

Faculty of Management
Multimedia University

TRIMESTER 1, ACADEMIC YEAR 2017/2018

**BUSINESS AND
ENTREPRENEURSHIP IN
MALAYSIA
MPU3343**

**COURSEWORK
BOOKLET**

INSTRUCTIONS TO STUDENTS

1. Please read this **Coursework Booklet** thoroughly.
2. The instructions and deadline of assignments are stated in detail in this outline and must be strictly observed. Late assignments will NOT be accepted under any circumstances.
3. The Lecture Plan is also included in this Coursework Booklet. Prepare in advance before coming to classes.

COURSE BACKGROUND

Course Rationale	Knowledge on business and entrepreneurship in Malaysia is important to all those involved in business organisations. Such knowledge is even more important to business owners as well as to entrepreneurs. This subject is offered to non-business/management students because the knowledge and experiences gained from this subject will give an added advantage for them to venture into the competitive marketplace. The knowledge of business and entrepreneurship does not only broaden their perspectives on business, but also gives better insights on the operation of business organisations. This understanding will definitely enhance their performance, when applied to the right situations.														
Course Objective	To expose non business/management students to the basic concepts and applications with regards to business and entrepreneurship in Malaysia.														
Learning Outcomes	At the completion of the subject, students should be able to perform the following tasks: LO1 : Describe the characteristics of the contemporary business and entrepreneurial environment. LO2 : Illustrate how the concepts of innovation, creativity and creative thinking processes are integrated into entrepreneurial and business activities. LO3 : Analyse how the theories learnt during lecture are being applied in real life entrepreneurial activities. LO4 : Exhibit the ability to work in teams.														
Instructor	<div>Subject Coordinator & Lecturer</div> <div>Name: Mohd. Fairuz bin Abd. Rahim Room: FOM BR3021; Tel: 03-83125717; Email: fairuz.rahim@mmu.edu.my Consultation hours: Monday (12-2pm) & Friday (11am-1pm)</div> <div>Note: To set an appointment outside the above consultation hours, please email a request AND obtain instructor's confirmation</div>														
Course Assessment	<table><thead><tr><th>Coursework</th><th>Percentage</th></tr></thead><tbody><tr><td>▪ Assignment 1</td><td>20%</td></tr><tr><td>▪ Assignment 2</td><td>40%</td></tr><tr><td>▪ Class participation</td><td>10%</td></tr><tr><td>▪ Mid Term Test</td><td>30%</td></tr><tr><td>Total</td><td>100%</td></tr></tbody></table>	Coursework	Percentage	▪ Assignment 1	20%	▪ Assignment 2	40%	▪ Class participation	10%	▪ Mid Term Test	30%	Total	100%		
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Reading Materials	<div>Textbook (Compulsory):</div> <div>Khalidah Khalid Ali; Satirenjit Kaur Johl, Lai Fong Woon, Rohani Salleh, Sofiah Molek, Rahayu Abdul Rahman and Ilmiah Ibrahim (2015). <i>Business Management: A Malaysian Perspective</i>, 3rd Edition, Oxford Fajar Sdn Bhd, Malaysia.</div>	<div>Reference Materials:</div> <div>1. Bruce R. Barringer, R. Duane Ireland (2015). <i>Entrepreneurship: Successfully Launching New Ventures</i>, 5/E. Pearson-Prentice Hall. 2. Scarborough, N. M., Cornwall, J. R. (2014). <i>Essentials of Entrepreneurship and Small Business Management</i>. 11/E, Pearson. (3. Robbins, S.P. and Coulter, M. (2014). <i>Management</i>, 12th Edition. Pearson, Global Edition.</div>													
Facebook (FB) Group	Search for: Learning Gig or go to this link: https://www.facebook.com/groups/LearningGig/ and request to join the Group.														

TENTATIVE LECTURE PLAN

WEEK	DATE	TOPICS	NOTES
1	3 – 9 July	<ul style="list-style-type: none"> Course introduction, assignments briefing, and group formation. Chapter 1: Business fundamentals and today's dynamic business environment 	
2	10 -16 July	<ul style="list-style-type: none"> Chapter 2: Influence of economics on business Chapter 3: Competing in global environments 	
3	17 – 23 July	<ul style="list-style-type: none"> Chapter 4: Different forms of business ownership Chapter 5: Entrepreneurship and starting a small business 	
4	24 – 30 July	<ul style="list-style-type: none"> Business Model Canvas (BMC) - Self-learning & personal consultation <p>Video resources: https://www.youtube.com/watch?v=IP0cUBWTqpY https://www.youtube.com/watch?v=ks68gw5cBMc</p>	
5	31 July – 6 Aug	<ul style="list-style-type: none"> Assignment 1 – Business Model Canvas pitching 	
6	7 – 13 Aug	<ul style="list-style-type: none"> Chapter 6: Introduction to management Chapter 7: Operations management 	
7	14 – 20 Aug	<ul style="list-style-type: none"> Chapter 8: Managing human resources Chapter 9: Marketing 	
8	21 – 27 Aug	<ul style="list-style-type: none"> Chapter 10: Financial information and accounting Chapter 11: Financial management 	
9	28 Aug – 3 Sept	<ul style="list-style-type: none"> Business Plan - Self-learning & personal consultation <p>Video resources: To be announced in MMLS</p>	<p>31 Aug (National Day)</p> <p>1 Sept (Eid-Adha)</p>
10	4 - 10 Sept	<ul style="list-style-type: none"> Mid-term Test Business plan discussion & consultation 	
11	11 - 17 Sept	<ul style="list-style-type: none"> Assignment 2 - Business Plan presentation 	16 Sept (Malaysia Day)
12	18 – 24 Sept	<ul style="list-style-type: none"> Assignment 2 - Business Plan presentation 	
13	25 Sept – 1 Oct	<ul style="list-style-type: none"> Assignment 2 - Business Plan presentation 	
14	2 – 8 Oct	<ul style="list-style-type: none"> Assignment 2 - Business Plan presentation 	

