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| 9 | Learning Outcomes | | On completion of the course, the students will be able to   * Use the hand-on skill on know-how to plan for a start-up business, considering the resources required and external economic , market and regulatory factors * Find source of finance for initial stage and expansion of a business * Explain the format of writing a good business proposal and produce a professionally executed business proposal report * Become a young entrepreneur and create a business caters the customer needs and wants * Discovering techniques and skills to expand the business from local to international level and create a competitive advantage |
| 10 | Transferable Skills | | Calculation skill by practicing tutorial questions.  Team skill by working in small group to solve mathematical problems.  Presentation and communication skill through interaction in a team as well as with lecturer and other students.  Problem solving skill through self and teamwork. |
| 11 | Teaching-learning and Assessment Strategy | | Lecture:  Introduction and explanation of various e-commerce topics, technologies and applications.  Use computer, projector, whiteboard and other relevant teaching tools  Discussion of current issues  Tutorial:  Application development exercises  Question and answer  Group presentation  Self-study:  Read textbook and other relevant materials  Group project  Case Exercises  Report writing  Assessment:  Continuous and final exam |
| 12 | Synopsis | | The students are taken through the steps of planning a business: market survey, planning of capital requirement, personnel planning and progress scheduling. Proper method for writing a business proposal. A lot of group discussion and team activity will be included. Visit to start-up business and talk by entrepreneurs are integral part of the course. |
| 13 | Mode of Delivery | | Lecture |
| 14 | Assessment Methods and Types | | Participation in class activity 20%  Write-up of project 80%  **Total 100%** |
| 17 | Content Outline of the course/module and the SLT per topic   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Content Outline – Topic Area** | **Contact Hours** | | | | | | | **Lecture** | **Tutorial** | **Studio** | **Workshop** | **Self Study** | **Total SLT** | | **Week 1**  **CHAPTER 1: INTRODUCTION TO BUSINESS**   * What is Business and Types of Business Existing * Five Dimension in Business * The Importance of Business * Types of organization in Malaysia * Entrepreneurship Development in Malaysia | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 2**  **CHAPTER 2: THE ENTREPRENEUR CREATES FUTURE**   * What is entrepreneurship and who is entrepreneur? * The needing factor to become entrepreneurs * Types of entrepreneurial businesses * Characteristics of Successful Entrepreneurs * The Advantages and Disadvantages of Being An Entrepreneur | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 3**  **CHAPTER 3: PLANNING A BUSINESS**   * Organization of a Business * Business Decision * Key Stakeholders * Business Ideas and Opportunities * Key Functions in Business | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 4**  **CHAPTER 4: BUSINESS PLAN**   * Introduction to Business Plan (BP) and Individuals Who Need a Business Plan * Importance of Business Plan * Major parts in Business Plan * Characteristics of a Good Business Plan * Reasons for Failure of A Business Plan | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 5**  **CHAPTER 5: MANAGEMENT TEAM AND HUMAN RESOURSECE MANAGEMENT PLAN**   * Definition of Management * Process of Management and Decision Making Process * Management skills and Managerial Roles * Definition of Human Resource and Its Planning Process * Staffing Plan and Training and Development for Employees | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 6**  **CHAPTER 6: MARKETING PLAN AND SALES STRATEGY**   * Definition of Marketing and Marketing Environment * The Marketing Mix (4Ps) * The Marketing Strategy and Process * Definition for Sales strategy * Competitive Analysis | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 7**  **CHAPTER 7: OPERATIONAL AND RESEARCH & DEVELOPMENT PLAN**   * Introduction to Operations Management * Location and Production Planning * Inventory and Quality Management * Operational Cost and Product Costing * Introduction to R&D and R&D Strategy | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 8**  **CHAPTER 8: FINANCIAL PLAN**   * Introduction and Importance of Financial Plan * Steps in Developing a Financial Plan * The Advantages and Disadvantages of Debt or Equity Finance | 2 | **1.5** |  |  | **6** | **9.5** | | **Week 9**  Counseling on writing of the business project paper | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 10**  Counseling on writing of the business project paper | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 11**  Counseling on writing of the business project paper | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 12**  Counseling on writing of the business project paper | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 13**  Counseling on writing of the business project paper | 2 | **1.5** |  |  | **5** | **8.5** | | **Week 14**  Business Plan Presentation and Submission of Final BP Report | 2 | **1.5** |  |  | **5** | **8.5** | | **Jumlah Jam** | **28** | **21** |  |  | **71** | **120** | | **PersamaanJumlahKuliah** |  |  |  |  |  |  | | **JumlahPersamaan Jam Kuliah** | **120** | | | | | | | **Total Credits Hours** | **3** | | | | | | | | |
| 18 | Main references supporting the course | * McKeever, M. (2012). ***How to Write a Business Plan****.* (11thEd.). Berkeley, CA : Nolo. * Mukesh Kumar, Salim Abdul Talib, & T, Ramayah. (2013). ***Business Research Methods.*** Oxford, UK : Oxford University Press | |
| Additional references supporting the course | * A.O. Anthony, A. Janna and S. Wylma. (2010). ***Integrated Business Projects.*** (3rd Ed.) Boston, USA: Cengage Learning. * M. Mike. (2012). [***"How To Write a Business Plan"***](http://www.amazon.com/Write-First-Business-Timers-Guide/dp/1489548114/ref=sr_1_1?s=books&ie=UTF8&qid=1386227410&sr=1-1&keywords=business+plans)(11th Ed.) USA: Nolo. | |
| 19 | Other additional information | - | |