Senarai Kursus Semester 1 / Tahun 1

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| **BIL** | **KOD KURSUS** | **NAMA KURSUS** |
| 1 | SHAD 1013 | PRINCIPLES OF MICROECONOMICS |
| 2 | SHAD 1023 | BUSINESS MATHEMATICS |
| 3 | SHAD 1033 | PRINCIPLES OF MANAGEMENT |
| 4 | SHAF 1013 | PRINCIPLES OF MARKETING |
| 5 | SHAC 1023 | INTRODUCTION TO FINANCIAL ACCOUNTING |
| 6 | UKQX 1xx1 | CO-CURRICULUM |
|  | **Senarai Ko-kurikulum - UKQX 1xx1** | |
| 6.1 | UKQP1031 | KAUNSELOR SISWA |
| 6.2 | UKQA 1331 | ASAS KOMUNIKASI |
| 6.3 | UKQP 1291 | KEPIMPINAN |

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| 1 | Course Name | **PRINCIPLES OF MICROECONOMICS**  *Prinsip Mikroekonomi* | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAD 1013 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staf | NAME : JULIANA ISMAIL  QUALIFICATION : MA. IN EDUCATION  UNIVERSITY : OUM , MALAYSIA  YEAR : 2008  QUALIFICATION : B. ECON (HONS)  UNIVERSITY : UM, MALAYSIA  YEAR : 2000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | This course is needed to give the overview and understanding of economics concept in our country. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 1, Year 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching And Learning Activities | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | Lecture | | | | | | 35 | | | | | | | | | 42 | | | | | | | | | | |
| Student Centered | Tutorial | | | | | | 7 | | | | | | | | |
| Student Centered Activities | | | | | |
| Self Learning | | Non Face to Face or Student Centered Learning (SCL) | Assignment | | | | | | 18 | | | | | | | | | 72 | | | | | | | | | | |
| Revision | | | | | | | 42 | | | | | | | | |
| Assessment Preparation | | | | | | | 12 | | | | | | | | |
| Others | | | | | | |  | | | | | | | | |
| Formal Assessment | | Continuous Assessment | Quizzes | | | | | | 1 | | | | | | | | | 6 | | | | | | | | | | |
| Test | | | | | | 2 | | | | | | | | |
| Final Examination | | | | | | | 3 | | | | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | | | **120** | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 3 credit (2 credit lecture + 1 credit tutorial)  2.5 contact hour lecure x 14 week = 35 hours  0.5 contact hour tutorial x 14 week = 7 hours  Total contact hour = 42 hours | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Explain the fundamental economic problem  CO2: Discuss the concepts and theories of demand and supply and their application to the goods/ services and factor markets  CO3: Apply the concepts and theories in solving economic problems and solve microeconomic issues by critically analysing the problems.  CO4: Solve microeconomics issues by critically analyse the problems | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | Method of Assessment | | | | | | | | | | Form of Assessment | | | | | | | | | | | | | | | |
| Analysing and problem solving | | | Test, quizzes, assignment, final examination | | | | | | | | | | Individual & team | | | | | | | | | | | | | | | |
| Communication | | | Q&A, discussion | | | | | | | | | | Individual & team | | | | | | | | | | | | | | | |
| Time management | | | Assignment | | | | | | | | | | Individual | | | | | | | | | | | | | | | |
| Team work | | | Assignment | | | | | | | | | | Team | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Teaching-Leaning and Assessment Strategy | Teaching & Learning | | | Assessment Strategy | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lecture | | | Q&A, exercises, test, quizzes, assignment, final examination | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tutorial/SCL/Active learning | | | Q&A and discussion | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | This course provides an understanding of basic skills of economic analysis. Understanding towards microeconomics is necessary for individuals or organisations to make rational decisions and to evaluate the effects of government policy. It forms the basis for understanding macroeconomics and the study of the entire economy. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Face to face in classroom. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessment consist of Course Work and Final Examination. The course works are evaluated continuously through out the semester by test, quizzes, assignment, and others. Final examination is done formally at the end of the semester, organized by Examination Unit or Commitee. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Quizzes (5)  Tutorial (5)  Assignment | **40%**  15%  10%  15% | | **Midterm Test** | **20%** | | **Final Examination** | **40%** | | **Total** | **100%** |   Criteria of summative assessment performance: Refer to ‘Peraturan Akademik Program Kerjasama Kursus Diploma & Ijazah Sarjana Muda, UTM’. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Course Outcome – Topic Mapping | **Topics of The Course** | | | | | | | | | | **CO1** | | | | | **CO2** | | | | | **CO3** | | | | **CO4** | | | | |
| Introduction to economic analysis | | | | | | | | | | ✓ | | | | |  | | | | |  | | | |  | | | | |
| Law of demand and supply | | | | | | | | | |  | | | | | ✓ | | | | |  | | | |  | | | | |
| Price elasticities of demand & supply | | | | | | | | | |  | | | | | ✓ | | | | |  | | | |  | | | | |
| Consumer behaviour | | | | | | | | | |  | | | | | ✓ | | | | |  | | | |  | | | | |
| Consumption theory, substitution and income effects | | | | | | | | | |  | | | | | ✓ | | | | |  | | | |  | | | | |
| Production | | | | | | | | | | ✓ | | | | |  | | | | |  | | | |  | | | | |
| Cost of production | | | | | | | | | | ✓ | | | | |  | | | | | ✓ | | | | ✓ | | | | |
| Perfectly competitive market | | | | | | | | | | ✓ | | | | |  | | | | | ✓ | | | | ✓ | | | | |
| Market power | | | | | | | | | | ✓ | | | | |  | | | | | ✓ | | | | ✓ | | | | |
| Factor markets and externality | | | | | | | | | | ✓ | | | | |  | | | | | ✓ | | | | ✓ | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | **PO1** | **PO2** | **PO3** | **PO4** | | | | **PO5** | | | **PO6** | | | | | **PO7** | | | | **PO8** | | | | | **PO9** |
| Introduction to economic analysis | | | | ✓ | ✓ |  |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Law of demand and supply | | | | ✓ | ✓ |  |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Price elasticities of demand & supply | | | | ✓ | ✓ |  |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Consumer behaviour: | | | | ✓ | ✓ |  |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Consumption theory, substitution and income effects | | | | ✓ | ✓ |  |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Production | | | | ✓ | ✓ |  |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Cost of production | | | | ✓ | ✓ | ✓ |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Perfectly competitive market | | | | ✓ | ✓ | ✓ |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Market power | | | | ✓ | ✓ | ✓ |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
| Factor markets and Externality | | | | ✓ | ✓ | ✓ |  | | | |  | | |  | | | | |  | | | |  | | | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  T: Tutorial  SCA: Students Centred Activities  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TOPIC** | | | | | | | **K** | | | | **SCA** | | | | | **A** | | | | | **PK** | | | | | **SLT** | |
| 1 | **Introduction to economic analysis**  (aim of economic analysis, assumptions, hypotheses and functional relationships);fundamental economic problem: scarcity, choice and opportunity cost ; decision making units (objectives of households, owners of factors and firms (profit maximization and alternative objectives)), Marginal cost and marginal benefit. | | | | | | | 2.5 | | | |  | | | | |  | | | | | 4 | | | | | 6.5 | |
| 2 | **Law of Demand**, Factors that influence demand, changes in demand. Law of supply, factors that influence supply, changes in supply. Market and market equilibrium. The effect of changes in demand and / supply. | | | | | | | 2.5 | | | | 0.5 | | | | | 0.2 | | | | | 5 | | | | | 8.2 | |
| 3-4 | **Price elasticities of demand and supply**. Total revenue and elasticity of demand. Cross elasticity and income elasticity, consumer surplus and producer surplus. Short run and long run elasticity. Consumer behaviour: marginal utility theory, the budget line, indifference curve; marginal rate of substitution, substitutes and complementary goods. | | | | | | | 5 | | | | 1 | | | | | 0.2 | | | | | 10 | | | | | 16.2 | |
| 5 | **Consumption theory**, substitution and income effects, consumption price line, normal, inferior and Giffen goods. | | | | | | | 2.5 | | | | 0.5 | | | | | 0.2 | | | | | 5 | | | | | 8.2 | |
| 6 | **Production**: Production with one variable input; marginal and average product; Production with 2 variable inputs ; Law of decreasing returns. Isoquant and the marginal rate of technical substitution. | | | | | | | 2.5 | | | | 0.5 | | | | 0.2 | | | | | 6 | | | | | 9.2 | | |
| 7-8 | **Cost of production**: types of cost, short-run and long-run costs of production. Optimum combination of factors, economies and diseconomies of scale. Perfectly competitive market, objectives of the firm, output and price in the short run and the long run. | | | | | | | 5 | | | | 1 | | | | 1 | | | | | 6 | | | | 13 | | | |
| 9 | **The analysis of competitive markets** : evaluating the effects of government policies (government intervention in markets: minimum price, prices support, quota, subsidy and tariffs). | | | | | | | 2.5 | | | | 0.5 | | | | 0.2 | | | | | 5 | | | | 8.2 | | | |
| 10-11 | **Market power**: Monopoly. Price Discrimination. Monopolistic competition; Indexes to identify monopolistic competition; output and price in the short run and the long run; advertising and branding. | | | | | | | 5 | | | | 1 | | | | 0.5 | | | | | 10 | | | | 16.5 | | | |
| 12 | Oligopoly: Models including the kinked demand curve; collusion and prisoner’s dilemma (Game Theory); Factor markets introduction. | | | | | | | 2.5 | | | | 1 | | | | 0.5 | | | | | 5 | | | | 9 | | | |
| 13 | **Factor markets** : Factor price and the labour market (demand and supply) : Perfect competition and monopoly. Interest rate, rent and profit; Externality. | | | | | | | 2.5 | | | | 0.5 | | | |  | | | | | 5 | | | | 8 | | | |
| 14 | **Externality (negative and positive) and inefficiency**.  Private goods, public goods and common goods; the free rider problem . Discussion and revision. | | | | | | | 2.5 | | | | 0.5 | | | |  | | | | | 5 | | | | 8 | | | |
|  | Final exam | | | | | | |  | | | |  | | | | 3 | | | | | 6 | | | | 9 | | | |
