**Senarai Kursus Semester 5/ Tahun 3 ( Inovasi )**

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| **BIL** | **KOD KURSUS** | **NAMA KURSUS** |
| 1 | SHAF 3043 | MARKETING FOR INNOVATIVE PRODUCT |
| 2 | SHAD 3013 | COMMERCIAL LAW |
| 3 | SHAD 3023 | R&D AND INNOVATION MANAGEMENT |
| 4 | UICI 2022 | SCIENCE, TECHNOLOGY AND HUMAN |
| 5 | ULAB 3162 | ENGLISH FOR PROFESSIONAL PURPOSE |
| 6 | SHAD 3033 | FINANCING & INVESTMENT DECISION IN TECHNOLOGY VENTURE |

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| 1 | Course Name | **MARKETING FOR INNOVATIVE PRODUCT**  *Pemasaran Produk Inovasi* | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAF 3043 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staff | 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 views product innovation and the management of new product development from a strategic perspective. Students will gain an appreciation for the importance of product innovation especially for companies wanting to regain and retain competitive advantage within their industry. The course considers the planning, development and implementation of new products within the context of a competitive and dynamic marketing environment, the fast pace of technology development, the convergence of industries and the increasing sophistication of the consumer. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 5, Year 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centred | | | Lecture | | | | | | 36 | | | | | | | | 42 | | | | | | | |
| Student Centred | | | Tutorial | | | | | | 6 | | | | | | | |
| Student Centred Activities | | | | | |
| Self Learning | | Non Face to Face or Student Centred 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 = 3 contact hours lecture\* x 14 = 42  Total contact hours : 42 hours  \* consist of 36 hours lecture + 6 hours SCA | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO 1: Discuss the importance of developing new innovation that satisfies customer target market, segmentation, targeting and marketing positioning.  CO 2: Apply the 4P’s (Product, Price, Place & Promotion) to design an integrated marketing communications for a new innovation.  CO 3: Work collaboratively in a group to propose a marketing strategic plan for a new product and present the proposal in written and verbal presentation. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | | Method pf 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 views product innovation and the management of new product development from a strategic perspective. Students will gain an appreciation for the importance of product innovation especially for companies wanting to regain and retain competitive advantage within their industry. The course considers the planning, development and implementation of new products within the context of a competitive and dynamic marketing environment, the fast pace of technology development, the convergence of industries and the increasing sophistication of the consumer | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 Committee. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Project (Group)  Presentation | **40%**  20%  20% | | **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** | | |
| Introduction to World of High Technology Marketing | | | | | | | | | | | | | | | ✓ | | | | |  | | | |  | | |
| Strategic Market Planning in High-Tech Firms. | | | | | | | | | | | | | | | ✓ | | | | |  | | | | ✓ | | |
| Culture and Climate Considerations for High-Tech Comp | | | | | | | | | | | | | | | ✓ | | | | |  | | | |  | | |
| Market Orientation and Cross-functional (Marketing/R&D) Interaction | | | | | | | | | | | | | | |  | | | | | ✓ | | | |  | | |
| Partnerships/Alliances and Customer Relationship Marketing | | | | | | | | | | | | | | |  | | | | | ✓ | | | |  | | |
| Marketing Research in High-Tech Markets | | | | | | | | | | | | | | |  | | | | | ✓ | | | |  | | |
| Understanding High-Tech Customers. | | | | | | | | | | | | | | |  | | | | | ✓ | | | | ✓ | | |
| Technology and Product Management | | | | | | | | | | | | | | |  | | | | |  | | | |  | | |
| Distribution Channels and Supply Chain Management in High-Tech Market | | | | | | | | | | | | | | |  | | | | | ✓ | | | | ✓ | | |
| Pricing Consideration in High-Tech Markets | | | | | | | | | | | | | | |  | | | | |  | | | |  | | |
| Marketing Communication Tools for High-Tech Markets | | | | | | | | | | | | | | |  | | | | | ✓ | | | | ✓ | | |
| Strategic Consideration in Marketing Communications | | | | | | | | | | | | | | |  | | | | |  | | | |  | | |
| Strategic Considerations for the Triple Bottom Line in High-Tech Companies | | | | | | | | | | | | | | |  | | | | |  | | | | ✓ | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | | | **PO1** | **PO2** | | **PO3** | | **PO4** | | | | **PO5** | | **PO6** | | | **PO7** | | **PO8** | | | **PO9** |
| Introduction to World of High Technology Marketing | | | | | | | ✓ | ✓ | |  | |  | | | |  | |  | | |  | |  | | |  |
| Strategic Market Planning in High-Tech Firms. | | | | | | | ✓ | ✓ | |  | |  | | | |  | |  | | |  | |  | | |  |
| Culture and Climate Considerations for High-Tech Comp | | | | | | | ✓ | ✓ | | ✓ | | ✓ | | | |  | |  | | |  | |  | | |  |
| Market Orientation and Cross-functional (Marketing/R&D) Interaction | | | | | | | ✓ |  | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Partnerships/ Alliances and Customer Relationship Marketing | | | | | | | ✓ |  | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Marketing Research in High-Tech Markets | | | | | | | ✓ |  | | ✓ | |  | | | |  | |  | | |  | |  | | |  |
| Understanding High-Tech Customers. | | | | | | | ✓ |  | | ✓ | | ✓ | | | |  | |  | | |  | |  | | |  |
| Technology and Product Management | | | | | | |  |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| Distribution Channels and Supply Chain Management in High-Tech Market | | | | | | | ✓ |  | | ✓ | | ✓ | | | |  | |  | | |  | |  | | |  |
| Pricing Consideration in High-Tech Markets | | | | | | |  |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| Marketing Communication Tools for High-Tech Markets | | | | | | | ✓ |  | | ✓ | | ✓ | | | |  | |  | | |  | |  | | |  |
| Strategic Consideration in Marketing Communications | | | | | | |  |  | |  | |  | | | |  | |  | | |  | |  | | |  |
| Strategic Considerations for the Triple Bottom Line in High-Tech Companies | | | | | | | ✓ |  | |  | | ✓ | | | |  | |  | | |  | |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  SCA: Student Centred Activities  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TOPIC** | | | | | | | | **K** | | | | **SCA** | | | | **A** | | | | | **PK** | | | **SLT** | |
| 1 | Introduction to World of High Technology Marketing | | | | | | | | 3 | | | | 0.5 | | | |  | | | | | 4 | | | 7.5 | |
| 2 | Strategic Market Planning in High-Tech Firms. | | | | | | | | 3 | | | | 0.5 | | | | 0.5 | | | | | 5 | | | 9 | |
| 3-4 | Culture and Climate Considerations for High-Tech Companies | | | | | | | | 3 | | | | 0.5 | | | | 0.5 | | | | | 6 | | | 10 | |
| 5 | Partnerships/Alliances and Customer Relationship Marketing | | | | | | | | 3 | | | | 0.5 | | | | 0.25 | | | | | 5 | | | 8.75 | |
| 6 | Marketing Research in High-Tech Markets | | | | | | | | 3 | | | | 0.5 | | | | 0.5 | | | | | 6 | | | 10 | |
| 7 | Understanding High-Tech Customers | | | | | | | | 3 | | | | 0.5 | | | |  | | | | | 6 | | | 9.5 | |
| 8 | Technology and Product Management | | | | | | | | 3 | | | | 0.5 | | | |  | | | | | 4 | | | 7.5 | |
