



ALBUKHARY INTERNATIONAL UNIVERSITY



# ACADEMIC HANDBOOK

## SCHOOL OF BUSINESS AND SOCIAL SCIENCES (SBSS)

EDITION 2021



**SCHOOL OF BUSINESS AND SOCIAL SCIENCES (SBSS)**

**Academic Handbook**

**Edition : 2021**

Albukhary International University (AIU)

Jalan Tun Abdul Razak,

05200, Alor Setar

Kedah Darul Aman, Malaysia

Email : [sbss@aiu.edu.my](mailto:sbss@aiu.edu.my)

Website: [www.aiu.edu.my](http://www.aiu.edu.my)

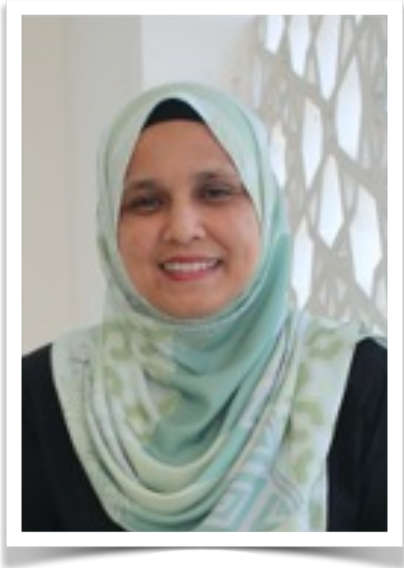


## TABLE OF CONTENTS

NO	TITLE	PAGE
1	Message from the Dean	4
2	School of Business and Social Sciences (SBSS)	
	Background	5
	Philosophy, Mission and Vision	5
	Programme Offered	6
3	Member of School of Business and Social Sciences	7
4	Programme Entry Requirement	14
5	Curriculum Structure	17
6	Synopsis of Courses	58

## MESSAGE FROM THE DEAN

**Welcome to the School of Business and Social Sciences (SBSS).**



This Academic Handbook is prepared as a guide for all students during their study at Albukhary International University (AIU). It is incumbent of all students to go through and familiarise with the contents of this Academic Handbook which provide all the important information that is needed to ensure all the requirement for graduation are fulfilled.

If you have any queries regarding your academic journey in SBSS, feel free to discuss with us.

Wishing you all the best.

**ASSOC. PROF. DR. SURAYA HANIM BINTI MOKHTAR**

### Background

Albukhary International University (AIU) is a private non-profit education institution, a fully residential campus with state-of-the-art facilities. It provides a conducive living and learning environment for self-discovery, nurturing relationships and building understanding on global issues. At AIU, students are exposed to holistic educational approach through combined academic and social engagement programme which is carried out throughout the study period. Designed and constructed on 45 acres (18 hectares) site, the AIU campus is located near the city of Alor Setar, the capital of the State of Kedah in the north of Malaysia. The inspiring architectural splendour of the University campus is one that mirrors the centres of learning of yesteryears. Although several are even reminiscent of classical Muslim architecture during the golden age of learning then, the beauty of AIU lies not just in its rich and beautiful architecture but also-and very importantly-in the diverse enrolment of students from over 40 nationalities. Through its vision, mission and core values, AIU is committed to ensuring human dignity in line with the concept of '**Inspiring Minds**' as the core ethos and tagline of the University

The School of Business and Social Sciences (SBSS) upholds AIU's educational objectives grounded in its educational mission that calls for excellence in social business through innovative curriculum and learning experiences. The SBSS programmes develop intellectuals with discipline-specific knowledge combined with practical and real-life social business activities in the field all of which are underpinned by a strong sense of leadership.

SBSS programmes enhance graduates' higher-order thinking (HOT) skills while infusing adequate knowledge of business and social sciences. Above all, they uniquely develop graduates' leadership skills and values based on **Aqidah, Akhlaq, Adab, Amanah and Amalan**. Thus, graduates become accomplished and act professionally in a globalised world.

### Philosophy

AIU was founded with the intention of providing opportunity where the pursuit of knowledge can flourish together with exploration and stretching its boundary toward a new horizon for future need. At the heart of AIU lies its core values, Aqidah, Akhlaq, Adab, Amanah and Amalan. With this, AIU aspires to develop adaptable, balanced, well-rounded individuals who are willing and able to serve humanity, acting as change agents in their respective communities.

## **Vision**

To be a centre of excellence in learning social business through an innovative and creative curriculum.

## **Mission**

- Providing graduates with quality education through innovative curriculum and research experiences in order to meet the evolving needs of industry, government and society at large.
- Disseminating knowledge through teaching, academic, publication, and presentation.
- Contributing to the academic advancement of business management, development studies and social business.
- Creating knowledge through academic research and smart partnership of research collaboration.

## **Programmes Offered**

- Bachelor of Business Administration (Hons)  
JPT NEC: N/345/6/0929 MQA CODE: MQA/PA8487
- Bachelor of Business Administration (Hons) (Marketing)  
JPT NEC: N/342/6/0178 MQA CODE: MQA/PA8486
- Bachelor of Business Administration (Hons) (Human Resource Management)  
JPT NEC: N/345/6/1072 MQA CODE: MQA/PA8706
- Bachelor of Economics (Hons)  
JPT NEC: N/314/6/0058 MQA CODE: MQA/PA13900
- Bachelor of Social Development (Hons)  
JPT NEC: N/310/6/0029 MQA CODE: MQA/PA13897
- Bachelor of Finance with Islamic Finance (Hons)  
JPT NEC: N/343/6/0265 MQA CODE: MQA/PA13898
- Bachelor of Politics and International Relations (Hons)  
JPT NEC: N/313/6/0041 MQA CODE: MQA/PA11499
- Master of Business Management  
MQA CODE: MQA/PA14317
- Doctor of Philosophy (PhD)  
MQA CODE: MQA/PA14319



**Academic Staff**



**Assoc. Prof. Dr. Suraya Hanim binti Mokhtar**

**Dean**

Ph.D (Finance) (Lincoln University New Zealand)  
MSc (Finance) (Universiti Putra Malaysia)  
BA (Business Administration) (Finance) (Universiti Putra Malaysia)

**Email:** [suraya.mokhtar@aiu.edu.my](mailto:suraya.mokhtar@aiu.edu.my)

**Expertise:** Microfinance, Social Business and Business Economics.



**Assoc. Prof. Dr. Mustaffa Bin Omar**

**Associate Professor**

PhD (Sociology) (University of Wales)  
MA (Population Study) (University of Hawaii)  
BA Hons. in Anthropology (Universiti Kebangsaan Malaysia)

**Email:** [mustaffa.omar@aiu.edu.my](mailto:mustaffa.omar@aiu.edu.my)

**Expertise:** Community Development, Population and Development, Studies on Island and Marginalised Community.



**Dr. Hafinas Binti Halid**

**Head of Programme for Postgraduate (Master & PHD)**

PhD (Business Administration)(Universiti Sains Malaysia)  
MBA (Business Administration) (Universiti Sains Malaysia)  
BSc (Management)(Universiti Sains Malaysia)

**Email:** [hafinas.halid@aiu.edu.my](mailto:hafinas.halid@aiu.edu.my)

**Expertise:** Business Management, Human Resource Management and Organisational Behaviour.

**Head of Programme (Bachelor of Finance (Islamic Finance) (Hons)**



**Dr. Shahriza Osman**

PHD (Specialisms of the Build Environment) (Universiti Teknologi Mara)  
MSc. (Management) (Universiti Utara Malaysia)  
BSc. (Finance) (University of New Haven)  
Post Diploma in TESL (Universiti Teknologi Mara)  
Post Graduate Diploma in Tertiary

**Email:** [shahriza.osman@aiu.edu.my](mailto:shahriza.osman@aiu.edu.my)

**Expertise:** Finance, Islamic Finance, Urban Development, Corporate Finance, Waqf and Real Estate.

**Head of Programme (Bachelor of Business Administration (Hons)(Human Resource Management)**



**Dr Kamalesh A/P Ravesangar**

PhD (Organizational Behaviour) (Universiti Sains Malaysia)  
MBA (Human Resource Management) (Lim KoK Wing University Creative Technology)  
BSc (Human Resource Development) (Universiti Teknologi Malaysia)

**Email:**

[kamalesh.ravesangar@aiu.edu.my](mailto:kamalesh.ravesangar@aiu.edu.my)

**Expertise:** Human Resource Management, Human Resource Development, Organisational Behaviour, Business Management, Personal Professional





**Azni Bin Abdul Rashid**

**Head of Programme (Bachelor of Business Administration (Hons) ( Marketing)**

Master's in Applied Linguistics (UUM)  
Bachelor's Degree in Management (Hons.) (USM)  
Diploma in Business Studies (Marketing) (Universiti Teknologi Mara)  
Post-Diploma Teaching Certificate (Mathematics) (IPG Teknik)

**Email:** [azni.rashid@aiu.edu.my](mailto:azni.rashid@aiu.edu.my)

**Expertise:** Management, Marketing, Applied Linguistics, Education



**Halawati Binti Abd Jalil Safuan**

**Head of Programme (Bachelor of Computer Sciences)(Hons)**

MSc. (Technology Management) (University of East London)  
BSc. (Computer Science and Information Systems) (University of Salford, UK)

**Email:** [halawati@aiu.edu.my](mailto:halawati@aiu.edu.my)

**Expertise:** Computer Science and Information System, Technology Management, Computer Networking



**Noorasyikin Binti Mohd Noh**

**Head of Programme (Bachelor of Business Administration (Hons)**

MSc (Management) (Universiti Utara Malaysia)  
B.Hons. (Business Administration) (Universiti Kebangsaan Malaysia)

**Email:**

[noorasyikin.mohdnoh@aiu.edu.my](mailto:noorasyikin.mohdnoh@aiu.edu.my)

**Expertise:** Entrepreneurship, Consumer Behaviour and Digital Marketing



**Chua Chy Ren**

**Lecturer**

Master of Economic (Finance) (Universiti Kebangsaan Malaysia)

B. (Economics) (Natural Resources) (Universiti Malaysia Terengganu)

**Email:** [safiyya.chua@aiu.edu.my](mailto:safiyya.chua@aiu.edu.my)

**Expertise:** Economics, Financial Economics and Natural Economics.



**Dr. Reazul Islam**

**Lecturer**

PhD (Islamic Microfinance) (Universiti Malaya)

MBA (Finance)(Universiti Malaya)

BA Hons. in English Literature (National University, Bangladesh)

**Email:** [reazul.islam@aiu.edu.my](mailto:reazul.islam@aiu.edu.my)

**Expertise:** Microfinance, Islamic Microfinance, Social Business and Poverty Research.



**Nurul Aina Johari**

**Lecturer**

MSc.(Administration Science) (Universiti Teknologi Mara)

BSc. (Administrative Science) (Universiti Teknologi Mara)

**Email:** [aina.johari@aiu.edu.my](mailto:aina.johari@aiu.edu.my)

**Expertise:** Administrative Sciences and Policies Studies



**Maria Aloysius**

**Lecturer**

Master of Social Science (Antropology and Sociology) (Universiti Sains Malaysia)  
B. Social Science (Antropology) (Universiti Sains Malaysia)  
Diploma In Business Studies (Politeknik Seberang Perai)

**Email:** [maria.aloysius@aiu.edu.my](mailto:maria.aloysius@aiu.edu.my)

**Expertise:** Social Sciences (Anthropology and Sociology), Sociology of Gender, Gender Studies, Cultural Anthropology, Medical Anthropology.



**Osaid N A Abdaljawwad**

**Lecturer**

Master of Economics (Universiti Kebangsaan Malaysia)  
Bachelor of Economics (Universiti Putra Malaysia)

**Email:** [osaid.abdaljawwad@aiu.edu.my](mailto:osaid.abdaljawwad@aiu.edu.my)

**Expertise:** Macroeconomics, International economics, Public finance, Economic development, Islamic economics



**Dr. Bahiah A. Malek**

**Lecturer**

PhD (Management) (Universiti Utara Malaysia)  
Master (Business Administration) (Universiti Utara Malaysia)  
Diploma (Business Studies) (Universiti Teknologi Mara)

**Email:** [bahiah.malek@aiu.edu.my](mailto:bahiah.malek@aiu.edu.my)

**Expertise:** Management, Business Administration



**Dr. Siti Noorjannah Abd Halim**

**Lecturer**

PhD (Organisational Behaviour)  
(Universiti Sains Malaysia)  
Master (Services Management)  
(Universiti Tun Abdul Razak )  
Bachelor (Human Resource  
Development) (Universiti Putra  
Malaysia)

**Email:** [noorjannah.halim@aiu.edu.my](mailto:noorjannah.halim@aiu.edu.my)

**Expertise:** Organisational Behaviour,  
Services Management, Human  
Resource Development

**Lecturer**



**Dr. Nawal Esa Yazid Esa**

PhD (International Business) (Universiti  
Sains Malaysia)  
Master (International Business)(Universiti  
Sains Malaysia)  
Bachelor of Management (Marketing)  
(Universiti Sains Malaysia)

**Email:** [nawal.yazid@aiu.edu.my](mailto:nawal.yazid@aiu.edu.my)

**Expertise:** International Business,  
Marketing

**Lecturer**



**Solehah Yahaya**

Master (Islamic Finance and Banking)  
(Universiti Utara Malaysia)  
Bachelor of Management (Banking)  
(Universiti Utara Malaysia)

**Email:** [solehah.yahaya@aiu.edu.my](mailto:solehah.yahaya@aiu.edu.my)

**Expertise:** Islamic Finance and Banking

## Administrative Staff



**Sarina Binti Bachok**

***Executive***

**Email:** [sarina.bachok@aiu.edu.my](mailto:sarina.bachok@aiu.edu.my)



**Wan Nor Haffiffah binti Wan Hamad**

***Executive***

**Email:** [norhaffiffah.hamad@aiu.edu.my](mailto:norhaffiffah.hamad@aiu.edu.my)



## PROGRAMME ENTRY REQUIREMENT

### **Bachelor of Business Administration (Hons)**

#### **Bachelor of Business Administration (Hons) (Marketing)**

##### **International Applicant**

- A-Level or 12 years of schooling / Diploma / Foundation with minimum CGPA of 2.80; AND
- Minimum Credit in Mathematics and Pass in English at O-Level (minimum 10 years of schooling); AND
- IELTS with minimum overall band score of 5.5 / TOEFL with minimum overall band score of 550 / MUET with minimum overall band score of 4.