|  | Total | | | | | | | 35 | | | | 7 | | | | 6 | | | | | 72 | | | | 120 | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Bade, R., & Parkin, M. (2013). *Foundations of Economics* , 6th Edn. Boston: Pearson Education. 2. Arthur, Steven & Stephen. (2012). *Microeconomics*. Boston: Prentice Hall. 3. Sarimah Aman Shah & Abd.Rashid Mohd Ali.(2014) *Principles of Microeconomics*. 2nd Edn. Politechnic Series, Oxford Fajar 4. Case, K.E., Fair, R.C., & Oster, S.M. (2009). *Principles of Economics*. 9th Edn. Upper Saddle: Prentice Hall. 5. Pindyck, Rubinfeld, and Koh. (2006). *Microeconomics.* *An Asian Perspective.* Singapore: Prentice- Hall 6. Sexton, R. (1996). *Microeconomics*. New Jersey: Prentice-Hall. 7. Sloman, J. (2004). *Principles of Economics*. Sidney: Pearson Education. 8. Sheffrin, S.M., & O’Sullivan, A. (2005). *Microeconomics: Principles and Tools.* 14th Edn.. New Jersey: Prentice-Hall. 9. Hubbard, R.G., & O’Brien A. P. (2008). *Economics*. 2nd Edn. Upper Saddle River, NJ: Pearson | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **BUSINESS MATHEMATICS**  *Matematik Perniagaan* | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAD 1023 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staf | NAME : SURIANI BINTI JAAFAR  QUALIFICATION : MASTER OF SCIENCES (MATHEMATICS)  UNIVERSITY : UKM  YEAR : 2013  QUALIFICATION : BACHELOR OF SCIENCES (HONS) MATHEMATICS  UNIVERSITY: UiTM  YEAR : 2010  QUALIFICATION: DIPLOMA IN COMPUTER SCIENCES  UNIVERSITY: UiTM  YEAR: 2007 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | This course is needed to give the overview and understanding of mathematical concept in preparation venturing areas of business and apply mathematical concept to solve problems in business. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 1, Year 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | | | Lecture | | | | | | 28 | | | | | | | | 42 | | | | | | | |
| Student Centered | | | Tutorial | | | | | | 14 | | | | | | | |
| Student Centered Activities | | | | | |
| Self Learning | | Non Face to Face or Student Centered Learning (SCL) | | | Assignment | | | | | | 18 | | | | | | | | 72 | | | | | | | |
| Revision | | | | | | | | | 42 | | | | | | | |
| Assessment Preparation | | | | | | | | | 12 | | | | | | | |
| Others | | | | | | | | |  | | | | | | | |
| Formal Assessment | | Continuous Assessment | | | | Quizzes | | | | | 1 | | | | | | | | 6 | | | | | | | |
| Test | | | | | 2 | | | | | | | |
| Final Examination | | | | | | | | | 3 | | | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | | | | **120** | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 3 credit hours (2 credit lecture + 1 credit hour others)  2 contact hours lecture x 14 = 28 hours  1 contact hours others\* x 14 = 14 hours  Total contact hours = 42 hours  \*consist of 14 hours tutorial / student centered activities. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Explain the basic mathematical techniques that are useful in the field of business and social sciences.  CO2: Discuss the concepts of linear equations, quadratic functions and differentiation and their applications.  CO3: Solve critically business mathematics problems. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | | Method of Assessment | | | | | | | | | | | Form of Assessment | | | | | | | | | | | |
| Analysing and problem solving | | | | Test, quizzes, assignment, final examination | | | | | | | | | | | Individual & team | | | | | | | | | | | |
| Communication | | | | Q&A, discussion | | | | | | | | | | | Individual & team | | | | | | | | | | | |
| Time management | | | | Assignment | | | | | | | | | | | Individual | | | | | | | | | | | |
| Team work | | | | Assignment | | | | | | | | | | | Team | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Teaching-Leaning and Assessment Strategy | Teaching & Learning | | | Assessment Strategy | | | | | | | | | | | | | | | | | | | | | | | |
| Lecture | | | Q&A, exercises, test, quizzes, assignment, final examination | | | | | | | | | | | | | | | | | | | | | | | |
| Tutorial/SCL/Active learning | | | Q&A and discussion | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | This course encompasses basic mathematical concepts, techniques and applications that are useful to students in the field of business, economics, management and social science. Some of the basic mathematical concepts, such as linear equations and system of linear equations and applications, quadratic functions and differentiation, as well as basic matrix operations are introduced. The key business topics including simple interest and compound interest, annuity, mathematics of selling; business discounts and mark-ups are also introduced in this course. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Face to face in classroom. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessment consist of Course Work and Final Examination. The course works are evaluated continuously through out the semester by test, quizzes, assignment, and others. Final examination is done formally at the end of the semester, organized by Examination Unit or Commitee. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Quizzes (5)  Tutorial (5)  Assignment (1) | **40%**  20%  10%  10% | | **Midterm Test** | **20%** | | **Final Examination** | **40%** | | **Total** | **100%** |   Criteria of summative assessment performance: Refer to ‘Peraturan Akademik Program Kerjasama Kursus Diploma & Ijazah Sarjana Muda, UTM’. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Course Outcome – Topic Mapping | **Topics of The Course** | | | | | | | | | | | | | **CO1** | | | | | | | **CO2** | | | | **CO3** | | |
| Review and revision on algebra and arithmetic | | | | | | | | | | | | |  | | | | | | |  | | | |  | | |
| Introduction and characteristics of linear equations | | | | | | | | | | | | | ✓ | | | | | | |  | | | |  | | |
| System of linear equations and applications. | | | | | | | | | | | | | ✓ | | | | | | | ✓ | | | | ✓ | | |
| Quadratic functions and its applications | | | | | | | | | | | | | ✓ | | | | | | | ✓ | | | | ✓ | | |
| Differentiation | | | | | | | | | | | | | ✓ | | | | | | | ✓ | | | | ✓ | | |
| Differentiation and Optimization | | | | | | | | | | | | | ✓ | | | | | | | ✓ | | | | ✓ | | |
| Introduction to matrix algebra | | | | | | | | | | | | | ✓ | | | | | | |  | | | |  | | |
| Introduction to simple interest, compound interest and annuity | | | | | | | | | | | | | ✓ | | | | | | |  | | | | ✓ | | |
| Mathematics of selling and pricing | | | | | | | | | | | | | ✓ | | | | | | |  | | | |  | | |
| Business and consumer loans | | | | | | | | | | | | | ✓ | | | | | | |  | | | |  | | |
| Early payoffs of loans | | | | | | | | | | | | | ✓ | | | | | | |  | | | |  | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | | | **PO1** | **PO2** | | **PO3** | | **PO4** | | | | **PO5** | | **PO6** | | | **PO7** | | **PO8** | | | **PO9** |
| Review and Revision on algebra and arithmetic | | | | | | | ✓ |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| Introduction and characteristics of linear equations | | | | | | | ✓ |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| System of linear equations and applications. | | | | | | | ✓ | ✓ | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Quadratic functions and its applications | | | | | | | ✓ | ✓ | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Differentiation | | | | | | | ✓ | ✓ | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Differentiation and Optimization | | | | | | | ✓ | ✓ | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Introduction to matrix algebra | | | | | | | ✓ |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| Introduction to simple interest, compound interest and annuity | | | | | | | ✓ |  | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Mathematics of selling and pricing | | | | | | | ✓ |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| Business and consumer loans | | | | | | | ✓ |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| Review and Revision on algebra and arithmetic | | | | | | | ✓ |  | |  | |  | | | |  | |  | | |  | |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  T: Tutorial  SCA: Student Centred Activities  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TOPIC** | | | | | | | | **K** | | | | | **SCA** | | | **A** | | | | | **PK** | | | **SLT** | |
| 1 | **Review and revision on algebra and**  **Arithmetic** : The number system, whole  numbers, negative numbers, fractions,  percentages and decimals. | | | | | | | | 2 | | | | | 1 | | |  | | | | | 5 | | | 8 | |
| 2 | **1.0 Introduction and characteristics of linear equations**  1.1 Graphical characteristics: graphing two-  variable equations and slope-intercept  forms.  1.2 Determining the equation of a straight line.  1.3 Linear equations involving more than two variables.  1.4 Application | | | | | | | | 2 | | | | | 1 | | | 0.2 | | | | | 5 | | | 8.2 | |
| 3-4 | **2.0** **System of linear equations and applications.**  2.1 Two-variable systems of equations.  2.2 Solving algebraically and graphically.  2.3 Gaussian Elimination procedure for (3 X 3) systems. | | | | | | | | 4 | | | | | 2 | | |  | | | | | 10 | | | 16 | |
| 5 | **3.0 Quadratic functions and its**  **applications.** | | | | | | | | 2 | | | | | 1 | | |  | | | | | 5 | | | 8 | |
| 6 | **4.0 Differentiation.**  4.1 Average rate of change and slope.  4.2 Derivative Rules of Differentiation.  4.3 Higher-order derivatives:  4.4 Second derivative Differentiation (continued). | | | | | | | | 2 | | | | | 1 | | | 0.2 | | | | | 5 | | | 8.2 | |
| 7-8 | **5.0 Differentiation and Optimization**  5.1 The derivatives: Additional interpretations,  the first derivative, concavity and  inflection points.  5.2 Identification of maxima and minima.  5.3 Relative Extrema, Critical points, the first-  derivative test, the second-derivative test.  5.4 Optimization: applications | | | | | | | | 4 | | | | | 2 | | | 1 | | | | | 10 | | | 17 | |
| 9 | **6.0 Introduction to matrix algebra.**  6.1 Matrix operations  6.2 The Determinant  6.3 The Inverse of a Matrix  6.4 Selected Applications | | | | | | | | 2 | | | | | 1 | | | 0.2 | | | | | 5 | | | 8.2 | |
| 10-11 | **7.0 Introduction to simple interest, compound interest and annuity:**  7.1 Problems and applications. | | | | | | | | 4 | | | | | 2 | | | 1 | | | | | 10 | | | 17 | |
| 12 | **8.0 Mathematics of selling and pricing:**  8.1 Mark-up on cost.  8.2 Mark-up on selling price.  8.3 Mark-down.  8.4 Series of mark-ups and mark-downs.  8.5 Problems and applications. | | | | | | | | 2 | | | | | 1 | | |  | | | | | 5 | | | 8 | |
| 13 | **9.0 Business and consumer loans.**  9.1 Open-end credit and charge cards.  9.1 Instalment loans.  9.2 Types of instalment loans.  9.3 Rebate. | | | | | | | | 2 | | | | | 1 | | | 0.2 | | | | | 5 | | | 8.2 | |
| 14 | **10.0 Early payoffs of loans:**  10.1 Use the rule of 78.  10.2 APR, the true effective annual interest  rate for a loan. | | | | | | | | 2 | | | | | 1 | | | 0.2 | | | | | 5 | | | 8.2 | |
|  | Peperiksaan | | | | | | | |  | | | | |  | | | 3 | | | | | 2 | | | 5 | |