| 9 | Distribution Channels and Supply Chain Management in High-Tech Markets | | | | | | | | 3 | | | | 0.5 | | | | 0.25 | | | | | 5 | | | 8.75 | |
| 10-11 | Pricing Considerations in High-Tech Markets Marketing Communication Tools for High-Tech Market | | | | | | | | 3 | | | | 0.5 | | | | 0.25 | | | | | 10 | | | 14.25 | |
| 12 | Strategic Considerations in Marketing Communications | | | | | | | | 3 | | | | 0.5 | | | | 0.25 | | | | | 5 | | | 9.75 | |
| 13 | Strategic Considerations for the Triple Bottom Line in High-Tech Companies | | | | | | | | 3 | | | | 0.5 | | | | 0.25 | | | | | 5 | | | 9.75 | |
| 14 | Discussion on emerging issues related to innovation | | | | | | | | 3 | | | | 0.5 | | | | 0.25 | | | | | 5 | | | 9.75 | |
|  | Final exam | | | | | | | |  | | | |  | | | | 3 | | | | | 6 | | | 9 | |
|  | Total | | | | | | | | 36 | | | | 6 | | | | 6 | | | | | 72 | | | 120 | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Mohr, S. And Slater, P. (2012)**,** *Marketing of High-Technology Products and Innovations*: International Edition, 4th Edition, Pearson: USA **(Main Text)** 2. Jakki J. Mohr (2012). *Marketing of High-Technology Products and Innovations*: International Edition, 3rd edition, [Cram101 Textbook Reviews](https://www.google.com.my/search?tbo=p&tbm=bks&q=inauthor:%22Cram101+Textbook+Reviews%22) 3. Paul, T., (2005), *Innovation Management and New Product Development*, 3th edition, Pearson: USA. 4. Michael, B. And Susan, H. (2007), *Product Strategy and Management*, 2nd edition, Pearson: USA. 5. Merle, C. And Di Benedetto, A. (2006), New *Products Management*, McGraw Hill: USA. 6. Ulrich, K. (2007), *Product Design and Development*, 4th Edition, McGraw Hill: USA. 7. Barkle, B. T., (2008), *Project Management in New Product Development,* McGraw-Hill, USA. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | None | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information |  | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **COMMERCIAL LAW**  *Undang-undang Komersial* | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAD 3013 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staf | NAME : ADI AIZAT BIN YAJID  QUALIFICATION : LL.M  UNIVERSITY : UiTM, Malaysia  YEAR : 2011  QUALIFICATION : BLS (Hons)  UNIVERSITY : UiTM, MALAYSIA  YEAR : 2010 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | This course focuses on the Malaysian Legal System ,Contract Law, Employment Law, Product Liability Law and Intellectual Law. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 5, Year 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | | | Lecture | | | | | 38 | | | | | | | | | 42 | | | | | | | |
| Student Centered | | | Practical/Lab/Tutorial | | | | | 4 | | | | | | | | |
| Student Centered Activities | | | | |
| Others | | | | |  | | | | | | | | |
| Others | | | | | | | |  | | | | | | | | |
| Self Learning | | Non Face to Face or Student Centered Learning (SCL) | | | Manual | | | | |  | | | | | | | | | 72 | | | | | | | |
| Assignment | | | | | 18 | | | | | | | | |
| Module | | | | |  | | | | | | | | |
| Project | | | | |  | | | | | | | | |
| Group Discussion | | | | |  | | | | | | | | |
| Others | | | | |  | | | | | | | | |
| Revision | | | | | | | | 42 | | | | | | | | |
| Assessment Preparation | | | | | | | | 12 | | | | | | | | |
| Others | | | | | | | |  | | | | | | | | |
| Formal Assessment | | Continuous Assessment | | | Quizzes | | | | | 1 | | | | | | | | | 6 | | | | | | | |
| Test | | | | | 2 | | | | | | | | |
| Lab Demo | | | | |  | | | | | | | | |
| Final Examination | | | | | | | | 3 | | | | | | | | |
| Others | | | | | | | |  | | | | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | | | | **120** | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 3 credit hour (3 credit hours lecture)  3 contact hours for lecture\*x 14 weeks = 42 hours  Total contact hours = 42 hours  \*consist of 38 hours of lecture + 4 hours of tutorial/ SCA | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Explain which Malaysian Law is relevant to commercial transactions.  CO2: Analyse legal problem and solving them by applying the principles of laws.  CO3: Demonstrate the techniques of applying statute, relevant cases and the terms which are used in this field. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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-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 | All commercial transactions are governed by statutory provision. This course aims to provide knowledge about areas of law which affect commercial transactions. This course focuses on the Malaysian Legal System, Contract Law and Law of Agency. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Lectures, Group Work, Group Discussions and Assignments. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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, quiz, 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:-**  Assignment  Project and Presentation  Case study | **40%**  10%  15%  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** | | |
| Malaysian Legal System | | | | | | | | | | | ✓ | | | | | ✓ | | | | ✓ | | | |  | | |
| Law of Contract | | | | | | | | | | | ✓ | | | | | ✓ | | | | ✓ | | | | ✓ | | |
| Law of Agency | | | | | | | | | | | ✓ | | | | | ✓ | | | | ✓ | | | | ✓ | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | **PO1** | | | **PO2** | **PO3** | **PO4** | | | | **PO5** | | | **PO6** | | | **PO7** | | | | | **PO8** | | | **PO9** |
| Malaysian Legal System | | | ✓ | | |  | ✓ | ✓ | | | |  | | |  | | |  | | | | |  | | |  |
| Law of Contract | | | ✓ | | |  | ✓ | ✓ | | | |  | | |  | | |  | | | | |  | | |  |
| Law of Agency | | | ✓ | | |  | ✓ | ✓ | | | |  | | |  | | |  | | | | |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  T: Tutorial  L: Laboratory  A: Assessment  SCA: Student Centered Activities  PK: Self Learning  M: Week of Study | **M** | **TAJUK** | | | | | | | | **K** | | | | **SCA/T/L** | | | | **A** | | | | | **PK** | | | **SLT** | |
| 1 | **1.0 Malaysian Legal System**  1.1 Definition of law | | | | | | | | 3 | | | |  | | | | 1 | | | | | 6 | | | 10 | |
| 2 | 1.4 Theory of separation of Powers  1.5 Theory of check and balance | | | | | | | | 3 | | | |  | | | | 0.5 | | | | | 4 | | | 7.5 | |
| 3 | 1.6 Legal jurisdiction between Federal and  State Government | | | | | | | | 2 | | | | 1 | | | |  | | | | | 6 | | | 9 | |
| 4 | **2.0 Law of Contract**  2.1 Definition of contract  2.2 Elements of contract  2.3 Offer  2.4 Definition of offer  2.5 Statement which are not offer,Counter  offer,Communication of offer | | | | | | | | 4 | | | | 1 | | | |  | | | | | 6 | | | 11 | |
| 5 | 2.6 Continuation of offer | | | | | | | | 2 | | | |  | | | |  | | | | | 6 | | | 8 | |
| 6 | 2.7 Acceptance  2.8 Definition,ways of acceptance, acceptance by postal means, waive of communicationof acceptance.  2.9 Revocation of offer and acceptance | | | | | | | | 4 | | | |  | | | |  | | | | | 4 | | | 8 | |
| 7 | 2.10 Consideration and intention to create  legal relation | | | | | | | | 2 | | | |  | | | | 0.5 | | | | 6 | | | | 8.5 | |
| 8 | 2.11 Capacity and certainty  2.12 Voidable contract  2.13 Coercion, undue influence, fraud,  mistake, misrepresentation | | | | | | | | 3 | | | |  | | | |  | | | | 4 | | | | 7 | |
| 9 | 2.14 Continuation of Voidable contract  2.15 Void Contract | | | | | | | | 2 | | | | 1 | | | |  | | | | 4 | | | | 7 | |
| 10 | 2.16 Termination of Contract by performance, injuction, Quantum merit | | | | | | | | 2 | | | |  | | | |  | | | | 4 | | | | 6 | |
