

1.	<b>Name of Subject</b> : Introduction To Business Management (Management Student Only)					
2.	<b>Subject Code:</b> PBU0045					
3.	<b>Status of Subject:</b> Core					
4.	<b>Stage:</b> Foundation					
5.	<b>Version:</b> Date of Previous Version:- October 2011 Date of Current Version – May 2012					
6.	<b>Name (s) of academic staff :</b> Arifah Hamzah, Noridayu Abdullah Sani, Norzarina Md.Yatim, Kerk Peck Hoon,Kausar Yaakup, Lau Siok Hwa,Zalina Jaafar, Nurul Afidah, Sarinah Suliman, Teo Kim Mui, Rekha Thangatorai					
7.	<b>Rationale for the inclusion of the subject in the programme :</b> To provide students with the understanding of principles of business and management and the ability to identify, formulate and solve business and management related problems.					
8.	<b>Semester and Year offered</b> : Trimester 2					
9.	<b>Total Student Learning Time (SLT)</b>	<b>Face to Face</b>				<b>Total Guided and Independent Learning</b>
	L = Lecture T = Tutorial P = Practical O = Others	L 42	T 0	P 0	O 2	Guided = 44 Independent = 120 Total = 164
10.	<b>Credit Value:</b> 4 (164/40 = 4.1)					
11.	<b>Prerequisite (if any)</b> : NIL					
12.	<b>Learning outcomes :</b> Upon completion of this subject, students should be able to: i. describe the business principles and management and distinguish the different forms of business ownership (Cognitive, Level 1) ii. apply the knowledge of marketing management and financial management (Affective, Level 2) iii. explain the importance of business management, human resources management and business information management (Cognitive, Level 2) iv. conduct a business project and construct a business proposal, personal financial budgets and a project report (Psychomotor, Level 2)					
13.	<b>Synopsis:</b> This is an introductory subject that covers the main topics of Business and Management. The topics include business environment; management functions and leadership; communication and information system; production, manufacturing and marketing; financial management; and management of human resources.					
14.	<b>Mode of Delivery</b> : Lectures					
15.	<b>Assessment Methods and Types :</b> i. Assignment & Presentation 15 % ii. Project 35 % iii. Final Examination 50 % <b>Total 100%</b>					
16.	Mapping of the course/module to the Programme Learning Outcomes :					% of contribution
	To acquire basic knowledge and principles of business and management					27
	To acquire social skill and create awareness of social responsibilities					13
	To communicate effectively and work independently, as a member/leader of a team in various context					27
	To acquire analytical and problem-solving skills					20
	To acquire entrepreneurial skills.					13

17.	<b>Content outline of the subject:</b> <table><tr><th>TOPIC</th><th>Content Outline</th></tr><tr><td>1</td><td><b>Business Environment and Ownership</b> Business and the Economy. Forms of Ownership. International Business. Business Responsibility</td></tr><tr><td>2</td><td><b>Management Functions and Leadership</b> The Manager's Role. Leadership. Plan and Organise. Implement and Control</td></tr><tr><td>3</td><td><b>Management of Human Resources</b> HRM Activities. Recruit and Hire. Manage Performance. Train and Develop.</td></tr><tr><td>4</td><td><b>Marketing</b> New Products. Marketing Basics. Marketing Mix.</td></tr><tr><td>5</td><td><b>Financial Management</b> Finance a Business. Financial Services. Financial Records. Credit and Insurance.</td></tr></table>	TOPIC	Content Outline	1	<b>Business Environment and Ownership</b> Business and the Economy. Forms of Ownership. International Business. Business Responsibility	2	<b>Management Functions and Leadership</b> The Manager's Role. Leadership. Plan and Organise. Implement and Control	3	<b>Management of Human Resources</b> HRM Activities. Recruit and Hire. Manage Performance. Train and Develop.	4	<b>Marketing</b> New Products. Marketing Basics. Marketing Mix.	5	<b>Financial Management</b> Finance a Business. Financial Services. Financial Records. Credit and Insurance.									
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18.	<b>Teaching and Learning Activities/Total Student Learning Time (SLT):</b> <table><tr><td></td><td><b>Face to Face</b></td><td><b>Self Learning</b></td></tr><tr><td><b>Lecture</b></td><td>24</td><td>48</td></tr><tr><td><b>Assignment &amp; Presentation</b></td><td>8</td><td>12</td></tr><tr><td><b>Project</b></td><td>10</td><td>40</td></tr><tr><td><b>Final</b></td><td>2</td><td>20</td></tr><tr><td><b>Sub-total</b></td><td>44</td><td>120</td></tr><tr><td><b>Total SLT(hours)</b></td><td colspan="2">164</td></tr></table>		<b>Face to Face</b>	<b>Self Learning</b>	<b>Lecture</b>	24	48	<b>Assignment &amp; Presentation</b>	8	12	<b>Project</b>	10	40	<b>Final</b>	2	20	<b>Sub-total</b>	44	120	<b>Total SLT(hours)</b>	164	
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19.	<b>Main references supporting the subject :</b> Ebert, R.J. & Griffin, R. W. (2011). <i>Business Essentials</i> (8 <sup>th</sup> ed.). Upper Saddle River, NJ: Pearson Education.  <b>Additional references supporting the subject :</b> Robbins, S.P., DeCenzo, D. A. & Coulter, M. (2011). <i>Fundamentals of Management, Essential concepts and applications</i> (7 <sup>th</sup> ed.). Upper Saddle River, NJ: Pearson. Eggland, S.S., Dlabay, L.R. & Burrow, J.L. (2004). <i>Intro to business</i> (5 <sup>th</sup> ed.). Australia: Thomson. Bovee, C.L. & Thill, J.V. (2005). <i>Business in action</i> . Upper Saddle River, NJ: Prentice Hall. Dias, L.P. et.al. (2009). <i>Introduction to business</i> . Boston : McGraw-Hill Higher Education. Jones, G. R. (2007). <i>Introduction to business: how companies create value for people</i> . Boston, Mass: McGraw-Hill. Madura, J. (2004). <i>Introduction to business</i> (3 <sup>rd</sup> ed.). Belmont, CA: Thompson/South-Western.																					