial accounting and reporting, performance measurement and auditing. Emphasis will be given to the Malaysian public sector. In addition, this course highlights the current developments in public sector accounting.

SHAC 3073 Business Ethics and Corporate Governance

The course provides an understanding of the underlying ethical theories and philosophies, and values in individual, organisational, professional and societal setting. The focus will be on the practical development of skills needed to deal with ethical issues so as to be able to conduct oneself ethically at all time. The application of these ethical principles is best discussed within the framework of good practice of corporate governance.

SHAC 3083 Accounting for Specialised Industries

This course is designed to provide an understanding of the range of accounting concepts and process that apply to specialised industries. The course also explains in detail about concepts, principles and accounting treatments that apply to specialised industries in Malaysia. This course also covers the accounting processes of recording and reporting with application to the production-based specialised industries such as agriculture, property development, construction and mining. This course also focuses on the service-based specialised industries such as legal firms, insurance, financial institutions, cooperatives and stock broking.

SHAC 3093 Selected Issues in Financial Accounting

This subject is designed to analyze basic issues currently faced by the accounting profession, the root of the issues and how the parties affected respond to the issues. Among the main issues selected are creative accounting, social and environmental reporting, Islamic reporting, disclosure issues, the role of accounting research and international accounting.

SHAC 3103 Cases in Management Accounting

The course is designed to further illustrate the advanced management accounting concepts and techniques in planning, control and performance measurement in organizations. The course encompasses a discussion on both traditional and contemporary issues in management accounting in manufacturing environment where behavioural aspects are emphasized. The course uses problem-based learning approach where problems and cases in management accounting will be discussed. Students are required to read up the topics themselves in advance and attempt the cases and problems before attending the class.

SHAC 3113 Selected Issues in Auditing

This course is an advance course of Auditing I and Auditing II. It focuses on several important and current auditing issues which will be discussed from articles in journals and research papers. Students will be exposed to issues in the auditing such as public confidence, ethics and integrity, corporate governance and accountability, assurance services, forensic auditing and investigation, issues in internal auditing, issues in information technology environment and environmental auditing.

SHAC 3123 Taxation III

This course covers advanced aspects of real property gain tax, tax incentives, tax planning, tax audit and investigation and Islamic financing on muamalat transaction.

SHAC 3133 Selected Issues in Taxation

This course is an extension to principles of taxation and advanced taxation. First two chapters will cover Malaysian budget and its effect towards economy as well as characteristics of good taxation system. Among other selected issues surrounding Malaysia are self-assessment system and e-filing. Issues related to the international taxation which include transfer pricing and e-commerce will also be discussed. Lastly, additional new issues such as Islamic Taxation and Goods and Service Tax (GST) would provide students with an updated knowledge in taxation.

SHAC 4013 Accounting Theory and Practice

This course is designed to further enhance the students' understanding of the concepts and issues in accounting theory and practices. The course involves the study of the practical and theoretical issues involved in the development, implementation and changes in conceptual framework and regulatory framework.

SHAC 4024 Bachelor Degree Project

This course is designed to give students an experience that is related that is related to the field of study. Students will be trained to diagnose problems, investigate the background problems, determine the scope, decide the sample, determine the methodology and approach of study and finally execute the research project.

SHAC 4033 Integrated Case Study

This is a capstone course for the Bachelor of Accountancy program, which integrates knowledge from financial accounting, management accounting, taxation, audit, finance, management and business related, information technology and other social science courses. *Experiential exercises* are embedded in this course to support learners effort in independent learning.

SHAC 4048 Industrial Training

This purpose of this course is to provide exposure to the students regarding the actual working environment by placing them to work in organizations outside the university. In addition, the course enables the student to apply concepts and theories acquired during the lecture to the actual practices in areas related to accounting.

SHAD 1013 Principles of Microeconomics

This course is designed for the first year students and its goal is to provide fundamental knowledge of the principles governing the behaviour of economic agents and their application in the analysis of economic issues and solving problems.

SHAD 1023 Business Mathematics

This course will equip students with the basic mathematical tools and foundation needed to comprehend other courses with quantitative contents.

SHAD 1033 Principles of Management

This course aims to introduce students to the concepts, theories and techniques of modern management which are important in management discipline. Students are taught with analytical skills in managing problems within organizations.

SHAD 1043 Organizational Behaviour

This course discuss the behavioural phenomena at the individual, group and the systems or organizational level. Discussion at the individual level covers issues, relating to personality, attitude, values, perception, learning and motivation. Group level issues include group dynamics, communication, leaderSHCp and conflict. Finally, the issues at the systems level cover organization design, job design, organizational culture and organizational change.

SHAD 1053 Principles of Macroeconomics

This course begins with an introduction to the basic concepts in macroeconomics, followed by discussions on national income accounting, determination of national income, employment, inflation and fiscal policy; money, banking and monetary policy; and international trade, balance of payments and exchange rates.

SHAD 1073 Commercial Law

This course is meant to expose to the students the general overview on the commercial legal environment in Malaysia. Firstly, it will discuss the Malaysian legal system covering the sources or laws, separation or powers, administration or justice,' application of English law and the position of *Shari'ah* law.

Secondly, this course will inculcate the- basic understanding in the law or .contract as the governing principles in all commercial transactions. This topic comprises the nature and legal consequences of contract, formation of contract, legal capacity, performance of contract, breach of contract and remedies. The *Shari'ah* principles of contract are also discussed in order to instil an analytical understanding in this important topic.

The third part of the course will specifically discuss relevant laws regulating commercial activities encompassing the sale of goods, hire-purchase; agency, employment and consumer protection. The law on monetary instruments, banking and insurance are also included since such commercial activities are also commonly practiced in Malaysia. The coverage of these topics however will be very minimal since the course aims to provide the students with general guidelines to these commercial transactions.

SHAD 1083 Statistical Methods

This course covers introductory methods in descriptive and inferential statistics and their applications. Specific topics include numerical and non-numerical methods of describing data, probability, random variables, sampling distributions and hypothesis testing.

SHAD 1093 Finance, Financial Market and Financial Management

This course is focuses on the basic principles and techniques in making financial decisions. It covers both the concepts of financial management as well as the applications of financial techniques as tools for making decisions. The topics covered include financial statements analysis, financial forecasting and planning, working capital management, risk and return relationship, short- and long-term financing, time value of money and its applications, capital structure policy, mergers and acquisition and risk management.

SHAD 2023 Human Resource Management

This course equips students with the concepts and knowledge for managing human resources and their application in organizations. Students will be able to apply skills and knowledge in dealing with the human resource development and improving organizational performance.

SHAD 2083 International Business and Globalization

This course aims to introduce students on the issue of international business and globalization. Among topics covered are the international trade and investment, international financial market, and managing of international operations.

SHAD 2093 Corporate Finance

This course discusses on corporate financial objectives and its functions. It also emphasizes on investment, financing and dividend decisions and finally focuses on mergers and acquisitions of companies. At the end of the course, the students should be able to explain the principles and functions of corporate finance define and apply the three types of corporate finance decisions and finally explain the justification and motives behind merger and acquisitions.

SHAD 2103 Company Law

Business organization and trade industries play an important role in achieving and stimulating economic success in the technological era of Malaysia. Therefore, graduates are expected to be equipped with knowledge and skills in respect of theoretical, practical and legal dimension of business organization. Accordingly, this course intends to introduce essential company rules and regulations to help them managing business organization dynamically and efficiently.

SHAD 3053 Strategic Management

This is a capstone course, which integrates materials and knowledge acquired from prior courses conducted earlier in the program. This course emphasizes on the strategic management process to chart the future strategies of organizations. This course demonstrates how other areas of study, for instance: management marketing, accounting, law, production/operations, research and development and information system can be integrated with the latest strategic management tools to achieve organizational success

SHAD 3123 Quantitative Methods for Decision Making

Problem solving and decision making are important skills in all areas of management. This course introduces several quantitative concepts and computational tools used by managers to determine solutions to complex problems. Students will learn to determine which techniques are appropriate for solving various types of problems - deterministic and probabilistic. The emphasis of this course will be placed on formulating the problems and using computer spreadsheet applications (i.e., Excel) to solve them. This course also covers solving deterministic models using linear and integer programming and network analysis (including project management) and probabilistic modeling. The main topic will be simulation, but the course also covers queueing theory. Problems will encompass elements of finance, production/operations management, and marketing domains.

SHAD 3163 Securities Management and Investment

This course exposes students to investments within financial asset. This course stresses on the basic investment security analysis, managing portfolio and analyzing company's risks. This course will also explain how to evaluate securities such as bonds, shares, and derivatives. As for portfolio management, company analysis and industry analysis will be exposed to students. At the end of this course, students are able to explain and apply their knowledge to invest in financial asset. Students are also able to work in group to perform a company's financial statement analysis for decision making in investment.