| 11 | **3.0 Law of Agency**  3.1 Introduction  3.2 Nature of an agency  3.3 Types of employment relationship | | | | | | | | 2 | | | |  | | | |  | | | | 4 | | | | 6 | |
| 12 | 3.4 Creation of an agency-express, implied,  ratification, necessity and estoppels | | | | | | | | 3 | | | |  | | | | 0.5 | | | | 4 | | | | 7.5 | |
| 13 | 3.5 Types of agents according to extent of  authority and functions  3.6 Authority of an agents  3.7 Relationship and duties of principal and  agents | | | | | | | | 4 | | | | 1 | | | |  | | | | | 4 | | | 9 | |
| 14 | **3.8 Relations with third parties**  3.9 Termination of an agency | | | | | | | | 2 | | | |  | | | | 0.5 | | | | 4 | | | | 6.5 | |
|  | Examination | | | | | | | |  | | | |  | | | | 3 | | | | 6 | | | | 9 | |
|  | Jumlah | | | | | | | | 38 | | | | 4 | | | | 6 | | | | 72 | | | | 120 | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Nor Sa’adah Mohd Nor., et al. (2011) *The Principles of Commercial Law,* Johor Bharu: Penerbit UTM Press. 2. Nurdanwati Irwani Abdullah.(2011), *Malaysian Business Law*, Selangor :Pearson 3. Lee Mei Pheng et.al. (2014). *Business Law*. 2nd Edn. Oxford-Fajar 4. Lee Mei Pheng. *General Principles of Malaysian Law*. 5th Edn. Petaling Jaya: Penerbit Fajar Bakti Sdn. Bhd. 5. Beatrix Vohrah & Wu Min Aun (2000). *The Commercial Law of Malaysia*. Selangor Darul Ehsan: Longman Malaysia. 6. Noor Adha Abd Hamid (2009). The Commercial Law of Malaysia. Bangi: KUIS 7. Saudah Sulaiman (2002). *Pengenalan Undang-undang Kontrak dan Agensi*. Kuala Lumpur: Dewan Bahasa dan Pustaka. 8. Hapriza Ashari, Khairiah Soehod, Lekha Laxman (2002). *Prinsip Undang-undang Malaysia*, Pahang: PTS Publication. 9. Lawson, Richard & Smith (1997). *Business Law for Business and Marketing Students*. Great Britain: Butterworth. 10. Tun Mohamed Suffian (1990). *Pengenalan Sistem Undang-undang Malaysia*. Kuala Lumpur: Dewan Bahasa dan Pustaka. 11. Statute     1. Federal Constitution     2. Contracts Act 1950 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **SCIENCE, TECHNOLOGY AND MAN**  *Sains, Teknologi dan Manusia* | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | UICI 2022 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name of Academic Staff | NAME : MARIYAH BINTI ISHAK  QUALIFICATION MA IRK (QURAN & SUNNAH)  UNIVERSITY: UIAM,MALAYSIA  YEAR: 2015  QUALIFICATION : B.IRK (QURAN & SUNNAH)  UNIVERSITY : UIAM,MALAYSIA  YEAR : 2006 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | This course deals with the society, culture and basic concepts of sociology in ethnic relations. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 5, Year 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | | | Lecture | | | | | | | 22 | | | | | | | | 28 | | | | | | |
| Student Centered | | | Practical/Lab/Tutorial | | | | | | | 6 | | | | | | | |
| Student Centered Activities | | | | | | |
| Others | | | | | | |  | | | | | | | |
| Others | | | | | | | | | |  | | | | | | | |
| Self Learning | | Non Face to Face or Student Centered Learning (SCL) | | | | Manual | | | | | |  | | | | | | | | 50 | | | | | | |
| Assignment | | | | | | 10 | | | | | | | |
| Module | | | | | |  | | | | | | | |
| Project | | | | | | 10 | | | | | | | |
| Group Discussion | | | | | | 4 | | | | | | | |
| Others | | | | | |  | | | | | | | |
| Revision | | | | | | | | | | 20 | | | | | | | |
| Assessment Preparation | | | | | | | | | | 5 | | | | | | | |
| Others | | | | | | | | | |  | | | | | | | |
| Formal Assessment | | Continuous Assessment | | | Quizzes | | | | | | |  | | | | | | | | 3 | | | | | | |
| Test | | | | | | | 1 | | | | | | | |
| Lab Demo | | | | | | |  | | | | | | | |
| Final Examination | | | | | | | | | | 2 | | | | | | | |
| Others | | | | | | | | | |  | | | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | | | | | **80** | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 2 credit hours (2 credit hours lecture)  2 contact hours for lecture\* x 14 weeks = 28 hours  Total contact hours = 56 hours  \*consist of 8 hours tutorial/ practical/ student centred activities | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: explain philosopohical knowledge in terms of defination, concept, theory, historical development and transfer of knowledge from Islamic civilisation to western civilisation  CO2: discuss science and technology form perspective: theory, historical development, science , islamic science methodology and western science with solution to science knowledge and technology.  CO3: Comparable analysis betweeen islamic and modern science of cosmology concept : kejadan universal dan destruction; human: concept and theory, proses penciptaan, stages of life, roles, kemualiaan dan matlamat penciptaan serta achievement of islamic scholar in science and technology. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | | | Q&A and discussion | | | | | | | | | | | | | | | | | | | | | | | |
| Practical | | | Project | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | Kursus ini membincangkan falsafah ilmu dari aspek definasi, konsep, teori, sejarah perkembangan, budaya ilmu dan perpidahan ilmu. Turut dibincangkan sains dan islam dari sudut konsep , sejarah perkembangan, pndangan Islam terhadap ilmu sains , metodologi dalam sains Islam, serta perbandingan antara sains Islam dan sains barat. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Face to face in classroom, teamwork, group work and presentation. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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:-**  Presentation (group)  Project (group)  Assignments | **40%**  10%  10%  20% | | **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** | | |
| Manusia dan konsep ilmu | | | | | | | | | | | | | | | ✓ | | | |  | | | | |  | | |
| Perpindahan ilmu | | | | | | | | | | | | | | |  | | | |  | | | | |  | | |
| Sains dan Islam | | | | | | | | | | | | | | | ✓ | | | | ✓ | | | | |  | | |
| Pandangan Islam terhadap pengajian ilmu sains | | | | | | | | | | | | | | | ✓ | | | | ✓ | | | | | ✓ | | |
| Teknologi dan Islam | | | | | | | | | | | | | | | ✓ | | | | ✓ | | | | | ✓ | | |
| Perbandingan antara sains dan teknologi menurut Barat dan Islam | | | | | | | | | | | | | | | ✓ | | | |  | | | | | ✓ | | |
| Penyelesaian terhadap isu teknologi | | | | | | | | | | | | | | | ✓ | | | |  | | | | | ✓ | | |
| Manusia dari perspektif Islam dan Sains | | | | | | | | | | | | | | | ✓ | | | |  | | | | | ✓ | | |
| Status dan tanggungjawab manusia | | | | | | | | | | | | | | | ✓ | | | |  | | | | | ✓ | | |
| Konsep kosmologi | | | | | | | | | | | | | | | ✓ | | | |  | | | | | ✓ | | |
| Pencapaian sains dalam teknologi Islam | | | | | | | | | | | | | | | ✓ | | | |  | | | | | ✓ | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | | | **PO1** | **PO2** | | **PO3** | | | **PO4** | | | **PO5** | | **PO6** | | | | **PO7** | **PO8** | | | **PO9** |
| Manusia dan konsep ilmu | | | | | | | ✓ |  | |  | | |  | | |  | |  | | | |  |  | | |  |
| Perpindahan ilmu | | | | | | | ✓ |  | |  | | |  | | |  | |  | | | |  |  | | |  |
| Sains dan Islam | | | | | | | ✓ |  | |  | | |  | | |  | |  | | | |  |  | | |  |
| Pandangan Islam terhadap pengajian ilmu sains | | | | | | | ✓ |  | |  | | |  | | | ✓ | |  | | | |  |  | | |  |
| Teknologi dan Islam | | | | | | | ✓ |  | |  | | |  | | | ✓ | |  | | | |  |  | | |  |
| Perbandingan antara sains dan teknologi menurut Barat dan Islam | | | | | | | ✓ |  | |  | | |  | | | ✓ | |  | | | |  |  | | |  |
| Penyelesaian terhadap isu teknologi | | | | | | | ✓ |  | |  | | |  | | |  | |  | | | |  |  | | |  |
