

**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	Faezah Binti Othman,Sharmila Rani A/P Moganadas	
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.	Assessment Methods and Types :		
	Method and Type	Description/Details	Percentage
	Project/Presentation	1 project	30
		1 presentation	5
	Assignment	1 assignment	10
	Midterm Test	1 Midterm test	30
	Quizzes/Classroom Activities	2 Quizzes	20
1 Classroom Activities		5	
12.	Details of Course		
	Topics	Mode of Delivery (eg : Lecture, Tutorial, Workshop, Seminar, etc.) Indicate allocation of SLT (lecture, tutorial, lab) for each subtopic	
	Topics	Lecture	Independent Learning Time

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	<p><b>Topic 1: Participating in the Dynamic Business Environment</b>  This topic discuss 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.</p>	2	2
	<p><b>Topic 2: Understanding Evolving Economic Systems and Competition</b>  This topic explain 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><b>Topic 3: Entrepreneurship : Starting and Managing your own business</b>  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><b>Topic 4: Understanding the Customer and Creating Marketing Strategy</b></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 describe about marketing research and marketing decision making.</p>	4	4
<p><b>Topic 5: Competing in the Global Marketplace</b></p> <p>This topic presents the importance of global trade and how is it measured. Besides, the topic also describe 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><b>Topic 6: Making Ethical Decisions and Managing a Social Responsible Business</b></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><b>Topic 7: Management and Leadership in Today's Organisations</b>  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><b>Topic 8: Motivating Employees and Creating Self-Managed Teams</b>  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><b>Topic 9: Achieving World-Class Operations Management</b>  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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	<b>Topic 10: Using Financial Information and Accounting</b> This topic present the importance and users of financial reports and accounting information, This topic also explain the differences between public and private accountants, and public accountants subject to new regulations. This topic also cover the six steps in accounting cycle and ratio analysis.		8	8
	<b>Topic 11: Managing the Firm's Finances</b> 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 cover 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 describe 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		
13.	Credit Value	4		

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14.	Reading Materials :
	Textbooks
	Griffin R. W. & Ebert R.J , <i>Business Essentials</i> , 10th edition, 2013, Prentice Hall, USA
	Reference Material (including 'Statutes' for Law)
	Gitman, L.J. and McDaniel, C. (2008) <i>The Future of Business</i> , 6 <sup>th</sup> Edition, South Western Cengage Learning.
	Robbins Stephen & Coulter Mary, <i>Management</i> , 10th edition, 2009, Prentice hall, USA
	Shanmugam, B, Indra Devi and Mudiarsan (2007) <i>Introduction to Economics, Accounting and Management</i> , Insight Network Sdn Bhd
	Khalid, K. , Kaur, S., Lai, F.W., Salleh, R., Molek, S., Abd Rahman, R. and Ibrahim, I. (2008) <i>Business Management: A Malaysian Perspective</i> , Oxford
	Scarborough, N.M. (2011) <i>Essentials of Entrepreneurship and Small Business Management</i> , 6th Ed. Prentice Hall. USA