##### **Malaysian Applicant**

- Diploma / Foundation / Matriculation / STPM with minimum CGPA 2.80 or STAM with minimum *Jayyid*; AND
- Minimum Credit in Mathematics and Pass in English at SPM; AND
- MUET with minimum overall band score of 2.

### **Bachelor of Business Administration (Hons) (Human Resource Management)**

##### **International Applicant**

- A-Level or 12 years of schooling / Diploma / Foundation with minimum CGPA of 2.80; AND
- Minimum Pass in Mathematics and Pass in English at O-Level (minimum 10 years of schooling); AND
- IELTS with minimum overall band score of 5.5 / TOEFL with minimum overall academic band score of 550 / MUET with minimum overall band score of 4.

##### **Malaysian Applicant**

- Diploma / Foundation / Matriculation / STPM with minimum CGPA of 2.80 or STAM with minimum *Jayyid*; AND
- Minimum Pass in Mathematics and Pass in English at SPM; AND
- MUET with minimum overall band score of 2.

### **Bachelor of Economics (Hons)**

##### **International Applicant**

- A-Level or 12 years of schooling / Diploma / Foundation with minimum CGPA of 2.80; AND
- Minimum Pass in Economics / Accounting / Mathematics / Business at A-Level (minimum 12 years of schooling); AND

- IELTS with minimum overall band score of 5.5 / TOEFL with minimum overall academic band score of 550 / MUET with minimum overall band score of 4.

### **Malaysian Applicant**

- Diploma / Foundation / Matriculation / STPM with minimum CGPA of 2.80 or STAM with minimum Jayyid; AND
- Minimum Pass in Economics / Accounting / Mathematics / Business at STPM or equivalent; AND
- MUET with minimum overall band score of 2.

## **Bachelor of Social Development (Hons)**

### **International Applicant**

- A-Level or 12 years of schooling / Diploma / Foundation with minimum CGPA of 2.80; AND
- IELTS with minimum overall band score of 5.5 / TOEFL with minimum overall academic band score of 550 / MUET with minimum overall band score of 4.

### **Malaysian Applicant**

- Diploma / Foundation / Matriculation / STPM with minimum CGPA of 2.80 or STAM with minimum Jayyid; AND
- MUET with minimum overall band score of 2.

## **Bachelor of Finance (Islamic Finance)(Hons)**

### **International Applicant**

- A-Level or 12 years of schooling / Diploma / Foundation with minimum CGPA of 2.80; AND
- Minimum Credit in Mathematics and Pass in English at O-Level (minimum 10 years of schooling); AND
- IELTS with minimum overall band score of 6.0 or its equivalent.

### **Malaysian Applicant**

- Diploma / Foundation / Matriculation / STPM with minimum CGPA of 2.80 or STAM with minimum Jayyid; AND
- Minimum Credit in Mathematics and Pass in English at SPM; AND
- MUET with minimum overall band score of 2.

**Note:**

**English Language:** Students who do not meet the criteria will be issued with "conditional" offer letter which enables them to receive a 12-month student pass, in order to undergo AIU Intensive English Programme (IEP). The IEP prepares students for English language proficiency tests such as IELTS / TOEFL / Cambridge English: Advanced (CAE) / Cambridge English: Proficiency (CPE) / Pearson Test of English (PTE) or MUET to ensure that they meet the eligibility requirements.

## CURRICULUM STRUCTURE

<b>Programme</b>	<b>: Bachelor of Business Administration (Hons)</b>
<b>Total Credits to Graduate</b>	: 124 credit hours
<b>Duration of Study</b>	: 3 years (9 semesters)
<b>Programme Educational Objectives (PEO)</b>	<ol style="list-style-type: none"><li>1. Graduates will demonstrate higher order thinking competency and leadership skills to become sought-after leaders and entrepreneurs leading to a successful career in business administration.</li><li>2. Graduates will demonstrate commitment towards sustainable development and service to humanity in social business for the betterment of society.</li><li>3. Graduates will pursue lifelong learning in generating innovative business solutions using research, information technology and complex problem-solving skills.</li><li>4. Graduates will hold strong communication and interpersonal skills to conduct project management with high professional values and ethics.</li></ol>
<b>Programme Learning Objectives (PLO)</b>	<ol style="list-style-type: none"><li>1. Apply the knowledge, principles and approaches of business administration</li><li>2. Analyse business administration issues and challenges scientifically</li><li>3. Employ practical and technical skills to solve business issues and challenges</li><li>4. Demonstrate interpersonal skills in disseminating information and formulating business administration strategies.</li><li>5. Communicate effectively in both oral and written to convey knowledge and ideas of business administration with stakeholders.</li><li>6. Use information technology to acquire information, deliver ideas and solve business administration issues.</li></ol>

7. Manage and analyse data using appropriate mathematical and statistical methods.
  8. Integrate leadership qualities and working collaboratively for effective business planning and management strategies.
  9. Demonstrate good personal skills to establish credibility as a responsible individual and member in a society.
  10. Execute social business with entrepreneurial skills and good management practices.
  11. Advocate professional values and ethics in human resource management to align with University's core values.
- 

### 1. Compulsory Common Curriculum Courses (18 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3113*	Hubungan Etnik	3	None
MPU3153**	Malaysian Studies	3	None
MPU3123*	Tamadun Islam dan Tamadun Asia (TITAS)	3	None
MPU3143**	Bahasa Melayu Komunikasi II	3	None
MPU3213	Entrepreneurship and Innovation	3	None
MPU3313	Unity and Patriotism	3	None
BBU1012	Social Business 1	2	MPU3213
BBN1012	Ethics in Profession	2	None
BBN1022	Sustainability and Society	2	None

**Notes:**

\* Local Student

\*\* International Student



## 2. Programme Core Courses (54 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BBC1182	Problem Solving and Scientific Thinking	2	None
LLN1012	Academic Writing	2	None
BBC1192	Information Literacy and Learning Skills	2	None
BBC1013	Microeconomics	3	None
BBC2023	Macroeconomics	3	None
BBC1043	Principles of Marketing	3	None
BBC1063	Principles of Accounting	3	None
BBC1033	Principles of Management	3	None
BBC2103	Principles of Human Resource Management	3	None
BBC2073	Business Law and Ethics	3	None
BBC2053	Quantitative Methods	3	None
BBC1083	Business Communication	3	None
BBC1093	Introduction to Finance	3	None
BBC2123	Organisational Behaviour	3	None
BBC2113	Operational Management	3	BBC 1182
BBC2133	Management Information System	3	BBC1192
BBC2143	Financial Planning	3	BBC1093
BBC3153	Integrated Marketing Communication	3	BBC1043 and BBC1083
BBC3163	Strategic Management	3	BBC1033

## 3. Programme Advanced Courses (31 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BBC3283	Development Studies	3	BBU1012
BBC3294	Social Business II	4	BBU1012, MPU3213, BBC2143 and BBC3283
BBC2233	International Business	3	None

COURSE CODE	COURSE	CH	PREREQUISITE
BBC2213	Customer Relationship Management	3	BBC1033
BBC2203	Consumer Behaviour	3	None
BBC2253	Financial Market and Institution	3	BBC1093
BBC3263	Supply Chain Management	3	None
BBC3223	Islamic Financial System	3	None
BBC3243	E- Marketing	3	BBC1043
BBC3273	Seminar in Marketing	3	None

#### 4. Elective Courses (15 credits)

i. **Elective 1:** Common Curriculum Electives (For Local students) (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2013	Intercultural Communication	3	None
BBE2023	The Leadership for Changing the World	3	None

ii. **Elective 1:** Common Curriculum Electives (For International students) (Choose one) OR Business pool

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2123	Managerial Economics	3	BBC1013 and BBC2023

iii. **Elective 2:** Common Curriculum Electives – Enrichment Block A (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2032	History and Philosophy of Science	2	None
BBE2042	Luminaries in Scientific Discoveries	2	None
BBE2052	Culture and Design	2	None

iv. **Elective 3:** Common Curriculum Electives – Enrichment Block B (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2062	The Philosophy of Al-Ghazali and Rumi	2	None
BBE2072	The Literature of Southeast Asia : Ties that Bind	2	None
BBE2082	Literature of the World	2	None

v. **Elective 4:** Common Curriculum Electives – Enrichment Block C (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE3092	Co-curriculum (Public Speaking)	2	None
BBE3102	Co-curriculum (Drama)	2	None
BBE3112	Co-curriculum (Sport)	2	None
BBE3122	Co-curriculum (Music)	2	None

vi. **Elective 5:** Free Electives

COURSE CODE	COURSE	CH	PREREQUISITE
	Choose two (2) courses from Common or Business curriculum pool. Courses from Common Curriculum can be 2 or 3 credits	5/6	None

**Notes:**

Optional/elective courses refer to courses where students can exercise choice. The course offer will be determined by the School.

**5. Industrial Training (6 credits)**

COURSE CODE	COURSE	CH	PREREQUISITE
BBT 3016	Industrial Training	6	None

## STUDY PLAN

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL
1 <sup>ST</sup>	1 <sup>ST</sup>	<b>BBN1022</b>	Sustainability and Society	2	14
		<b>BBC1182</b>	Problem Solving and Scientific Thinking	2	
		<b>LLN1012</b>	Academic Writing	2	
		<b>BBC1192</b>	Information Literacy and Learning Skills	2	
		<b>BBC1033</b>	Principles of Management	3	
		<b>MPU3123</b>	Tamadun Islam dan Tamadun Asia (TITAS)*	3	
		<b>MPU3143</b>	Bahasa Melayu Komunikasi II**	3	
	2 <sup>ND</sup>	<b>MPU3113</b>	Hubungan Etnik*	3	18
		<b>MPU3153</b>	Malaysian Studies**	3	
		<b>MPU3213</b>	Entrepreneurship and Inovation	3	
		<b>BBC1013</b>	Microeconomics	3	
		<b>BBC1043</b>	Principles of Marketing	3	
		<b>BBC1063</b>	Principles of Accounting	3	
	3 <sup>RD</sup>	<b>BBC1093</b>	Introduction to Finance	3	7
		<b>BBU1012</b>	Social Business 1	2	
<b>BBN1012</b>		Ethics in Profession	2		
2 <sup>ND</sup>	1 <sup>ST</sup>	<b>BBC1083</b>	Business Communication	3	19
		<b>BBC2073</b>	Business Law and Ethics	3	
		<b>BBC2053</b>	Quantitative Methods	3	
		<b>BBC2023</b>	Macroeconomics	3	
		<b>BBC2103</b>	Principles of Human Resource Management	3	
		<b>BBC2123</b>	Organisational Behaviour	3	
			<b>Elective 2:</b> Common Curriculum Electives – Enrichment Block A (Choose one)	2	
		<b>Elective 3:</b> Common Curriculum Electives – Enrichment Block B (Choose one)	2		
	2 <sup>ND</sup>	<b>BBC2133</b>	Management Information System	3	18
		<b>BBC2143</b>	Financial Planning	3	
			<b>Elective 1:</b> Common Curriculum Electives (Choose one) OR Free Electives OR Business Pool	3	
		<b>BBC2233</b>	International Business	3	
<b>BBC2213</b>		Customer Relationship Management	3		
<b>BBC2203</b>		Consumer Behaviour	3		

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL
	3 <sup>RD</sup>	MPU3313	Unity and Patriotism	3	9
		BBC2113	Operational Management	3	
		BBC2253	Financial Market and Institution	3	
3 <sup>RD</sup>	1 <sup>ST</sup>	BBC3283	Development Studies	3	18
		BBC3153	Integrated Marketing Communication	3	
		BBC3263	Supply Chain Management	3	
		BBC3223	Islamic Financial System	3	
			<b>Free Electives:</b> Business pool or Common Curriculum	3	
		BBC3243	E- Marketing	3	
	2 <sup>ND</sup>	BBC3294	Social Business II	4	15
		BBC3163	Strategic Management	3	
			<b>Elective 4:</b> Common Curriculum Electives – Enrichment Block C (Choose one)	2	
			Free Elective Business pool OR Common Curriculum Course	3	
		BBC3273	Seminar in Marketing	3	
3 <sup>RD</sup>		BBT3016	Industrial Training	6	6
			<b>TOTAL</b>		<b>124</b>

**Notes:**

\* Local Student

\*\* International Student

---

Programme : Bachelor of Business Administration (Marketing) (Hons)

---



## CURRICULUM STRUCTURE

**Total Credits to Graduate** : 124 credit hours

**Duration of Study** : 3 years (9 semesters)

**Programme Educational Objectives (PEO)**

1. Graduates will demonstrate higher order thinking competency and leadership skills to become sought-after leaders and entrepreneurs leading to a successful career in business administration and marketing management.
2. Graduates will demonstrate commitment towards sustainable development and service to humanity in social business for the betterment of society.
3. Graduates will pursue lifelong learning in generating innovative business solutions using research, information technology and complex problem-solving skills.
4. Graduates will hold strong communication and interpersonal skills to conduct project management with high professional values and ethics.

**Programme Learning Objectives (PLO)**

1. Apply the knowledge, principles and approaches of business administration and marketing management.
2. Analyse business administration and marketing management issues and challenges scientifically.
3. Employ practical and technical skills to solve business and marketing issues and challenges.
4. Demonstrate interpersonal skills in disseminating information and formulating business and marketing strategies.
5. Communicate effectively in both oral and written to convey knowledge and ideas of business administration and marketing management with stakeholders.

6. Use information technology to acquire information, deliver ideas and solve business administration and marketing management issues.
7. Manage and analyse data using appropriate mathematical and statistical methods.
8. Integrate leadership qualities and working collaboratively for effective business planning and marketing management strategies.
9. Demonstrate good personal skills to establish credibility as a responsible individual and member in a society.
10. Execute social business with entrepreneurial skills and good management practices.
11. Advocate professional values and ethics in human resource management to align with University's core values.