SHAD 3173 Technology and Entrepreneurial Strategy

This course provides a strategy framework for managing new, entrepreneurial high-technology businesses. The emphasis throughout is on the development and application of conceptual models, which clarify the interactions between competitions, patterns of technological and market change, and the structure and development of internal firm capabilities. The emphasis is on new enterprises in new industries based on emerging technologies.

SHAD 3183 Seminars in Entrepreneurship

This course concludes the discussion on entrepreneurship where students will be exposed to current issues that influence the environment in which businesses operate, at national and international levels. The focus will be on the policies and government actions, legal environment and regional and global changes which directly influence businesses, especially entrepreneurial ventures.

SHAD 4043 Managing New and Growing Technology-Based Venture

This course focuses on issues pertaining to managing technology based business startups and new ventures. Students will be exposed to different types of business ventures and startups. In addition, this course covers the growth phase of an entrepreneurial venture, focusing specifically on the nature and challenges of entrepreneurial businesses as they move beyond start-ups. To survive the startup phase, entrepreneurs need to equip themselves with skills on how to manage product development, marketing, human resource, production, and financial resources efficiently due to the limited resources available to them. The primary task of entrepreneurial firms in their growth phase is to build an organization that is capable to manage this growth, and then ensures the organization can sustain growth as the market and competitive environment changes.

SHAF 1013 Principles of Marketing

Students will be introduced to the basic concepts of marketing, its functions in the marketplace, and the importance of being "customer-focused". Students will be equipped with knowledge about the marketing mix- i.e. the 4Ps (product, price, place, promotion) current domestic and international marketing issues apart from ethical, social and environmental awareness.

SHAF 3073 Global Marketing

This course is offered to students who are keen to build their career at the international arena. This course gives an understanding to students on four basic things of international marketing. First: It focuses on the scope, challenges and market opportunities that could be faced by those who become international marketers in a global environment. Second: The students will learn on the cultural environment that includes the geography and history, business practice, politics and global market legacy. Third exposes to markets and new trade divisions that could be created through surveys and reservations. Fourth is provides exposure on global marketing strategies

that are being built through planning and organization by products and services, advertisement and personal promotions instead of fixing the price globally as a response to the era of challenges in the international market.

SCSD 1513 Information System and Technology

This course provides an introduction to some of the basic skills in computer usage. This course has been divided into two parts. The first part provides an introduction to computer concepts together with the changes in the information technology. The second part will demonstrate how to use the general and advanced features of word processing software, spreadsheet software, and presentation graphic software.

ULAC 1133 Mandarin Language

This course is designed to expose students to other language apart from national and English language. It is considered as imperative skill in this globalization era. This course is emphasized on the four basic aspects of skill i.e. reading, speaking, listening and writing by using *han yu pin* and Chinese writing. It expects students to master the Mandarin language at the elementary level.

ULAF 1133 French Language

Balanced between the thematic and communicative approach to learning language, French language teaches students to greet people, describe family and friends, weather, and communicate about other topics, such as shopping, place and oneself. Each lesson presents vocabulary, grammar and pronunciation, followed by explanations and exercises. Vocabulary includes school subjects, parts of the body, words to describe people, and idiomatic phrases. Language structure and grammar instruction includes the verb system, adjective agreement, formal and informal address, reflexive verbs and past tense.

ULAJ 1133 Japanese Language for Business 1

Language skills apart from the national language, the mother tongue and the English language, are an asset much needed in this globalisation era particularly in business settings. The Japanese Language for Business 1 is specifically formulated to equip students with Japanese language skills for business purposes. The course has been specifically designed to be communicative in nature with the Y3K formula which combines the skills of Yomi (reading) and Kaki (writing) Hiragana, Kiku (listening) as well as Kaiwa (conversing). Each lecture is planned and geared towards Y3K where students are exposed to the Japanese language in specific communicative and business contexts.

ULAJ 2133 Japanese Language for Business 2

The Japanese Language Business 2 is a continuation of Japanese to equip students with a higher level of Japanese language skills. Emphasis is placed upon the general communication skills aspects particularly for business purposes. Students will be exposed to more complex vocabulary and sentence structure, which will be geared towards the preparation of sitting for the level 4 Japanese Language Proficiency Test (JLPT). As in the previous course, each lecture is planned and geared towards equipping and enhancing the Y3K (Yomi, Kaki and Kaiwa) skills. Students will also learn the Katakana writing and 50 kanji letters (Chinese characters).

ULAI 1113 Italian

In relation to the few hours available, the focus of the course will be on the language use. The language topics will be related to specific speech situations. Reading passages, vocabulary lists, questions to be answered orally or in writing in Italian, oral presentations and teamwork will be used to approach an effective 'practical Italian'. The purpose of the class is to provide the students with basic skills and open up for them the rich cultural Italian panorama, using among others, as information-sources, hints on places, history, art, music and gastronomy. The course will generally prepare them for simple conversations in Italian language and will also serve as a basis for further study in Italian literature or in other fields.

BACHELOR OF MANAGEMENT (TECHNOLOGY)

PROGRAMME SPECIFICATIONS

1. Awarding Institution	Universiti Teknologi Malaysia			
2. Teaching Institution	Universiti Teknologi Malaysia			
3. Programme Name	Bachelor of Management (Technology)			
4. Final Award	Bachelor of Management (Technology)			
5. Programme Code	TP16 (SHD)			
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
Normal	8	12	14	14

1. Programme Objectives

The Bachelor of Management (Technology) programme is designed to produce executives and managers in both government and private sectors, specifically in R & D organizations, incubators, start-up companies and new ventures, who are able to:

- (i) Apply their knowledge and skills of management and technology in the planning, analysis, and supervision of works in related organisations.
- (ii) Solve problems critically, logically, creatively and analytically based on sound facts and ideas.
- (iii) Communicate effectively across a range of contexts and audiences.
- (iv) Respond with high integrity and adapt readily to changing situations.
- (v) Continue learning independently in the acquisition of new knowledge and skills.
- (vi) Possess entrepreneurial skills.

2. Programme Learning Outcomes

Code	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 technology in the management of related organisations.	Lectures, tutorials, seminars, ICT lab work, 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 management and technology knowledge and skills in solving organisational problems.	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 management 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 Lifelong 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 (%)
Programme core	54	42.18
Specification course	21	16.40
Programme electives	33	25.8
Compulsory university courses	20	15.6
Total	128	100
Total credit hours to graduate	128	

4. Programme structure and features, curriculum and award requirements

This programme offers in full-time mode. Each academic year comprises 2 semesters. In their third year, students are required to choose a specialization of operation management or innovation management. However, students can choose their elective courses from other specialization and optional electives. Assessment of students' performance is based on formative and summative evaluation conducted throughout each semester. The eighth semester is used for industrial training.

Award requirements:

To graduate student should:

- Attain a total of not less than 128 credit hours with minimum CGPA 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 Courses (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 ULAB 2122 ULAB 3162	Academic English Skills Advanced Academic English Skills English for Professional Purposes	2 2 2	2 4 5	1 2 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 (54 Credits)

Code	Course Name	Credits	Semester	Level
SHAD 1013	Principles of Microeconomics	3	1	1
SHAD 1033	Principles of Management	3	1	1
SHAC 1023	Financial Accounting	3	1	1
SHAF 1013	Principles of Marketing	3	1	1
SHAD 1043	Organisational Behaviour	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
SHAC 2013	Cost Accounting	3	3	2
SHAD 3042	Undergraduate Project (Proposal)	2	6	3
SHAD 3073	Research Methods	3	6	3
SHAD 4014	Undergraduate Project (Writing)	4	7	4
SHAD 4058	Industrial Training (Practical)	8	8	4
SHAD 4064	Industrial Training (Report)	4	8	4

Core Courses – Major (21 Credits)

Code	Course Name	Credits	Semester	Level
SHAD 1023	Business Mathematics	3	1	1
SCSD 1513	Technology and Information System	3	2	1
SHAD 2043	Financial Management	3	3	2
SHAD 2053	Introduction to Operation Management	3	4	2
SHAD 2063	Technology Management	3	4	2
SHAD 3013	Commercial Law	3	5	3
SHAD 3053	Strategic Management	3	6	3

Elective Courses (33 Credits)**Operation Stream**

Code	Course Name	Credits	Semester	Level
SHAD 2073	Total Quality Management	3	4	2
SHAD 3083	Manufacturing Process	3	5	3
SHAF 3083	Supply Chain Management	3	5	3
SHAD 3093	Work Design	3	6	3
SHAD 3103	Management Science	3	6	3
SHAD 3113	Statistical Process Control	3	6	3
SHAD 4073	Advance Manufacturing	3	7	4