| Manusia dari perspektif Islam dan Sains | | | | | | | ✓ |  | |  | | |  | | | ✓ | |  | | | |  |  | | |  |
| Status dan tanggungjawab manusia | | | | | | | ✓ |  | |  | | |  | | |  | |  | | | |  |  | | |  |
| Konsep kosmologi | | | | | | | ✓ |  | |  | | |  | | | ✓ | |  | | | |  |  | | |  |
| Pencapaian sains dalam teknologi Islam | | | | | | | ✓ |  | |  | | |  | | |  | |  | | | |  |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  T: Tutorial  SCA : Student Centred Activities  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TOPICS** | | | | | | | | **K** | | **SCA** | | | | | | **A** | | | | **PK** | | | | **SLT** | |
| 1 | **Manusia dan konsep ilmu**   * Definasi falsafah menurut sarjana Islam dan Barat * Definasi ilmu menurut sarjana Islam dan Barat  1. Epistemologi 2. Ontologi 3. Aksiologi  * Sejarah perkembangan falsafah dan ilmu * Budaya ilmu | | | | | | | |  | |  | | | | | |  | | | | 4 | | | | 5 | |
| 2 | **Perpindahan ilmu**   * Konsep perpindahan ilmu * Latarbelakang sejarah perpindahan ilmu daripada Islam ke Barat * Faktor-faktor perndahan ilmu * Kesan-kesan perindahan ilmu | | | | | | | | 2 | | 1 | | | | | |  | | | | 4 | | | | 6 | |
| 3 | **Sains dan Islam**  Pengertian sains dalam tradisi Islam  Salah faham terhadap pengajian ilmu sans  Pengajian ilmu sains menurut perspektif Islam  Metodologi Sains Islam   1. Metode observasi dan deskripsi 2. Metode eksperimen & pengujian   Ciri metodologi sains islam   1. Perbahasan ilmiah 2. Analisis secara sedar dan tepat 3. Kejujuran sains 4. Kebebasan berfikir tanpa terikat dengan teori terdahulu 5. Jatidiri (self confident and self esteemed) | | | | | | | | 2 | | 1 | | | | | |  | | | | 4 | | | | 6 | |
| 4 | Pandangan Islam terhadap pengajian ilmu sains  Metodologi Sains Islam   1. Metode observasi 2. Metode deskripsi 3. Metode eksperimen 4. Metode pengujian   Ciri metodologi sains islam   1. Perbahasan ilmiah 2. Analisis secara sedar dan tepat 3. Kejujuran sains 4. Kebebasan berfikir tanpa terikat dengan teori terdahulu 5. Jatidiri (self confident and self esteemed) | | | | | | | | 2 | | 1 | | | | | | 0.5 | | | | 4 | | | | 6 | |
| 5 | Teknologi dan Islam   * Sejarah perkembangan teknologi * Prinsip sains dan teknologi Islam * (1.Tauhid, 2.Khilafah, 3.Ibadah, 4. Halal dan Haram, 5. Adil & Zalim, 6. Istislah & Diya’) | | | | | | | | 2 | | 1 | | | | | | 0.5 | | | | 4 | | | | 6 | |
| 6 | Perbandingan antara sains dan teknologi menurut Barat dan Islam | | | | | | | | 2 | | 1 | | | | | |  | | | | 4 | | | | 6 | |
| 7 | Penyelesaian terhadap isu teknologi   * Sains dan teknologi moden dan ketuhanan  1. Hubungan dan amalan sains & teknologi dengan manusia 2. Sistem & amalan sains dan teknologi 3. Islam dan bioteknologi 4. ICT : Isu dan, cabaran dan penyelesaian 5. Islam dan pendidikan alam sekitar 6. Sistem etika, moral dan kepercayaan 7. Dorongan Islam kepada aktiviti sains dan tenologi secara ergonomik. | | | | | | | | 2 | | 1 | | | | | |  | | | | 4 | | | | 6 | |
| 8 | Manusia dari perspektif Islam dan Sains   * Konsep manusia * Kepentingan memahami asal kejadian manusia * Asal kejadian manusia menurut ahi falsafah barat * Asal kejadian manusia menurut Islam * Proses penciptaan manusia * Peringkat kehidupan manusia | | | | | | | | 2 | | 1 | | | | | |  | | | | 4 | | | | 6 | |
| 9 | Status dan tanggungjawab manusia   * Peranan manusia * Matlamat penciptaan manusia * Tujuan hidup manusia : mencari redha Allah * Kemuliaan insan * Etika dan nilai manusia | | | | | | | | 2 | | 1 | | | | | |  | | | | 4 | | | | 6 | |
| 10-11 | Konsep kosmologi   * Definasi alam (kosmos) * Penciptaan alam menurut al-Quran * Penciptaan alam daripada asap * Proses kejadian bumi * Bumi sebagai hamparan ; bumi adlaah bulat * Ruang antara langit dan bumi * Wujudkah kehidupan di kosmos? * Proses kehancuran alam semesta * Waktu berlakunya kiamat * Beberapa ramalan mengenai waktu kiamat * Kosmologi menurut perspektif Islam * Pengakhiran kepada kewujudan alam menurut pandangan sains | | | | | | | | 4 | | 2 | | | | | |  | | | | 8 | | | | 14 | |
| 1214 | Pencapaian sains dalam teknologi Islam   * Astronomi * Matematik * Fizik * Kimia * Farmasi * Perubatan * Biologi (botani & zoology) * Kejuruteraan * Seni muzik   Faktor kegemilangan sains dan teknologi Islam  Faktor kemalapan sains dan teknologi Islam | | | | | | | | 6 | | 3 | | | | | |  | | | | 12 | | | | 21 | |
|  | Peperiksaan | | | | | | | |  | |  | | | | | | 2 | | | |  | | | | 2 | |
|  | Jumlah | | | | | | | | 22 | | 6 | | | | | | 3 | | | | 50 | | | | 80 | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Al-Jurri, Abi Bakr bin Al-Husayn bin Abdullah, T.th, *Akhlak al-Ulama.Madinah:* Dar al Da’wah. 2. Ali Nadwi. (1967). *Islam and the World*, Lahore: S.H.M.Ashraf 3. Al-Attas, Syed Muhammad Al Naquib. (1975*). Islam and secularism*, Kuala Lumpur: ABIM 4. Al-Attas, Syed Muhammad Al Naquib. (1990). *The Nature of Man and the Psychology of the Human Soul*. Kuala Lumpur : ISTAC 5. Al-Ghazali, Abu Hamid. (1986). Sharaf *al-‘aql wa mahiyatih, ed.Mustafa Abdul Qadir ‘ata*.Beirut: Dar al-Kutub al-‘ilmiyyah. 6. Fazlulllah Hj.Shub.(2007). *Syari’ah, Sains dan Teknologi.*ed.Muhammad Sabri shahrir & Mohd Puzhi Usop. Kuala Lumpur: al-Hidayah Publication. 7. Azhar Hj Mad Aros et. al.(2001). *TITAS 1*, Kuala Lumpur : Fajar Bakti 8. Ha’iri Yazdi. (1992), *The Principles of Epistemology in Islamic Philosophy, Knowledge by Presence*. New Yorl: State University of New York. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **R&D AND INNOVATION MANAGEMENT**  *Penyelidikan & Pembangunan dan Pengurusan Inovasi* | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAD 3023 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staf | NAME : NUR ASYURA MUHAMAD  QUALIFICATION : M.BUSINESS ADMINISTRATION  UNIVERSITY : UUM, MALAYSIA  YEAR : 2010  QUALIFICATION : B.TECHNOLOGY MANAGEMENT (HONS)  UNIVERSITY ; UTM, MALAYSIA  YEAR : 2008 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | This course is needed to give the overview and understanding of critical issues and conceptual frameworks involved in the management of R&D innovation and activities. | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 5, Year 3 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centered | | | Lecture | | | | | | 30 | | | | | | | | 42 | | | | | | |
| Student Centered | | | Practical/Lab/Tutorial | | | | | |  | | | | | | | |
| Student Centered Activities | | | | | | 12 | | | | | | | |
| Others | | | | | |  | | | | | | | |
| Others | | | | | | | | |  | | | | | | | |
| Self Learning | | Non Face to Face or Student Centred Learning (SCL) | | | Manual | | | | | |  | | | | | | | | 74 | | | | | | |
| Assignment | | | | | |  | | | | | | | |
| Module | | | | | |  | | | | | | | |
| Project | | | | | | 24 | | | | | | | |
| Group Discussion | | | | | |  | | | | | | | |
| Others | | | | | |  | | | | | | | |
| Revision | | | | | | | | | 42 | | | | | | | |
| Assessment Preparation | | | | | | | | | 8 | | | | | | | |
| Others | | | | | | | | |  | | | | | | | |
| Formal Assessment | | Continuous Assessment | | | Quizzes | | | | | |  | | | | | | | | 4 | | | | | | |
| Test | | | | | | 1 | | | | | | | |
| Lab Demo | | | | | |  | | | | | | | |
| Final Examination | | | | | | | | | 3 | | | | | | | |
| Others | | | | | | | | |  | | | | | | | |