|  | Jumlah | | | | | | | | 28 | | | | | 14 | | | 6 | | | | | 72 | | | 120 | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Ernest F.Haeussler, Richard S.Paul and Richard J.Wood (2010*). Introductory Mathematical Analysis For Business, Economics and Life and Social Sciences*, 13th Edn, Pearson Prentice Hall. 2. Barnett, R.A. (2014). *Calculus For Business, Economics, Life Sciences and Social Sciences*. Upper Saddle River. 3. Slatter, Jeffrey., Wittry, Sharon M. (2014). *Practical Business Math Procedures*. 11th Edn. NY: Mc Graw Hill International Edition 4. Ian Jacques. (2009) *Mathematics for Economics and Business*, 6th Edn, Prentice Hall. 5. Frank S.Budnick (1993), *Applied Mathematics for Business, Economics and The Social Sciences,* 4th Edn,Mc Graw Hill. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1 | Course Name | **PRINCIPLES OF MANAGEMENT**  *Prinsip Pengurusan* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAD 1033 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staf | NAME : WAN NUR LIYANA BINTI WAN MOHD FAUZI  QUALIFICATION : MASTER IN BUSINESS ADMINISTRATION  UNIVERSITY : UiTM  YEAR : 2012  QUALIFICATION : DEGREE IN BUSINESS ADMINISTRATION (HONS), MARKETING  UNIVERSITY : UiTM  YEAR : 2009 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | This course is needed to give the basic concept and theories on the main functions of management | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 1, Year1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | | | | Lecture | | | | | | | | 32 | | | | | | | | | 42 | | | | | | | |
| Student Centered | | | | Tutorial | | | | | | | | 10 | | | | | | | | |
| Student Centered Activities | | | | | | | |
| Others | | | | | | | |  | | | | | | | | |
| Others | | | | | | | | | | | |  | | | | | | | | |
| Self Learning | | Non Face to Face or Student Centered Learning (SCL) | | | | | Manual | | | | | | |  | | | | | | | | | 72 | | | | | | | |
| Assignment | | | | | | | 18 | | | | | | | | |
| Group Discussion | | | | | | |  | | | | | | | | |
| Others | | | | | | |  | | | | | | | | |
| Revision | | | | | | | | | | | | 42 | | | | | | | | |
| Assessment Preparation | | | | | | | | | | | | 12 | | | | | | | | |
| Others | | | | | | | | | | | |  | | | | | | | | |
| Formal Assessment | | Continuous Assessment | | | Ongoing Assessment | | | | | | | | | 3 | | | | | | | | | 6 | | | | | | | |
| Final Examination | | | | | | | | | | | | 3 | | | | | | | | |
| Others | | | | | | | | | | | |  | | | | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | | | | | | | | **120** | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 3 credit hours (3 credit lecture)  3 contact hours lecture\* x 14 = 42  Total contact hours = 42 hours  \* consist of 32 hours lecture + 10 hours student centered activities/ tutorial | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Explain the functions, roles and skills of managers and the historical development from  traditional to modern management concepts.  CO2: Discuss the concepts and theories in the main functions of management, i.e. planning, organizing, directing, and controlling.  CO3: Apply effectively basic management tools to the main functions of management in solving organizational problems.  CO4: Communicate effectively through report and presentation of management cases and projects across a wide range of contexts and audiences.  CO5: Work collaboratively and assume different roles in a team to solve problems and make decisions through assignments and project paper related to the main functions of management in order to achieve a common goal.  CO6: Display professional ethics and practices, and moral responsibility during group interactions and discussion in solving management problems through management cases and projects. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | | Method of Assessment | | | | | | | | | | | | | | | Form of Assessment | | | | | | | | | | | |
| Analysing and problem solving | | | | Test, quizzes, assignment, final examination | | | | | | | | | | | | | | | Individual & team | | | | | | | | | | | |
| Communication | | | | Q&A, discussion | | | | | | | | | | | | | | | Individual & team | | | | | | | | | | | |
| Time management | | | | Assignment | | | | | | | | | | | | | | | Individual | | | | | | | | | | | |
| Team work | | | | Assignment | | | | | | | | | | | | | | | Team | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Teaching-Leaning and Assessment Strategy | Teaching & Learning | | | Assessment Strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lecture | | | Q&A, exercises, test, quizzes, assignment, final examination | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tutorial/SCL/Active learning | | | Q&A and discussion | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | This course exposes the basic concepts and theories on the main functions of management: planning, organizing, directing and controlling. Topics that are being discussed include planning, decision making, organizational structure and design, communication and information technology, human resource management, change and innovation, motivation, leadership, control and operation and value management. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Face to face in classroom. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessment consist of Course Work and Final Examination. The course works are evaluated continuously through out the semester by test, quizzes, assignment, and others. Final examination is done formally at the end of the semester, organized by Examination Unit or Commitee. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Quizzes/ assignment (3)  Group project paper  Mini cases / Group presentation | **60%**  10%  15%  15% | | **MidtermTest** | **20%** | | **Final Examination** | **40%** | | **Total** | **100%** |   Criteria of summative assessment performance: Refer to ‘Peraturan Akademik Program Kerjasama Kursus Diploma & Ijazah Sarjana Muda, UTM’. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Course Outcome – Topic Mapping | **Topics of The Course** | | | | | | | | | | **CO1** | | | **CO2** | | | | | **CO3** | | | | **CO4** | | | | **CO5** | | | **CO6** | |
| Introduction to management | | | | | | | | | | ✓ | | |  | | | | |  | | | |  | | | |  | | |  | |
| Management history | | | | | | | | | | ✓ | | |  | | | | |  | | | |  | | | |  | | |  | |
| Social responsibility and managerial ethics | | | | | | | | | | ✓ | | |  | | | | |  | | | |  | | | |  | | |  | |
| Decision making | | | | | | | | | |  | | |  | | | | | ✓ | | | |  | | | |  | | |  | |
| Managing change and innovation | | | | | | | | | |  | | |  | | | | |  | | | | ✓ | | | | ✓ | | | ✓ | |
| Foundation of planning | | | | | | | | | |  | | | ✓ | | | | |  | | | |  | | | |  | | |  | |
| Foundations of controls | | | | | | | | | |  | | | ✓ | | | | |  | | | | ✓ | | | | ✓ | | | ✓ | |
| Organizational structure and design | | | | | | | | | |  | | | ✓ | | | | |  | | | |  | | | |  | | |  | |
| Human resource management | | | | | | | | | |  | | |  | | | | |  | | | | ✓ | | | | ✓ | | | ✓ | |
| Groups and teams | | | | | | | | | |  | | |  | | | | |  | | | | ✓ | | | | ✓ | | | ✓ | |
| Communication | | | | | | | | | |  | | |  | | | | |  | | | | ✓ | | | | ✓ | | | ✓ | |
| Motivation | | | | | | | | | |  | | | ✓ | | | | |  | | | | ✓ | | | | ✓ | | | ✓ | |
| Leadership | | | | | | | | | |  | | | ✓ | | | | |  | | | | ✓ | | | | ✓ | | | ✓ | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | | | | **PO1** | **PO2** | | **PO3** | | | | **PO4** | | **PO5** | | | | **PO6** | | | **PO7** | | | **PO8** | | | **PO9** |
| Introduction to management | | | | | | | | ✓ |  | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Management history | | | | | | | | ✓ |  | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Social responsibility and managerial ethics | | | | | | | | ✓ |  | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Decision making | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Managing change and innovation | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Foundation of planning | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Foundations of controls | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Organizational structure and design | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Human resource management | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Groups and teams | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Communication | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Motivation | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
| Leadership | | | | | | | | ✓ | ✓ | |  | | | |  | |  | | | |  | | |  | | |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  T: Tutorial  L: Laboratory  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TAJUK** | | | | | | | | | | | **K** | | | | **SCA** | | | | **A** | | | | | **PK** | | | **SLT** | | |
| 1 | **1.0 Intoduction to management**  1.1 Who are managers?  1.2 What is management?  1.3 What do managers do?  - Management functions  - Management roles  - Management skills  - How the manager’s job is  changing  1.4 What is an organization?  1.5 Why study management? | | | | | | | | | | | 2 | | | |  | | | |  | | | | | 5 | | | 7 | | |
| 2 | **2.0** **Management history**  2.1 Historical background of management  2.2 Classical approach  - Scientific management  - General approaches theory  2.3 Quantitative approaches  - Important contribution  - Total Quality Management  2.4 Behavioral approaches  - Early advocates of organizational  behavior  - The Hawthorne studies  2.5 Contemporary approaches  - Systems theory  - The Contigency approach | | | | | | | | | | | 2 | | | | 0.5 | | | |  | | | | | 5 | | | 7.5 | | |
| 3 | **3.0** **Social responsibility and managerial ethics**  3.1 What is social responsibility?  3.2 Green management  3.3 Managers and ethical behavior  3.4 Encouraging ethical behavior  3.5 Social responsibility and ethics  issues in today’s world | | | | | | | | | | | 2 | | | | 0.5 | | | | 0.2 | | | | | 5 | | | 7.7 | | |
| 4 | **4.0 Decision making**  4.1 The decision-making process  - Rationality  - Bounded rationality  - The role of intuition  4.2 Types of decisions and decision-  making conditions  4.3 Decision making styles  4.4 Effective decision making in today’s  world | | | | | | | | | | | 3 | | | | 1 | | | | 0.5 | | | | | 5 | | | 9.5 | | |
| 5 | **5.0 Managing Change & Innovation**  5.1 Force for change  5.2 Two views of the change process  5.3 Managing organizational change  5.4 Contemporaray issues in managing  change  9.5 Stimulating innovation | | | | | | | | | | | 3 | | | |  | | | | 0.5 | | | | | 5 | | | 8.5 | | |
| 6 | **6.0 Foundation of Planning**  6.1 What is planning and why do managers plan?  6.2 Goals and plans  - Types of goals  - Types of plan  6.3 Setting goals and developing plans  - Approaches to setting goals  - Developng plans  - Approaches to planning  6.4 Contemporary issues in planning | | | | | | | | | | | 3 | | | | 1 | | | | 0.5 | | | | | 6 | | | 10.5 | | |