Innovation Stream

Code	Course Name	Credits	Semester	Level
SHAD 2073	Total Quality Management	3	4	2
SHAD 3023	R & D and Innovation Management	3	5	3
SHAD 3033	Financing and Investment Decision in Technology Venture	3	5	3
SHAF 3043	Marketing for Innovative Product	3	5	3
SHAD 3063	Technology Entrepreneurship and New Venture Creation	3	6	3
SHAD 4023	Strategic Management of Technology	3	7	4
SHAD 4033	Commercialisation and Technology Transfer	3	7	4
SHAD 4043	Managing New and Growing Technology Based Venture	3	7	4

Others Elective

Code	Course Name	Credits	Semester	Level
SHAD 3133	Intellectual Property Law and Management	3	6	3
SHAD 3143	Occupational Safety and Health	3	6	3
SHAD 3153	Introduction to Business Startups	3	6	3
SHAD 4083	Project Management	3	7	4
SHAD 4103	Financial Risk Management	3	7	4
SHAD 4113	Service Management	3	7	4
SCSD 4823	Sistem Pengurusan Pengetahuan	3	7	4
ULAX 1xx3	Foreign Language	3	6	3

Others elective can also be choosen from elective courses of Operation or Innovation Stream

6. Study Scheme by Semester

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAD 1013	Pengantar Mikroekonomi <i>Principles of Microeconomics</i>	3	SHAD 1043	Tabiat Organisasi <i>Organisational Behaviour</i>	3
SHAD 1023	Matematik Perniagaan <i>Business Mathematics</i>	3	SHAD 1053	Pengantar Makroekonomi <i>Principles of Macroeconomics</i>	3
SHAD 1033	Prinsip Pengurusan <i>Principles of Management</i>	3	SHAD 1063	Statistik I <i>Statistics I</i>	3
SHAF 1013	Prinsip Pemasaran <i>Principles of Marketing</i>	3	SCSD 1513	Teknologi dan Sistem Maklumat <i>Technology and Information System</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
SHAC 2013	Perakaunan Kos Cost Accounting	3	ULAB 2122	Advanced Academic English Skills	2
SHAD 2013	Keusahawanan Entrepreneurship	3	Uxxx xxx2	Elektif Umum (Keusahawanan) General Elective (Entrepreneurship)	2
SHAD 2023	Pengurusan Sumber Manusia Human Resource Management	3	SHAD 2053	Pengenalan Pengurusan Operasi Introduction to Operation Management	3
SHAD 2033	Statistik II Statistics II	3	SHAD 2063	Pengurusan Teknologi Technology Management	3
SHAD 2043	Pengurusan Kewangan Financial Management	3	SHAD 2073	Pengurusan Kualiti Menyeluruh Total Quality Management	3
UICI 1012	Tamadun Islam dan Tamadun Asia Islamic and Asian Civilization	2	Uxxx xxx2	Elektif Umum (Pembangunan Insaniah / Globalisasi) General Elective (Human Development / Globalization)	2
UKQX 1xx1	Ko-Kurikulum Co-Curriculum	1	Uxxx xxx2	Elektif Umum (Inovasi & Kreativiti) General Elective (Innovation & Creativity)	2
Total Credits		18	Total Credits		17

INNOVATION STREAM

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAF 3043	Pemasaran Untuk Produk Inovasi <i>Marketing for Innovative Product</i>	3	SHAD 3042	Projek Sarjana Muda (Cadangan) <i>Undergraduate Project (Proposal)</i>	2
SHAD 3013	Undang-undang Komersil <i>Commercial Law</i>	3	SHAD 3053	Pengurusan Strategik <i>Strategic Management</i>	3
SHAD 3023	Pengurusan P & P dan Inovasi <i>R & D and Innovation Management</i>	3	SHAD 3063	Keusahawanan Teknologi dan Penerokaan Ciptaan Baru <i>Technology Entrepreneurship and New Venture Creation</i>	3
UICI 2022	Sains, Teknologi dan Manusia <i>Science, Technology and Human</i>	2	SHAD 3XX3	Elektif 1 Elective 1	3
ULAB 3162	<i>English for Professional Purposes</i>	2	SHAD 3073	Kaedah Penyelidikan <i>Research Methods</i>	3
SHAD 3033	Keputusan Pembiayaan dan Pelaburan Dalam Penerokaan Teknologi <i>Financing and Investment Decision in Technology Venture</i>	3	SHAD 3XX3	Elektif 2 Elective 2	3
Total Credits		16	Total Credits		17

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAD 4014	Projek Sarjana Muda (Penulisan) <i>Undergraduate Project (Writing)</i>	4	SHAD 4058	Latihan Industri (Praktikal) <i>Industrial Training (Practical)</i>	8
SHAD 4023	Pengurusan Strategik Teknologi <i>Strategic Management of Technology</i>	3	SHAD 4064	Latihan Industri (Laporan) <i>Industrial Training (Report)</i>	4
SHAD 4033	Komersilisasi dan Pemindahan Teknologi <i>Commercialisation and Technology Transfer</i>	3			
SHAD 4043	Mengurus Teknologi Baru dan Berkembang Berasaskan Penerokaan <i>Managing New and Growing Technology Based Venture</i>	3			
SHAD 4XX3	Elective 3	3			
Total Credits		16	Total Credits		12
TOTAL CREDITS					128

OPERATION STREAM

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAF 3083	Pengurusan Rantaian Bekalan <i>Supply Chain Management</i>	3	SHAD 3042	Projek Sarjana Muda (Cadangan) <i>Undergraduate Project (Proposal)</i>	2
SHAD 3013	Undang-undang Komersil <i>Commercial Law</i>	3	SHAD 3093	Reka Bentuk Kerja <i>Work Design</i>	3
SHAD 3083	Proses Pembuatan <i>Manufacturing Process</i>	3	SHAD 3073	Kaedah Penyelidikan <i>Research Methods</i>	3
UICI 2022	Sains, Teknologi dan Manusia <i>Science, Technology and Mankind</i>	2	SHAD 3103	Sains Pengurusan <i>Management Science</i>	3
ULAB 3162	English for Professional <i>Purposes</i>	2	SHAD 3113	Kawalan Proses Berstatistik <i>Statistical Process Control</i>	3
SHAD 3xx3	Elektif 1 Elective 1	3	SHAD 3xx3	Elektif 2 Elective 2	3
Total Credits		16	Total Credits		17

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAD 4014	Projek Sarjana Muda (Penulisan) <i>Undergraduate Project (Writing)</i>	4	SHAD 4058	Latihan Industri (Praktikal) <i>Industrial Training (Practical)</i>	8
SHAD 4073	Pembuatan Termaju <i>Advance Manufacturing</i>	3	SHAD 4064	Latihan Industri (Laporan) <i>Industrial Training (Report)</i>	4
SHAD 3053	Pengurusan Strategik <i>Strategic Management</i>	3			
SHAD 4xx3	Elective 3	3			
SHAD 4xx3	Elective 4	3			
Total Credits		16	Total Credits		12
TOTAL CREDITS					128

7. Career prospects

Graduates of the programme can work as research officers, technology transfer officers, R&D officers, production controllers, logistic officers, procurement officers, project management officers, customer service officers, QA or QC officers, officers at government agencies or become entrepreneurs.

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 counselor.

SYLLABUS SUMMARY

BACHELOR OF MANAGEMENT (TECHNOLOGY)

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 1043 Organisational Behaviour

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 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 2063 Technology Management

This course aims to introduce the fundamentals and core concepts in management of technology (MOT). It covers the concepts of strategic management in developing, acquiring, and exploiting new and existing technologies. Apply some concepts and tools often used by organization in analysing technology, innovation and related strategies.

SHAD 2073 Total Quality Management

This course provides comprehensive coverage of the various elements of the total quality approaches. Students are exposed to the theories, principles and practices of total quality management (TQM). Besides, students are required to apply some common tools and techniques in TQM.

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.

SHAD 3023 R & D and Innovation Management

The course aims to extend the understanding of critical issues and conceptual frameworks involved in the management of R&D innovation and activities. It provides the skills of innovation management, R&D and New Product Development (NPD) activities at the operational level.

SHAD 3033 Financing and Investment Decision in Technology Venture

This course discusses the methods used to evaluate structure and finance new business venture and revenue generating business. It covers the finance of technological innovation and valuation tools used in the evaluation of technology venture.

SHAD 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.

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.

SHAD 3063 Technology Entrepreneurship and New Venture Creation

This course introduces the basic concepts of technology entrepreneurship as well as the process of creating new technology-based ventures. Specifically, the coverage includes opportunity recognition process, legal forms of businesses, options in setting up technology-based ventures, planning and arranging for resources to set up new ventures and financing options for new ventures.

SHAD 3073 Research Methods

This course introduces basic concepts in research methods and covers topics in research methodology: explaining constructs and building research frameworks, research design, measurement and scaling, sampling, data collections, and writing proper research reports. The course also includes statistical procedures commonly used in research, and conducts laboratory for data analysis.