| **Total SLT** | | | | | | | | | | | | | | | | | | | **120** | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 3 credit hours (3credit hours lecture)  3 contact hours lecture\* x 14 = 42 hours  Total contact hours = 42 hours  \* consist of 30 hours lecture + 12 hours SCA | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1 : Discuss critically the main issues and literatures associated with the strategic management  of innovation, R&D and NPD in firms.  CO2 : Apply concepts and tools in managing innovation and R&D activities.  CO3 : Use case studies to apply R&D innovation knowledge in organisations. | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 and discussion | | | | | | | | | | | | Individual & team | | | | | | | | | | |
| Time management | | | Group Project, Assignment | | | | | | | | | | | | Team | | | | | | | | | | |
| Team work | | | Group Project, 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, discussion and presentation | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | The course aims to extend the understanding of critical issues related to the management of innovation and R&D activities. In this course, students will also be exposed with tools and techniques commonly used in managing innovation & R&D activities. | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Lectures, class discussions, case studies and student presentations. | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessment consists of Course Work and Final Examination. The course works are evaluated continuously throughout the semester by test, project and individual assignment. Final examination is done formally at the end of the semester, organized by Examination Unit or Committee. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Individual Assignment  Group Project  Test | **40%**  10%  20%  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** | | |
| Introduction | | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Managing innovation within firms | | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Innovation: planning | | | | | | | | | | | | | ✓ | | | | | ✓ | | | | |  | | |
| Innovation: implementation | | | | | | | | | | | | | ✓ | | | | | ✓ | | | | |  | | |
| Innovation: evaluation and control | | | | | | | | | | | | | ✓ | | | | | ✓ | | | | |  | | |
| Management of R&D: concept and issues | | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| Management of R&D: implementation | | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| New product development | | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| New product development: product and brand strategy | | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| New product development: managing NPD Team | | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Organisational learning and knowledge management | | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Strategic alliances and networks | | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | | **PO1** | **PO2** | **PO3** | | **PO4** | | | | **PO5** | | **PO6** | | | | **PO7** | | **PO8** | | | **PO9** |
| Introduction | | | | | | ✓ |  |  | |  | | | |  | |  | | | |  | |  | | |  |
| Managing innovation within firms | | | | | | ✓ | ✓ | ✓ | |  | | | |  | |  | | | | ✓ | |  | | |  |
| Innovation: planning | | | | | | ✓ | ✓ | ✓ | | ✓ | | | |  | |  | | | | ✓ | |  | | |  |
| Innovation: implementation | | | | | | ✓ | ✓ | ✓ | |  | | | |  | |  | | | | ✓ | | ✓ | | |  |
| Innovation: evaluation and control | | | | | | ✓ | ✓ | ✓ | |  | | | |  | | ✓ | | | | ✓ | |  | | |  |
| Management of R&D: concept and issues | | | | | | ✓ | ✓ | ✓ | |  | | | |  | |  | | | | ✓ | |  | | |  |
| Management of R&D: implementation | | | | | | ✓ | ✓ | ✓ | |  | | | |  | |  | | | | ✓ | | ✓ | | |  |
| New product development | | | | | | ✓ | ✓ | ✓ | |  | | | |  | |  | | | | ✓ | | ✓ | | |  |
| New product development: product and brand strategy | | | | | | ✓ | ✓ | ✓ | |  | | | |  | |  | | | |  | | ✓ | | |  |
| New product development: managing NPD Team | | | | | | ✓ | ✓ | ✓ | | ✓ | | | |  | | ✓ | | | | ✓ | |  | | |  |
| Organisational learning and knowledge management | | | | | | ✓ | ✓ | ✓ | | ✓ | | | |  | | ✓ | | | |  | |  | | |  |
| Strategic alliances and networks | | | | | | ✓ | ✓ | ✓ | | ✓ | | | |  | |  | | | | ✓ | | ✓ | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  SCA: Student Centred Learning  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TITLE** | | | | | | | | **K** | | | **SCA** | | | | | **A** | | | | **PK** | | | **SLT** | |
| 1 | **1.0 Introduction**  1.1 Definitions and vocabulary  1.2 The importance of innovation  1.3 The study of innovation  1.4 The need to view innovation in an  organisational context  1.5 Popular views of innovation  1.6 Models of innovation  1.7 Innovation as a management process | | | | | | | | 2 | | |  | | | | |  | | | | 2 | | | 4 | |
| 2 | **2.0 Managing Innovation Within Firms**  2.1 Theories of organisations and innovation  2.2 The dilemma of innovation management  2.3 Managing uncertainty  2.4 Organisational characteristics that facilitate the innovation process  2.5 Classification of industrial firms  2.6 Organisational structures and innovation  2.7 The role of individual in the innovation process  2.8 IT systems and their impact on innovation | | | | | | | | 2 | | |  | | | | |  | | | | 5 | | | 7 | |
| 3 | **3.0 Innovation : Planning**  3.1 Planning - A Complex process  3.2 Factors influencing innovation  3.3 Types of innovation  3.4 Innovation Planning Process  3.5 Application of the planning process  3.6 Factors facilitate innovation planning  3.7 Technology stages and planning  3.8 Developing climate for innovation | | | | | | | | 2 | | | 1 | | | | |  | | | | 5 | | | 8 | |
| 4 | **4.0 Innovation: Implementation**  4.1 Key initial questions for implementation  (the activities, the requirements, what  and to whom to delegate)  4.2 Key implementation issues (leadership,  engagement, extension and alignment)  4.3 Crafting portfolios for innovation | | | | | | | | 2 | | | 1 | | | | |  | | | | 6 | | | 9 | |
| 5 | **5.0 Innovation: Evaluation And Control**  5.1 Evaluation and Control Process  5.2 Evaluation (where we are now?  What lies ahead? Where will we end  up if we continue on this path?)  5.3 Control (types of control, organisational  levels and control factors)  5.4 Implementing evaluation and control;  Auditing innovation management | | | | | | | | 2 | | | 1 | | | | | 1 | | | | 6 | | | 10 | |
| 6 | * 1. **Management Of R&D: Concepts And**   **Issues**  6.1 What is R&D  6.2 R&D management and the industrial  context  6.3 R&D investment and company growth;  classifying R&D  6.4 R&D management and its link with  business strategy  6.5 Strategic pressures on R&D  6.6 Technology leverage and R&D strategies  6.7 Allocation of funds to R&D  6.8 Level of R&D expenditure | | | | | | | | 3 | | | 1 | | | | |  | | | | 5 | | | 9 | |
| 7 | **7.0 Management Of R&D: Concepts And Issues (cont’d)**  7.1 Successful technology management  7.2 The changing nature of R&D  management  7.3 The acquisition of external technology  7.4 Effective R&D management  7.5 The link with the product innovation  process | | | | | | | | 2 | | | 1 | | | | |  | | | | 4 | | | 7 | |
| 8 | **8.0 Management of R&D: Implementation**  8.1 Balancing research portfolios  8.2 Evaluating R&D projects  8.3 Locating R&D activities  8.4 Managing international R&D  8.5 Managing research teams  8.6 Evaluation and assessment of R&D | | | | | | | | 2 | | | 1 | | | | |  | | | | 5 | | | 8 | |
| 9 | **9.0 New Product Development**  9.1 Innovation management and NPD  9.2 Considerations when developing a NPD  strategy  9.3 NPD as a strategy for growth  9.4 What is a new product?  9.5 Overview of NPD theories  9.6 Models of new product development | | | | | | | | 2 | | | 1 | | | | |  | | | | 5 | | | 8 | |