| 7 | **7.0 Foundations of Control**  7.1 What is Control and why is it  important?  7.2 The control process  7.3 Controlling for organizational  performance  7.4 Tools for controlling organizational  performance  7.5 Contemporary issues In control | | | | | | | | | | | 2 | | | | 1 | | | | 0.2 | | | | | 6 | | | 9.2 | | |
| 8 | **8.0 Organizational Structure and Design**  8.1 Defining organizational structure  - Work specialization  - Departmentalization  - Chain of command  - Span of control  - Centralization and decentralization  - Formalization  8.2 Mechanistic and organic structure  8.3 Common organizational designs | | | | | | | | | | | 2 | | | | 1 | | | |  | | | | | 5 | | | 8 | | |
| 9 | **Human Resource Management**  9.1 The human resource management  process  9.2 Identifying and selecting competent  employees  - Human resource planning  - Recruitment and decruitment  - Selection  9.3 Providing employees with needed  skills and knowledge  9.4 Retaining competent, High-  performing employees  9.5 Contemporary issues in managing  human resources | | | | | | | | | | | 2 | | | | 0.5 | | | | 0.2 | | | | | 5 | | | 7.7 | | |
| 10 | **10.0 Groups and teams**  10.1 Groups and group development  - What is group?  - Stages of group development  10.2 Work group performance and  satisfaction  - External conditions imposed on  the group  - Group members resources  - Group structure  - Group processes  - Group tasks  10.3 Turning group into effective teams  10.4 Current challenges in managing  teams | | | | | | | | | | | 2 | | | | 0.5 | | | | 0.2 | | | | | 5 | | | 7.7 | | |
| 11 | **11.0 Communication**  11.1 Understanding communication  11.2 Interpersonal communication  11.3 Organizational communication  11.4 Understanding information  technology  11.5 Communication issues in today’s  organization | | | | | | | | | | | 2 | | | | 1 | | | |  | | | | | 5 | | | 8 | | |
| 12 | **12.0 Motivation**  12.1 What is motivation?  12.2 Early theories of motivation  12.3 Contemporary theories of  motivation  12.4 Current issues in motivation | | | | | | | | | | | 3 | | | | 1 | | | | 0.5 | | | | | 5 | | | 9.5 | | |
| 13-14 | **Leadership**  13.1 Who are leaders?  13.2 What is leadership?  13.3 Early leadership theories  13.4 Contigency theories of leadership  13.5 Contemporary views of leadership  13.6 Leadership issues in the twenty-first  century | | | | | | | | | | | 4 | | | | 2 | | | | 0.2 | | | | | 10 | | | 16.2 | | |
|  | Peperiksaan | | | | | | | | | | |  | | | |  | | | | 3 | | | | |  | | | 3 | | |
|  | Jumlah | | | | | | | | | | | 32 | | | | 10 | | | | 6 | | | | | 72 | | | 120 | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Robbins, S.P., & Coulter, M. (2014). *Management.*12th Edn.Pearson Prentice Hall. 2. [Ramesh B. Rudani](https://www.google.com.my/search?tbo=p&tbm=bks&q=inauthor:%22Ramesh+B.+Rudani%22). (2013). *Principle of Management*. Tata McGraw-Hill Education 3. Certo, S.C & Certo, T (2014) *Modern Management: Concepts and Skills* . 11th Edn.US: Pearson International Edition. 4. Campling, Poole, Wiesner, Ang, Chan, Tan, & Schermerhorn (2002). *Management.*3rd Edn. Asia Pacific. 5. Dessler, G. (2004). *Management: Principles & Practices for Tomorrow’s Leaders* . 3rd Edn.. New Jersey: Prentice Hall. 6. Ebi, S. S., Ungku, N. U. A., & Ruzita, S. (2003*). Prinsip Pengurusan*. Malaysia: McGraw Hill. 7. Hitt, M.A., Black, J.S., & Porter, L. W. (2009). *Management.* 2nd Edn. Upper Saddle River:Pearson International Edition. 8. Lussier, R.N. (2000). *Management Fundamentals: Concepts, Applications and Skill Development.* Canada: Thomson Learning. 9. Schermerhorn (2007). *Exploring Management: In modules.* Wiley International Student Version. 10. Schermerhorn (2009). *Management.* 10th Edn.. Wiley International Student Version. 11. Williams, C. (2005). *Management.* 3rd Edn.. Ohio: Thomson, Mason. 12. Williams (2009). *Principles of Management.* 5th Edn. South-Western. 13. SME & Entrepreneurship Malaysia: *www.smemagazine.com.my* 14. Usahawan: Ke ArahGenerasi Niaga, Pustaka Wira Sdn. Bhd. 15. The Edge: Malaysia, Business & Investment Weekly: *www.theedgedaily.com* 16. Mingguan Editor: Akhbar Bisnes & Ekonomi, Bulanan. 17. Malaysian Business, semi-monthly: [*www.beritapublishing.com.my*](http://www.beritapublishing.com.my) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **PRINCIPLES OF MARKETING**  *Prinsip Pemasaran* | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAF 1013 | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staf | NAME : WAN NUR LIYANA BINTI WAN MOHD FAUZI  QUALIFICATION : M. BUSINESS ADMINISTRATION  UNIVERSITY : UiTM  YEAR : 2012  QUALIFICATION : B.BUSINESS ADMINISTRATION (HONS), MARKETING  UNIVERSITY : UiTM  YEAR : 2009 | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | The course aims to give you a broad knowledge of marketing.It is designed to expose and introduce students to the principle and concepts of marketing and how this knowledge gained would be used to develop effective marketing strategies and marketing programmes. | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 1, Year 1 | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | | | Lecture | | | | | 36 | | | | | | 42 | | | | | |
| Student Centered | | | Practical/Lab/Tutorial | | | | |  | | | | | |
| Student Centered Activities | | | | | 6 | | | | | |
| Others | | | | |  | | | | | |
| Others | | | | | | | |  | | | | | |
| Self Learning | | Non Face to Face or Student Centered Learning (SCL) | | | | | | | | 15 | | | | | | 71 | | | | | |
| Revision | | | | | | | | 42 | | | | | |
| Assessment Preparation | | | | | | | | 14 | | | | | |
| Others | | | | | | | |  | | | | | |
| Formal Assessment | | Continuous Assessment | | | | | | | | 4 | | | | | | 7 | | | | | |
| Final Examination | | | | | | | | 3 | | | | | |
| Others | | | | | | | |  | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | **120** | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 3 credit hours ( 3 credit hours lecture)  3 contact hours for lecture\* x 14 weeks = 42 hours  Total contact hours = 42 hours  \*consist of 36 hours lecture + 6 hours student centered activities. | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Explain the marketing process and the four Ps elements.  CO2: Suggest appropriate marketing analysis and planning knowledge for marketing of an  existing or new product development.  CO3: Discuss critically and relate marketing concepts and theories in the formulation of a marketing plan for existing and new products.  CO4: Work collaboratively in a team to conduct extensive information search and produce a written marketing plan for an existing or new product development.  CO5: Communicate effectively through report and oral presentation of a marketing plan. | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | | Method of Assessment | | | | | | | | | Form of Assessment | | | | | | | | |
| Analysing and problem solving | | | | Test, quizzes, assignment, final examination | | | | | | | | | Individual & team | | | | | | | | |
| Communication | | | | Q&A, presentation | | | | | | | | | Individual & team | | | | | | | | |
| Time management | | | | Assignment | | | | | | | | | Individual | | | | | | | | |
| Team work | | | | Assignment | | | | | | | | | Team | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 11 | Teaching-Learning and Assessment Strategy | Teaching & Learning | | | Assessment Strategy | | | | | | | | | | | | | | | | | | |
| Lecture | | | Q&A, exercises, test, quizzes, assignment, final examination | | | | | | | | | | | | | | | | | | |
| Tutorial/SCL/Active learning | | | Q&A and discussion | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | This course is designed to expose students to the theories and practices of marketing. It also assists students to develop effective marketing strategies and marketing programmes. This course focuses on four major elements which encompasses understanding the marketing management process, development of marketing strategy, marketing mix, and management of marketing at society and global levels. | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | The learning process for this course will be conducted through lectures / case studies practices/ discussion / audio-video presentation / e-learning /Group project and presentations. | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessment consist of Course Work and Final Examination. The course works are evaluated continuously through out the semester by test, quizzes, assignment, and others. Final examination is done formally at the end of the semester, organized by Examination Unit or Commitee. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Group Assignment  Individual Presentation  Individual Assignment | **40%**  25%  5%  10% | | **Midterm Test** | 20% | | **Final Examination** | **40%** | | **Total** | **100%** |   Criteria of summative assessment performance: Refer to ‘Peraturan Akademik Program Kerjasama Kursus Diploma & Ijazah Sarjana Muda, UTM’. | | | | | | | | | | | | | | | | | | | | | |
| 15 | Course Outcome – Topic Mapping | **Topics of The Course** | | | | | | | | **CO1** | | | | **CO2** | | **CO3** | | | | **CO4** | | **CO5** | |
| Understanding Marketing | | | | | | | | ✓ | | | |  | |  | | | |  | |  | |
| Marketing Concept and Strategic Planning | | | | | | | | ✓ | | | | ✓ | |  | | | |  | |  | |
| The Global Marketing Environment | | | | | | | | ✓ | | | | ✓ | |  | | | |  | |  | |
| Marketing Research and Information Systems | | | | | | | | ✓ | | | | ✓ | |  | | | |  | |  | |
| Understanding Buyer Behavior in Consumer and Business Market | | | | | | | | ✓ | | | |  | |  | | | |  | |  | |
| Marketing Segmentation, Targeting & Positioning for Competitive Advantage. | | | | | | | | ✓ | | | |  | |  | | | | ✓ | | ✓ | |
| Product Strategy and Service | | | | | | | | ✓ | | | | ✓ | | ✓ | | | | ✓ | | ✓ | |
| New Product Development Strategies & PLC | | | | | | | | ✓ | | | | ✓ | | ✓ | | | | ✓ | | ✓ | |
| Price: Price Consideration and Strategies | | | | | | | | ✓ | | | |  | | ✓ | | | | ✓ | | ✓ | |
| Distribution Channels and Distribution Chain Management Retailing and Wholesaling | | | | | | | | ✓ | | | |  | |  | | | | ✓ | | ✓ | |
| Integrated Marketing Communication Strategies | | | | | | | |  | | | |  | | ✓ | | | | ✓ | | ✓ | |
| Product Promotion: Advertising and Public Relations | | | | | | | |  | | | |  | | ✓ | | | | ✓ | | ✓ | |
| Product Promotion: Sales Promotion and Personal Selling | | | | | | | |  | | | |  | |  | | | | ✓ | | ✓ | |
| Direct Marketing and Online Marketing | | | | | | | |  | | | |  | |  | | | | ✓ | | ✓ | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | | **PO1** | **PO2** | | **PO3** | | **PO4** | | **PO5** | | **PO6** | | **PO7** | | **PO8** | | **PO9** |
| Understanding Marketing | | | | | | ✓ |  | |  | |  | |  | |  | |  | |  | |  |
| Marketing Concept and Strategic Planning | | | | | | ✓ | ✓ | |  | |  | |  | |  | |  | |  | |  |
| The Global Marketing Environment | | | | | | ✓ | ✓ | |  | |  | |  | |  | |  | |  | |  |