SHAD 3103 Management Science

This course provides an understanding of quantitative decision-making; selection, specification and application of quantitative techniques for solution of managerial decisions problems. Topics include developing and solving linear programming problems, decision theory, transportation problems, project management, forecasting techniques and queuing models.

SHAD 3113 Statistical Process Control

This course provides comprehensive coverage of the concepts and application of Statistical Process Control (SPC). Students are exposed to the evolution of quality design and control and the conceptual framework for SPC. Besides, students are required to apply some common tools and techniques in SPC.

SHAD 3133 Intellectual Property Law and Management

This course introduces the concept of Intellectual Property (IP) which consists of copyright, trademarks, patents and industrial designs which currently relevant to industrial needs. A good IP system is imperative to promote development of science and technology and to develop the human resource which has rich creativity potential. Thus students are exposed not only to the rationale behind this concept and the rights arising from IP, but also to the legal aspects of its enforcement through the relevant legislation of this country.

SHAD 3143 Occupational Safety and Health

This course introduces the concept of occupational safety and health which is currently considered to be very crucial to all workplaces especially for those involved in management. It highlights the history of safety and health movement followed by the legal requirement stipulated under the Occupational Safety and Health 1994, the Factories and Machineries Act 1967 and Employees' Social Security Act 1969. Other topics include theories of accident causation, safety promotion, hazard analysis, accident investigation and emergency preparedness programme.

SHAD 3153 Introduction to Business Startups

This course specifically covers the process of setting up a new technology-based venture and various issues pertaining to the economy competitiveness. It starts with the opportunity recognition process in technology businesses, legal forms of businesses, options in setting up technology-based ventures, importance of intellectual property and new product development as well as commercialisation of new technology, planning and arranging for resources to set up new ventures and financing options for new ventures.

SHAD 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.

SHAD 4023 Strategic Management of Technology

The course aims to extend the understanding of critical issues and concepts involved in the design of technology strategy and management of technological innovation.

SHAD 4033 Commercialisation and Technology Transfer

This course provides an overview of social scientific research on the organisational contexts, processes and outcomes of technology commercialisation. It focuses on how the commercialisation of technology involves the transformation and transfer of fundamental knowledge into commercial application. Technology transfer covers a wide array of actors, processes, and circumstances and development through formal channels within an organisation, between organisations, or across organisational fields. Technology transfer is a strategy to focus on the business aspects, for example, from planning to implementation stages. It also explores some of the barriers to effective technology transfer and how managers should deal with them. Though discussion is mainly from the technology transfer perspective, there are topics in which the transfer perspective will be addressed.

SHAD 4043 Managing New and Growing Technology Based Venture

This course introduces the techniques and strategies to manage growing technology-based ventures. It focuses on the techniques and strategies to assemble human capital and financial resources to secure the market during expansion and growth stages. In order to achieve the objectives of the course, students are required to perform real-life company study on selected technology-based firms as well as attending exhibition and seminars.

SHAD 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.

SHAD 4064 Industrial Training (Report)

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

SHAD 4083 Project Management

This course focuses on managing projects. The institutional context is primarily about technology based companies in managerial perspective. It considers the need of project management on the parent organisation, individual projects within and outside organisation, administration, and handling of information. Techniques, tools and skills are needed by a project manager to complete a major project on time, within budget, and with successful results. It also focuses on planning and control over the life of the project with coverage of the project life cycle, project plan development, PERT and CPM, computer-based project control tools, resource loading, scheduling, costing and decision making.

SHAD 4103 Financial Risk Management

This course is designed for students who would be financial officers, analysts, traders, investment advisors, loan officers and auditors whose daily activities are affected by the management of risk and control of exposure. The topics of the course include liabilities and derivatives risk, managing liabilities and risk of default and market liquidity and control of risk.

SHAD 4113 Service Management

This course provides discussions of the role of services in an economy. It also covers the distinctive concepts and characteristics of the service operation and other important issues in services such as service quality and e-services. The global perspective of services is discussed in tandem with the latest trend of economics.

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.

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 3043 Marketing for Innovative Product

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 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.

SCSD 1513 Technology and Information System

As a primer subject, this course will introduce students to information systems and technology (IS/IT), as well as its uses in daily life both at home and at work. Various aspects of IS/IT encompassing hardware, software, network, communications, internet, multimedia, graphics and systems applications will be introduced. Students will be equipped with basic skills in handling PC installation and productivity tools via practical work in the labs, which shall comprise a major part of the study. At the end of the course, student should be able to distinguish basic IS/IT component and applications.

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	University Elective (Human Development)			
Or		2	3	2
GLOBALISATION				
Uxxx 2xx2/ ULAM 1112	University Elective (Globalisation or Malay Language for Communication)			
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	Academic English Skills	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	Advanced Academic English Skills	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

BACHELOR OF MANAGEMENT (MARKETING)

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 discusses 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 means 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.

**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.

**BACHELOR OF PSYCHOLOGY
(INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY)
PROGRAM SPECIFICATIONS**

1. Awarding Institution	Universiti Teknologi Malaysia (UTM)			
2. Teaching Institution	UTM			
3. Programme Name	Bachelor of Psychology (Industrial And Organizational Psychology)			
4. Final Award	Bachelor of Psychology (Industrial And Organizational Psychology)			
5. Programme Code	TA13 (SHY)			
6. Professional or Statutory Body of Accreditation	NA			
7. Language(s) of Instruction	<i>Bahasa Malaysia</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

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

- i. Apply psychological principles to personal, social and organizational issues. .
- ii. Integrate major concepts, theoretical perspectives, empirical findings and historical trends in organizational and industrial psychology.
- iii. Be critical and creative, having a sceptical inquiry and when possible using scientific approaches to solve problems related to behaviour and mental processes.
- iv. Communicate effectively in variety of formats and environment.
- v. Work effectively and efficiently in team at work place.
- vi. Weigh evidence, tolerate ambiguity, act ethically and reflect other values underpinning psychology as a discipline.
- vii. Develop insight into their own and others behaviour and mental processes and apply effectively strategies for continuous self-management and self-improvement.
- viii. Identify, evaluate and consulting issues related to industrial and organizational psychology business sector.
- ix. Apply leadership principles and able to demonstrate leadership competency with confidence.

2. Programme Learning Outcomes

Code	Intended Learning Outcomes	Teaching and Learning Methods	Assessment
(a) Technical Knowledge and Competencies			
P01 Application of disciplinary Knowledge – principles and theories	Able to apply psychological principles to personal, social and organisational issues	Lectures, seminars, discussions, directed reading, report writing, problem solving, problem based learning.	Examinations, tests, assignments, problem-based learning exercises, problem-based examinations.
P02 Integrations and application of specific competencies	Integrations of major concepts, theoretical perspectives, empirical findings and historical trends in psychology and industrial psychology	Lectures, tutorials, seminars, directed reading, report writing, problem solving, problem-based learning.	Examinations, tests, quizzes, laboratory reports, assignments, group projects, academic project report.
(b) Generic Skills			
P03 Critical Thinking and Problem Solving Skills	Use critical and creative thinking, skeptical inquiry and when possible scientific approaches to solve problems related to behavior and mental process	Group projects, case study research, discussions.	Examinations, tests, quiz, presentation, seminar, discussion, cooperative learning, problem based learning, group project and individual report
P04 Communication Skills	Able to communicate effectively in a variety of formats and environment.	Lectures, group project, practicum, discussions, academic project, laboratory activities	Examination, tests, presentations, practicum report, academic project report
P05 Team Working	Able to work in a team effectively and efficiently	Seminars, discussions, group projects, simulations, practicum	Group presentation, practicum report, assignment
P06 Ethics and Integrity	Able to weigh evidence, tolerate ambiguity, act ethically and reflect other values underpinning psychology as a discipline	Lectures, discussions, group work, case study	Examination, tests, group assignment, practicum report, academic project report.
P07 Life-long learning and Information Management	Develop insight into their own and others' behavior and mental processes and apply effective strategies for continuous self-management self-improvement.	Lectures, case study, discussion, practicum, group projects, laboratory training, academic project.	Examinations, tests, .

PO8 Entrepreneurship Skills	Able to identify and evaluate consulting in industrial and organizational psychology business sectors	Self-directed readings, case study, practicum, projects.	Practicum report assignment.
PO9 Leadership Skills	Ability to apply leadership principles and able to demonstrate leadership competency with confidence.	Lecture, case study, role play, seminar	project presentation, practicum and examination

3. Classification of Subjects

Components by category and total credits for graduation

Category	Credit Hours	Percentage (%)
Programme Core	75	58.60 (50-60)
Programme elective	33	25.78 (15-20)
University subjects	20	15.62 (10-15)
Total	128	100
Total Credits for Graduation	128	

4. Programme structure and features, curriculum and award requirements

The course is offered in full-time mode and based on two semester for each year. Academic year with several subjects being delivered and assessed in minimum of eight semester.

