

SUMMARY OF INFORMATION ON EACH COURSE

1.	Name of Course	Contemporary Management & Entrepreneurship	
2.	Course Code	DEC 5068	
3.	Status of Course [Applies to (cohort)]	University Subject	
4.	MQF Level/Stage Note: Certificate – MQF Level 3 Diploma – MQF Level 4 Bachelor – MQF Level 6 Masters – MQF Level 7 Doctoral – MQF Level 8	MQF Level 4	
5.	Version (State the date of the Senate approval – history of previous and current approval date)	Previous: June 2010 Current: ADC1015 Senate 181 Nov 2015	
6.	Pre-Requisite	-	
7.	Name(s) of academic/teaching staff	Maria Maiyus & Rubiah Yunus	
8.	Semester and Year offered	Semester 1 Year 1	
9.	Objective of the course in the programme: i. To develop a holistic perspective of managerial and entrepreneurial situations. To appreciate the exposure of the basic concepts and applications in economics, accounting and management and how will these concepts be applied into the arts of entrepreneurship		
10.	Justification for including the course in the programme: This subject will expose students to managerial and entrepreneurial concepts. Students will be able to apply the fundamental knowledge gained for further studies and future business practices.		
11.	Course Learning Outcomes :	Domain	Level
	LO1 Describe the principles of economics, accounting and management implemented in real business world.	Cognitive	Level 2
	LO2 Apply the concepts of economics, accounting and management into entrepreneurship through business plans, market research, business simulations etc.	Cognitive	Level 3
	LO3 Prepare a market research before doing a business plan.	Affective	Level 3
	LO4 Demonstrate level of creativity, innovativeness and critical thinking skills through the completion of assigned tasks.	Affective	Level 3
12.	Mapping of Learning Outcomes to Programme Outcomes :		

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	Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
	LO1	√							
	LO2						√		
	LO3				√				
	LO4		√						
13.	Assessment Methods and Types :								
	Method and Type	Description/Details					Percentage		
	Project/Presentation	1 project 1 presentation					30 5		
	Assignment	1 assignment					10		
	Midterm Test	1 Midterm test					30		
	Quizzes/Classroom Activities	2 Quizzes 1 Classroom Activities					20 5		
14.	Mapping of assessment components to learning outcomes (LOs)								
	Assessment Components	LO1	LO2	LO3	LO4				
	Project/Presentation	/	/	/	/				
	Assignment	/	/	/	/				
	Midterm Test	/	/	-	-				
	Quizzes/Classroom Activities	/	-	/	/				
15.	Details of Course								
	Topics	Mode of Delivery (e.g.: Lecture, Tutorial, Workshop, Seminar, etc.) Indicate allocation of SLT (lecture, tutorial, lab) for each subtopic							
	Topics	Lecture				Independent Learning Time			
	Topic 1: Participating in the Dynamic Business Environment This topic discusses about new and demographic trends affecting the business environment. This chapter also discuss about the primary features of the world's economic systems and trends in global competition.	2				2			

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	<p>Topic 2: Understanding Evolving Economic Systems and Competition This topic explains the definition of economics and how are the three sectors of the economy linked. Besides, this topic also discusses about economic growth, full employment, inflation, basic microeconomic concepts of demand and supply. This topic also discusses four types of market structures and the trends that are reshaping micro- and macroeconomic environments.</p>	6	6
	<p>Topic 3: Entrepreneurship: Starting and Managing your own business This topic discusses types of business ownership, strengths and weaknesses of sole proprietorship, partnership and company. Besides, this topic also discusses reasons why do people become entrepreneurs, different types of entrepreneurs, characteristics of successful entrepreneurs, and small businesses contribution towards the economy. This topic also discusses the advantages and disadvantages facing owners of small businesses. This topic also required student to do business plan, design and layout.</p>	6	6

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	<p>Topic 4: Understanding the Customer and Creating Marketing Strategy</p> <p>The topic discusses about the concept of marketing and relationship building with the customers. Besides, this topic also discusses about the marketing strategy, marketing mix, consumers and organizations buying decisions process, and five basic forms of market segmentation. This topic also describes about marketing research and marketing decision making.</p>	4	4
	<p>Topic 5: Competing in the Global Marketplace</p> <p>This topic presents the importance of global trade and how is it measured. Besides, the topic also describes reasons about nation's trade, barriers to international trade, fostering world trade, and reasons why companies enter the global marketplace. This topic also explains the threats and opportunities exist in the global marketplace, the advantages of multinational corporations, and trends in the global marketplace.</p>	2	2
	<p>Topic 6: Making Ethical Decisions and Managing a Social Responsible Business</p> <p>This topic describes the philosophies and concepts shape personal ethical standards, and how organizations encourage ethical business behaviour. Besides this topic also cover the definition of social responsibility, how businesses meet their social responsibilities to various stakeholders, and global and domestic trends in ethics and social responsibility.</p>	2	2