## 1. Compulsory Common Curriculum Courses (18 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3113*	Hubungan Etnik	3	None
MPU3153**	Malaysian Studies	3	None
MPU3123*	Tamadun Islam dan Tamadun Asia (TITAS)	3	None
MPU3143**	Bahasa Melayu Komunikasi II	3	None
MPU3213	Entrepreneurship and Innovation	3	None
MPU3313	Unity and Patriotism	3	None
BBU1012	Social Business 1	2	MPU3213
BBN1012	Ethics in Profession	2	None
BBN1022	Sustainability and Society	2	None

**Notes:**

\* Local Student

\*\* International Student

## 2. Programme Core Courses (57 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BBC1182	Problem Solving and Scientific Thinking	2	None
LLN1012	Academic Writing	2	None
BBC1192	Information Literacy and Learning Skills	2	None
BBC1013	Microeconomics	3	None
BBC2023	Macroeconomics	3	None
BBC1043	Principles of Marketing	3	None
BBC1063	Principles of Accounting	3	None
BBC1033	Principles of Management	3	None
BBC2103	Principles of Human Resource Management	3	None
BBC2073	Business Law and Ethics	3	None
BBC2053	Quantitative Methods	3	None
BBC1083	Business Communication	3	None
BBC1093	Introduction to Finance	3	None
BBC2123	Organisational Behaviour	3	None
BBC2113	Operational Management	3	BBC 1182
BBC2133	Management Information System	3	BBC1192
BBC2143	Financial Planning	3	BBC1093
BBC3153	Integrated Marketing Communication	3	BBC1043 and BBC1083
BBC3163	Strategic Management	3	BBC1033
BBC3283	Development Studies	3	BBU1012

## 3. Programme Specialised Courses (31 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BMS2033	International Marketing	3	BBC1043
BMS2023	Marketing Planning	3	BBC1043
BBC2203	Consumer Behaviour	3	None

COURSE CODE	COURSE	CH	PREREQUISITE
BMS2043	Marketing Management/ Strategy	3	BBC1043
BMS3053	Services Marketing	3	BBC1043
BMS3063	Marketing Research	3	BBC1043
BBC3243	E- Marketing	3	BBC1043
BBC3273	Seminar in Marketing	3	None
BMS3093	Brand Management	3	BBC1043
BBC3294	Social Business II	4	BBU1012, MPU3213, BBC2143 and BBC3283

#### 4. Elective Courses (12 credits)

i. **Elective 1:** Common Curriculum Electives (For Local students) (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2013	Intercultural Communication	3	None
BBE2023	Leadership for the Changing World	3	None

ii. **Elective 1:** Common Curriculum Electives (For International students) (Choose one) OR Business pool

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2123	Managerial Economics	3	BBC1013 and BBC2023
BBC3263	Supply Chain Management	3	None
BBC3223	Islamic Financial System	3	None
BBC2233	International Business	3	None

iii. **Elective 2:** Common Curriculum Electives – Enrichment Block A (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2032	History and Philosophy of Science	2	None
BBE2042	Luminaries in Scientific Discoveries	2	None
BBE2052	Culture and Design	2	None

iv. **Elective 3:** Common Curriculum Electives – Enrichment Block B (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2062	The Philosophy of Al-Ghazali and Rumi	2	None
BBE2072	The Literature of Southeast Asia : Ties that Bind	2	None
BBE2082	Literature of the World	2	None

v. **Elective 4:** Common Curriculum Electives – Enrichment Block C (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE3092	Co-curriculum (Public Speaking)	2	None
BBE3102	Co-curriculum (Drama)	2	None
BBE3112	Co-curriculum (Sport)	2	None
BBE3122	Co-curriculum (Music)	2	None

vi. **Elective 5:** Free Electives

COURSE CODE	COURSE	CH	PREREQUISITE
	Choose two (2) courses from Common or Business curriculum pool. Courses from Common Curriculum can be 2 or 3 credits	5/6	None

**Notes:**

Optional/elective courses refer to courses where students can exercise choice. The course offer will be determined by the School.

**5. Industrial Training (6 credits)**

COURSE CODE	COURSE	CH	PREREQUISITE
BMT3016	Industrial Training	6	None

## STUDY PLAN

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL
1 <sup>ST</sup>	1 <sup>ST</sup>	<b>BBN1022</b>	Sustainability and Society	2	14
		<b>BBC1182</b>	Problem Solving and Scientific Thinking	2	
		<b>LLN1012</b>	Academic Writing	2	
		<b>BBC1192</b>	Information Literacy and Learning Skills	2	
		<b>BBC1033</b>	Principles of Management	3	
		<b>MPU3123</b>	Tamadun Islam Tamadun Asia (TITAS)*	3	
		<b>MPU3143</b>	Bahasa Melayu Komunikasi II**	3	
	2 <sup>ND</sup>	<b>MPU3113</b>	Hubungan Etnik*	3	18
		<b>MPU3153</b>	Malaysian Studies**	3	
		<b>MPU3213</b>	Entrepreneurship and Inovation	3	
		<b>BBC1013</b>	Microeconomics	3	
		<b>BBC1043</b>	Principles of Marketing	3	
		<b>BBC1063</b>	Principles of Accounting	3	
	3 <sup>RD</sup>	<b>BBC1093</b>	Introduction to Finance	3	7
		<b>BBU1012</b>	Social Business 1	2	
<b>BBN1012</b>		Ethics in Profession	2		
2 <sup>ND</sup>	1 <sup>ST</sup>	<b>BBC1083</b>	Business Communication	3	19
		<b>BBC2073</b>	Business Law and Ethics	3	
		<b>BBC2053</b>	Quantitative Methods	3	
		<b>BBC2023</b>	Macroeconomics	3	
		<b>BBC2103</b>	Principles of Human Resource Management	3	
		<b>BBC2123</b>	Organisational Behaviour	3	
			<b>Elective 2:</b> Common Curriculum Electives – Enrichment Block A (Choose one)	2	
		<b>Elective 3:</b> Common Curriculum Electives – Enrichment Block B (Choose one)	2		
	2 <sup>ND</sup>	<b>BBC2133</b>	Management Information System	3	18
		<b>BBC2143</b>	Financial Planning	3	
			<b>Elective 1:</b> Common Curriculum Electives (Choose one) OR Free Electives OR Business Pool	3	
		<b>BMS2033</b>	International Marketing	3	
<b>BMS2023</b>		Marketing Planning	3		
<b>BBC2203</b>		Consumer Behaviour	3		

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL
	3 <sup>RD</sup>	<b>MPU3313</b>	Unity and Patriotism	3	9
		<b>BBC2113</b>	Operational Management	3	
		<b>BMS2043</b>	Marketing Management/ Strategy	3	
3 <sup>RD</sup>	1 <sup>ST</sup>	<b>BBC3283</b>	Development Studies	3	18
		<b>BBC3153</b>	Integrated Marketing Communication	3	
		<b>BMS3053</b>	Services Marketing	3	
		<b>BMS3063</b>	Marketing Research	3	
			<b>Free Electives:</b> Business pool OR Common Curriculum Course	3	
		<b>BBC3243</b>	E- Marketing	3	
	2 <sup>ND</sup>	<b>BBC3294</b>	Social Business II	4	15
		<b>BBC3163</b>	Strategic Management	3	
			<b>Elective 4:</b> Common Curriculum Electives – Enrichment Block C (Choose one)	2	
		<b>BMS3093</b>	Brand Management		
		<b>BBC3273</b>	Seminar in Marketing	3	
3 <sup>RD</sup>	<b>BMT3016</b>	Industrial Training	6	6	
			<b>TOTAL</b>		<b>124</b>

**Notes:**

\* Local Student

\*\* International Student

Programme

:Bachelor of Business Administration (Human Resource Management) (Hons)



## CURRICULUM STRUCTURE

**Total Credits to Graduate** : 124 credit hours

**Duration of Study** : 3 years (9 semesters)

**Programme Educational Objectives (PEO)**

1. Graduates will demonstrate higher order thinking competency and leadership skills to become sought-after leaders and entrepreneurs leading to a successful career in business administration and human resource management.
2. Graduates will demonstrate commitment towards sustainable development and service to humanity in social business for the betterment of society.
3. Graduates will pursue lifelong learning in generating innovative business solutions using research, information technology and complex problem-solving skills.
4. Graduates will hold strong communication and interpersonal skills to conduct project management with high professional values and ethics

**Programme Learning Objectives (PLO)**

1. Apply the knowledge, principles and approaches of business administration and human resources.
2. Analyse business administration and human resources issues and challenges scientifically.
3. Employ practical and technical skills to solve human resources issues and challenges.
4. Demonstrate interpersonal skills in disseminating information and formulating human resources strategies.
5. Communicate effectively in both oral and written to convey knowledge and ideas of human resources with stakeholders.

6. Use information technology to acquire information, deliver ideas and solve human resources issues.
  7. Manage and analyse data using appropriate mathematical and statistical methods.
  8. Integrate leadership qualities and working collaboratively for effective human resources planning and management strategies.
  9. Demonstrate good personal skills to establish credibility as a responsible individual and member in a society.
  10. Execute social business with entrepreneurial skills and good management practices.
  11. Advocate professional values and ethics in human resource management to align with University's core values.
- 

### 1. Compulsory Common Curriculum Courses (18 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3113*	Hubungan Etnik	3	None
MPU3153**	Malaysian Studies	3	None
MPU3123*	Tamadun Islam dan Tamadun Asia (TITAS)	3	None
MPU3143**	Bahasa Melayu Komunikasi II	3	None
MPU3213	Entrepreneurship and Innovation	3	None
MPU3313	Unity and Patriotism	3	None
BBU1012	Social Business 1	2	MPU3213
BBN1012	Ethics in Profession	2	None
BBN1022	Sustainability and Society	2	None

**Notes:**

\* Local Student

\*\* International Student

## 2. Programme Core Courses (57 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BBC1182	Problem Solving and Scientific Thinking	2	None
LLN1012	Academic Writing	2	None
BBC1192	Information Literacy and Learning Skills	2	None
BBC1013	Microeconomics	3	None
BBC2023	Macroeconomics	3	None
BBC1043	Principles of Marketing	3	None
BBC1063	Principles of Accounting	3	None
BBC1033	Principles of Management	3	None
BBC2103	Principles of Human Resource Management	3	None
BBC2073	Business Law and Ethics	3	None
BBC2053	Quantitative Methods	3	None
BBC1083	Business Communication	3	None
BBC1093	Introduction to Finance	3	None
BBC2123	Organisational Behaviour	3	None
BBC2113	Operational Management	3	BBC 1182
BBC2133	Management Information System	3	BBC1192
BBC2143	Financial Planning	3	BBC1093
BBC3153	Integrated Marketing Communication	3	BBC1043 and BBC1083
BBC3163	Strategic Management	3	BBC1033
BBC3283	Development Studies	3	BBU1012

## 3. Programme Specialisation Courses (31 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BHS2013	Human Resource Planning	3	BBC2103
BHS2023	Recruitment and Selection	3	BBC2103

COURSE CODE	COURSE	CH	PREREQUISITE
BHS2033	Human Resource Development	3	BBC2103
BHS3053	Compensation Management	3	BBC2103
BHS3063	Human Resource Management Information Systems	3	BBC2103 and BBC2133
BHS3073	Industrial Relations	3	BBC2103
BHS3093	Seminar in Human Resource Management	3	BBC2103
BHS3083	Strategic in Human Resource Management	3	BBC2103
BHS3043	Performance Management	3	BBC2103
BBC3294	Social Business II	4	BBU1012, MPU3213, BBC2143 and BBC3283
BHS3103	Occupational Health and Safety	3	BBC2103
BHS3113	International Human Resource Management	3	BBC2103
BHS3123	Managing Diversity and Inclusiveness	3	BBC2103

#### 4. Elective Courses (12 credits)

i. **Elective 1:** Common Curriculum Electives (For Local students) (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2013	Intercultural Communication	3	None
BBE2023	The Leadership for Changing the World	3	None

ii. **Elective 1:** Common Curriculum Electives (For International students) (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2123	Managerial Economics	3	BBC1013 and BBC2023
BBC3263	Supply Chain Management	3	None
BBC3223	Islamic Financial System	3	None
BBC2233	International Business	3	None

iii. **Elective 2:** Common Curriculum Electives – Enrichment Block A (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2032	History and Philosophy of Science	2	None
BBE2042	Luminaries in Scientific Discoveries	2	None
BBE2052	Culture and Design	2	None

iv. **Elective 3:** Common Curriculum Electives – Enrichment Block B (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE3092	Co-curriculum (Public Speaking)	2	None
BBE3102	Co-curriculum (Drama)	2	None
BBE3112	Co-curriculum (Sport)	2	None
BBE3122	Co-curriculum (Music)	2	None

v. **Elective 4:** Common Curriculum Electives – Enrichment Block C (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2062	Then Philosophy of Al-Ghazali and Rumi	2	None
BBE2072	The Literature of Southeast Asia : Ties that Bind	2	None
BBE2082	Literature of the World	2	None

vi. **Elective 5:** Free Electives

COURSE CODE	COURSE	CH	PREREQUISITE
	Common or Business curriculum pool.	3	None

**Notes:**

Optional/elective courses refer to courses where students can exercise choice.  
The course offer will be determined by the School.