Assessment: Maksimum 50% examination and minimum 50% coursework

Award requirements:

To graduate, student should,

- Achieve a total of 128 credit hours with minimum CPA of 2.0
- Pass the Industrial Training
- Complete and pass the Undergraduate Final Year Project

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 Mankind	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	4	2
CO-CURRICULUM / SERVICE LEARNING (2 credits)				
UKQX 1xx1	Co-Curriculum	1	1	1
UKQX 1xx1	Co-Curriculum	1	3	2

Core Course – Field (42 Credits)

Code	Course Name	Credits	Semester	Level
SHAY 1013	Introduction to Psychology	3	1	1
SHAY 1023	Introduction to Counseling	3	1	1
SHAY 1033	Social Psychology	3	1	1
SHAY 1053	Development Psychology	3	2	1
SHAY 2043	Micro Counseling	3	3	2
SHAY 2083	Cognitive Psychology	3	3	2
SHAD 2013	Entrepreneurship	3	4	2
SHAY 3013	Research Method	3	5	3
SHAY 3092	Undergraduate Project (Proposal)	2	6	3
SHAY 4044	Undergraduate Project (Writing)	4	7	4
SHAY 4058	Industrial Training (Practical)	8	8	4
SHAY 4064	Industrial Training (Report)	4	8	4

Core Courses – Major (33 Credits)

Code	Course Name	Credits	Semester	Level
SHAY 1043	Personality Psychology	3	2	1
SHAY 2013	Psychological Testing and Measurement	3	3	2
SHAY 2023	Industrial Psychology	3	3	2
SHAY 2033	Biological Psychology	3	3	2
SHAY 2053	Statistics in Psychology	3	4	2
SHAY 2063	Abnormal Psychology	3	4	2
SHAY 2073	Organizational Psychology	3	4	2
SHAY 3023	Ergonomics	3	5	3
SHAY 3043	Behaviour Modification	3	6	3
SHAY 3053	Consumer Psychology	3	6	3
SHAY 4013	Cross-Cultural Psychology	3	7	4

Elective Courses (33 Credits)

Code	Course Name	Credits	Semester	Level
SHAD 1033	Principles of Management	3	1	1
SHAY 1063	Islamic Psychology	3	2	1
SHAY 1073	Creativity and Innovation	3	2	1
SHAY 3033	Philosophy of Science and Technology	3	5/6	3
SHAY 3063	Training and Development	3	5/6	3
SHAR 3063	Organizational Development	3	5/6	3
SHAR 3023	Human Resource Information System	3	5/6	3
SHAR 3053	Occupational Safety and Health	3	5/6	3
SHAY 3073	Group Counseling	3	5/6	3
SHAY 3083	Group Communication	3	5/6	3
SHAD 2023	Human Resource Management	3	5/6	3
SHAR 3093	Negotiation Skills	3	5/6	3
SHAY 4023	Health Psychology	3	7	4
SHAY 4083	Conflict Management	3	7	4

6. Study Scheme by Semester

YEAR 1

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAY 1013	Pengenalan Psikologi <i>Introduction to Psychology</i>	3	SHAY 1043	Psikologi Personaliti <i>Personality Psychology</i>	3
SHAY 1023	Pengenalan Kaunseling <i>Introduction to Counseling</i>	3	SHAY 1053	Psikologi Perkembangan <i>Development Psychology</i>	3
SHAY 1033	Psikologi Sosial <i>Social Psychology</i>	3	SHAY 1063	Psikologi Islam <i>Islamic Psychology</i>	3
SHAD 1033	Prinsip Pengurusan <i>Principles of Management</i>	3	SHAY 1073	Kreativiti dan Inovasi <i>Creativity and Innovation</i>	3
UICI 1012	Tamadun Islam dan Tamadun Asia Islamic and Asian Civilization (TITAS)	2	UHAS 1172/ UHAS 1162	Dinamika Malaysia <i>Malaysia Dynamic / Arts, Customs and Beliefs of Malaysian</i>	2
UKQX 1xx1	Ko-Kurikulum Co-Curriculum	1	ULAB 1122	<i>Academic English Skills</i>	2
TOTAL		15	TOTAL		16

YEAR 2

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAY 2053	Statistik dalam Psikologi <i>Statistical in Psychology</i>	3	SHAY 2013	Ujian dan Pengukuran Psikologi <i>Psychological Testing and Measurement</i>	3
SHAY 2023	Psikologi Industri <i>Industrial Psychology</i>	3	SHAY 2063	Psikologi Abnormal <i>Abnormal Psychology</i>	3
SHAY 2033	Psikologi Biologi <i>Biological Psychology</i>	3	SHAY 2073	Psikologi Organisasi <i>Organizational Psychology</i>	3
SHAY 2043	Kaunseling Mikro <i>Micro Counseling</i>	3	SHAD 2013	Keusahawanan <i>Entrepreneurship</i>	3
SHAY 2083	Psikologi Kognitif <i>Cognitive Psychology</i>	3	Uxxx xxx2	Elektif Umum (Pembangunan Insaniah / Globalisasi) <i>General Elective (Human Development/Globalization)</i>	2
UICI 2022	Sains, Teknologi dan Manusia <i>Science, Technology and Mankind</i>	2	ULAB 2122	<i>Advanced Academic English Skills</i>	2
UKQX 1xx1	Ko-Kurikulum Co-Curriculum	1			
TOTAL		18	TOTAL		16

YEAR 3

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAY 3013	Kaedah Penyelidikan <i>Research Method</i>	3	SHAY 3092	Projek Sarjana Muda (Cadangan) <i>Undergraduate Project (Proposal)</i>	2
SHAY 3023	Ergonomik <i>Ergonomics</i>	3	SHAY 3043	Modifikasi Tingkah Laku <i>Behaviour Modification</i>	3
SHAY 3033	Falsafah Sains dan Teknologi <i>Philosophy of Science and Technology</i>	3	SHAY 3053	Psikologi Pengguna <i>Consumer Psychology</i>	3
SHAY 3063	Latihan dan Pembangunan <i>Training and Development</i>	3	SHAR 3063	Pembangunan Organisasi <i>Organizational Development</i>	3
ULAB 3162	English for Professional Purposes	2	Uxxx xxx2	Elektif Umum (Inovasi & Kreativiti) <i>General Elective (Innovation & Creativity)</i>	2
SHAY 3xx3	Elektif I <i>Elective I</i>	3	SHAY 3xx3	Elektif II <i>Elective II</i>	3
			Uxxx xxx2	Elektif Umum (Keusahawanan) <i>General Elective (Entrepreneurship)</i>	2
TOTAL		17	TOTAL		18

YEAR 4

SEMESTER 1			SEMESTER 2		
Code	Subject	Credit	Code	Subject	Credit
SHAY 4044	Projek Sarjana Muda (Penulisan) <i>Undergraduate Project (Writing)</i>	4	SHAY 4058	Latihan Industri (Praktikal) <i>Industrial Training (Practical)</i>	8
SHAY 4013	Psikologi Silang-Budaya <i>Cross-Cultural Psychology</i>	3	SHAY 4064	Latihan Industri (Laporan) <i>Industrial Training (Report)</i>	4
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			
SHAY 4xx3	Elektif III <i>Elective III</i>	3			
TOTAL		16	TOTAL		12
TOTAL CREDITS					128

7. Career Prospects and Career Path

I-O psychology is a diverse field with opportunities in several different areas. Many I-O psychologists work in business in positions dealing with worker productivity, employee training and assessment, and human resources. Other I-O psychologists work in research or academic positions. Specific specialty areas in I-O psychology include human-computer interaction and human factors. Consulting opportunities are also available for experienced I-O psychologists.

8. Cross Campus Program

Students are given an opportunity to enrol in participating universities and 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.

9. UTM Degree ++ Program

Students are encouraged to enrol in certificate programs offered by SPACE in 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. Sport and recreational facilities
12. Wellness centre Reading and discussion tables

SYLLABUS SUMMARY

BACHELOR OF PSYCHOLOGY (INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY)

SHAY 1013 Introduction to Psychology

This course introduces students to human behaviour and the important aspects of psychology. Topics discussed include an introduction to psychology, research methodology in psychology, the basics of biology in psychology, the senses and sensory system of human, perception, learning, memory, motivation, abnormal behaviour and therapies. Eventually students will be able to apply the knowledge gained in this course to understand human psychology.

SHAY 1023 Introduction to Counseling

This course provides awareness to students regarding the methods and need of counselling in assisting and understanding problems faced by employees in industries. The course discusses the concept of counselling, basic counselling skills, career counselling, workplace counselling, counselling in industries and its relationship with employee assistance programme (EAP), common problems of industrial employees, interviews and resume preparation, ethics in counselling and training in industrial sector. At the end of the course, students should be able to apply the approaches of counselling in life.