| Marketing Research & Information Systems | | | | | | ✓ | ✓ | |  | |  | |  | |  | |  | |  | |  |
| Understanding Buyer Behavior in Consumer and Business Market | | | | | | ✓ |  | |  | |  | |  | |  | |  | |  | |  |
| Marketing Segmentation, Targeting and Positioning for Competitive Advantage. | | | | | | ✓ |  | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| Product Strategy and Services | | | | | | ✓ | ✓ | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| New Product Development Strategies and Product Life Cycle | | | | | | ✓ | ✓ | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| Price: Price Consideration and Strategies | | | | | | ✓ |  | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| Distribution Channels and Distribution Chain Management | | | | | | ✓ |  | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| Integrated Marketing Communication Strategies | | | | | | ✓ | ✓ | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| Product Promotion: Advertising and Public Relations | | | | | | ✓ | ✓ | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| Product Promotion: Sales Promotion and Personal Selling | | | | | |  |  | | ✓ | |  | | ✓ | |  | | ✓ | |  | |  |
| Direct Marketing and Online Marketing | | | | | | ✓ |  | |  | |  | |  | |  | |  | |  | |  |
|  | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  SCA : Student Centred Activities  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TAJUK** | | | | | | | **K** | | | | **SCA** | | **A** | | | | **PK** | | **SLT** | |
| 1 | **1.0 Understanding Marketing**  1.1 Creating Value and Customer Satisfaction | | | | | | | 2 | | | | 0.5 | | 0.2 | | | | 5 | | 7.7 | |
| 2 | **2.0** **Marketing Concept and Strategic Planning** | | | | | | | 2 | | | |  | | 0.2 | | | | 5 | | 7.7 | |
| 3 | **3.0 The Global Marketing Environment** | | | | | | | 2 | | | | 0.5 | | 0.2 | | | | 5 | | 7.7 | |
| 4 | **4.0 Marketing Research and Information Systems** | | | | | | | 2 | | | | 0.5 | | 0.2 | | | | 5 | | 7.7 | |
| 5 | **5.0 Understanding Buyer Behavior in Consumer and Business Market** | | | | | | | 3 | | | | 0.5 | | 0.2 | | | | 5 | | 8.7 | |
| 6 | **6.0 Marketing Segmentation, Targeting and Positioning for Competitive Advantage** | | | | | | | 3 | | | | 0.5 | | 0.5 | | | | 6 | | 10 | |
| 7 | **7.0 Product Strategy and Services** | | | | | | | 3 | | | | 0.5 | | 0.5 | | | | 5 | | 9 | |
| 8 | **8.0 New Product Development Strategies and Product Life Cycle** | | | | | | | 3 | | | | 0.5 | | 0.5 | | | | 5 | | 9 | |
| 9 | **9.0 Price:**  **Price Consideration and Strategies** | | | | | | | 3 | | | | 0.5 | | 0.5 | | | | 5 | | 9 | |
| 10 | **10.0 Distribution Channels and Distribution Chain Management Retailing and Wholesaling** | | | | | | | 3 | | | | 0.5 | | 0.2 | | | | 5 | | 8.7 | |
| 11 | **11.0 Integrated Marketing Communication Strategies** | | | | | | | 3 | | | | 0.5 | | 0.2 | | | | 5 | | 8.7 | |
| 12 | **12.0 Product Promotion: Advertising and Public Relations** | | | | | | | 3 | | | |  | | 0.2 | | | | 5 | | 8.2 | |
| 13 | **13.0 Product Promotion: Sales Promotion and Personal Selling** | | | | | | | 2 | | | | 0.5 | | 0.2 | | | | 5 | | 7.7 | |
| 14 | **14.0 Direct Marketing and Online Marketing** | | | | | | | 2 | | | | 0.5 | | 0.2 | | | | 5 | | 7.7 | |
|  | Examination | | | | | | |  | | | |  | | 3 | | | |  | | 3 | |
|  | Total | | | | | | | 36 | | | | 6 | | 7 | | | | 71 | | 120 | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Kotler, P. and Armstrong, G. (2014). *Principles of Marketing.* 15th edition. Singapore: Prentice Hall. 2. Abu Bakar, Rohaizat, Ahmas, Kotler & Amrstrong. (2012) *Principles Of Marketing*. New Jersey: Prentice Hall 3. Abu Bakar, Rohaizat, Ahmad, Noor Hazarina, Huam, Kotler & Amstrong (2010), *Principle of Marketing*, Pearson/Prentice Hall, K.L (Main Text) 4. Nor Khalidah Abu and Yusniza Kamarulzaman. (2013). *Principles of Marketing*. Second edition. Shah Alam: Oxford University Press. 5. Abu Bakar, *et al.* (2007), *Principles of Marketing: Global Perspective*. McGraw-Hill: Kuala Lumpur.Armstrong, Kotler, & Geoffrey da Silva (2006), *Marketing: An Introduction. An Asian Perspective.* Prentice Hall: New Jersey 6. Perreault, P. & McCarthy, M. (2006), *Basic Marketing: A Global-Managerial Approach*, Mc Graw Hill. | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **INTRODUCTION TO FINANCIAL ACCOUNTING**  *Pengenalan Perakaunan Kewangan* | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAC 1023 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staf | NAME : CHE SULAIMAN YUSOF  QUALIFICATION : MASTER OF BUSINESS ADMINISTRATION (MBA)  UNIVERSITY : UNIVERSITY TUN ABDUL RAZAK (UNITAR)  YEAR: 2003  QUALIFICATION : ADVANCE DIPLOMA IN ACCOUNTANCY (ADIA)  (Equivalance to Bachelor in Accountancy)  UNIVERSITY : UiTM, MALAYSIA  YEAR : 1991  QUALIFICATION : DIPLOMA IN ACCOUNTING (DIA)  UNIVERSITY : UiTM, MALAYSIA  YEAR : 1985 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | This course is needed to give the overview and understanding the basic principles and concepts of accounting and bookkeeping. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 1, Year 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | | Lecture | | | | | 35 | | | | | | | | 42 | | | | | | | | | | | |
| Student Centered | | Practical/Tutorial | | | | | 7 | | | | | | | |
| Student Centered Activities | | | | |  | | | | | | | |
| Others | | | | |  | | | | | | | |
| Others | | | | | | |  | | | | | | | |
| Self Learning | | Non Face to Face or Student Centered Learning (SCL) | | Assignment | | | | |  | | | | | | | | 71 | | | | | | | | | | | |
| Module | | | | |  | | | | | | | |
| Project | | | | | 15 | | | | | | | |
| Group Discussion | | | | |  | | | | | | | |
| Others | | | | |  | | | | | | | |
| Revision | | | | | | | 42 | | | | | | | |
| Assessment Preparation | | | | | | | 14 | | | | | | | |
| Others | | | | | | |  | | | | | | | |
| Formal Assessment | | Continuous Assessment | | Group Project | | | | | 1 | | | | | | | | 7 | | | | | | | | | | | |
| Test | | | | | 2 | | | | | | | |
| Exercise | | | | | 1 | | | | | | | |
| Final Examination | | | | | | | 3 | | | | | | | |
| Others | | | | | | |  | | | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | | **120** | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 3 credit hours (2 credit hours lecture + 1 credit hour others\*)  2.5 contact hours for lecture x 14 weeks = 35 hours  0.5 contact hours for others\* x 14 week = 7 hours  Total contact hours = 42 hours  \* consist of 7 hours tutorial/ practical. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Explain the nature, concepts and principles of financial accounting and bookkeeping.  CO2: Prepare proper bookkeeping and financial records for business organizations.  CO3: Prepare financial statements for sole proprietorship and company together with adjustments needed.  CO4: Determine stock value and depreciation under different methods and able to solve the problem of errors in financial statement.  CO5: Communicate effectively through a written report projects results.  CO6: Work collaboratively and assume different roles in a team to solve a problem through a project paper. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | | Method of Assessment | | | | | | | | | Form of Assessment | | | | | | | | | | | | | | | |
| Analysing and problem solving | | | | Test, exercises, group project, final examination | | | | | | | | | Individual & team | | | | | | | | | | | | | | | |
| Communication | | | | Q&A, discussion | | | | | | | | | Individual & team | | | | | | | | | | | | | | | |
| Time management | | | | Group Project | | | | | | | | | Team | | | | | | | | | | | | | | | |
| Team work | | | | Group Project | | | | | | | | | Team | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Teaching-Leaning and Assessment Strategy | Teaching & Learning | | | Assessment Strategy | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lecture | | | Q&A, exercises, test, group project, final examination | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tutorial/SCL/Active learning | | | Q&A and discussion | | | | | | | | | | | | | | | | | | | | | | | | | |
| Practical | | | Group Project | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | This course is designed to provide understanding of the basic principles and concepts of accounting and bookkeeping. The course also covers the accounting cycle in an organization such as the use of journals, posting, preparation of trial balance, preparation of financial statements and adjustments for final accounts. In addition, the course also covers the various methods to determine stock value and depreciation, and adjustment of errors in the financial statement. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Face to face in classroom. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessment consist of Course Work and Final Examination. The course works are evaluated continuously through out the semester by test, exercises, group project, and others. Final examination is done formally at the end of the semester, organized by Examination Unit or Commitee. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Assignment (5)  Group Project (1)  Presentation | **40%**  20%  15%  5% | | **Midterm Test** | **20%** | | **Final Examination** | **40%** | | **Total** | **100%** |   Criteria of summative assessment performance: Refer to ‘Peraturan Akademik Program Kerjasama Kursus Diploma & Ijazah Sarjana Muda, UTM’. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Course Outcome – Topic Mapping | **Topics of The Course** | | | | | | | **CO1** | | | **CO2** | | | | | **CO3** | | | | **CO4** | | | **CO5** | | | **CO6** | | | |
| Introduction to Accounting | | | | | | | ✓ | | |  | | | | |  | | | |  | | |  | | |  | | | |
| Accounting Equation and Balance Sheet | | | | | | | ✓ | | |  | | | | |  | | | |  | | |  | | |  | | | |
| Ledger and Account | | | | | | | ✓ | | | ✓ | | | | |  | | | |  | | |  | | |  | | | |
| Journal and Posting | | | | | | | ✓ | | | ✓ | | | | |  | | | |  | | |  | | |  | | | |
| Cash Book and Bank Reconciliation | | | | | | | ✓ | | | ✓ | | | | |  | | | |  | | |  | | |  | | | |
| Final Accounts for Sole Proprietorship | | | | | | | ✓ | | |  | | | | | ✓ | | | |  | | |  | | |  | | | |
| Adjustments for Final Accounts | | | | | | | ✓ | | |  | | | | | ✓ | | | |  | | |  | | |  | | | |
| Accounting for Fixed Assets | | | | | | | ✓ | | |  | | | | | ✓ | | | | ✓ | | |  | | |  | | | |
| Accounting for Inventories | | | | | | | ✓ | | |  | | | | |  | | | | ✓ | | |  | | |  | | | |
| Correction of Errors and Suspense Accounts | | | | | | | ✓ | | |  | | | | |  | | | |  | | | ✓ | | |  | | | |
| Company Financial Reports | | | | | | | ✓ | | |  | | | | |  | | | |  | | |  | | | ✓ | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | **PO1** | **PO2** | | **PO3** | | | **PO4** | | | **PO5** | | | | **PO6** | | | **PO7** | | | **PO8** | | | | **PO9** |