| 10 | **10.0 New Product Development: Product And Brand Strategy**  10.1 Capabilities, networks and platforms  10.2 Product planning  10.3 Product strategy  10.4 The competitive environment  10.5 Differentiation and positioning  10.6 Competing with other products  10.7 Managing brands  10.8 Brand strategy  10.9 Market entry  10.10 Launch and continuing improvement  10.11 Withdrawing products  10.12 Managing mature products | | | | | | | | 3 | | | 1 | | | | |  | | | | 6 | | | 10 | |
| 11 | **11.0 New Product Development : Managing NPD Team**  11.1 New products as projects  11.2 The key activities that need to be managed  11.3 NPD across different industries  11.4 Organisational structures and cross -functional teams  11.5 The marketing/R&D interface  11.6 High attrition of new products | | | | | | | | 2 | | | 1 | | | | |  | | | | 6 | | | 9 | |
| 12 | **12.0 Organisational Learning and Knowledge Management**  12.1 Technology trajectories and dynamics  capabilities of firms  12.2 The knowledge base of an organisation  12.3 The learning organisation  12.4 Combining commercial & technological  strengths  12.5 The degree of innovativeness  12.6 A technology strategy provides a link  between innovation strategy and  business strategy | | | | | | | | 2 | | | 1 | | | | |  | | | | 5 | | | 8 | |
| 13 | **13.0 Organisational Learning And Knowledge Management (cont’d)**  13.1 Organisational learning (gathering information, transferring and sharing processes, Enabling learning, Types of learning, Structuring for organisational learning, Keys to successful organisational learning)  13.2 Knowledge management (definition; dimensions; making knowledge management  a successful capability; knowledge management in R&D departments and teams; the fit in knowledge management systems)  13.3 Using organisational learning and knowledge management | | | | | | | | 2 | | | 1 | | | | |  | | | | 5 | | | 8 | |
| 14 | **14.0 Strategic Alliances and Networks**  14.1 Defining strategic alliances  14.2 Complementary capabilities and embedded technologies  14.3 Forms of strategic alliance  14.4 Motives for establishing an alliance  14.5 Risks and limitations with strategic alliances  14.6 Use of alliances in implementing technology strategy | | | | | | | | 2 | | | 1 | | | | |  | | | | 5 | | | 8 | |
|  | Examination | | | | | | | |  | | |  | | | | | 3 | | | | 4 | | | 7 | |
|  | Total | | | | | | | | 30 | | | 12 | | | | | 4 | | | | 74 | | | 120 | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Trott, P. (2012). *Innovation Management and New Product Development*. (5th Edn.). Essex: Prentice Hall - Financial Times. 2. Galavan, Robert., Murray,John., Markides,Costas. (2012). *Strategy, Innovation and Change; Challenges for Management*. Oxford University Press. 3. Narayanan, V.K., O’Connor, Gina.C. (2010), *Encyclopedia of Technology & Innovation Management* . 1st Edn. Wiley 4. White, M., & Bruton, G. (2007). *The Management of Technology and Innovation: A Strategic Approach.* Mason, Oklahoma: Thomson South-Western. 5. Amran, M. R., Md Razib, A., Mohd Shakir, R. , Noraini, A. T., & Aslan, A. S. (2008). *Introduction to Management of Technology.* Skudai: Penerbit UTM. 6. Dodgson, M. (2000). *The Management of Technological Innovation*. Oxford: Oxford University Press. 7. Shavinina, L. (2003). *The International Handbook of Innovation*. Oxford: Elsevier Science. 8. Tidd, J. et al., (2001). *Managing Innovation* (2nd ed.). Burlington, MA: Wiley. | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | Related Journals   1. Technovation. Publisher: Elsevier, Amsterdam 2. International Journal of Technology Management. Publisher: Inderscience Enterprise, Geneva. 3. Research Policy. Publisher: Elsevier, Amsterdam 4. Technological Forecasting & Social change, Publisher: Elsevier 5. R&D Management. Publisher: Blackwell, Oxford, England 6. Technology Analysis and Strategic Management. Publisher: Carfax Publishing, England. | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **ENGLISH FOR PROFESSIONAL PURPOSES** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | ULAB3162 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staff | NAME: IRWAN AFFENDI BIN MD NAIM  QUALIFICATION : MASTER IN EDUCATION (TESL)  UNIVERSITY : UNIVERSITI KEBANGSAAN MALAYSIA  YEAR : 2013  QUALIFICATION : BSc. & Ed. (TESL)  UNIVERSITY : UNIVERSITI TEKNOLOGI MALAYSIA  YEAR : 2009 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Course | The course focuses on the techniques of producing good spoken discourse which include public communication such as impromptu and public speeches, group discussion and negotiation. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 5, Year 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching And Learning Activities | | | | | | | | | | | | Student Learning Time (SLT) (hours) | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centred | | | | Lecture | | | | | | 14 | | | | | | | 42 | | | | | | | |
| Student Centred | | | | Group Discussion | | | | | | 6 | | | | | | |
| Oral Presentation | | | | | | 4 | | | | | | |
| Response paper | | | | | | 4 | | | | | | |
| Balloon Debate | | | | | | 8 | | | | | | |
| Negotiation | | | | | | 6 | | | | | | |
| Self Learning | | Non Face to Face or Student Centred Learning (SCL) – My-LinE Forum | | | | | | | | | | 6 | | | | | | | 18 | | | | | | | |
| Assessment Preparation | | | | | | | | | | 6 | | | | | | |
| Response Paper | | | | | | | | | | 6 | | | | | | |
| Formal Assessment | | Continuous Assessment | | | | Oral Presentation | | | | | | 3 | | | | | | | 20 | | | | | | | |
| Group Discussion | | | | | | 4 | | | | | | |
| Response paper | | | | | | 3 | | | | | | |
| Balloon Debate | | | | | | 5 | | | | | | |
| Negotiation | | | | | | 5 | | | | | | |
| Others | | | | | | | | | |  | | | | | | |
| Total SLT | | | | | | | | | | | | | | | | | | | 80 | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Credit Value | 2 credit hours = 2 contact hours lecture x 14 = 28 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | ULAB1122 English for Academic Communication  ULAB 2122 Advanced English For Academic Communication | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Engage interactively in group discussions.  CO2: use appropriate language to write a response paper  CO3: deliver effective oral presentation and present points of view effectively.  CO4: use self-access learning materials for language development | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | | Method Of Assessment | | | | | | | | | | | | Form of Assessment | | | | | | | | | | |
| Analysing and problem solving | | | | Test, assignment | | | | | | | | | | | | Individual & team | | | | | | | | | | |
| Communication | | | | Group Discussion, Oral presentation, Negotiation | | | | | | | | | | | | Individual & team | | | | | | | | | | |
| Time management | | | | Assignment | | | | | | | | | | | | Individual | | | | | | | | | | |
| Team work | | | | Assignment | | | | | | | | | | | | Team | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Teaching-Leaning and Assessment Strategy | Teaching & Learning | | | | | Assessment Strategy | | | | | | | | | | | | | | | | | | | | | |
| Lecture | | | | | Q&A, exercises, assignment | | | | | | | | | | | | | | | | | | | | | |
| Tutorial/SCL/Active learning | | | | | Q&A and discussion | | | | | | | | | | | | | | | | | | | | | |