## 5. Industrial Training (6 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BHT3016	Industrial Training	6	None

### STUDY PLAN

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL	
1 <sup>ST</sup>	1 <sup>ST</sup>	BBC1182	Problem Solving and Scientific Thinking	2	14	
		LLN1012	Academic Writing	2		
		BBC1192	Information Literacy and Learning Skills	2		
		BBC1033	Principles of Management	3		
		MPU3123	Tamadun Islam Tamadun Asia (TITAS)*	3		
		MPU3143	Bahasa Melayu Komunikasi II**	3		
		BBN1022	Sustainability and Society	2		
	2 <sup>ND</sup>	2 <sup>ND</sup>	MPU3113	Hubungan Etnik*	3	18
			MPU3153	Malaysian Studies**	3	
			MPU3213	Entrepreneurship and Inovation	3	
			BBC1013	Microeconomics	3	
			BBC1043	Principles of Marketing	3	
			BBC1063	Principles of Accounting	3	
	3 <sup>RD</sup>	3 <sup>RD</sup>	BBU1012	Social Business 1	2	7
			BBN1012	Ethics in Profession	2	
BBC1083			Business Communication	3		
2 <sup>ND</sup>	1 <sup>ST</sup>	BBC2073	Business Law and Ethics	3	19	
		BBC2053	Quantitative Methods	3		
		BBC2023	Macroeconomics	3		
		BBC2103	Principles of Human Resource Management	3		
		BBC2123	Organisational Behaviour	3		
			<b>Elective 3: Common Curriculum Electives – Enrichment Block A (Choose one)</b>	2		
			<b>Elective 3: Common Curriculum Electives – Enrichment Block B (Choose one)</b>	2		
	2 <sup>ND</sup>	2 <sup>ND</sup>	BBC2133	Management Information System	3	
			BBC2143	Financial Planning	3	

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL
	2 <sup>ND</sup>		<b>Elective 1:</b> Common Curriculum Electives (Choose one) OR Free Electives OR Business Pool	3	15
		<b>BHS2013</b>	Human Resource Planning	3	
		<b>BHS2023</b>	Recruitment and Selection	3	
	3 <sup>RD</sup>	<b>MPU3313</b>	Unity and Patriotism	3	9
		<b>BBC2113</b>	Operational Management	3	
		<b>BHS2033</b>	Human Resource Development	3	
3 <sup>RD</sup>	1 <sup>ST</sup>	<b>BHS3053</b>	Compensation Management	3	18
		<b>BHS3063</b>	Human Resource Management Information Systems	3	
		<b>BHS3073</b>	Industrial Relations	3	
		<b>BBC 3283</b>	Development Studies	3	
		<b>BBC 3153</b>	Integrated Marketing Communication	3	
			<b>Free Electives:</b> Business OR HRM pool OR Common Curriculum Course	3	
	2 <sup>ND</sup>	<b>BBC3294</b>	Social Business II	4	18
		<b>BBC3163</b>	Strategic Management	3	
			<b>Elective 4:</b> Common Curriculum Electives – Enrichment Block C (Choose one)	2	
		<b>BHS3093</b>	Seminar in Human Resource Management	3	
		<b>BHS3083</b>	Strategic in Human Resource Management	3	
		<b>BHS3043</b>	Performance Management	3	
	3 <sup>RD</sup>	<b>BHT3016</b>	Industrial Training	6	6
			<b>TOTAL</b>		<b>124</b>

**Notes:**

\* Local Student

\*\* International Student



## CURRICULUM STRUCTURE

---

**Programme** : **Bachelor of Economics (Hons)**

---

**Total Credits to Graduate** : 120 credit hours

---

**Duration of Study** : 3 years (9 semesters)

---

**Programme Educational Objectives (PEO)**

1. Knowledgeable and critical in applying economic theories to solve and analyse economic issues and challenges, taking into account the PESTEL (political, economic, social, technology, environment and law) dimensions.
2. Constructive and efficient in explaining and translating economic data responsibly for meaningful interpretation, taking into consideration societal needs and well-being.
3. Creative and innovative in creating impactful job opportunities for a sustainable livelihood.
4. Professional in embracing ethics and ethos contributing to integrity and virtue of society.

---

<b>Programme Learning Objectives (PLO)</b>	<ol style="list-style-type: none"> <li>1. Define and understand economics knowledge for socioeconomic development.</li> <li>2. Apply economics reasoning and critical thinking in analysing and solving socioeconomic problems.</li> <li>3. Apply technical and practical skills in solving economic issues and challenges scientifically.</li> <li>4. Demonstrate interpersonal skills to work and collaborate effectively and cooperatively in various social settings.</li> <li>5. Engage in effective oral and written communication skills to relevant stakeholders.</li> <li>6. Use digital applications as an approach to problem solving, idea generation and alternative solutions.</li> <li>7. Master numeracy skills in the analysis of economic data and in the development of economic models.</li> <li>8. Demonstrate leadership skills and have the capacity to work collaboratively and independently for effective development strategies.</li> <li>9. Demonstrate outstanding personal skills to function effectively as individual and as a team member in a society.</li> <li>10. Reflect upon and learn from own experiences to create job opportunities for economic development and enhancement of social well-being</li> <li>11. Emulate and act professionally and ethically as an exemplar for nation building.</li> </ol>
--	--

### 1. Compulsory Common Curriculum Core Courses (23 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3113*	Ethnic Relations/ <i>Hubungan Etnik</i>	3	None
MPU3153**	Malaysian Studies	3	

COURSE CODE	COURSE	CH	PREREQUISITE
BEC 1044	Microeconomics I	4	None
BEC 1054	Macroeconomics I	4	None
BEC 1064	Microeconomics II	4	BEC 1044
BEC 1074	Macroeconomics II	4	BEC 1054
BEC 1014	Applied Statistics	4	None
BEC 1024	Mathematics for Economic Analysis	4	BEC 1044
BEC 2214	Research Methodology	4	None
BEC 2144	Econometrics	4	BEC 1014
BEC 2154	History of Economic Thought	4	None
BEC 3312	Seminar in Contemporary Economic Issues	4	None
BEC 3274	Knowledge-based Economy	4	None

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3123*	Islamic and Asian Civilisations/ <i>Tamadun Islam dan Tamadun Asia</i>	3	None
MPU3143**	Malay Language Communication/ <i>Bahasa Melayu Komunikasi</i>	3	
MPU3213	Entrepreneurship and Innovation	3	None
MPU3313	Unity and Patriotism	3	None
BBU1012	Social Business 1	2	None

COURSE CODE	COURSE	CH	PREREQUISITE
BBN1012	Ethics in Profession	2	None
BBN1022	Sustainability and Society	2	None
LLN1012	Academic Writing	2	None
BSC1013	Ideologies of Developing Countries	3	None

COURSE CODE	COURSE	CH	PREREQUISITE
BEC 3234	International Trade	4	BEC 1044
BEC 3284	International Finance	4	BEC 1074
BEC 2204	Industrial Organisation	4	BEC 1044
BEC 2124	Monetary Economics	4	BEC 1074
BEC 2104	Islamic Economics and Finance	4	None

**Notes:**

\* Local Student

\*\* International Student

COURSE CODE	COURSE	CH	PREREQUISITE
BEC 2194	Development Economics	4	None
BSC 3184	Demography	4	None
BEC 3264	Health Economics	4	BEC 1064
BEC 3224	Tourism Economics	4	None
BEC 2114	Economic Planning and Project Analysis	4	BEC 1044

## 2. Programme Core Courses

### i. Broad Core Courses (9 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BEC 2084	Business Accounting	4	None
BEC 1032	Digital Marketing	2	None
BSE 2053	Social Psychology	3	None

COURSE CODE	COURSE	CH	PREREQUISITE
BSC 2104*	Digital Society	4	None
BSC 3164*	Politics of Development and Underdevelopment	4	None
BSC 3174*	Industrialisation and International Development	4	None
BSC 3194*	Social Policy and Planning	4	None
BSC 3204*	Social Inequality	4	None
BEE 3033**	Business Writing	3	None
BEE2013**	High Impact Business Presentation	3	None
BEE 3043**	Community Engagement	3	None
BEE 2022***	Management Information System	2	None
BSE 3092 ***	Professional Grooming & Personality Development	2	None

**ii. Economics Core Courses (42 credits)**

**iii. Optional Core Courses (16 credits)** - Choose 4 courses from ONE (1) of the following optional or ANY ONE of the courses listed

**a. Environmental Economics**

COURSE CODE	COURSE	CH	PREREQUISITE
BEC 2104	Environment and Natural Resources	4	BEC 1044
BEC 3304	Energy Economics	4	BEC 1064
BSC 1054	Agriculture and Development	4	None
BEC 3244	Fisheries Economics	4	None
BEC 2184	Forestry Economics	4	None

## b. Finance and Economics

## c. Developmental Economics

## d. Economics & Politics

COURSE CODE	COURSE	CH	PREREQUISITE
BEC 2094	Political Economy	4	None
BEC 3294	Law and Economics	4	None
BEC 3254	Public Sector Economics	4	BEC 1064
BEC 2164	Labour Economics	4	BEC 1044
BEC 2174	Human Resource Planning	4	None
BEC 2094	Political Economy	4	None

## 3. Elective Courses (24 credits)

### Notes:

\*Choose 4 courses (16 credits)

\*\*Choose 2 courses (6 credits)

\*\*\*Choose 1 course (2 credits)

Optional/elective courses refer to courses where students can exercise choice.

The course offer will be determined by the School.

## 4. Industrial Training (6 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BET 3013	Industrial / Community Project I	3	None
BET 3023	Industrial / Community Project II	3	None

## STUDY PLAN

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL
		<b>BBN1022</b>	Sustainability and Society	2	

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL	
1 <sup>ST</sup>	1 <sup>ST</sup>	LLN1012	Academic Writing	2	18	
		BEC 1014	Applied Statistics	4		
		BEC 1024	Mathematics for Economics Analysis	4		
		BSC 1013	Ideologies of Developing Countries	2		
		MPU3123	Tamadun Islam Tamadun Asia	3		
		MPU3143	Bahasa Melayu Komunikasi	3		
	2 <sup>ND</sup>	2 <sup>ND</sup>	MPU3113	Hubungan Etnik	3	18
			MPU3153	Malaysian Studies	3	
			MPU3213	Entrepreneurship and Inovation	3	
			BEC 1044	Microeconomics I	4	
			BBC1043	Macroeconomics I	4	
			BEC 1054	Ethics in Profession	2	
	3 <sup>RD</sup>	3 <sup>RD</sup>	BEC 1032	Digital Marketing	2	8
			BEC 1064	Microeconomics II	4	
2 <sup>ND</sup>	1 <sup>ST</sup>	MPU3313	Unity and Patriotism	3	15	
			<b>Optional Core Courses</b> - Choose 4 courses from one (1) of the following optional or any one of the courses listed	4		
		BSC 2104	Digital Society*	4		
		BEC 2084	Business Accounting	4		
	2 <sup>ND</sup>	2 <sup>ND</sup>	BSE 2053	Social Psychology	3	18
				<b>Optional Core Courses</b> - Choose 4 courses from one (1) of the following optional or any one of the courses listed	4	
			BEE 2013	High Impact Business Presentation**	3	
			BEC 2154	History of Economic Thoughts	4	
			BEC 2144	Econometrics	4	
	3 <sup>RD</sup>	3 <sup>RD</sup>	BU1012	Social Business 1	2	6
			BEC 2214	Research Methodology	3	
			BEE 2022	Management Information System***	3	
			BET 3013	Industrial / Community Project I	3	



## CURRICULUM STRUCTURE

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL	
<b>3<sup>RD</sup></b>	<b>1<sup>ST</sup></b>		<b>Optional Core Courses</b> - Choose 4 courses from one (1) of the following optional or any one of the courses listed	4	15	
		<b>BSC 3174</b>	Industrialisation and International Development*	4		
		<b>BSC 3164</b>	Politics of Development and Underdevelopment*	4		
	<b>2<sup>ND</sup></b>		<b>BET 3023</b>	Industrial / Community Project II	3	17
				<b>Optional Core Courses</b> - Choose 4 courses from one (1) of the following optional or any one of the courses listed	4	
			<b>BSC 3194</b>	Social Policy and Planning*	4	
			<b>BSC 3204</b>	Social Inequality*	4	
			<b>BSE 3092</b>	Professional Grooming and Personality Development***	2	
			<b>BEC 3274</b>	Knowledge-Based Economy	4	
	<b>3<sup>RD</sup></b>		<b>BEC 3312</b>	Seminar in Contemporary Economic Issues	2	5
		<b>BEE 3033</b>	Business Writing**	3		
		<b>BEE 3043</b>	Community Engagement**	3		
			<b>TOTAL</b>		<b>120</b>	

**Notes:**

\*Choose 4 courses (16 credits)

\*\*Choose 2 courses (6 credits)

\*\*\*Choose 1 course (2 credits)

---

**Programme** : **Bachelor of Social Development (Hons)**

---

**Total Credits to Graduate** : 120 credit hours

---

**Duration of Study** : 3 years (9 semesters)

---

**Programme Educational Objectives (PEO)**

1. Knowledgeable in understanding and analysing the principle of sustainable social development critically.
2. Equip with practical skills, good interpersonal abilities and demonstrate leadership qualities towards achieving sustainable social development agenda.
3. Capable of applying sustainable social development approaches in creative and innovative entrepreneurial activities.
4. Able to demonstrate the practice of professional values and ethics in delivering all tasks and responsibilities.

---

**Programme Learning Objectives (PLO)**

1. Apply the knowledge of social development to address sustainable development issues and challenges.
2. Analyse the principles and approaches of social development critically and innovatively.
3. Apply social and practical skills in solving and verifying social development issues and challenges scientifically.
4. Demonstrate interpersonal skills when formulating and recommending social development strategies and policies.
5. Communicate effectively in both oral and written to convey knowledge and ideas of social development with various stakeholders.
6. Use digital multimedia platforms and technologies to acquire information and deliver ideas and solutions for sustainable social development.

7. Analyse and interpret social development data using appropriate mathematical and statistical methods.
8. Demonstrate leadership qualities and working collaboratively in a team for effective social development planning and strategies.
9. Demonstrate good personal skills to establish credibility as a responsible individual and member in a society.
10. Demonstrate social entrepreneurial skills and good management practices.
11. Inculcate professional values and ethics in social development practices in tandem with the University's core values.