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	<p>Topic 7: Management and Leadership in Today's Organisations</p> <p>This topic introduces the role of management and four types of planning. This topic also covers the primary responsibilities of managers in organizing activities, leadership styles and corporate culture. This topic also describes roles managers in different organizational settings, and also managerial skills necessary for managerial success.</p>	2	2
	<p>Topic 8: Motivating Employees and Creating Self-Managed Teams</p> <p>This topic explains about the basic principles of Frederick Taylor's concept of scientific management, Hawthorne studies and motivation, Maslow's hierarchy of needs, and how do these needs relate to employee motivation. This topic also covers McGregor's Theories X and Y, Ouchi's Theory Z and motivation, and basic components of Herzberg's motivator-hygiene theory.</p>	2	2
	<p>Topic 9: Achieving World-Class Operations Management</p> <p>This topic discusses the importance of production and operations management in both manufacturing and service firms, this topic also covers types of production processes that are used by manufacturers and service firms. Besides, this topic also explains about decisions and choices on production facilities, resource-planning tasks like inventory management and supplier relations, also definition and importance of Project Management.</p>	4	4

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	Topic 10: Using Financial Information and Accounting This topic presents the importance and users of financial reports and accounting information, this topic also explains the differences between public and private accountants, and public accountants subject to new regulations. This topic also covers the six steps in accounting cycle and ratio analysis.	8	8
	Topic 11: Managing the Firm's Finances This topic introduce the role of the financial manager play in the firm's overall strategy, developing financial plans, including forecasts and budgets. This topic also covers types of short-term and long-term expenditures, sources and costs of unsecured and secured short-term financing, and two primary sources of long-term financing. This topic also describes the major types, features, and costs of long-term debt.	4	4
	Total Student Learning Time (SLT)	Face to Face / Guided Learning	Independent Learning
	Lecture	42	42
	Tutorials	-	-
	Project	2	10
	Presentation	1	2
	Quizzes	1	8
	Classroom Activities	1	6
	Assignment	3	24
	Mid Term Test	2	16
		52	108
	Total SLT	160/40 = 4	
	Lecture	42	
16.	Credit Value	4	

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17.	Reading Materials:
	Textbooks
	Ebert, R. J., & Griffin, R. W. (2015). Business essentials. Boston: Pearson.
	Reference Material (including 'Statutes' for Law)
	Gitman, L. J., & McDaniel, C. D. (2009). The future of business the essentials. Australia: South-Western Cengage Learning.
	Robbins, S. P., & Coulter, M. K. (2012). Management. Boston: Prentice Hall.
	Shanmugam B., Subramaniam I.D., Mudiarsan V.K., (2007), Introduction to Economics, Accounting and Management, Insight Network Sdn Bhd, 1st Edition.
	Ali, K. K. (2015). Business management: A Malaysian perspective. Shah Alam, Selangor: Oxford Fajar.
	Scarborough, N. M. (2011). Essentials of entrepreneurship and small business management. Upper Saddle River, NJ: Pearson/Prentice Hall.

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Appendix (to be compiled when submitting the complete syllabus for the programme):

1. Mission and Vision of the University and Faculty
2. Programme Objectives or Programme Educational Objectives
3. Programme Outcomes (POs)
4. Mapping of POs to the 8 MQF domain
5. Summary of the Bloom's Taxonomy's Domain Coverage in all the Los in the format below:

Subject	Learning Outcomes (please state the learning Outcomes)	Bloom's Taxonomy Domain		
		Affective	Cognitive	Psychomotor
DEC 5068	Describe the principles of economics, accounting and management implemented in real business world.		Level 2	
	Apply the concepts of economics, accounting and management into entrepreneurship through business plans, market research, business simulations etc.		Level 3	
	Prepare a market research before doing a business plan.	Level 3		
	Demonstrate level of creativity, innovativeness and critical thinking skills through the completion of assigned tasks.	Level 3		

6. Summary of LO to PO measurement
7. Measurement and Tabulation of result for LO achievement
8. Measurement Tabulation of result for PO achievement