| Introduction to Accounting | | | | | ✓ |  | |  | | |  | | |  | | | |  | | |  | | |  | | | |  |
| Accounting Equation and Balance Sheet | | | | | ✓ |  | |  | | |  | | |  | | | |  | | |  | | |  | | | |  |
| Ledger and Account | | | | | ✓ | ✓ | |  | | |  | | |  | | | |  | | |  | | |  | | | |  |
| Journal and Posting | | | | | ✓ | ✓ | |  | | |  | | | ✓ | | | | ✓ | | |  | | |  | | | |  |
| Cash Book and Bank Reconciliation | | | | | ✓ | ✓ | | ✓ | | | ✓ | | | ✓ | | | |  | | |  | | |  | | | |  |
| Final Accounts for Sole Proprietorship | | | | | ✓ |  | | ✓ | | |  | | | ✓ | | | |  | | |  | | |  | | | |  |
| Adjustments for Final Accounts | | | | | ✓ |  | | ✓ | | |  | | |  | | | |  | | |  | | | ✓ | | | |  |
| Accounting for Fixed Assets | | | | |  |  | |  | | |  | | |  | | | |  | | | ✓ | | |  | | | |  |
| Accounting for Inventories | | | | |  |  | |  | | |  | | |  | | | |  | | |  | | | ✓ | | | |  |
| Correction of Errors and Suspense Accounts | | | | |  | ✓ | |  | | | ✓ | | |  | | | |  | | |  | | |  | | | |  |
| Company Financial Reports | | | | |  |  | |  | | |  | | | ✓ | | | |  | | | ✓ | | |  | | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  T: Tutorial  P: Practical  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TAJUK** | | | | | | | | | | | **K** | | | | **T** | | | | **A** | | | **PK** | | | | **SLT** | |
| 1 | **Introduction to Accounting**   1. Definition of accounting and bookkeeping 2. Users of accounting information 3. Accounting conventions 4. Professional bodies and accounting standards 5. Types of business organizations | | | | | | | | | | | 2.5 | | | | 0.5 | | | |  | | | 6 | | | | 9 | |
| 2 | **Accounting Equation and Balance Sheet**   1. The accounting equation 2. Effects of business transactions on accounting equation 3. Effects of revenues and expenses on accounting equation 4. Items and format of Balance Sheet | | | | | | | | | | | 3.5 | | | | 0.5 | | | | 0.5 | | | 7 | | | | 11 | |
| 3 | **Ledger and Account**   1. Types and uses of ledgers and accounts 2. Double entry system and the rules 3. Closing and balancing of accounts 4. Trial Balance and its uses | | | | | | | | | | | 3.0 | | | | 0.5 | | | | 0.5 | | | 7 | | | | 11 | |
| 4 | **Journal and Posting**   1. Purpose of journal and posting 2. Journal and its uses 3. Posting from journals to ledgers | | | | | | | | | | | 2.5 | | | | 0.5 | | | | 0.5 | | | 7 | | | | 12 | |
| 5 | **Cash Book and Bank Reconciliation**   1. Cash Book columns 2. Posting and balancing of cash book 3. Bank Reconciliation Statement | | | | | | | | | | | 3.5 | | | | 2 | | | |  | | | 7 | | | | 12.5 | |
| 6 | **Final Accounts for Sole Proprietorship**   1. Preparation Income Statement 2. Preparation of Balance Sheet | | | | | | | | | | | 3.5 | | | | 0.5 | | | | 0.5 | | | 7 | | | | 11.5 | |
| 7-8 | **Adjustments for Final Accounts**   1. Adjustment for accruals and prepayments 2. Adjustment for bad debts 3. Provision for doubtful debts and provision for discount 4. Provision for depreciation 5. Preparation of Final Accounts after adjustments | | | | | | | | | | | 3.5 | | | | 0.5 | | | | 0.2 | | | 6 | | | | 10.2 | |
| 9-10 | **Accounting for Fixed Assets**   1. Cost of fixed assets 2. Depreciation and depreciable assets 3. Factors influence depreciation 4. Accounting for disposal of fixed assets | | | | | | | | | | | 3.5 | | | | 0.5 | | | | 0.2 | | | 6 | | | 10.2 | | |
| 11 | **Accounting for Inventories**   1. Inventory system 2. Cost flow assumptions 3. Effects of inventory values on profit | | | | | | | | | | | 2.5 | | | | 0.5 | | | | 0.2 | | | 6 | | | 9.2 | | |
| 12 | **Correction of Errors and Suspense Accounts**   1. Types of errors and correction 2. Correction of errors with suspense account 3. Errors that affect profit | | | | | | | | | | | 3.5 | | | | 0.5 | | | | 0.2 | | | 6 | | | 10.2 | | |
| 13-14 | **Company Financial Reports**   1. Company share capital 2. Company Financial Statement | | | | | | | | | | | 3.5 | | | | 0.5 | | | | 0.2 | | | 6 | | | 10.2 | | |
|  | Peperiksaan | | | | | | | | | | |  | | | |  | | | | 3 | | |  | | | 3 | | |
|  | Jumlah | | | | | | | | | | | 35 | | | | 7 | | | | 7 | | | 71 | | | 120 | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Kimmel, Weygardt & Keelson. (2013).*Financial Accounting*. Europe, Wiley. 2. Harrison, Hongren & Thomas (2014). *Financial Accounting International Financial Reporting Standards*. 9th Edn. US: Pearson. 3. Wood, Frank &Sangster, Alan (2012).*Business Accounting 1*. US: Pearson. 4. Andrew, Thomas & Marie Ward, Anne (2012). *Introduction to Financial Accounting*. London: Mc Graw Hill. 5. Roshayani, A., Laily, U., & Siti Maznah. M. A. (2007), *Financial Accounting: An Introductory. 2nd Edn.*. Malaysia: McGraw Hill Education. 6. Harrison, W. T., & Horngren, C. T. (2008), *Financial Accounting (7th ed.)*. Upper Saddle River, New Jersey: Pearson Prentice Hall. 7. Kimmel, P. D., Jerry, J. W., & Keiso, D. E. (2007). *Financial Accounting: Tools for Business Decision Making. 4th Edn.* Asia: Wiley Asia. 8. Larson, K.D., Wild, J. J., & Chiapetta, B. (2005). *Accounting Principles*. Boston, Mass: McGraw Hill. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Nama Kursus | **KAUNSELOR SISWA** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Kod Kursus | UKQP 1031 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Nama Staf Akademik | NAME : SITI FATMAWATI BINTI MUHAMMAD  QUALIFICATION : BAC. IN COUNSELLING  UNIVERSITY : UNIMAS, MALAYSIA  YEAR : 2008 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rasional kursus dimasukkan dalam program ini | Kursus ini diadakan bagi tujuan memupuk semangat jati diri dan pembentukan karaktor yang positif pada diri pelajar . | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester dan tahun ditawarkan | Semester 1, Tahun 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Jumlah masa belajar pelajar (SLT)  K: Kuliah  T: Tutorial  SCA : Aktiviti Berpusatkan Pelajar  P: Praktikal  L: Lain-lain | Aktiviti Pengajaran dan Pembelajaran | | | | | | | | | | | Masa Belajar Pelajar (SLT) (jam) | | | | | | | | | | | | | | | |
| Pembelajaran Bersemuka (Face to face) | | Berpusatkan pensyarah | | Kuliah | | | | | | | 2 | | | | | | | | | 22 | | | | | | |
| Berpusatkan pelajar (SC) | | Praktikal/ Amali/ Tutorial | | | | | | | 20 | | | | | | | | |
| Aktiviti Berpusatkan Pelajar | | | | | | |
| Pembelajaran Kendiri (Self Learning) | | Pembelajaran Berpusatkan Pelajar (SCL) | | Tugasan | | | | | | | 10 | | | | | | | | | 16 | | | | | | |
| Projek | | | | | | |
| Perbincangan Kumpulan | | | | | | |
| Lain-lain | | | | | | |
| Ulangkaji | | | | | | | | | 4 | | | | | | | | |
| Persediaan Penilaian | | | | | | | | | 2 | | | | | | | | |
| Lain-lain | | | | | | | | |  | | | | | | | | |
| Penilaian Formal | | Penilaian Berterusan | | Perbentangan projek | | | | | | | 1 | | | | | | | | | 2 | | | | | | |
| Ujian / Kuiz | | | | | | | 1 | | | | | | | | |
| Ujian Kemahiran/Praktikal | | | | | | |  | | | | | | | | |
| Peperiksaan Akhir | | | | | | | | |  | | | | | | | | |
| Lain-lain | | | | | | | | |  | | | | | | | | |
| **Jumlah SLT** | | | | | | | | | | | | | | | | | | | | 40 | | | | | | |
| 7 | Nilai Kredit | 1 jam kredit  Jumlah jam kontak = 22 jam (2 jam kuliah + 20 jam SCA) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pra Syarat | Tiada | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Hasil Pembelajaran (CO) | Selepas menamatkan kursus ini, pelajar sepatutnya boleh:-  CO1. Menerangkan ciri-ciri asas mengenai penubuhan kelab atau persatuan.  CO2. Memahami tujuan penubuhan sesebuah kelab atau persatuan  CO3. Menganjurkan aktiviti-aktiviti dan menguruskan aktiviti dengan berkesan  CO4. Menganjurkan pertemuan dengan tokoh-tokoh persatuan di Malaysia  CO5. Memupuk semangat jati diri dan pembentukan karaktor yang positif. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Pemindahan Kemahiran | Kemahiran Yang Dibangunkan | | | Kaedah Penilaian | | | | | | | | | | | Bentuk Penilaian | | | | | | | | | | | | |
| Penyelesaian Masalah | | | Tugasan, Q&A, perbincangan | | | | | | | | | | | Individu & pasukan | | | | | | | | | | | | |
| Komunikasi | | | Q&A, perbincangan, projek | | | | | | | | | | | Individu & pasukan | | | | | | | | | | | | |
| Pengurusan Masa | | | Tugasan, projek | | | | | | | | | | | Individu & pasukan | | | | | | | | | | | | |
| Pasukan Kerja | | | Tugasan, projek | | | | | | | | | | | Pasukan | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Pengajaran-Pembelajaran (PnP) dan Strategi Penilaian | Pengajaran & Pembelajaran | | | Strategi Penilaian | | | | | | | | | | | | | | | | | | | | | | | |
| Kuliah | | | Q&A, kuiz, tugasan | | | | | | | | | | | | | | | | | | | | | | | |
| Tutorial/ SCL /Pembelajaran Aktif | | | Q&A, ujian, tugasan | | | | | | | | | | | | | | | | | | | | | | | |
| Praktikal | | | Projek | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Sinopsis | Sasaran kursus ini adalah untuk mendedahkan para pelajar pada aspek asas kaunseling. Ini termasuk konsep kaunseling, kemahiran asas kaunseling, Kemahiran Menolong, Kepimpinan dan Kemasyarakatan yang dapat digunakan oleh mahasiswa untuk membantu diri dan rakan.Matapelajaran ini memberi peluang kepada nahasiswa kemahiran mengurus dan memimpin dalam sesebuah organisasi. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Mod Penyampaian | Perbincangan, latihan, amali. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Jenis Dan kaedah Penilaian | Penilaian dibuat melalui Markah Kerja Kursus  Markah Kerja Kursus dinilai sepanjang semester melalui tugasan,amali dan kehadiran. Pecahan markah bagi kerja kursus adalah seperti berikut:-   |  |  | | --- | --- | | **MARKAH KERJA KURSUS:-**  Laporan projek  Perbentangan  Penglibatan dan kehadiran  Tugasan 1  Tugasan 2 | **100%**  45%  15%  20%  10%  10% | | **PEPERIKSAAN AKHIR** | **0%** | | **JUMLAH** | **100%** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Pemetaan Kursus Kepada Hasil Pembelajaran Kursus (CO) | **Tajuk Kursus** | | | | | | | | | **CO1** | | | | **CO2** | | | | **CO3** | | | | | **CO4** | | | **CO5** | |
| Pengenalan dan Taklimat Matapelajaran | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Kemahiran Komunikasi | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Pembimbing Rakan Sebaya | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Kemahiran Memberi Perhatian | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Kemahiran Menyoal | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Kemahiran Konfrantasi | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Kemahiran Para Frasa | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Kemahiran Reflaksi | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Kemahiran Membuat Rumusan | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | |
| Modul Kepimpinan | | | | | | | | | √ | | | | √ | | | | √ | | | | | √ | | | √ | |
| Modul Motivasi | | | | | | | | | √ | | | | √ | | | | √ | | | | | √ | | | √ | |