## 1. Compulsory Common Curriculum Core Courses (23 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3113*	Ethnic Relations/ <i>Hubungan Etnik</i>	3	None
MPU3153**	Malaysian Studies	3	None
MPU3123*	Islamic and Asian Civilisations/ <i>Tamadun Islam dan Tamadun Asia</i>	3	None
MPU3143**	Malay Language Communication/ <i>Bahasa Melayu Komunikasi</i>	3	None
MPU3213	Entrepreneurship and Innovation	3	None
MPU3313	Unity and Patriotism	3	None
BBU1012	Social Business 1	2	None
BBN1012	Ethics in Profession	2	None
BBN1022	Sustainability and Society	2	None
LLN1012	Academic Writing	2	None
BSC1013	Ideologies of Developing Countries	3	None

**Notes:**

\* Local Student

\*\* International Student

## 2. Programme Core Courses

### i. Compulsory Courses (47 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BSC 1013	Principles of Social Development	3	None
BSC 1034	Development Theories	4	None
BSC 2073	Statistics for Social Scientist	3	None
BSC 3164	Politics of Development and Underdevelopment	4	None
BSC 1044	Economic for Development	4	None
BSC 2114	Research Methodology for Social Scientist	4	None
BSC 3184	Demography	4	None
BSC 2084	Development Planning in Regional and Rural Areas	4	None
BSC 3194	Social Policy and Planning	4	None
BSC 3174	Industrialisation and International Development	4	None
BSC 2154	Seminar in Social Development Issues	4	None
BSC 3204	Social Inequality	4	None

### ii. Optional Courses (20 credits) - Choose five (5)

COURSE CODE	COURSE	CH	PREREQUISITE
BSC 2104	Digital Society	4	None
BSC 1054	Agriculture and Development	4	None
BSC 1064	Poverty and Development	4	None
BSC 2094	Gender and Development	4	None
BSC 2124	Environment and Development	4	None
BSC 2134	Project Planning and Management	4	None
BSC 2144	Project Investment Analysis	4	None

### 3. Elective Courses (24 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BSE 1013	Community Development	3	None
BSE 1023	Education, Training and Human Resource	3	None
BSE 2033	Public Sector Management	3	None
BSE 2053	Social Psychology	3	None
BEE 2013	High Impact Business Presentation	4	None
BSE 2043	Human Behaviour and Social Environment	4	None
BSE 3074	Comparative Politics	4	None
BSE 3064	Human Service Organisation	4	None
BSE 3082	Critical and Creative Thinking	2	None
BEC 1032	Digital Marketing	2	None
BSE 3092	Professional Grooming and Personality Development	2	None

### 4. Industrial Training (6 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BET 3013	Industrial / Community Project I	3	None

## STUDY PLAN

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL	
1 <sup>ST</sup>	1 <sup>ST</sup>	<b>BBN1022</b>	Sustainability and Society	2	18	
		<b>LLN1012</b>	Academic Writing	2		
		<b>BSC1024</b>	Principles of Social Development	3		
		<b>BSC1034</b>	Development Theories	4		
		<b>BSC 1013</b>	Ideologies of Developing Countries	3		
		<b>MPU3123</b>	Tamadun Islam Tamadun Asia	3		
		<b>MPU3143</b>	Bahasa Melayu Komunikasi	3		
	2 <sup>ND</sup>	2 <sup>ND</sup>	<b>MPU3113</b>	Hubungan Etnik	3	20
			<b>MPU3153</b>	Malaysian Studies	3	
			<b>MPU3213</b>	Entrepreneurship and Inovation	3	
			<b>BSC1064</b>	Poverty and Development	4	
			<b>BSC1054</b>	Agriculture and Development	4	
			<b>BEC 1054</b>	Ethics in Profession	2	
	3 <sup>RD</sup>	3 <sup>RD</sup>	<b>BSE1013</b>	Community Development	4	6
			<b>BSE1023</b>	Education, Training and Human Resource	4	
2 <sup>ND</sup>	1 <sup>ST</sup>	<b>MPU3313</b>	Unity and Patriotism	3	17	
		<b>BSC2073</b>	Statistics for Social Scientist	4		
		<b>BSC2084</b>	Development Planning in Regional and Rural Areas	4		
		<b>BEC 2114</b>	Economic Planning and Project Analysis	4		
		<b>BEC 2124</b>	Monetary Economics	4		
		<b>BSC2094</b>	Gender and Development	4		
		<b>BSC 2104</b>	Digital Society	4		
		<b>BSE2033</b>	Public Sector Management	4		
	2 <sup>ND</sup>	2 <sup>ND</sup>	<b>BSE2043</b>	Human Behaviour and Social Environment	3	16
			<b>BSE 2053</b>	Social Psychology*	3	
			<b>BEE 2013</b>	High Impact Business Presentation*	3	
			<b>BSC2114</b>	Research Methodology for Social Sciences	4	
			<b>BEC1032</b>	Digital Marketing	4	
<b>BSC2124</b>	Environment and Development**	4				

## CURRICULUM STRUCTURE

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL	
		<b>BSC2134</b>	Project Planning and Management**	4		
		<b>BSC2144</b>	Project Investment Analysis**	4		
	<b>3<sup>RD</sup></b>	<b>BU1012</b>	Social Business 1	2		6
		<b>BSC2154</b>	Seminar in Social Development Issues	4		
<b>3<sup>RD</sup></b>	<b>1<sup>ST</sup></b>	<b>BSC3164</b>	Politics of Development and Underdevelopment	3	15	
		<b>BSC3174</b>	Industrialisation and International Development	4		
		<b>BSE3064</b>	Human Service Organisation	4		
		<b>BSE3074</b>	Comparative Politics	4		
	<b>2<sup>ND</sup></b>	<b>BSC 3184</b>	Demography	4	16	
		<b>BSC 3194</b>	Social Policy and Planning	4		
		<b>BSC 3204</b>	Social Inequality	4		
		<b>BSE 3092</b>	Professional Grooming and Personality Development	2		
		<b>BSE3082</b>	Critical and Creative Thinking	4		
	<b>3<sup>RD</sup></b>	<b>BST3016</b>	Industrial Training	6	6	
<b>TOTAL</b>					<b>120</b>	

**Note:**

\*Choose one (1) course

\*\*Choose two (2) courses

---

**Programme** : **Bachelor of Finance (Islamic Finance) (Hons)**

---

**Total Credits to Graduate** : 120 credit hours

---

**Duration of Study** : 3 years (9 semesters)

---

**Programme Educational Objectives (PEO)**

1. Demonstrate an in-depth comprehension and intellectual independence in the application of knowledge and technology in solving financial related issues of the stakeholder.
2. Ability to lead different people in diverse working and communities, locally and internationally through effective interpersonal and communication skills in various organisational settings.
3. Demonstrate the entrepreneurial competency and inculcate the spirit of lifelong learning, integrity and professional.

---

**Programme Learning Objectives (PLO)**

1. Describes a comprehensive, theoretical and technical knowledge in finance supported with additional principle in Islamic finance area.
2. Utilise relevant finance-related knowledge to create a new ideas, solution and strategies or new practices.
3. Apply a range of essential methods and procedures to solving a broad range of financial issues.
4. Work together with different people in diverse learning and working communities as well as other groups locally and internationally.
5. Convey ideas both in written or oral forms using appropriate and different forms of presentation, confidently, accurately and coherently in financial ideas, in a well-structured manner to a diversity of audiences
6. Use a broad range of information, media and technology applications to support academic and career development.



7. Apply quantitative and numerical skills in solving finance-related problems.
8. Work autonomously, and show leadership and professionalism in managing responsibilities in an organization or society.
9. Engage effectively in self-directed lifelong learning and professional pathways and demonstrate financial entrepreneurial competency in managing business
10. Demonstrate adherence, and ability to identify ethical issues, make decision ethically, and act professionally within the varied social and professional environment and practice.

---

### 1. Compulsory Common Curriculum Core Courses (14 credits)

COURSE CODE	COURSE	CH	PREREQUISITE
BFC 2113	Investment Analysis	3	BFC 1043
BFC 2123	Corporate Finance	3	BFC 1043
BFC 2133	International Finance	3	BFC 2123
BFC 2143	Financial Statement Analysis	3	BFC 2123
BFC 2153	Financial Modelling	3	BFC 2123
BFC 3163	Seminar in finance	3	BFC 2123 and completed 100 credits

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3113*	Ethnic Relations/ <i>Hubungan Etnik</i>	3	None
MPU3153**	Malaysian Studies	3	
MPU3123*	Islamic and Asian Civilisations/ <i>Tamadun Islam dan Tamadun Asia</i>	3	None
MPU3143**	Malay Language Communication/ <i>Bahasa Melayu Komunikasi</i>	3	

COURSE CODE	COURSE	CH	PREREQUISITE
MPU3213	Entrepreneurship and Innovation	3	None
MPU3313	Unity and Patriotism	3	None
BBU1012	Social Business 1	2	None

## 2. Programme Major Courses (51 credits)

### i. Common Core Courses

COURSE CODE	COURSE	CH	PREREQUISITE
BBN1022	Sustainability and Society	2	None
BFC1014	Principles of Economics	4	None
BFC 2023	Financial Markets and Technology in Finance	3	BFC1043
BBC 1063	Principle of Accounting	3	None
BFC 1043	Financial Management	3	BBC1063
BBC 2073	Business Law and Ethics	3	None
BFC 1063	Business Statistics	3	None
BBC 1033	Principle of Management	3	None
BFC 2083	Ethics and Corporate Governance	3	None
BBC 2143	Financial Planning	3	None
BFC 2103	Research Methodology	3	BFC1063 and completed 70 credits

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2013	Intercultural Communication	3	None
BBE2023	The Leadership for Changing the World	3	None

### ii. Discipline Core Courses

## 3. Programme Minor Courses (35 credits)

### i. Common Core Courses

COURSE CODE	COURSE	CH	PREREQUISITE
BFS 1013	Aqidah Islamiah	3	None
BFS 1023	Usul Fiqh	3	None
BFS 1033	Fiqh Muamalat	3	None
BFS 2043	Qawaidh Fiqhiyyah	3	None
BFS 1053	Foundation of Islamic Economics	3	None
BFS 1062	Basic Arabic for Muamalat	2	None

### ii. Discipline Core

COURSE CODE	COURSE	CH	PREREQUISITE
BBC 3223	Islamic Financial System	3	BFS 1023 or BFS1033 or BFS 2043
BFS 2083	Islamic Capital Market	3	
BFS 3093	Islamic Financial Services, Legal and Governance	3	
BFS 3103	Islamic Banking Management	3	
BFS 3113	Islamic Risk Management	3	
BFS 3123	Waqf and Zakat Management	3	

## 4. Elective Courses (12 credits)

i. **Elective 1:** Common Curriculum Electives (For Local students) (Choose one)

ii. **Elective 2:** Common Curriculum Electives – Enrichment Block A (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE2032	History and Philosophy of Science	2	None
BBE2042	Luminaries in Scientific Discoveries	2	None
BBE2052	Culture and Design	2	None
BBE2062	Philosophy Al-Ghazali and Rumi	2	None
BBE2072	Literature of Southeast Asia : Ties that Bind	2	None
BBE2082	Literature of World	2	None

iii. **Elective 3:** Common Curriculum Electives – Enrichment Block B (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
BBE3092	Public	2	None
BBE3102	Drama	2	None
BBE3112	Sport	2	None

v. **Elective 4:** Common Curriculum Electives – Enrichment Block C (Choose one)

COURSE CODE	COURSE	CH	PREREQUISITE
Choose two (2) courses from other programmes		5	None

**Notes:**

Optional/elective courses refer to courses where students can exercise choice. The course offer will be determined by the School.

## 5. Industrial Training

COURSE CODE	COURSE	CH	PREREQUISITE
BFT 3018	Industrial Training	8	None

## STUDY PLAN

YEAR	SEM	COURSE CODE	COURSE	CH	TOTAL
1 <sup>ST</sup>	1 <sup>ST</sup>	BBN1022	Sustainability and Society	2	18
		BFC1014	Principle of Economics	2	
		BBC 1063	Principle of Accounting	3	
		BBC 1033	Principle of Management	4	
		BFS1013	Islamic Theology (Aqidah Islamiah)	3	
		MPU3123	Tamadun Islam Tamadun Asia	3	
		MPU3143	Bahasa Melayu Komunikasi	3	
	2 <sup>ND</sup>	MPU3113	Hubungan Etnik	3	20
		MPU3153	Malaysian Studies	3	
		MPU3213	Entrepreneurship and Inovation	3	
		BFC1043	Financial Management	3	
		BFC1063	Business Statistics	3	
		BFS1033	Fiqh Muamalat	3	
		BFS1053	Foundation of Islamic Economics	3	
	3 <sup>RD</sup>		Elective 1: Common Curriculum Electives (for Malaysian students) choose onelopment	3	9
BFS1023		Usul Fiqh	3		
BBC3223		Islamic Financial System	3		
2 <sup>ND</sup>	1 <sup>ST</sup>	BFC2023	Financial Markets and Technology in Finance	3	20
		BBC2073	Business Law and Ethics	3	
		BFC2113	Investment Analysis	3	
		BFS2043	Qawaidh Fiqhiyyah	3	
		BFC2123	Corporate Finance	3	
		BFS2083	Islamic Capital Market	3	
			<b>Elective 2: Common Curriculum Electives – Enrichment Block A (Choose one)</b>	2	
	2 <sup>ND</sup>	MPU3313	Unity and Patriotism	3	20
		BFC2083	Ethics and Corporate Governance	3	
		BBC2143	Financial Planning	3	
		BFC2153	Financial Modelling	3	
		BFC2143	Financial Statement Analysis	3	
BFC2133	International Finance	3			

## SYNOPSIS OF COURSES

			Elective 3: Common Curriculum Electives – Enrichment Block B (Choose one)	2	
	<b>3<sup>RD</sup></b>	<b>BBU1012</b>	Social Business 1	2	8
			Elective 4: Free Elective Course Choose Two (2) courses from other programmes	3	
		<b>BFC2103</b>	Research Methodology	3	
<b>3<sup>RD</sup></b>	<b>1<sup>ST</sup></b>	<b>BFC3163</b>	Seminar in Finance	3	17
		<b>BFS3103</b>	Islamic Banking Management	3	
		<b>BFS3093</b>	Islamic Financial Services, Legal and Governance	3	
		<b>BFS3113</b>	Islamic Risk Management	3	
		<b>BFS3123</b>	Waqf and Zakat Management	3	
			Elective 4: Free Elective Course Choose Two (2) courses from other programmes	2	
	<b>2<sup>ND</sup></b>	<b>BFT 3018</b>	Industrial Training	8	8
<b>3<sup>RD</sup></b>					
			<b>TOTAL</b>		<b>120</b>

### **MPU 3113 HUBUNGAN ETHNIK**

Kursus ini memfokuskan perbincangan tentang hubungan etnik di Malaysia yang mana ianya merupakan proses hubungan sosial yang dinamik. Tujuan kursus ini adalah untuk meningkatkan pemahaman pelajar-pelajar tentang konsep kesepaduan sosial, potret hubungan etnik, konsep-konsep asas hubungan etnik, plurality dan masyarakat pluralistik di Malaysia, pembangunan politik, pembangunan ekonomi, dan perlembagaan Malaysia dalam konteks hubungan etnik di Malaysia, integrasi dan menangani cabaran, agama dan masyarakat, sumbangan kerajaan dan masyarakat dan inter-ethnik dan intraethnik.