COURSEWORK GUIDELINES

Assignment 1 – Business Model Canvas (20%)

- This is a group assignment. Form a group consisting of **5 to 7** members.
- Each group is required to develop a viable business idea and prepare the Business Model Canvas (BMC) for the business idea using the BMC template provided.
- Examples of potential business ideas:
 - Utilization and rental of the physical space in MMU (e.g. rental of Dewan Tun Chancellor, multipurpose hall, sports facilities and training spaces, etc) for social events such as weddings, family days, film and drama shootings, sports competitions, convocations and others.
 - Monetization of students' knowledge and skills to provide their expert services such as IT services, photography and video shooting, website development, graphic design, event management and so forth.
 - Students can also develop a business plan for any off-campus or online entrepreneurial activity.
- The group is required to submit the **hardcopy BMC** and deliver a **TEN (10)-minute pitching/presentation** of their BMC on **Week 5**.
- After presentation, the group must upload the BMC onto the subject's **FB Group (Learning Gig)**.
- **ALL** group members should be actively involved in the presentation. If any group member is absent during presentation, he/she will get **zero (0)** mark for the assignment.
- Dressing is **CASUAL** and you are encouraged to be **CREATIVE** in your presentation.
- The assignment will be assessed based on the following criteria:

Presentation	Marks allocation
BMC content	10%
Delivery	5%
Creativity	3%
Teamwork	2%
Total	20%

Assignment 2 – Business Plan (40%)

- This is a group assignment and should be completed by the same group that you have formed for Assignment 1.
- Based on the business idea developed in Assignment 1, the group is required to prepare a detailed business plan for the business idea.
- The group is required to prepare a **written business plan** and deliver a **FIFTEEN (15)-minute presentation** of the business plan.

WRITTEN REPORT

- **Maximum** number of pages for the business plan report are **TWENTY (20) pages** (for text only) excluding references and appendices. Marks will be deducted for exceeding the limit.
- **1.5 spacing, Times New Roman, Font size 12, fully justified.**
- The business plan must cover **SIX (6) main areas**:
 - i. Executive summary (1 page)
 - Overall business idea (marketing, operational, financial and risk analysis)
 - ii. Business description
 - Background of business, vision and mission
 - Product/service offered
 - iii. Industry and market analysis
 - Industry and market analysis
 - Market segmentation
 - Competitor analysis
 - iv. Marketing plan
 - Marketing strategy (4Ps – Product, Price, Place and Promotion)
 - v. Operational plan
 - Management team / Manpower plan
 - Profile of top management team
 - Business operation plan / Other relevant plans
 - vi. Financial plan
 - Financial strategy
 - Financial projection

Tasks Distribution Summary (1 page only)

- Each team must provide a tasks distribution summary.
- The contribution (or non-contribution) of each team member must be recorded in the tasks distribution summary.
- The team leader is responsible to prepare this tasks distribution summary.
- The tasks distribution summary should be attached at the end of written report.

- The assessment for the business plan report is as below:

Report	Marks allocation
Executive summary	5%
Business description	5%
Industry and market analysis	5%
Marketing plan	5%
Operational plan	5%
Financial plan	5%
Total	30%
Total marks will be deducted for plagiarism	

PRESENTATION

- Each group is given **FIFTEEN (15) minutes** to present their business plan.
- ALL** group members should be actively involved in the presentation. If any group member is absent during presentation, he/she will get **zero (0)** mark for the assignment.
- Dressing is **FORMAL business attire** and you are encouraged to be **CREATIVE** in your presentation.
- There is no specific format for the presentation. Each group should decide on the most impactful presentation strategy to attract audiences.
- The allocation of marks for the group presentation is as below:

Presentation	Marks allocation
Delivery	5%
Creativity	3%
Teamwork	2%
Total	10%

Assignment Submission

Each group must submit a complete Project File for evaluation on your presentation day. The Project File must include the following:

- A cover page - must include course title, course code, group members' name and student ID
- Business plan (write-up report)
- Tasks distribution summary
- Presentation materials
- Softcopy in CD for (i) – (iv) above (the softcopy should be attached at the last page of the report in envelope).

Class Participation (10%)

- This is an individual assessment.
- Marks will be given to individuals who actively participate in discussions, shares ideas/experiences/information/resources, asks questions during presentations and completes optional assignments (if any).
- This includes your participation in the REAL world (classroom) and/or in the VIRTUAL world (FB Group).

Mid Term Test (30%)

- This is an individual assessment.
- The test will be held on **Week 10**. Specific date, time and venue will be announced later.
- The test format is **50 Multiple Choice Questions (MCQ)**. You must answer ALL questions.
- The test will cover **Chapter 1 until Chapter 11**.

~End of Coursework Booklet~