| Modul Teknik Belajar | | | | | | | | | √ | | | | √ | | | | √ | | | | | √ | | | √ | |
| Modul Stress | | | | | | | | | √ | | | | √ | | | | √ | | | | | √ | | | √ | |
| Modul Penyelesaian Masalah | | | | | | | | | √ | | | | √ | | | | √ | | | | | √ | | | √ | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Pemetaan Kursus Kepada Hasil Pembelajaran Program (PO) | **Tajuk Kursus** | | | | | **PO1** | **PO2** | | **PO3** | | **PO4** | | | | | **PO5** | | | **PO6** | | | **PO7** | | **PO8** | | | **PO9** |
| Pengenalan dan Taklimat Matapelajaran | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Kemahiran Komunikasi | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Pembimbing Rakan Sebaya | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Kemahiran Memberi Perhatian | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Kemahiran Menyoal | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Kemahiran Konfrantasi | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Kemahiran Para Frasa | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Kemahiran Reflaksi | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Kemahiran Membuat Rumusan | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Modul Kepimpinan | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Modul Motivasi | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Modul Teknik Belajar | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Modul Stress | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
| Modul Penyelesaian Masalah | | | | | √ | √ | |  | |  | | | | |  | | |  | | |  | |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Kandungan Kursus dan SLT  K: Kuliah  SCA: Aktiviti berpusatkan pelajar  A: Penilaian  PK: Pembelajaran kendiri  M: Minggu pembelajaran | **M** | **TAJUK** | | | | | | **K** | | | | | **SCA/T/L** | | | | **A** | | | **PK** | | | | | **SLT** | | |
| 1 | Pengenalan dan Taklimat Matapelajaran | | | | | |  | | | | | 1 | | | |  | | | 1 | | | | | 2 | | |
| 2 | Kemahiran Komunikasi | | | | | | 1 | | | | | 1 | | | |  | | | 1 | | | | | 3 | | |
| 3 | Pembimbing Rakan Sebaya | | | | | | 1 | | | | | 1 | | | |  | | | 1 | | | | | 3 | | |
| 4 | Kemahiran Memberi Perhatian | | | | | |  | | | | | 1 | | | |  | | | 1 | | | | | 2 | | |
| 5 | Kemahiran Menyoal | | | | | |  | | | | | 1 | | | | 0.2 | | | 1 | | | | | 2.2 | | |
| 6 | Kemahiran Konfrantasi | | | | | |  | | | | | 1 | | | | 0.2 | | | 1 | | | | | 2.2 | | |
| 7 | Kemahiran Para Frasa | | | | | |  | | | | | 1 | | | | 0.2 | | | 1 | | | | | 2.2 | | |
| 8 | Kemahiran Reflaksi | | | | | |  | | | | | 1 | | | | 0.2 | | | 1 | | | | | 2.2 | | |
| 9 | Kemahiran Membuat Rumusan | | | | | |  | | | | | 2 | | | | 0.2 | | | 1 | | | | | 3.2 | | |
| 10 | Modul Kepimpinan | | | | | |  | | | | | 2 | | | | 0.2 | | | 1 | | | | | 3.2 | | |
| 11 | Modul Motivasi | | | | | |  | | | | | 2 | | | | 0.2 | | | 1 | | | | | 3.2 | | |
| 12 | Modul Teknik Belajar | | | | | |  | | | | | 2 | | | | 0.2 | | | 1 | | | | | 3.2 | | |
| 13 | Modul Stress | | | | | |  | | | | | 2 | | | | 0.2 | | | 1 | | | | | 3.2 | | |
| 14 | Modul Penyelesaian Masalah | | | | | |  | | | | | 2 | | | | 0.2 | | | 1 | | | | | 3.2 | | |
|  |  |  | JUMLAH | | | | | | 2 | | | | | 20 | | | | 2 | | | 14 | | | | | 40 | | |
| 18 | Rujukan | Lee, E.I. & Dwane, B. (2000). *Career Information, Career Counseling, and Career Development*, (7th. ed.), Boston-Allyn and Bacon.  Lewis, J.A. & Lewis, M.D. (1995). *Counseling Programs for Employees In The Workplace*, (3rd. ed.), Montorey California: Brooks-Cole Publishing Co.  Lowman, R.J. (1997). *Counseling and Psychology of Works Dyfunctions* (2nd. ed.) Hyatt Ville, MD: American Psychology Association Publisher.  Muhd. Mansor Abdullah, (1998), *Kaunseling Dalam Sektor Industri*, Kuantan Pahang:HUG Publishers.  Zunker, V.G. (1990). *Career Counseling:Applied Concepts of Life Planning* (3rd. Ed.) Belmort, California, Wadshorth, Inc. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Maklumat Tambahan | Tiada | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Nama Kursus | **ASAS KOMUNIKASI**  *Basic Communication* | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Kod Kursus | UKQA1331 | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Nama Staf Akademik | NAME: NOOR ENAIDA BINTI TUTAN KHAMIN  QUALIFICATION: SARJANA PENGAJIAN PENERBITAN  UNIVERSITY: UNIVERSITI MALAYA, MALAYSIA  TAHUN : 2005  QUALIFICATION: SARJANA MUDA KOMUNIKASI  UNIVERSITY: UNIVERSITI SAINS MALAYSIA, MALAYSIA  TAHUN : 2002 | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rasional kursus dimasukkan dalam program ini | Kursus ini bertujuan untuk membolehkan pelajar memiliki kemahiran berkomunikasi di antara manusia. | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester dan tahun ditawarkan | Semester 1, Tahun 1 | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Jumlah masa belajar pelajar (SLT)  K: Kuliah  T: Tutorial  SCA : Aktiviti Berpusatkan Pelajar  P: Praktikal  L: Lain-lain | Aktiviti Pengajaran dan Pembelajaran | | | | | | | | | | Masa Belajar Pelajar (SLT) (jam) | | | | | | | | | | | | | |
| Pembelajaran Bersemuka (Face to face) | | Berpusatkan pensyarah | | Kuliah | | | | | | 2 | | | | | | | 22 | | | | | | |
| Berpusatkan pelajar (SC) | | Praktikal / Amali /Tutorial | | | | | | 20 | | | | | | |
| Aktiviti Berpusatkan Pelajar | | | | | |  | | | | | | |
| Pembelajaran Kendiri (Self Learning) | | Pembelajaran Berpusatkan Pelajar (SCL) | | Tugasan | | | | | | 10 | | | | | | | 14 | | | | | | |
| Projek | | | | | |  | | | | | | |
| Perbincangan Kumpulan | | | | | |  | | | | | | |
| Lain-lain | | | | | |  | | | | | | |
| Ulangkaji | | | | | | | | 4 | | | | | | |
| Persediaan Penilaian | | | | | | | |  | | | | | | |
| Lain-lain | | | | | | | |  | | | | | | |
| Penilaian Formal | | Penilaian Berterusan | | Perbentangan Projek | | | | | | 2 | | | | | | | 4 | | | | | | |
| Ujian/Kuiz | | | | | | 2 | | | | | | |
| Ujian Kemahiran/ Praktikal | | | | | |  | | | | | | |
| Peperiksaan Akhir | | | | | | | |  | | | | | | |
| Lain-lain | | | | | | | |  | | | | | | |
| **Jumlah SLT** | | | | | | | | | | | | | | | | | 40 | | | | | | |
| 7 | Nilai Kredit | 1 jam kredit  Jumlah jam kontak = 22 jam ( 2 jam kuliah + 20 jam SCA) | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pra Syarat | Tiada | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Hasil Pembelajaran (CO) | Selepas menamatkan kursus ini, pelajar sepatutnya boleh:-  CO1. berkomunikasi dengan berkesan  CO2. mengaplikasi konsep yang dipelajari dalam projek atau tugasan.  CO3. menunjukkan sikap berkeyakinan, berintegriti dan berkaraktor yang positif | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Pemindahan Kemahiran | Kemahiran Yang Dibangunkan | | | Kaedah Penilaian | | | | | | | | | | Bentuk Penilaian | | | | | | | | | | |
| Penyelesaian Masalah | | | Tugasan, Q&A, perbincangan | | | | | | | | | | Individu & pasukan | | | | | | | | | | |
| Komunikasi | | | Q&A, perbincangan, projek | | | | | | | | | | Individu & pasukan | | | | | | | | | | |
| Pengurusan Masa | | | Tugasan, projek | | | | | | | | | | Individu & pasukan | | | | | | | | | | |
| Pasukan Kerja | | | Tugasan, projek | | | | | | | | | | Pasukan | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Pengajaran-Pembelajaran (PnP) dan Strategi Penilaian | Pengajaran & Pembelajaran | | | Strategi Penilaian | | | | | | | | | | | | | | | | | | | | |
| Kuliah | | | Q&A, kuiz, tugasan | | | | | | | | | | | | | | | | | | | | |
| Tutorial/ SCL / Pembelajaran Aktif | | | Q&A, ujian, tugasan | | | | | | | | | | | | | | | | | | | | |
| Praktikal | | | Projek | | | | | | | | | | | | | | | | | | | | |
| 12 | Sinopsis | Kursus ini bertujuan mendedahkan pelajar kepada asas-asas komunikasi manusia dari perspektif kecekapan komunikasi. Pelajar akan meneroka bagaimana meningkatkan motivasi, pengetahuan dan kemahiran berkomunikasi antara manusia. Bahagian satu akan membincangkan proses-proses asas yang penting dalam memupuk kecekapan dan model asas komunikasi. Bahagian dua akan membincangkan kecekapan komunikasi | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Mod Penyampaian | Perbincangan, latihan dan amali | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Jenis Dan kaedah Penilaian | Penilaian dibuat melalui Markah Kerja Kursus  Markah Kerja Kursus dinilai sepanjang semester melalui tugasan,amali dan kehadiran.Pecahan markah bagi kerja kursus adalah seperti berikut:-   |  |  | | --- | --- | | **MARKAH KERJA KURSUS:-**  Laporan projek  Perbentangan  Penglibatan dan kehadiran  Tugasan 1  Tugasan 2 | **100%**  45%  15%  20%  10%  10% | | **PEPERIKSAAN AKHIR** | **0%** | | **JUMLAH** | **100%** |   Kriteria terkumpul penilaian prestasi : Rujuk kepada Peraturan Akademik Program Kerjasama Kursus Diploma & Ijazah Sarjana Muda, UTM. | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Pemetaan Kursus Kepada Hasil Pembelajaran Kursus (CO) | **Tajuk Kursus** | | | | | | | **CO1** | | | | | | | **CO2** | | | | | | **CO3** | | | |
| Definasi Komunikasi | | | | | | | ✓ | | | | | | | ✓ | | | | | |  | | | |
| Unsur dan Jenis-jenis Komunikasi | | | | | | | ✓ | | | | | | | ✓ | | | | | |  | | | |
| Teori-teori Komunikasi | | | | | | | ✓ | | | | | | | ✓ | | | | | |  | | | |
| Model dan Teori Pengucapan Awam | | | | | | | ✓ | | | | | | |  | | | | | | ✓ | | | |
| Kemahiran Mendengar | | | | | | | ✓ | | | | | | |  | | | | | | ✓ | | | |
| Komunikasi Menurut Islam | | | | | | | ✓ | | | | | | | ✓ | | | | | | ✓ | | | |
| Model dan Teori Perhubungan Awam | | | | | | | ✓ | | | | | | |  | | | | | | ✓ | | | |
|  | | | | | | |  | | | | | | |  | | | | | |  | | | |
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| 16 | Pemetaan Kursus Kepada Hasil Pembelajaran Program (PO) | **Tajuk Kursus** | | | | **PO1** | **PO2** | **PO3** | | | **PO4** | | **PO5** | | | | **PO6** | | | **PO7** | | | **PO8** | | **PO9** |
| Definasi Komunikasi | | | | ✓ |  | ✓ | | |  | |  | | | |  | | | ✓ | | |  | |  |
| Unsur dan Jenis-jenis Komunikasi | | | | ✓ |  | ✓ | | |  | |  | | | |  | | |  | | |  | |  |
| Teori-teori Komunikasi | | | | ✓ |  |  | | |  | |  | | | |  | | | ✓ | | |  | |  |
| Model dan Teori Pengucapan Awam | | | | ✓ |  | ✓ | | |  | |  | | | |  | | | ✓ | | |  | |  |
| Kemahiran Mendengar | | | | ✓ |  |  | | |  | |  | | | |  | | | ✓ | | |  | |  |
| Komunikasi Menurut Islam | | | | ✓ |  | ✓ | | |  | |  | | | |  | | | ✓ | | |  | |  |
| Model dan Teori Pengucapan Awam | | | | ✓ |  |  | | |  | |  | | | |  | | | ✓ | | |  | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Kandungan Kursus dan SLT  K: Kuliah  SCA: Aktiviti berpusatkan pelajar  A: Penilaian  PK: Pembelajaran kendiri  M: Minggu pembelajaran | **M** | **TAJUK** | | | | | | | **K** | | | | **SCA/T/L** | | | | **A** | | | **PK** | | | **SLT** | |
| 1 | Taklimat, suaikenal, perancangan kuliah dan pembentukan kumpulan | | | | | | |  | | | | 2 | | | |  | | |  | | | 2 | |