### **MPU 3123 ISLAMIC AND ASIAN CIVILISATION**

Introducing students to the civilisational studies which include introduction to civilisational studies, interaction between various civilisations, contemporary issues and their implications to country development process as well as producing students who have mutual respect, embracing the values and identity as citizens.

### **MPU 3143 BAHASA MELAYU KOMUNIKASI II**

Kursus ini bertujuan membolehkan pelajar berkomunikasi dalam Bahasa Melayu secara betul dan berkesan dalam pelbagai situasi formal dan tidak formal menggunakan aktiviti-aktiviti interaktif untuk meningkatkan kemahiran pelajar berkomunikasi, khususnya, dalam kemahiran lisan dan mendengar.

### **MPU 3153 MALAYSIAN STUDIES**

The course equips the students with a wealth of information on Malaysia encompassing a broad overview of its political history and socio-economic and cultural profile. The objective of this course is to produce citizens who have self-esteem, loyalty and love of country, visionary, proud to be Malaysian and could play a role in the development of a prosperous society to achieve the vision and mission of our goals.

### **MPU 3213 ENTREPRENEURSHIP AND INNOVATION**

This course combines the understanding of the role and key characteristics of entrepreneurship and the key factors that impact the growth and development of entrepreneurial ventures with practical assignments on the know-how of entrepreneurship.

### **MPU 3313 UNITY AND PATRIOTISM**

This course aims to discuss the process of creating unity within the context of nation building. The final goal of nation building is to have a group that is committed to ensure the wellbeing of the people. Some of the concepts associated with unity and nation building are modernisation, democratisation, social cohesion, nationalism and patriotism. However, there are many factors that can threaten unity. The course will focus on the opportunities and challenges presented in fostering unity. Students will have opportunities to share their experiences in shaping and maintaining unity within their own countries.

### **BBU 1012 SOCIAL BUSINESS I**

This course focuses on how social business has evolved with reference to Yunus as the main person behind the propagation of social business, the funding strategies as well as the various techniques used. The students will also be exposed to the methodology of reduction of poverty and creation of sustainable livelihood opportunities plus social empowerment of the community. Social empowerment will evolve around the approaches in the areas of health, welfare and education. The students would be taken to the community to be able to relate to the impact of poverty on the poor as well as the efforts being carried out to reduce poverty.

### **BBN 1022 SUSTAINABILITY AND SOCIETY**



This course aims to inculcate understanding human beings in families, tribes, communities (rural and cities), nations and networks and how the individual's patterns of feelings, thoughts and actions are shaped as we try to live together and help each other. Real world current issues are used to reflect deeply on societal problems such as poverty, liberty, war, ageing, disease climate change, and globalisation, food and water security. Students will volunteer to design and implement projects for specific groups, incorporating social business for sustainability.

### **BBN 1012 ETHICS IN PROFESSION**

This course includes the functions of management in the organisations. It addresses the external environment of organisational culture, the types of decision making processes in organisations as well as the organisational structures and leadership skills in the organisation.

### **BBC 1182 PROBLEM SOLVING AND SCIENTIFIC THINKING**

This course is designed for the purpose of promoting and developing scientific thinking and problem-solving skills, and addresses the need for individuals and teams who can 'think outside the box' and apply fresh thinking to practical 'real world' problems. Students will be introduced to a variety of creative problem-solving techniques and approaches to use as 'tools' for reinterpreting problems, finding solutions and generating ideas.

### **LLN 1012 ACADEMIC WRITING**

This course focuses on academic writing skills, while integrating critical reading skills, listening and speaking skills, ICT and independent learning skills in support of academic writing. Learners are exposed to the process of academic writing; the ethics of academic writing; APA referencing conventions; writing short essays of different genres and producing an investigation essay.

### **BBC 1192 INFORMATION LITERACY AND LEARNING SKILL**

This course introduces the subject of learning, information literacy and information management in an interconnected way. Topics include learning theories, approaches, and styles as well as the variety of IT tools and techniques that are useful to support searching, processing, management and dissemination of information from the library, the World Wide Web and other digital sources.

### **BBC 1063 PRINCIPLES OF ACCOUNTING**

This course is an introduction of the fundamental concepts and principles of financial accounting to students. The relationship between accounting and business is addressed. It identifies the steps of completing the accounting cycle and discusses the importance of accounting records in an organisation. It further clarifies the internal control, cash management, purpose of financial statements, as well as the role of accounting information in making business decisions. It addresses the significance of accounting systems and exposes students to financial statement analysis and interpretation of financial ratios

### **BBC 1013 MICRO-ECONOMICS**

This course provides the understanding of basic microeconomic theory and the ability to identify the economic policy. The course focuses on economic issues, demand and supply, economic efficiency, competitive markets and international trades.

### **BBC 2023 MACRO-ECONOMICS**

This course provides the understanding of basic macroeconomic theory and the ability to identify the economic policy.

### **BBC 1093 INTRODUCTION TO FINANCE**

This course is about the basic concepts in financial management within a firm. Emphasis will be on analysis and interpretation of the financial statements. Understanding on basic techniques of financial analysis, especially the valuation of simple securities, including shares, bonds and money market investments; examine investment decision rules; discuss issues pertaining to risk and the opportunity cost of capital.

### **BBC 1043 PRINCIPLES OF MARKETING**

This course is an introduction to the marketing environment, consumers, marketing opportunities, product design, and supply chains for distribution, pricing decisions as well as sales promotion and communication strategies. Students are required to participate and market an event/function/service to communities in Alor Setar by applying marketing skills through community engagement. For example, promoting international cultural performance from various countries where they have to sell coupons or tickets to the locals.

### **BBC 1033 PRINCIPLES OF MANAGEMENT**

This course includes the functions of management in the organisations. It addresses the external environment of organisational culture, the types of decision making processes in organisations as well as the organisational structures and leadership skills in the organisation.

### **BBC 2103 PRINCIPLES OF HUMAN RESOURCE MANAGEMENT**

This course provides the understanding of human resource management. The course focuses on job analysis, selection, training, compensation strategies, benefit, appraisal, health and safety, employee rights and discipline and union/management relation.

### **BBC 2073 BUSINESS LAW AND ETHICS**

This course is an introduction to the various roles of law governing many aspects of business. It provides a framework of making sound decisions, and facilitating commercial transactions.

### **BBM 1023 BUSINESS COMMUNICATIONS**

This course is an introduction of various technical and business writing theories and practices designed to be applicable to business communication in the real world.

### **BBC 3153 INTEGRATED MARKETING COMMUNICATION**

This course is an introduction to the advertising concept, consumers, marketing opportunities, product design, and supply chains for distribution, pricing decisions and advertising strategies. It also will give the learner a hand on experience of preparing an advertising campaign with planning strategies to a focused audience segmentation, which demands an advertising research. It adds on to the special concentration on sales promotion and public relations to have a total view on the subject.

### **BBC 2123 ORGANISATIONAL BEHAVIOUR**

This course provides an understanding of the behaviour of people at work. It addresses behaviour at the individual, group and organisational levels in different business setting.

### **BBC 2053 QUANTITATIVE METHODS**

This course includes statistical aspects for business application such as numerical summaries and graphical presentations, principles of probability, random variables, various distributions such as binomial and normal, hypotheses testing, correlation and regression.

### **BBC 2133 MANAGEMENT INFORMATION SYSTEMS**

The course is designed to provide fundamental knowledge on information technology and information systems. The use of

information and communication technologies (ICT) by individuals and organisations dominates the business world. There is a fundamental change going on in the way that organisations run businesses and interact with each other. The course is also to enable students to assess the issues, opportunities and problems that managers in a wide range of organisations face as they attempt to use these IT applications to add value to their businesses.

### **BBC 2113 OPERATIONAL MANAGEMENT**

This course introduces major concepts and tools used to design, control, and improve business processes. For various types of operations that produce tangible goods or intangible services, the course covers issues and topics in operations management such as process measurement; bottleneck management; service improvement; process synchronisation and improvement; statistical quality control techniques and six sigma approaches.

### **BBC 3163 STRATEGIC MANAGEMENT**

This course provides understanding, strategy formulation, implementation and control.

### **BBC 2073 BUSINESS LAW AND ETHICS**

This course is an introduction to the various roles of law governing many aspects of business. It provides a framework of making sound decisions, and facilitating commercial transactions.

### **BBC 2143 FINANCIAL PLANNING**

This course focuses on personal financial, tax planning strategies, processes of insurance and investments as well as life cycle issues.

### **BBC 3283 DEVELOPMENT STUDIES**

Development Studies course is an interdisciplinary field of social science encompassing sociology, human geography, cultural

studies, and historical and political processes. The course introduces development theories and ideologies, colonisation, industrialisation, globalisation, dependency, rural development, urbanisation, migration, gender, health, education, children, indigenous peoples and environment. This course examines the problems, processes, and prospects for the development of human and material resources in what are generally thought to be the less developed areas of the world. Through class participation, case-based learning, case study reports and essay writing, students will demonstrate the ability to analyse, criticise, summarise and compare key concepts, bodies of knowledge and perspectives used in sociology and political economy related to development.

### **BBC 2233 INTERNATIONAL BUSINESS**

This course covers the difference between formal and informal institutions in international business as well as operational tools and strategies to sustain international business. It includes the functions and competition opportunities of international business.

### **BBC 2213 CUSTOMER RELATION MANAGEMENT**

This subject will encompass the scope of customer focus business explaining various segments of existing customers and the need to be proactive rather than being reactive. This course will teach students that the business world has moved to invent solutions for the world issues rather than concentrating on creating products to sell, so the knowledge of customer's background becomes a must. Thus this course is an introduction of customer relationship management, understanding customer, develop.

### **BBC 3263 SUPPLY CHAIN MANAGEMENT**

This subject covers the major issues in SCM, including definition of a supply chain, role of inventory, advanced production-inventory models, supply contracts, bullwhip effect and information sharing,

vendor-managed inventories and other distribution strategies, third-party logistics providers, managing product variety, information technology, SCM and international business.

### **BBC 2253 FINANCIAL MARKET AND INSTITUTIONS**

This course consists of lessons on equity markets instruments, money market, foreign exchange market and the way they are operated. It also contains topics like debt security markets and mortgage markets. It also allows students to observe banking and non-banking financial institution and make a report out of it to make their learning a substantial one. This will help them formulate strategies for business funding.

### **BBC 3223 ISLAMIC FINANCIAL SYSTEM**

This course will expose students with Islamic financial system of business in Islam and method under Shariah law, zakat and the tools of Islamic finance such as Murabahah, capital budgeting and Islamic finance system.

### **BBC 2203 CONSUMER BEHAVIOUR**

This course is an introduction to consumer decision making and its determinants, and the resulting implications for marketing strategy.

### **BMS 2023 MARKETING PLANNING**

This course introduces the concepts of the process of marketing planning and its relationship to a company business plan, a marketing plan for an organisation, strategic management planning in an organisation and alternative marketing strategies to create sustainable competitive advantage.

### **BMS 2033 INTERNATIONAL MARKETING**

This course covers the international marketing environment, consumers, marketing opportunities, product design, supply chains

for distribution, pricing decisions as well as sales promotion and communication strategies.

### **BBC 3243 E - MARKETING**

This course is an introduction to the e-marketing environment, consumers, e-marketing opportunities, product design, supply chains for distribution, pricing decisions as well as sales promotion and communication strategies.

### **BMS 2043 MARKETING MANAGEMENT STRATEGY**

This course covers the elements of the functions of marketing, marketing opportunities, product characteristics, marketing strategies for decision making, evaluation of marketing related problems and the ability to analyse a local, national and international marketing environment.

### **BMS 3273 SEMINAR IN MARKETING**

This course will give an overview of the concept of marketing in the contemporary world, especially in this age of Globalisation. This will discuss the change in the nature of marketing from transaction to consumer-centred relationship marketing while taking into account the present challenges in the form of sustainability. A special concentration will be given to building market-driven organisations taking into account the cultural context while new countries emerge with new multi-national companies.

### **BMS 3053 SERVICES MARKETING**

The students will be exposed to the activities of services marketing to design and execute effective marketing plan and interact effectively with others.



### **BMS 3063 MARKETING RESEARCH**

The use of marketing research as an aid to making marketing decisions; specifically, how the information used to make marketing decision is gathered and analysed.

### **BMS 3093 BRAND MANAGEMENT**

This course would highlight the crucial and indispensable marketing mix, the product and brand of any company, as a commercial factor, differentiating from services and discuss various ranges of products and brands, its concepts and analysis. Brand management will go across all relevant items on product and brand policy, from the very simple concept to the more complex developments of brand. This course explains what strategies help company succeed and also illustrate how to go about charting a competitive strategy for product and brand innovation.

### **BHS 2013 HUMAN RESOURCE PLANNING**

The course provides an overview and understanding of strategies, issues, processes, and techniques involved in developing and administering a compensation system that will be of the most value to the organisation. Throughout the course, students will learn how to design, formulate, and administer the compensation system.

### **BHS 2023 RECRUITMENT AND SELECTION**

This course includes theories, principles, issues, trends and legislative requirement affecting recruitment and selection. Students will acquire the knowledge and skills needed to successfully identify human resources requirements to attract and retain an effective workforce and how recruitment and selection relates to the other elements of human resources management.