| Practical Activities | | | | | Project and demonstration | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | This course prepares students with the skills of effective communication that are necessary in order for them to be employable upon graduation. At the beginning of the course, students are required to do enculturation tasks in order to discover their potentials and possible expectations of the prospective working culture. Through active learning, it emphasizes oral and written communication skills that are practiced in workplace situation. Using authentic workplace scenarios, students will be given opportunities to negotiate and present information through group discussions and presentations. By the end of the course, students should be able to function as individuals and team members using appropriate communication skills at the workplace. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Lectures, group discussions, negotiation practices, in-class tasks and activities. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessments consist of Course Work only. The course works are evaluated continuously through out the semester by presentations and assignments. The distribution of marks are as follows:-   |  |  | | --- | --- | | Course Work:-  Oral Presentation (Individual)  Group discussion (Individual)  Response Paper (Group)  Balloon Debate (Individual)  Negotiation (Individual)  MyLinE | 15%  20%  20%  20%  20%  5% | | **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 | | |
| Presenting Self in a Professional Setting -  Oral Presentation and Pronunciation | | | | | | | | | |  | | | | |  | | | | | | ✓ | | |  | | |
| Input on Oral Presentation | | | | | | | | | |  | | | | |  | | | | | | ✓ | | |  | | |
| Input on Pronunciation | | | | | | | | | |  | | | | |  | | | | | | ✓ | | |  | | |
| Discussing Issues Related to Employment | | | | | | | | | | ✓ | | | | | ✓ | | | | | | ✓ | | |  | | |
| Asserting Yourself Confidently - Persuasion | | | | | | | | | |  | | | | |  | | | | | | ✓ | | |  | | |
| Resolving issues and Reaching an Agreement - Negotiation | | | | | | | | | | ✓ | | | | |  | | | | | | ✓ | | |  | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | Topics of The Course | | | PO1 | | | | PO2 | PO3 | PO4 | | | | PO5 | | | | PO6 | | | PO7 | | | PO8 | | | PO9 |
| Presenting Self in a Professional Setting -  Oral Presentation and Pronunciation | | |  | | | |  | ✓ |  | | | |  | | | |  | | |  | | |  | | |  |
| Input on Oral Presentation | | |  | | | |  | ✓ |  | | | |  | | | |  | | |  | | |  | | |  |
| Input on Pronunciation | | |  | | | |  | ✓ |  | | | |  | | | |  | | |  | | |  | | |  |
| Discussing Issues Related to Employment | | |  | | | |  |  |  | | | |  | | | |  | | | ✓/ | | |  | | |  |
| Asserting Yourself Confidently - Persuasion | | |  | | | |  | ✓ |  | | | |  | | | |  | | |  | | |  | | |  |
| Resolving issues and Reaching an Agreement - Negotiation | | |  | | | |  | ✓ |  | | | |  | | | |  | | |  | | |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  T: Tutorial  SCA: Student Centred Activity  O: Others  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TAJUK** | | | | | | | | | | **K** | | | **SCA/T/O** | | | | **A** | | | | **PK** | | | **SLT** | |
| 1-4 | Introduction to the Course & Ice-breaking Activities  Topic: Presenting Self in a Professional Setting  Oral Presentation and Pronunciation  Input on Oral Presentation  Input on Pronunciation  Language Input: Expressions for formal presentation, responding to difficult  questions, English sound patterns.  Oral Presentation: 15%  MyLinE Activity begins | | | | | | | | | | 3 | | | 6 | | | | 3 | | | | 6 | | | 18 | |
| 5-8 | Topic: Discussing Issues Related to Employment  Group Discussion & Writing  Group Discussion: 20%  Response Paper: 20%  Language input: handling discussion, giving and responding to opinion, agreeing,  disagreeing, reaching a decision, making suggestions and recommendation.  Expressing ideas clearly in written form. | | | | | | | | | | 3 | | | 6 | | | | 7 | | | | 6 | | | 22 | |
| 9-12 | Topic: Asserting Yourself Confidently  Persuasion  Balloon Debate: 20%  Language input : language expressions used to present argument,  agreeing/disagreeing with other people’s opinions and supporting arguments by  giving facts and evidence. | | | | | | | | | | 4 | | | 8 | | | | 5 | | | | 6 | | | 23 | |
| 13-15 | Topic: Resolving issues and Reaching an Agreement  Negotiation  Negotiation: 20%  Language input: approaches to negotiation language forms and functions of negotiating process and pragmatics. | | | | | | | | | | 4 | | | 8 | | | | 5 | | | |  | | | 17 | |
|  | Total | | | | | | | | | | 14 | | | 28 | | | | 20 | | | | 18 | | | 80 | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | References | 1. Azian Abdul Aziz,et.al. (2006).*English for Academic Communication*. McGraw Hill. 2. Nor Azman Abdul Majid, et.al. (2006) *Academic Report Writing – From Research to Presentation*.Pearson Prentice Hall. 3. Sahirah Marzuki, Abdul Halim Abdul Raof, Fatimah Puteh, Haliza Jaafar, Noor Zainab Abdul Razak (2006). *Towards Effective Oral Communication*. Pearson-Prentice Hall. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | Additional Information | - | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Course Name | **FINANCING AND INVESTMENT DECISION IN TECHNOLOGY VENTURE**  *Pembiayaan dan Keputusan Pelaburan Dalam Teknologi Teroka* | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Course Code | SHAD 3033 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Name Of Academic Staff | NAME : NORMAZNIZAM BINTI NAWI  QUALIFICATION : M.BUSINESS ADMINISTRATION  UNIVERSITY : UUM, MALAYSIA  YEAR : 2005  QUALIFICATION : B.BUSINESS MANAGEMENT (FINANCE) (HONS)  UNIVERSITY : UUM, MALAYSIA  YEAR : 2000 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Rationale Course Included In This Program | This course is needed to give the overview and understanding of methods used to evaluate and finance new business venture. It covers the finance of technological innovation and valuation tools used in evaluation of technology venture. | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Semester And Year Offered | Semester 5, Year 3 | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Total Student Learning Time (SLT) | Teaching and Learning Activities | | | | | | | | | Student Learning Time (SLT) | | | | | | | | | | | | | | | |
| Face to face Learning | | Lecturer Centred | | | Lecture | | | | 32 | | | | | | | 42 | | | | | | | | |
|  | | | Student Centred Activities | | | | 10 | | | | | | |
| Self Learning | | Non Face to Face or Student Centred Learning (SCL) | | | Manual | | | | 18 | | | | | | | 72 | | | | | | | | |
| Assignment | | | |
| Module | | | |
| Project | | | |
| Group Discussion | | | |
| Others | | | |
| Revision | | | | | | | 42 | | | | | | |
| Assessment Preparation | | | | | | | 12 | | | | | | |
| Others | | | | | | |  | | | | | | |
| Formal Assessment | | Continuous Assessment | | | | | | | 3 | | | | | | | 6 | | | | | | | | |
| Final Examination | | | | | | | 3 | | | | | | |
| Others | | | | | | |  | | | | | | |