SHAY 1033 Social Psychology

Social psychology addresses the question of how individuals' thoughts, feelings and behaviours are influenced by other people. This includes how we understand and make sense of other people and how we influence and are influenced by other people. This subject overviews the various theories and methods employed by social psychologists in their attempts to understand social influences on human behaviour. Specific topics covered include: aggression and pro-social behaviour; prejudice, stereotypes and discrimination; interpersonal relationships; persuasion and attitude change; person perception; and ways in which social psychology has been used to help us understand and solve problems.

SHAY 1043 Personality Psychology

Personality refers to the patterns in individual's characteristic ways of behaving, thinking, and feeling, and the psychological mechanisms that drive that patterns. This course will examine important concepts and theories in personality research including traditional and contemporary approaches specifically; trait, biological, psychoanalytic, humanistic, learning, cognitive, and clinical approaches.

SHAY 1053 Development Psychology

This course aims to enable students to understand comprehensively human development from the aspects of physiology, cognitive and emotion, from the zygote stage up to gerontology. It combines the study of normal and abnormal human behaviour in human development. This course examines the similarities and differences of individual behaviour.

SHAY 1063 Islamic Psychology

This course aims to enable students to understand the basic concepts and principles of Islamic psychology and the differences between Islamic psychology and western psychology. Psychology has provided us with a useful body of knowledge regarding personality formation, its function and dysfunction. However, psychology inherently contains certain limitations as it does not and cannot fully address the reality of an expanded consciousness or the spiritual connection in the journey of life. Therefore in Islamic psychology study the Islamic point of view spiritual

approach to psychotherapy is an aspect of behaviour modification that is based on the relationship between man and his Creator (Allah) which entails an operational paradigm in which faith (*Iman*) in Allah is the focal point. Iman is both a cognitive and ethical constructs that gather all data and facts in the perspective which is proper to and requisite for a true understanding of the therapeutic processes.

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 2013 Psychological Testing and Measurement

This course introduces students to the basic principles and applications of psychological testing and assessment. Topics discussed include the definitions of psychological testing, measurement, assessment and evaluation of instruments and interpretation of findings. Other important topics include development, administration, and analysis of intelligence, personality, attitude, aptitude, clinical and counseling, career and business testing.

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 focus of this subject is concerned with the workplace, so the findings and principles are relevant to both employees and employers. Second, industrial psychology has developed proven methods that organizations find of value. Industrial psychologists are often called upon to help organizations develop a more efficient and healthier workplace.

SHAY 2033 Biological Psychology

This course provides the basic knowledge of biological approaches to the study of psychology. It focuses on the biological mechanisms and processes that explain human behaviour. Topics discussed include the nervous system, the relationship between brain and behaviour, the endocrine system, sensory system, emotional behaviours and psychological disorders, cognitive functions, the biology of learning and behaviour.

SHAY 2043 Micro Counselling

This course aims to provide awareness of how micro counseling would help in understanding and dealing with employee's problems at workplace. It discusses the concepts of micro counseling and micro counseling skills such as micro listening, micro empathy, micro advising and information giving, micro facilitating, micro problem solving and basic individual counseling.

SHAY 2053 Statistics in Psychology

This course introduces students to basic statistics in social sciences for data analysis. Topics discussed are introduction to statistics, identifying 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 test, one-way analysis of variance, measuring association in contingency tables, the Chi-Square test, correlation and regression analysis and computer application.

SHAY 2063 Abnormal Psychology

This course intends to introduce students to the basic concepts, principles and theories of abnormal psychology. The aim of the course is to provide an understanding of the main controversy in an individual's mental state. It also provide students an understanding of how psychopathologists using broad and rational approaches in identifying and treating an individual disorder behaviours.

SHAY 2073 Organizational Psychology

Organizational psychology focuses on people's behavior in workplace. This course aims to provide concepts, principles and theories of organizational psychology to increase the effectiveness of employee's. It also discusses topic such as motivation, job satisfaction, stress at workplace, group conflict, work behaviour, leadership, communication, group, and human factors.

SHAY 2083 Cognitive Psychology

This course provides an in-depth exploration of human cognition, focusing on both classic and current issues related of human cognition. The study of cognition relies heavily on test models and theories of cognitive processes which enable students to explore both behavioural and neuropsychological approaches. Topics will include attention, perception, multiple memory systems, encoding and retrieval processes, the role of knowledge, language and reasoning.

SHAY 3013 Research Method

This is a research method in psychology course. Its design to assist students in making the basic course in research methodology more effective and more interesting. This course is organized into distinct topics of research in Industrial and Organizational Psychology, research process, research problems, theory and hypothesis, research design, measurement, research instrument, sampling, data collection and data analysis.

SHAY 3023 Ergonomics

This course introduces the aspects of ergonomics at workplace. The main aim of ergonomics at workplace is to provide comfortable and healthy work environment for well being and safety of the employees, which in turn increase the effectiveness of the organization. This course covers the achievement of optimal relationships between human 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 3033 Philosophy of Science and Technology

This course introduces students to the philosophy of science and technology. The course also discusses the definition, nature, importance and characteristics of science and technology, besides explaining the sources, mind, experience and the relations with knowledge classification. The history of science and technology. The standing knowledge of science in knowledge hierarchy and the concept of science and technology applicable. The relation of science and philosophy, truth concept, causality concept, eternity concept and cosmology. Also explain about ontology, methodology and axiology. The discussion also includes science and modern technology and the evaluation including the strength and the weakness and alternatives science in the 21st century.

SHAY 3043 Behaviour Modification

This course introduces approaches in changing employee behaviour in organisation. It covers introduction to characteristics and principles of behaviour and non-behaviour, identification problematic behaviour, application of

the principles of behaviour modification consists of reinforcement, extinction, punishment, control stimulation, and economic token, application of the behaviour modification procedures consists of shaping, fading and chaining. Besides, this course also explains the methods for changing behaviour through application of cognitive behaviour, and behaviour modification ethics.

SHAY 3053 Consumer Psychology

This course is designed to give a comprehensive understanding of the applications of psychology in consumer behaviour at the individual, social and cultural stages. It also discussed the factors influencing decision-making among consumers. The topics cover introduction to consumer psychology, perception, and consumer behaviour, shaping consumer behaviour through the learning process, attitudes on consumer purchasing, the role of the social and cultural surrounding in shaping consumers' behaviour and influencing consumers' decision making process.

SHAY 3063 Training and Development

This course is designed to expose students to aspects of training and development as one of the important functions in human resource management. This is to ensure that every employee achieve the best level of performance in an organization. The topics of the course include the importance of training and development, identification of training needs and design, training needs analysis for training purposes, training objectives, training plans, training methods, training assessment methods, differences between training and development, development model and trends in training and development.

SHAY 3073 Group Counseling

This course aims to gain awareness of how group counseling would help in understanding and facing employees' problem at workplace. This course discusses the concept of group counseling, theories in group counseling, membership, leadership in group counseling, levels and levels in group counseling, issues, principles and counselors' ethics in group counseling, forming group counseling in industry, and training in handling group counseling in industrial sector. At the end of the course, students would be able to apply group counseling in their everyday life.

SHAY 3083 Group Communication

The aim of this course is to develop students competency in group communication especially in organization . For that purpose we expose the basic skills in communication of taking students through the entire process in communication. The content of this course include a communication skills related to industrial workplace or organization such as teamwork philosophy, group problem solving and decision making, group leadership, managing group conflict, group in organizations and group assessment.

SHAY 3092 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.

SHAY 4013 Cross-Cultural Psychology

This course examines similarities and differences across culture and hence evaluate existing psychological knowledge. The course introduces goals of cross cultural research, socialisation across cultures, organisational issues in various cultures, ethnocentrism, acculturation, culture shock, adjustment in the host culture, culture and health as well as training and intercultural communication.

SHAY 4023 Health Psychology

This course will explore the application of psychological theory and research to specific health studies. Coverage will include general strategies of health promotion, health habits (e.g., smoking, alcoholism, accident prevention; weight control, exercise); management of chronic and terminal illness; and issues in health disease. Cancer and AIDS. The focus will be on the role of psychological principles and procedure in the promotion and maintenance of health and in the understanding and prevention of diseases.

SHAY 4044 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.

SHAY 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.

SHAY 4064 Industrial Training (Report)

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

SHAY 4083 Conflict Management

This course was prepared to expose students to conflict as a vital phenomenon in organizational management as well as the techniques used to manage conflict effectively, fairly and efficiently. The objective of this course is to enable students to understand about psychological dynamism and behavioural conflicts between individuals, groups and organizations. Topics of lectures include introduction to conflict, types of conflict, factors leading to conflict, implications of conflict, approaches used in managing conflict and the strategies that can be applied to prevent conflicts in an organization.