### **BHS 2033 HUMAN RESOURCES DEVELOPMENT**

This course examines the primary role of human resources development (HRD) in the organisation to help people and organisations effectively manage change. This highly interactive course focuses on strategies for assessing, designing, and implementing training and organisational development efforts that positively impact the performance of the individual and the work group.

### **BHS 3043 PERFORMANCE MANAGEMENT**

The course is designed to enable students to explore effective processes and systems for managing performance at the individual, team and organisation levels. It will provide students with understanding of the key role performance management plays in achieving HRM functions.

### **BHS 3053 COMPENSATION MANAGEMENT**

The course provides an overview and understanding of strategies, issues, processes, and technique involved in developing and administering a compensation system that will be of most value to the organisation. Throughout the course, students will learn how to design, formulate, and administer the compensation system.

### **BHS 3063 HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEMS**

Students in this course are expected to develop a general knowledge of currently available Human Resource Management Information Systems (HRMIS) with regard to their capabilities and limitations. A well-designed HRMIS is a powerful, computer-based tool that enables user to enter and update all types of employee-related information quickly and easily. HRMIS significantly contributes to the efficiency and effectiveness of the organisation's HR functions. Students gain basic skills using technology and become familiar with methods, resources, and

criteria for evaluating and selecting resources and technology appropriate to the Human Resources function.

### **BHS 3073 INDUSTRIAL RELATIONS**

This course offers theoretical and practical concepts, processes and practices associated with industrial relations in Malaysia.

### **BHS 3083 STRATEGIC HUMAN RESOURCE MANAGEMENT**

This course includes concepts, theories and models which aim to integrate the various function areas of human resource management with business strategy will be examined. Both theoretical and practical application of issues associated with HR practices such as the changing role of human resource management, human resource planning, staff selection, performance management, staff development, compensation and others will be studied.

### **BHS 3093 SEMINAR IN HUMAN RESOURCE MANAGEMENT**

This course will give an overview of the concept of human resource management in the contemporary world, especially in this age of Globalisation. This will discuss the change in the nature of human resource management while taking into account the present challenges in the form of globalisation.

### **BBC 3294 SOCIAL BUSINESS II**

This course focuses on the methodologies of social business and how the social entrepreneurs developed creative solutions to address social problems. The intention of the course is to develop knowledge, appreciate the role of social business in transforming society to deliver social impact in their home communities and abroad and apply social business skills in their future pursuits to address social problems. Students will be actively involved with the operational aspects of social business and community in the State

of Kedah. The students will be interacting with the participants of social business, funders and training providers.

### **BBE 2123 MANAGERIAL ECONOMICS**

The primary objectives of this course are to apply the basic economic theories (microeconomic and macroeconomic theories) to modern day world economic problems and their solutions. The course includes a presentation of economic principles and concepts as related to the real world and the case applications that enhance real world applicability.

### **BHS 3103 OCCUPATIONAL SAFETY AND HEALTH**

This course includes theories, principles, issues, trends and legislative requirement affecting occupational safety and health in an organisation. The students will learn safe work practices in offices, industry and construction sites as well as how to identify and prevent or correct problems associated with occupational safety and health.

### **BHS 3113 INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

This course includes concepts, theories and models which aim to integrate international human resource management with business strategy. Both theoretical and practical application of issues associated with HR practices such as understanding of people-related challenges arising from internationalisation of business, human resource management strategies, policies and practices adopted by multinational companies.

### **BHS 3123 MANAGING DIVERSITY AND INCLUSIVENESS**

This course includes nature of management in the global context by increasing knowledge and understanding management skills in international environment particularly those relating to cross cultural management. The meaning of culture is explored and provides a broad understanding of the international context in

which multinational corporations operate. In particular the focus will be on the influence of organisational and national culture on the development and transfer of a wide range of HRM practices.

### **BBE 3092 CO-CURRICULUM (PUBLIC SPEAKING)**

This course is essentially to make the students aware of the principles of public speaking. The three parts of persuasion, ethos, logos and pathos will be dealt with accordingly. The five canons of rhetoric by Cicero and the modern elements of public speaking will be taught. The three styles of speech Impromptu speech, Manuscript speech, and Extemporaneous speech will be introduced. The components of public speaking like story -telling, body language, tone and voice, and visual cues will be learnt. The three P's of public speaking: preparation, practice and performance will be taught. The students will prepare their own speeches and present for self-evaluation, peer evaluation and tutor's evaluation.

### **BBE 3102 CO-CURRICULUM (DRAMA)**

This course is essentially to make students aware of the history of drama from western theatres like Greek and Roman theatres and Modern and Medieval Theatres. The forms of drama like Folk theatre, Proscenium theatre like Elizabethan Theatre and Popular theatre like street theatre will be dealt with accordingly. The two styles of drama, the Tragedy and Comedy will be taught. The *literary elements* like script writing, characterisation, the *technical elements* like costume, sets and the *performance elements* like acting, facial expressions would be taught. The students will prepare their own scripts and perform in groups.

### **BBE 3112 CO-CURRICULUM (SPORTS)**

This course will bring about a knowledge of history, development and contemporary information on the sports arena. By giving the students opportunities to choose the games that they are

interested in, they would learn how to play that game. They would choose one indoor and one outdoor sports during the course. They will also learn to be a team player, taking responsibility and using leadership skills and thus get exposed to the holistic education including physical, mental and emotional areas of education.

### **BBE 3122 CO-CURRICULUM (MUSIC)**

This course is essentially to make students aware of the history of music from prehistoric, ancient and contemporary times. It would introduce the various nuances of music such as pitch, melody, harmony, rhythm and texture. The relationship of music with philosophy, sociology and technology will trigger ideas on how to use them for the betterment of society. A few important varieties of music will be taught such as African, Malaysian, Indian and Western music to have a taste of world music. It will also throw light on music industry to see how students could see opportunities to contribute and gain from it.

### **BBE 2013 INTER-CULTURAL COMMUNICATION**

The course is designed to increase our sensitivity to other cultures and how communication processes differ among the cultures. Students will analyse the challenges arise from intercultural interactions and learn to address the challenges creatively. Through role play, students will be taught interpersonal skills and effective team work that will increase intercultural competence, and learn the role of context and power in intercultural communication. Students will be expected to maintain an intercultural journal, explore another culture in depth, take exams and reflect on their own cultural assumptions in various forms through the course. At the end of the course, and working in group, students will be required to design and undertake a community program that will increase one's intercultural awareness.

## **BBE 2023 THE LEADERSHIP FOR CHANGING WORLD**

This course assumes that every individual has leadership potentials and that leadership qualities can be developed through experience and reflection. Through class activities, students will examine different leadership theories/models and discuss the theories / models within the context of the changing world and new demands at workplace. Students will look introspectively into the cyberspace leadership issue and examine how organisation nurture their working culture that understands the importance of cyberspace and integrates it into their operational activities at all levels. Ethics and leadership will also be discussed extensively in this course. Working in groups, students are required to design a leadership program that can be introduced at workplace/school/ learning institution/community.

## **BBE 1032 HISTORY AND PHILOSOPHY OF SCIENCE**

This course is about the international history and philosophy of science. It is designed to introduce the idea that several cultures have contributed to the development of science. This understanding of the history of science is essential to an understanding of the philosophy of science. In the process, the students will examine the difference between science and non-science. The students will also become aware of some of the ethical issues generated by science and their potentially different resolutions in different cultural contexts.

## **BBE 1042 LUMINARIES IN SCIENTIFIC DISCOVERIES**

This course introduces students on the concepts of creativity and innovation, particularly on how inventions were made. It also delves into the “prepared minds” of great luminaries providing insights on who is a scientific luminary. The course also discusses in great detail scientific luminaries and their inventions as well as their altruistic nature.

## **BBE 1052 CULTURE AND DESIGN**

The course introduces students to the design process as part of the creative process. It discusses how the various cultural elements and value system reinforce identity and influence the design. It discusses the Transmission of Knowledge of Design through The Expert and His/ Her watermark. An example of from the Malay Design is given. This includes the *Kalam* or concept of Malay aesthetics.

## **BBE 2062 THE PHILOSOPHY OF AL GHAZALI AND RUMI**

This course starts with an Introduction to the Sufism in Islam. It places The philosophy (tasawuf) in Islamic theology as well as non-Muslim (Western) philosophies and rational thought. The life and times of Al Ghazali are discussed giving focus on his intellectual and biographical contexts. A brief introduction to Al Ghazali's works is also given as Rumi, his intellectual and biographical context. Rumi's influence on Turkish poets and Muslim philosophers is also discussed. The course concludes with a comparison between Rumi and Plato and examines Rumi's influence in the West.

## **BBE 2072 THE LITERATURE OF SOUTH-EAST ASIA: TIES THAT BIND**

The course seeks to engage the students with the concept of an imagined community (SEA), and the imagined communities of the world. South East Asia (SEA) as an imagined community. The students will be tasked to recognise the traits of an imagined due to its colonial past as well as seek current realities. What are the expressions of literature and its values; examined in Words and Faith of SEA. The students will be introduced to colonial legacies of South East Asia, focussing on the Francophone and Anglophone. The course will discuss literature of the Anglophone, the Francophone and Likunusantara, the three main languages of expression. Finally the student identifies shared themes in literature.



## **BBE 2082 LITERATURE OF THE WORLD**

This course focuses on the literatures of the world to broaden the students' literary landscape. Through different genres and recognition of different literary devices, it invokes a critical and creative understanding of the commonalities and differences in writings across four themes. They include the self in the modern world, the need to triumph and succeed the many guises of love and evaluation of the different perspectives of justice and fairness.

## **BBT 3016/BMT 3016/BHT 3016 INDUSTRIAL TRAINING**

This course focuses on the real working environment involving on-the-job training and guided supervision of specific and general job scope in relation to the Bachelor of Business Administration Programme. Students undergoing industrial attachment would be evaluated in various attributes, e.g. knowledge of job scope and responsibility, practical job skills, critical and/or innovative thinking capabilities, problem solving abilities, communication competency, social responsibility, ethics and professionalism practices.

## **BSC 1013 IDEOLOGIES OF DEVELOPING COUNTRIES**

This course aims to provide students with the knowledge of a cultural, political and economic structures and systems of the "Developing World" countries. Contents of the course will mainly deal with common features of the current Developing World states, modernisation and dependency approaches to them. In the case studies, main problematic issues and conflicts of the selected states will be examined in detail.

## **BEC 1032 DIGITAL MARKETING**

Digital marketing introduces students to the concepts, contexts and fundamentals of digital marketing channels. The course begins with understanding the essence of digital marketing for Business-to-Business (B2B) and Business-to-Community (B2C)

engagement. Next, students are exposed to tools and channels of digital marketing strategies and platforms. This is a hands-on course, in which students are guided to set up their own digital marketing platforms and channels, implement campaign tracking, and interpret digital analytical reports to understand and enhance business performance.

### **BEC 2084 BUSINESS ACCOUNTING**

Accounting has become an important part of education, not just for socio-economic reasons but also because of the ever-increasing involvement of citizens in various roles in the running of societies and businesses of all types. Thus, this course is designed to provide a basic understanding of business accounting and covers various business accounting topics, including basic accounting theory, accounting principles, procedures to record business transactions, measurements of assets and liabilities and preparations for financial statements. More importantly, students will learn how accounting information assists financial statement users in facilitating their decision making.

### **BEC 1044 MICROECONOMICS I**

This course is the first part of the two series of microeconomic courses that aims to strengthen the basic knowledge of students in the field of microeconomics. This course begins with an introduction to economic theories and the forces that determine market prices. This is followed by a discussion on demand, consumer preferences and market behaviour. Next, students are introduced to production process that includes firms and technologies, cost theory and profit maximisation. Lastly, discussion covers the market behaviour theory, namely focusing on consumers and producers' behaviours in different markets.

## **BEC 1054 MACROECONOMICS I**

This course is the first part of the two series of macroeconomic courses which aims to strengthen the basic knowledge of students in the field of macroeconomics. The course begins with an introduction to macroeconomics and its indicators. The next discussion focuses on national income accounts, and the determinants of income equilibrium of various macroeconomic models. Then, students will be introduced to the commodity market, the money market, and the determination of general equilibrium using the IS-LM model. This is followed by a discussion on the fiscal and monetary policies, and the policy effects of the IS-LM model.

## **BEC 1064 MICROECONOMICS II**

This course is the second part of the two series of microeconomic courses. The course begins with an introduction of competitive factor markets followed by an analysis of imperfect competitive factor markets. The course then discusses the general equilibrium analysis, which determines prices and quantities of market and also introduces the concept of economic efficiency. The final discussion focuses on selected topics, namely externalities, public goods and asymmetric information, which may lead to market failure and ways of correcting market failure.

## **BEC 1074 MACROECONOMICS II**

This course is the second part of the two series of macroeconomic courses. The course covers the development of modern macroeconomic models, in which Classical, Keynesian, Monetarist and New Classical views of the macroeconomics will be analysed and compared in detail. Key areas to be covered include the various theories of business cycles, money and prices, unemployment, and long-run economic growth. The emphasis is placed on analysing both the strengths and weaknesses of the

models and understanding the differences among macroeconomic models.

### **BEC 1014 APPLIED STATISTICS**

This course introduces the essential statistical methods that can be used to analyse economic and business data. The main topics that will be discussed include the sampling distribution of the mean and proportion, calculating the point and interval estimation of the population mean and proportion, conducting the hypothesis testing for mean and proportion, measuring the variances of one and two populations, the analysis of variance, regression and correlation analysis, time series analysis and finally, the index numbers computation.

### **BEC1024 MATHEMATICS FOR ECONOMIC ANALYSIS**

This course introduces mathematical techniques that are commonly used in economic study and to demonstrate how students can apply mathematical skills in analysing economic problems. Among the important topics discussed include function, equation and systems of equations, differentiation, integration, and optimisation. Each introduction of mathematical techniques will be accompanied by its use in solving economic problems.