| **Total Student Learning Time (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 32 hours lecture+10 hours SCA. | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Pre-Requisite | None | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Course Outcome (CO) | By the end of the course, students should be able to:-  CO1: Apply financing and venture capital concepts and techniques in evaluating potential investment.  CO2: Work collaboratively and assume different roles to solve problems and make decision through assignments and project papers related to financing and investment decision in technology venture in order to achieve a common goal.  CO3: Display professional ethics and practices and moral responsibility during group interactions and discussions in developing strategies of expansion and growth of a venture through financial cases and project. | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Skills Transfer | Skills Developed | | | Method of Assessment | | | | | | | | | | Form of Assessment | | | | | | | | | | | |
| Analysing and problem solving | | | Test, quizzes, assignment, case studies,final examination | | | | | | | | | | Individual & team | | | | | | | | | | | |
| Communication | | | Q&A, discussion, presentation | | | | | | | | | | 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 | | | | | | | | | | | | | | | | | | | | |
| Case Studies | | | | Report writing and presentation | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Synopsis | This course discusses the methods used to evaluate structure and finance new business venture and revenue generating enterprise. It covers the finance of technological innovation and valuation used in the evaluation of technology venture. | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Delivery Mode | Face to face discussions in classroom and seminar. | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Type And Assessment Method | Assessment consist of Course Work and Final Examination. The course works are evaluated continuously throughout the semester by test, quizzes, assignment, and others. Final examination is done formally at the end of the semester, organized by Examination Unit. The distribution of course work marks are as follows:-   |  |  | | --- | --- | | **Course Work:-**  Assignments  Case Studies(4)  Group Project & Presentation | **40%**  10%  20%  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** | | |
| Malaysian Technology Development | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Research and Development and Commercialisation | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Understanding Industrialisation Models | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| New Technological Based Firms | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| Industry-competitors Analysis | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| Financing: Entrepreneurial Finance vs Conventional Finance | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| Obtaining Venture and Growth Capital | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| Stages of Venture Capital Funding | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| The Due Dilligence : What to look? | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
| Valuation Tools 1 | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Valuation Tools 2 | | | | | | | | | | | | ✓ | | | | |  | | | | |  | | |
| Future Challenges in Technology Venture | | | | | | | | | | | | ✓ | | | | |  | | | | | ✓ | | |
| Presentation | | | | | | | | | | | | ✓ | | | | | ✓ | | | | | ✓ | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Programme Outcome – Topic Mapping | **Topics of The Course** | | | | | | **PO1** | **PO2** | **PO3** | | | **PO4** | | | **PO5** | **PO6** | | | | **PO7** | | **PO8** | | | **PO9** |
| Malaysian Technology Development | | | | | | ✓ | ✓ |  | | |  | | |  |  | | | |  | |  | | |  |
| Research and Development and Commercialisation | | | | | | ✓ | ✓ |  | | |  | | |  |  | | | |  | |  | | |  |
| Understanding Industrialisation Models | | | | | | ✓ | ✓ |  | | |  | | |  |  | | | |  | |  | | |  |
| New Technological Based Firms | | | | | | ✓ | ✓ | ✓ | | |  | | | ✓ |  | | | |  | |  | | |  |
| Industry-competitors Analysis | | | | | | ✓ | ✓ | ✓ | | |  | | | ✓ |  | | | |  | |  | | |  |
| Financing: Entrepreneurial Finance vs Conventional Finance | | | | | | ✓ | ✓ | ✓ | | |  | | | ✓ |  | | | |  | |  | | |  |
| Obtaining Venture and Growth Capital | | | | | | ✓ | ✓ | ✓ | | |  | | | ✓ |  | | | |  | |  | | |  |
| Stages of Venture Capital Funding | | | | | | ✓ | ✓ | ✓ | | |  | | | ✓ |  | | | |  | |  | | |  |
| The Due Dilligence : What to look? | | | | | | ✓ | ✓ | ✓ | | |  | | | ✓ |  | | | |  | |  | | |  |
| Valuation Tools 1 | | | | | | ✓ | ✓ |  | | |  | | |  |  | | | |  | |  | | |  |
| Valuation Tools 2 | | | | | | ✓ | ✓ |  | | |  | | |  |  | | | |  | |  | | |  |
| Future Challenges in Technology Venture | | | | | | ✓ | ✓ |  | | |  | | |  |  | | | |  | |  | | |  |
| Presentation | | | | | | ✓ | ✓ | ✓ | | |  | | | ✓ |  | | | |  | |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | Course Content and SLT  K: Lecture  SCA: Student Centred Activity  L: Laboratory  A: Assessment  PK: Self Learning  M: Week of Study | **M** | **TOPICS** | | | | | | | | | **K** | | | | **SCA** | | | | **A** | | **PK** | | | **SLT** | |
| 1 | **1.0 Malaysian Technology Development**  1.1 Malaysian Industrial Policy  1.2 Malaysian Industrialization | | | | | | | | | 2 | | | | 1 | | | |  | | 5 | | | 8 | |
| 2 | **2.0** **Research and Development and Commercialisation**  2.1 National Innovation System  2.2 Science ans Technology Policy | | | | | | | | | 2 | | | | 1 | | | | 0.5 | | 5 | | | 8.5 | |
| 3 | **3.0 Understanding Industrial Models**  3.1 Classical  3.2 Bayh-Dole Act  3.3 Reverse Engineering | | | | | | | | | 2 | | | | 1 | | | | 0.5 | | 5 | | | 8.5 | |
| 4 | **4.0 New Technology Based Firms**  4.1 Characteristics of Technology Ventures  4.2 Timmons Model of Entrepreneurial Process | | | | | | | | | 3 | | | | 1.5 | | | |  | | 5 | | | 9.5 | |
| 5 | **5.0 Industry- competitor Analysis**  5.1 The Five Forces Model  5.2 Industry Types and Opportunities | | | | | | | | | 2 | | | | 1 | | | |  | | 5 | | | 8 | |
| 6 | **6.0 Financing : Entrepreneurial Finance vs Conventional Finance**  6.1 Sources of Capital | | | | | | | | | 2 | | | | 1 | | | | 0.5 | | 5 | | | 8.5 | |
| 7 | **7.0 Obtaining Venture and Capital Growth**  7.1 Market for risk capital  7.2 Venture capital  7.3 Private Equity | | | | | | | | | 2 | | | | 1 | | | | 0.5 | | 5 | | | 8.5 | |
| 8 | **8.0 Stages of Venture Capital Funding**  8.1 Characteristics of Venture Capital Financing  8.2 Stages of Financing | | | | | | | | | 3 | | | | 1.5 | | | |  | | 5 | | | 9.5 | |
| 9 | **9.0 The Due Diiligence : What to Look?**  9.1 Valuation, Screening, Structure and Negotiation | | | | | | | | | 2 | | | | 1 | | | | 0.5 | | 5 | | | 8.5 | |
| 10 | **10.0 Obtaining Debt Capital**  10.1 Debt Capital vs Equity Capital  10.2 Investment Decisions : Risk and Return | | | | | | | | | 2 | | | | 1 | | | | 0.5 | | 5 | | | 8.5 | |
| 11 | **11.0 Valuation Tools 1**  11.1 Financial Plan  11.2 Venture Capital Methods | | | | | | | | | 2 | | | | 1 | | | | 0.5 | | 5 | | | 8.5 | |
| 12 | **12.0 Valuation Tools 2**  12.1 Real options  12.2 Comparable Analysis  12.3 Discounted cash flow analysis | | | | | | | | | 2 | | | | 1 | | | |  | | 5 | | | 8 | |
| 13 | **13.0 Future Challenges in Technology Venture**  14.1 Growth of business  14.2 Financing strategies | | | | | | | | | 2 | | | | 1 | | | |  | | 5 | | | 8 | |
| 14 | **Presentation** | | | | | | | | |  | | | |  | | | |  | | 2 | | | 2 | |
| 15 | Final Exam | | | | | | | | |  | | | |  | | | | 3 | | 5 | | | 8 | |
|  | Total | | | | | | | | | 32 | | | | 10 | | | | 6 | | 72 | | | 120 | |
|  | | | | | | | | | | | | | | | | | | | | | | | | |
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| 19 | Additional Information | None | | | | | | | | | | | | | | | | | | | | | | | | |