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 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.

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 3053 Occupational Safety and Health

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.

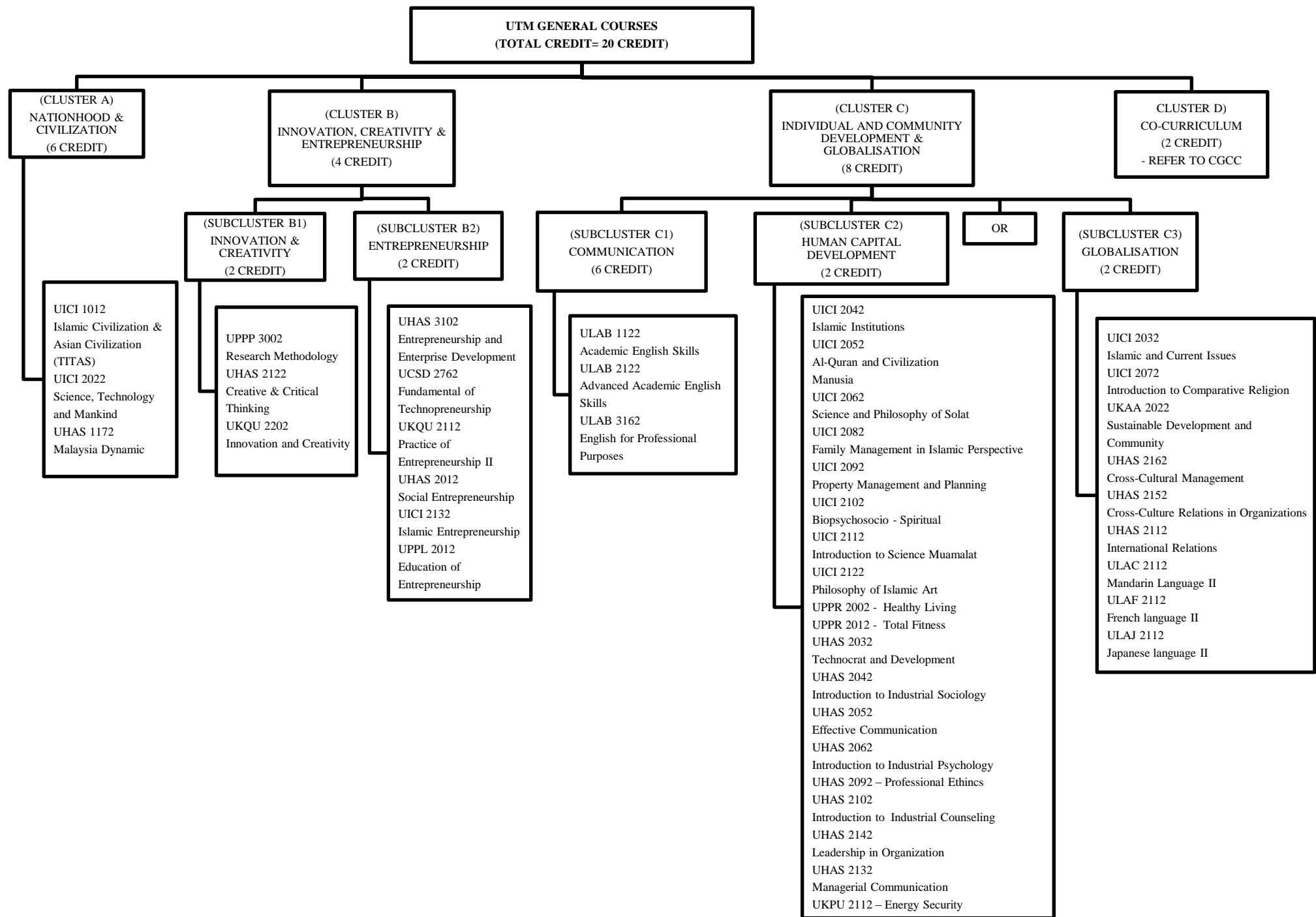
SHAR 3063 Organizational Development

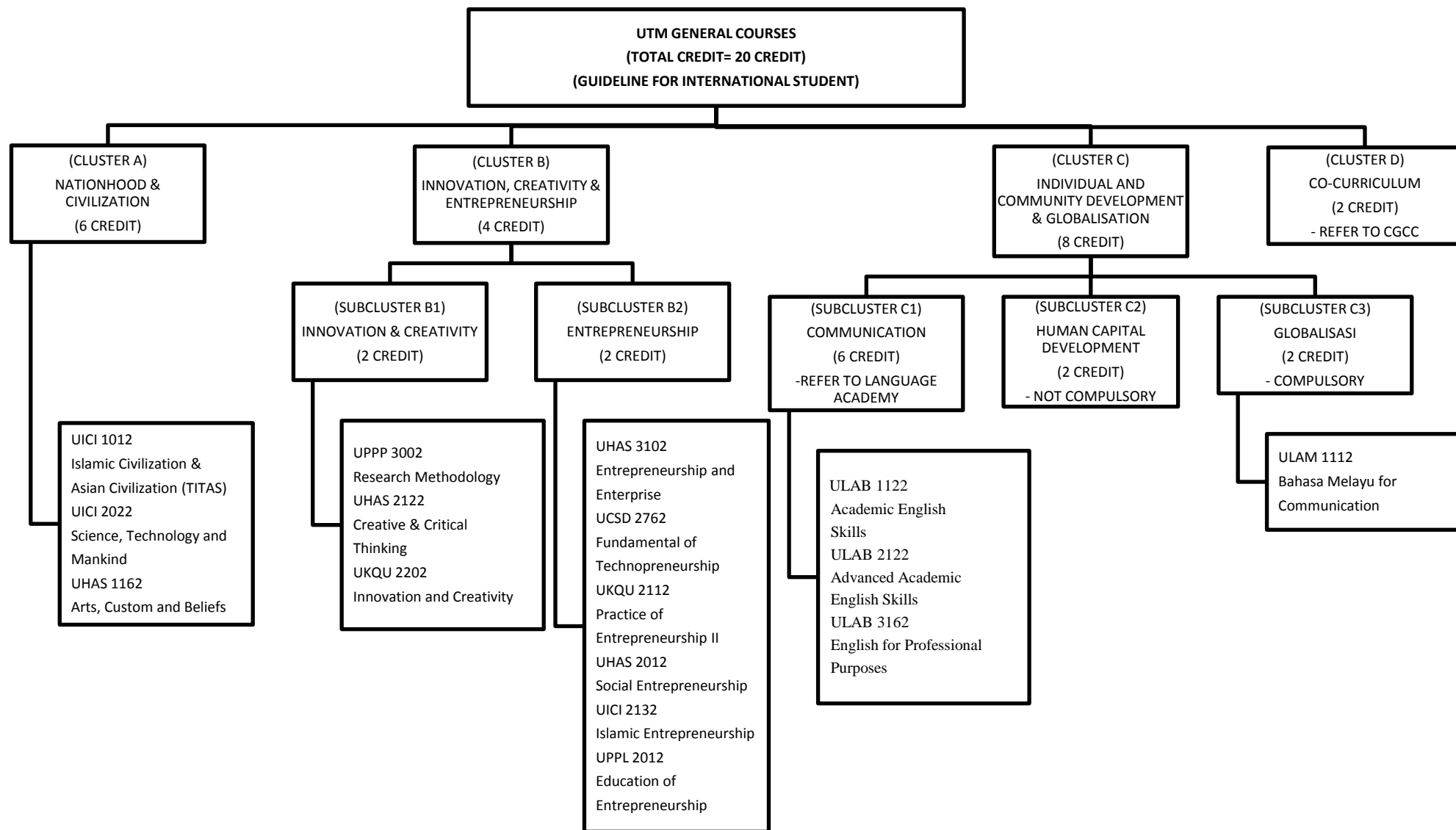
This course is designed to expose students to definition, scope, theories and models of organizational change and development. It also covers planning and change management, diagnostics processes, interventions, and evaluations of organizational development.

SHAR 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.

UNIVERSITY GENERAL COURSES





ACADEMIC ADVISORY SYSTEM

ACADEMIC ADVISORY SYSTEM

ACADEMIC ADVISOR SYSTEM

The students need a complete advisory service throughout their studies. Thus, the faculty has provided an Academic Advisory System to assist the students.

Importance of the Academic Advisor

Each student needs to acquire appropriate advice particularly in the following aspects:-

- i. The Semester System does not make it compulsory for students to take all subjects offered in each semester. Students must choose and plan which subjects to take, taking into consideration their capabilities.
- ii. The Semester System is an intensive learning system and uses the continuous evaluation approach. Students must conform to this system

Apart from the problems above, students particularly first year students also experience other personal problems.