| 2 | Definasi Komunikasi | | | | | | | 1 | | | | 2 | | | |  | | | 1 | | | 4 | |
| 3 | Unsur dan Jenis-jenis komunikasi | | | | | | | 1 | | | | 2 | | | |  | | | 1 | | | 4 | |
| 4 | Teori-teori Komunikasi | | | | | | |  | | | | 3 | | | |  | | | 1 | | | 4 | |
| 5 | Quiz | | | | | | |  | | | |  | | | | 0.5 | | | 1 | | | 1.5 | |
| 6 | Model dan Teori Pengucapan Awam | | | | | | |  | | | | 2 | | | |  | | | 1 | | | 3 | |
| 7 | Kerja Berkumpulan 1 | | | | | | |  | | | | 1 | | | |  | | | 1 | | | 2 | |
| 8 | Middle leave semester | | | | | | |  | | | |  | | | |  | | |  | | |  | |
| 9 | Quiz 2 | | | | | | |  | | | |  | | | | 0.5 | | | 1 | | | 1.5 | |
| 10 | Kemahiran Mendengar | | | | | | |  | | | | 2 | | | |  | | | 1 | | | 3 | |
| 11 | Komunikasi Menurut Islam | | | | | | |  | | | | 2 | | | |  | | | 1 | | | 3 | |
| 12 | Kerja Berkumpulan 1 | | | | | | |  | | | | 1 | | | |  | | | 2 | | | 3 | |
| 13 | Model dan Teori Pengucapan Awam | | | | | | |  | | | | 2 | | | |  | | | 1 | | | 3 | |
| 14 | Kerja Berkumpulan 3 | | | | | | |  | | | | 1 | | | |  | | | 2 | | | 3 | |
| 15 | Ujian | | | | | | |  | | | |  | | | | 2 | | |  | | | 2 | |
|  | JUMLAH | | | | | | | 2 | | | | 20 | | | | 4 | | | 14 | | | 40 | |
| 18 | Rujukan | 1. Morreale, Spitzberg dan Barge (2001). *Human Communication: Motivation, Knowledge & Skills*. London: Wadsworth. 2. De Vito, Joseph A. (2001). *Human Communication: The Basic Course*. Harper Collins College Publishers. 3. Tubbs, Stewart L. Dan Moss, S. (1994). *Human Communication* (Edn.7).New York: McGraw Hill, Inc. 4. Saodah Wok, Narimah Ismail dan Mohd. Yusof Hussain (2005) *Teori-teori Komunikasi*. PTS Professional Sdn. Bhd | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Maklumat Tambahan | Tiada | | | | | | | | | | | | | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1 | Nama Kursus | **KEPIMPINAN**  *Leadership* | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Kod Kursus | UKQP 1291 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Nama Staf Akademik | NAME : NORMAZNIZAM BINTI NAWI  QUALIFICATION : M.BUSINESS ADMINISTRATION  UNIVERSITY : UUM, MALAYSIA  YEAR : 2005  QUALIFICATION : B.BUSINESS MANAGEMENT (HONS)  UNIVERSITY : UUM, MALAYSIA  YEAR : 2000 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rasional kursus dimasukkan dalam program ini | Kursus ini diadakan bagi tujuan membina kemahiran kemimpinan pada diri pelajar supaya dapat digunakan untuk membantu diri, persatuan, rakan pelajar, keluarga dan masyarakat. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester dan tahun ditawarkan | Semester 1, Tahun 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Jumlah masa belajar pelajar (SLT)  K: Kuliah  T: Tutorial  SCA : Aktiviti Berpusatkan Pelajar  P: Praktikal  L: Lain-lain | Aktiviti Pengajaran dan Pembelajaran | | | | | | | | | | | | Masa Belajar Pelajar (SLT) (jam) | | | | | | | | | | | | | | | |
| Pembelajaran Bersemuka (Face to face) | | Berpusatkan pensyarah | | | Kuliah | | | | | | | 2 | | | | | | | | 28 | | | | | | | |
| Berpusatkan pelajar (SC) | | | Praktikal/ Amali/ Tutorial | | | | | | | 20 | | | | | | | |
| Aktiviti Berpusatkan Pelajar | | | | | | |  | | | | | | | |
| Lain-lain | | | | | | | 6 | | | | | | | |
| Pembelajaran Kendiri (Self Learning) | | Pembelajaran Berpusatkan Pelajar (SCL) | | | Tugasan | | | | | | | 6 | | | | | | | | 10 | | | | | | | |
| Projek | | | | | | |  | | | | | | | |
| Perbincangan Kumpulan | | | | | | |  | | | | | | | |
| Lain-lain | | | | | | |  | | | | | | | |
| Ulangkaji | | | | | | | | | | 2 | | | | | | | |
| Persediaan Penilaian | | | | | | | | | | 2 | | | | | | | |
| Lain-lain | | | | | | | | | |  | | | | | | | |
| Penilaian Formal | | Penilaian Berterusan | | | Kuiz | | | | | | |  | | | | | | | | 2 | | | | | | | |
| Ujian | | | | | | | 1 | | | | | | | |
| Ujian Kemahiran/Praktikal | | | | | | |  | | | | | | | |
| Peperiksaan Akhir | | | | | | | | | |  | | | | | | | |
| Lain-lain | | | | | | | | | | 1 | | | | | | | |
| **Jumlah SLT** | | | | | | | | | | | | | | | | | | | | 40 | | | | | | | |
| 7 | Nilai Kredit | 1 jam kredit  Jumlah jam kontak = 28 jam (2 jam kuliah + 20 jam SCA + 6 jam lain-lain) | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pra Syarat | Tiada | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Hasil Pembelajaran (CO) | Selepas menamatkan kursus ini, pelajar sepatutnya boleh:-  CO1. Ciri asas kepimpinan  CO2. Gaya kepimpinan Islam dan Barat  CO3. Praktik dipersatuan / organisasi / masyarakat  CO4. Menjadi fasilitator dan PRS  CO5. Menyesuaikan diri dalam program luar. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Pemindahan Kemahiran | Kemahiran Yang Dibangunkan | | | | Kaedah Penilaian | | | | | | | | | | | | Bentuk Penilaian | | | | | | | | | | | |
| Penyelesaian Masalah | | | | Tugasan, Q&A, perbincangan | | | | | | | | | | | | Individu & pasukan | | | | | | | | | | | |
| Komunikasi | | | | Q&A, perbincangan, projek | | | | | | | | | | | | Individu & pasukan | | | | | | | | | | | |
| Pengurusan Masa | | | | Tugasan, projek | | | | | | | | | | | | Individu & pasukan | | | | | | | | | | | |
| Pasukan Kerja | | | | Tugasan, projek | | | | | | | | | | | | Pasukan | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Pengajaran-Pembelajaran (PnP) dan Strategi Penilaian | Pengajaran & Pembelajaran | | | Strategi Penilaian | | | | | | | | | | | | | | | | | | | | | | | | |
| Kuliah | | | Q&A, kuiz, tugasan | | | | | | | | | | | | | | | | | | | | | | | | |
| Tutorial/ SCL /Pembelajaran Aktif | | | Q&A, ujian, tugasan | | | | | | | | | | | | | | | | | | | | | | | | |
| Praktikal | | | Projek | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Sinopsis | Merupakan kursus yang menekankan aspek-aspek kemahiran asas memimpin yang dapat digunakan oleh pelajar kursus ini untuk membantu diri, persatuan, rakan pelajar, keluarga dan masyarakat. Kursus ini juga memberi peluang kepada pelajar mempelajari kemahiran asas kepimpinan pentadbiran, pengurusan dan persatuan pelajar. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Mod Penyampaian | Perbincangan, latihan, amali. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Jenis Dan kaedah Penilaian | Penilaian dibuat melalui Markah Kerja Kursus  Markah Kerja Kursus dinilai sepanjang semester melalui tugasan,amali penglibatan dan kehadiran. Pecahan markah bagi kerja kursus adalah seperti berikut:-   |  |  | | --- | --- | | **MARKAH KERJA KURSUS:-**  Ujian & Kuiz  Tugasan & Amali  Penglibatan & Kehadiran | **100%**  20%  50%  30% | | **PEPERIKSAAN AKHIR** | **0%** | | **JUMLAH** | **100%** |   Kriteria terkumpul penilaian prestasi : Rujuk kepada Peraturan Akademik Program Kerjasama Kursus Diploma & Ijazah Sarjana Muda, UTM. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Pemetaan Kursus Kepada Hasil Pembelajaran Kursus (CO) | **Tajuk Kursus** | | | | | | | | | **CO1** | | | | **CO2** | | | | **CO3** | | | | | **CO4** | | | **CO5** | | |
| Pengenalan Asas Teori Kepimpinan | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | | |
| Falsafah Kepimpinan | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | | |
| Kuasa Pemimpin dalam Kepimpinan | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | | |
| Pemimpin yang Efektif | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | | |
| Kepimpinan dalam membuat keputusan | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | | |
| Tokoh jemputan / ceramah 1 –  Tokoh syarikat / organisasi | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | | √ | | |
| Modul penyelesaian masalah 1 | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | |  | | |
| Program aktiviti pelajar / outing | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | | √ | | |
| Tokoh jemputan / ceramah 2 –  Tokoh syarikat / organisasi | | | | | | | | | √ | | | | √ | | | | √ | | | | |  | | | √ | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Pemetaan Kursus Kepada Hasil Pembelajaran Program (PO) | **Tajuk Kursus** | | | | | | **PO1** | **PO2** | **PO3** | | **PO4** | | | | **PO5** | | | | **PO6** | | | **PO7** | | | **PO8** | | | **PO9** |
| Perancangan dan Pembentangan Program | | | | | | √ | √ |  | |  | | | |  | | | |  | | |  | | |  | | |  |
| Pengenalan Asas Teori Kepimpinan | | | | | | √ | √ |  | |  | | | |  | | | |  | | |  | | |  | | |  |
| Falsafah kepimpinan | | | | | | √ | √ |  | |  | | | |  | | | |  | | |  | | |  | | |  |
| Kuasa Pemimpin dalam Kepimpinan | | | | | | √ | √ |  | |  | | | |  | | | |  | | |  | | |  | | |  |
| Pemimpin yang Efektif | | | | | | √ | √ |  | |  | | | |  | | | |  | | |  | | |  | | |  |
| Kepimpinan dalam membuat keputusan | | | | | | √ | √ |  | |  | | | |  | | | |  | | |  | | |  | | |  |
| Tokoh jemputan / ceramah 1 – Tokoh syarikat / organisasi | | | | | |  |  |  | |  | | | | √ | | | |  | | |  | | |  | | | √ |
| Modul penyelesaian masalah 1 | | | | | |  |  |  | |  | | | | √ | | | |  | | |  | | |  | | | √ |
| Program aktiviti pelajar / outing | | | | | |  |  |  | |  | | | | √ | | | |  | | |  | | |  | | | √ |
| Tokoh jemputan / ceramah 2 – Tokoh syarikat / organisasi | | | | | |  |  |  | |  | | | | √ | | | |  | | |  | | |  | | | √ |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Kandungan Kursus dan SLT  K: Kuliah  SCA: Aktiviti berpusatkan pelajar  A: Penilaian  PK: Pembelajaran kendiri  M: Minggu pembelajaran | **M** | **TAJUK** | | | | | | | | | | **K** | | | | **SCA/T/L** | | | | **A** | | | | **PK** | | | **SLT** | |
| 1 | Taklimat, Suaikenal, Jadual Kuliah | | | | | | | | | |  | | | | 2 | | | |  | | | |  | | | 2 | |
| 2 | Perancangan dan Pembentangan Program | | | | | | | | | |  | | | | 2 | | | |  | | | |  | | | 2 | |
| 3 | Pengenalan Asas Teori Kepimpinan | | | | | | | | | | 1 | | | | 2 | | | |  | | | |  | | | 3 | |
| 4 | Falsafah kepimpinan | | | | | | | | | | 1 | | | | 2 | | | |  | | | |  | | | 3 | |
| 5 | Kuasa Pemimpin dalam Kepimpinan | | | | | | | | | |  | | | | 2 | | | |  | | | |  | | | 2 | |
| 6 | Pemimpin yang Efektif | | | | | | | | | |  | | | | 2 | | | |  | | | |  | | | 2 | |
| 7 | Kepimpinan dalam membuat keputusan | | | | | | | | | |  | | | | 2 | | | |  | | | |  | | | 2 | |
| 8 | Tokoh jemputan / ceramah 1 –  Tokoh syarikat / organisasi | | | | | | | | | |  | | | | 3 | | | |  | | | | 3 | | | 6 | |
| 9-10 | Modul penyelesaian masalah 1 | | | | | | | | | |  | | | | 2 | | | |  | | | | 2 | | | 4 | |
| 11 | Program aktiviti pelajar / outing | | | | | | | | | |  | | | | 2 | | | |  | | | | 2 | | | 4 | |
| 12 | Tokoh jemputan / ceramah 2 –  Tokoh syarikat / organisasi | | | | | | | | | |  | | | | 3 | | | |  | | | | 3 | | | 6 | |
| 13 | Pembentangan hasil kerja kumpulan | | | | | | | | | |  | | | | 2 | | | | 1 | | | |  | | | 3 | |
| 14 | Ujian | | | | | | | | | |  | | | |  | | | | 1 | | | |  | | | 1 | |
|  | Total | | | | | | | | | | 2 | | | | 26 | | | | 2 | | | | 10 | | | 40 | |
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| 19 | Maklumat Tambahan | Tiada | | | | | | | | | | | | | | | | | | | | | | | | | | | |