To help students to acclimatise and enculturate themselves to the academic environment, solve any problem quickly and hence benefit from the system fully, each student must obtain due guidance, motivation and advice. For this purpose, the university has provided the Academic Advisory System. In this system, each student is put under the supervision of an Academic Advisor who is an academic staff member from the student's own faculty. The Academic Advisor will strive to solve problems faced by students under his or her care. The effort could entail consultations with other related parties such as counsellors, doctors, specific course lecturers and others.

Responsibility of the Academic Advisor

Before registering courses for a particular semester, students should discuss with their Academic Advisors in order to identify courses which should be taken and then form their lecture schedule.

Among the items which need attention from the Academic Advisor is to explain to students about prerequisite courses and status of certain courses like Compulsory Attendance (*Hadir Wajib* – HW), Attendance Only (*Hadir Sahaja* – HS) and others. The Academic Advisor must also ensure that students fill in the registration form correctly and the total credit taken is not too heavy or otherwise.

The detailed responsibility of an Academic Advisor is as follows:-

- i. Keep academic progress reports of students under his or her responsibility.
- ii. Meet students under his or her supervision in the first week and give a general explanation about the Semester System and other matters pertaining to students' studies and henceforth keep track of students' achievements.
- iii. Inform the faculty administration from time to time regarding students' achievements and problems.
- iv. Check and validate registration of courses.
- v. Advise and help students plan their studies for the whole duration of the programme in terms of the selection of courses, total number of credits taken and duration of studies.
- vi. Monitor students' academic performance and make amendments to the original plan where necessary.
- vii. Validate students' request to withdraw from a course.

- viii. Advise and inform students on the effect of registering and dropping a course.
- ix. Distribute students' course registration slips.

Responsibility of Students

The responsibility of students is to ensure that they meet their respective Academic Advisors to obtain advice or solve any existing problems.

GRADE AND POINT VALUE SYSTEM

GRADE AND POINT VALUE SYSTEM

GRADE AND POINT VALUE SYSTEM

(Bachelor Programmes)

Students' achievement in any particular subject is reflected in the grade obtained. The relationship between marks, grade and point value is shown in the table below:

Marks	Grade	Point Value
90 – 100	A+	4.00
80 – 89	A	4.00
75 – 79	A-	3.67
70 – 74	B+	3.33
65 – 69	B	3.00
60 – 64	B-	2.67
55 – 59	C+	2.33
50 – 54	C	2.00
45 – 49	C-	1.67
40 – 44	D+	1.33
35 – 39	D	1.00
30 – 34	D-	0.67
00 – 29	E	0.00

Calculation of GPA, CPA and Academic Standing

The students' academic standing is based on GPA (Grade Point Average) and CPA (Credit Point Average) calculated based on their achievement in all registered courses in any particular semester. Each grade is changed to point based on the formulation below:

Point	=	Course credit x Point value
GPA (Grade Point Average)	=	$\frac{\text{Total Points}}{\text{Total credit for the particular semester}}$
CPA (Cumulative Point Average)	=	$\frac{\text{Total points as a whole}}{\text{Total credit as a whole}}$

The students' academic standing for any particular semester is measured based on GPA, while their standing as a whole is based on CPA which also determines the status of standing, whether Good Standing (*Kedudukan Baik* - KB), Probationary Standing (*Kedudukan Bersyarat* - KS) or Failure Standing (*Kedudukan Gagal* - KG) based on the following guidelines:

Academic Standing

Academic Stading	CPA
Good Standing (<i>Kedudukan Baik</i> - KB)	$CPA > 2.00$
Probationary Standing (<i>Kedudukan Bersyarat</i> - KS)	$1.70 < CPA < 2.00$
Failure Standing (<i>Kedudukan Gagal</i> - KG)	$CPA < 1.70$

An example of academic standing is as follows (Cumulative Point Average)

Semester	GPA	CPA	Academic Standing
I	3.82	3.82	Good Standing (<i>Kedudukan Baik</i> - KB)
II	3.84	3.83	Good Standing (<i>Kedudukan Baik</i> - KB)

- Students obtaining Probationary Standing (*Kedudukan Bersyarat* - KS) are not allowed to exceed 12 credits when registering for the semester that follows.

CROSS-CAMPUS PROGRAMMES

CROSS-CAMPUS PROGRAMMES

1.0 PURPOSE

The purpose of the cross-campus programme is to provide opportunities to local university undergraduate students to gain experience and transfer of credit by pursuing their studies at another university apart from their own universities. Through this programme, it is hoped that the link between local universities will be strengthened and the exchange of ideas facilitated.

2.0 UNIVERSITIES INVOLVED

This programme involves all public universities in Malaysia. Four universities have agreed to spearhead the programme. The universities involved are Universiti Sains Malaysia, Universiti Teknologi Malaysia, Universiti Malaya and Universiti Malaysia Sarawak. Other universities are welcome to participate in this programme once the programme has been successfully conducted among the four universities mentioned.

3.0 STUDENT SELECTION AND PROGRAMME IMPLEMENTATION

Student selection criteria are as follows:-

- i. This programme is opened to registered students at the First Degree level who have completed at least two (2) semesters of studies.
- ii. Students are not the resident of/do not originate from the state in which the host university resides.
- iii. Students must obtain a minimum CPA of 3.00 at the time of application. The total credit allowed to be taken is between 12 and 16 credits only. Implementation of the programme is during the Semester II of each academic session.
- iv. Students selected will participate in the programme for one semester and students must return to their respective universities after the said studies.

4.0 FUNDING

It is proposed that each university involved should agree to the following:-

- i. Students will pay fees at the initial university and will not be charged at the host university.
- ii. The host university must provide accommodation facilities on campus for students from other universities.
- iii. Students involved are permitted to use health services at the host university like those provided to other students.
- iv. Other costs will be borne by the students. However, as an incentive, each university might want to consider monetary assistance to those students involved.

MINOR PROGRAMMES

MINOR PROGRAMMES

Minor programmes are academic programmes determined by a particular faculty and approved by the University Senate. Minor programmes contain **FIVE (5)** or more courses with a minimum total credit pass of 15 credits.

The course group for a particular Minor programme is determined by the faculty offering the programme based on the existing curriculum of the Bachelor Degree Programme at the faculty and has fulfilled and taken into consideration requirements stipulated by the University Senate which amongst others include those stated above. Taking a Minor programme will not alter the Bachelor Degree Programme attended by the student.

The Minor programme provides an avenue for students to be exposed to other fields on a small scale without being saddled with burdensome requirements apart from those required by the Bachelor Degree Programme attended. Supplementary knowledge and expertise of more than one field will facilitate the graduate to be more flexible and competitive in facing the job market.

The list of Minor programmes offered, specific course list and requirements as well as programme requirements can be obtained from the Approach and Guidelines on the Implementation of Minor Programme (*Kaedah dan Garis Panduan Perlaksanaan Program Minor*) book published by the Registrar's Office (Academic Administration).

a. Qualification Requirement

- i. UTM students can apply to enrol in a particular Minor programme offered based on the requirements and rules stipulated by the University.
- ii. Students can only enrol in a Minor programme starting from semester **FOUR (4th)** of studies and have passed at least 40 credits (including transfer of credit) for Bachelor Degree programme.
- iii. Students interested to enrol in a Minor programme must obtain a Good Standing (*Kedudukan Baik - KB*) with a **GPA exceeding 3.0** on the date of application and on the date of registration of a particular Minor programme. Only qualified students can apply to enrol in a particular Minor programme as determined by the Faculty offering the programme.
- iv. Students are not encouraged to follow a Minor programme which is very similar to the students' Bachelor Degree, pending on the requirements stipulated by the Faculty.

b. Curriculum and Conferment Requirements

- i. Enrolment in a particular Minor will neither change the curriculum nor the Course Total Pass Credit for a particular Bachelor Degree programme attended.
- ii. Failure in courses stipulated for a particular Minor programme attended does not go against the stipulations and requirements of a Bachelor Degree conferment.
- iii. Students can apply to be conferred a Bachelor Degree even if the passing requirements of the Minor programme is not fulfilled.

- iv. Students who would like to be conferred a particular Minor programme must complete all the stipulated pass credits of the Minor programme as well as all the pass credits of the Bachelor Degree Course attended within the stipulated duration of the Bachelor Degree studies.
- v. Courses which the students have passed in the Minor programme will be noted in the students' results transcript in the semester in which it was taken together with the grades obtained. Results of the minor course will be taken into account in the CPA and GPA calculation of that particular semester.

c. Enrolment in More than One Minor Programme

- i. Students who are qualified can apply to enrol in more than **ONE (1)** Minor programme.
- ii. Students are allowed to enrol in not more than **TWO (2)** Minor programmes.
- iii. Students are not allowed to change the Minor programmes registered for.