### **BEC 2214 RESEARCH METHODOLOGY**

This course is designed to provide students with skills in obtaining knowledge related to quantitative, qualitative and mixed methods that can be used in economic research. This is an important course that prepares students for their final year research project. This course includes project paper that exposes students to various techniques of research.

### **BEC 2144 ECONOMETRICS**

This course introduces econometric methods for the analysis of economic and business data in order to facilitate business and

economic decision-making process. The data type covered in this course is time series data. The main topics include the classical assumption of time series analysis, model specifications issues, the detection of econometric issues such as multicollinearity, autocorrelation, heteroscedasticity, and the method to overcome these issues. The course concludes with discussion on the Simultaneous equations and dummy dependent variable techniques.

### **BEC 2154 HISTORY OF ECONOMIC THOUGHTS**

This course discusses the origin and development of economic ideas by prominent thinkers in history. The course traces the history of Western economic thought from ancient to modern times, with an emphasis on developments since Adam Smith published *The Wealth of Nations* in 1776. This course concentrates on a limited but representative number of thinkers to show how the ideas have evolved through time and are related to each other.

### **BEC 2114 ECONOMIC PLANNING AND PROJECT ANALYSIS**

This course discusses the core elements in economic planning and project analysis. Several types of cost-benefit analysis will be discussed and used as an analytical tool in this course. This course namely covers the topics of characteristics of economic planning and analysis. The course also discusses the principles and concepts related to the cost-benefit analysis. Finally, the students will be given opportunities to carry out the cost-benefit analysis on various case studies.

### **BEC 2124 MONETARY ECONOMICS**

This course introduces students to the essence of contemporary monetary policy. The issues that will be discussed include functions of monetary policy in the economy and the formation of monetary policy. Students will be exposed to different monetary economic theories covering interest rate, inflation, monetary transmission

mechanisms, and monetary policy regimes. Current empirical evidence in monetary policy is also discussed. The course concludes with a discussion on the application of monetary policy in various countries.

### **BEC 2134 ISLAMIC ECONOMICS AND FINANCE**

This course focuses on the rationale of learning Islamic economics and its importance in the era of global economy. Methodology and characteristics of Islamic economics are presented by comparing them to conventional economics. Discussion focuses on the Islamic economic subsystems covering production and business, consumer consumption and firm behaviour, as well as government policy in Islamic context. Students will be exposed to the core principles and basic models and frameworks of Islamic finance and financial system.

### **BEC 2094 POLITICAL ECONOMY**

This course studies the interaction between politics and economics. The course analyses political behaviour such as behaviour of political leaders, bureaucrats, parties, voters, and media. Students will be introduced to the common ways of modelling politics through various political economy models such as median voter, citizen candidate, lobbying, and probabilistic voting. Then, the models will be applied to analyse real world problems such as size of government, welfare state policies, and trade politics.

### **BEC 2104 ENVIRONMENT AND NATURAL RESOURCES**

This course applies economic principles to assess the effectiveness of environmental and natural resource management, planning, and policy. It discusses the concepts and issues related to environmental economics and resource management. This course debates the input and output in production system. It also exposes students to incorporation of cost-benefit analysis in estimating

environmental quality by showing that environmental damages can be estimated. This course practises both technology-based delivery and problem-based learning.

### **BEC 2164 LABOUR ECONOMICS**

This course encompasses the main theories in the field of labour economics that are used to explain and analyse problems and issues in the labour market. Students will use microeconomics tools and theories they have learned to analyse how society develops, allocates and rewards human resources, in addition to other labour related issues. Students will have an opportunity to analyse the trends of labour market and learn how to forecast and predict future labour market.

### **BEC 2194 DEVELOPMENT ECONOMICS**

This course covers the theories, concepts and development issues in developed and developing countries from the perspective of economic development, sustainable development, rural development, human capital development, industry and urbanisation, international markets, foreign exchange, foreign investment and aid, and development planning. It aims to provide students with a basic economic understanding of the patterns of economic development globally, as well as an understanding of various development issues, approaches and policies, particularly in developing countries.

### **BEC 2204 INDUSTRIAL ORGANISATION**

This course is an introduction to the field of industrial organisation. The course begins by introducing industrial organisation and its approaches. This is followed by a discussion on the reasons why firms exist and the concept of costs. Next, the discussion will focus on competition and monopoly, which also covers oligopoly models and monopolistic competition. Finally, the discussion will focus on selected conducts of firms such as price discrimination,

product differentiation, vertical integration, patents and technological changes, and their impact on economic welfare.

### **BEC 2174 HUMAN RESOURCE PLANNING**

This course is designed to provide students with the necessary knowledge and skills in Human Resource Planning (HRP). It addresses the human resource planning theory and concepts. Students will learn about the importance of aligning human resource management with organisational plans and objectives. Students will examine the various elements of human resource planning, including strategic planning, job analysis, and forecasting supply and demand. The course will examine how corporate and business strategies influence human resource management practice.

### **BEC 2184 FORESTRY ECONOMICS**

This course introduces students to concepts in forestry economics, their analytical methods and applications to forest management, preservation, and policy analysis. Topics covered in this course include forest investment analysis methods, valuation of non-market products and services, land distribution and multiple use, issues of forest management, optimal age of crop rotation and regulatory concerns. Economic tools will be used in determining the optimal age of harvest, planting density while financial tools will be applied for discounting in forest investment.

### **BEE 2013 HIGH IMPACT BUSINESS PRESENTATION**

This course is an introduction to speech communication that emphasises the practical skills of public speaking, including techniques to reduce speaker anxiety and the use of visual aids to enhance presentations. Students will learn concepts and modes of communication, how to adapt a speech for different occasions and audiences, how to effectively support presented ideas, how



to select and organise materials in preparation for a speech, and how to utilise multimedia tools in presentations, among other skills.

### **BEE 2022 MANAGEMENT INFORMATION SYSTEM**

Management Information System allows students to understand the connection between information systems, community engagement, and business performance. As the world is experiencing a digital transformation in the way we do things, there is a fundamental change on how individuals, businesses and communities interact with each other. This course will also include coverage of basic database administration, data quality and data security.

### **BEC 3312 SEMINAR IN CONTEMPORARY ECONOMIC ISSUES**

Seminar in Contemporary Economic Issues is a research and discussion-based course that provides students an opportunity to discuss various contemporary economic issues. The course features speakers from academia and industry to share their research ideas and practical experiences on various contemporary economic topics. Students are expected to do research on various economic topics and apply necessary economic theories in analysing current economic issues and challenges. Students are expected to actively participate in seminar discussions, make a seminar presentation on selected topics and write a term paper on chosen topic.

### **BET 3013 INDUSTRIAL / COMMUNITY PROJECT I**

Industrial / Community Project I is the first of the two Industrial / Community projects that students need to complete. This course is evaluated as a pass / fail course. This course allows students to be involved in variety of projects and activities with various industries or communities during the period of two semesters, with the chief objective to gain relevant experiences, knowledge, and skills. Each project consists of four elements: training workshops, design,

implementation, and execution of industrial / community project as agreed with industry or community. The first two elements will be completed in this course. This course is offered as a pass/fail course.

### **BEC 3274 KNOWLEDGE-BASED ECONOMY**

Development of knowledge-based economy has become the frontiers and primary goal of many countries. In the era of knowledge-based economy, the principal driving force of a nation's socioeconomic development depends upon the society's knowledge and innovative capacities. This course aims to introduce the basic ideas and theories of knowledge-based economy and the relationship between culture and the development of knowledge-based economy. Given that cultural plurality is an important dimension that shapes society's knowledge content, students will review theories and practices of knowledge-based economy from a critical perspective using various countries' experiences.

### **BET 3023 INDUSTRIAL / COMMUNITY PROJECT II**

In the second part of this Industrial / Community Project, students will complete the other two elements of the project. Students will be involved in community service programmes and learning opportunities through social services programmes or participate in industry projects. Among the suggested programmes are fund-raising events, greening the society or elderly services. Students will work under the supervision of a faculty member.

### **BEC 3224 TOURISM ECONOMICS**

This course provides a fundamental knowledge of concepts and analytical techniques to assess and analyses tourism from economic perspective. Assessment and analysis cover both micro and macro levels. Topics include the determinants of consumer demand on tourism, competition structure among firms that offer

tourism services, the cost and benefit of tourism development to the society, the role of government in protecting the tourism industry, the impact of tourism on the environment and the issues of sustainability of tourism sectors. This course involves many case studies that aim to increase students' understanding of tourism economics, especially the tourism development in Malaysia.

### **BEC 3234 INTERNATIONAL TRADE**

The purpose of this course is to introduce the concepts, theories and analytical tools in international trade. The first part of this course discusses theories on the direction of trade, profit from free trade, the determination of commodity relative price and factors after the establishment of international trade. The second part of this course focuses on the implications of non-free trade, barriers of free trade and relevant issues in non-free trade. The final part of this course covers the impacts of growth on international trade and the status of developing countries in the context of international trade.

### **BEC 3244 FISHERIES ECONOMICS**

The aim of this course is to expose students to practical knowledge of resource economics, fishing applications and implementation of fisheries management in real-life environment. This course covers both theoretical and applied fisheries economics such as population dynamics, profits in fisheries context, property rights, transaction cost, and territorial user rights for fisheries. Case studies of real-life management in fisheries industries will also be studied. Finally, the course will conduct experiential learning in fisherman villages and related government agencies that play significant roles in this industry.

### **BEC 3254 PUBLIC SECTOR ECONOMICS**

The course uses and adopts the basic tools of microeconomics to analyse government's role, rationale, and action. The course is

divided into two parts: government expenditure and government revenue. The course begins with an understanding of market failure and the need for government intervention to achieve market efficiency and improve social welfare. The efficiency and equity of government expenditures and revenues are analysed by looking at their impacts on individual and firm's behaviour and distribution of income.

### **BEC 3264 HEALTH ECONOMICS**

The aim of this course is to introduce students to the application of economic analysis to healthcare delivery systems, policy, and related markets such as health insurance. The course will study the organisation, finance, and delivery of health services in general, the economic evaluation of alternative methods of providing healthcare, and individual behaviour choices pertaining to health. This course will demonstrate specific analyses of various medical care provision systems, particularly the Canadian system. Techniques such as basic Econometrics and others will be used to perform these analyses.

### **BEC 3304 ENERGY ECONOMICS**

This course discusses issues related to the 3-E (Energy-Economy-Environment) framework by using economic analysis. Student will study policies and regulations of the energy industries and apply basic economics principles such as analysing market structure and price-risk management. Spreadsheet models of energy project finance will be explored within the 3-E framework to evaluate scenarios for the future. This course covers topic on exhaustible resources, energy security, and conservation policy related to oil and gas industry. Student will also be exposed to methodology for policy valuation, specifically the Cost Benefit Analysis and Risk Management, which is adopted from international organisations such as the World Bank and the United Nations.

### **BEC 3294 LAW AND ECONOMICS**

In this course students will learn economics analysis of law and organisation, and the application of economics to: property rights, patents and natural resource management; contracts, long-run contracts, public sector contracts, smart contracts, enforcement, role of market forces, risk aversion, and remedies for breach; economic theory for torts, negligence rules, strict liability, multiple torts and product liability. Special topics will include crime, efficiency of common law, governance, and business organisation.

### **BEC 3284 INTERNATIONAL FINANCE**

This course introduces the monetary and financial aspects of international trade and payments. The topics to be covered include the balance of payments accounting, the balance of payments disequilibrium and adjustment, external trade and the national economy, the foreign trade multiplier and foreign repercussions, the foreign exchange market, foreign exchange risk exposure and management, the determinants of exchange rates and exchange rate forecasting, alternative exchange rate systems, the past, present and future international monetary systems, international financial crises, and macroeconomic policies to achieve internal and external balance.

### **BSE 3092 PROFESSIONAL GROOMING AND PERSONALITY DEVELOPMENT**

Professional Grooming & Personality Development is a practical course that exposes students to the essentials of professionalism and personality development. Students will be exposed to the fundamentals of social etiquette and the requirements of protocols. Personality development focuses on improving students' interpersonal and social skills with regards to projection of positive and impressive personal image. Students will also be introduced to

stress and time management as a preparation in dealing with the pressure and challenges of study and work environments.

### **BEE 3033 BUSINESS WRITING**

This course aims to introduce students to the techniques and skills needed to conduct scientific, technical, business and professional writing. Students will be guided on how to articulate their thoughts in a clear and concise manner, specifically suited to the business environment. Students will learn to write appealing proposals, persuasive business plans, and clear technical reports. Students will also be introduced to effective Social Media writing platforms. More importantly, this course places an emphasis on ethical responsibilities in business and technical communication.

### **BEE 3043 COMMUNITY ENGAGEMENT**

Community Engagement provides students with an opportunity to engage extensively in a structured community-based project or program under the supervision of an academic staff. As a preparation for the project, students will be introduced to the fundamentals of working with community, the procedures, conflict management, and community culture. Through working with the community, students are expected to propose innovative and suitable community-based project or program that can benefit the community.

### **BSC 1024 PRINCIPLES OF SOCIAL DEVELOPMENT**

This course aims to introduce the basic concepts, principles and theories of social development related to families and communities. Each aspect of social development is connected to various social factors and conditions that may either promote or impede social well-being and the development of families and communities. Hence, this course provides students with the knowledge and understanding on the importance of equal distribution of societal resources, societal needs, effective

planning, management, and intervention of social issues for the betterment of the society.

### **BSC 1034 DEVELOPMENT THEORIES**

The course explores the fundamentals of development theories from various traditions. There are two basic perspectives toward development: first, the conventional model of development such as the theory of capitalism; and second, the non-conventional model of development such as Marxism and Socialism. These theories will be discussed thoroughly to depict issues, policies, and strategies in relation to development, which is constantly dynamic throughout history. Finally, the course will discuss development models and approaches that influence economic growth, as well as the development strategy of a nation in the global domain, such as the Newly Industrialised Countries (NICs).

### **BSC 1044 ECONOMIC FOR DEVELOPMENT**

This course covers theories, concepts and development issues in developed and developing countries from the perspective of economic development, sustainable development, rural development, human capital development, industry and urbanisation, international markets, foreign exchange, foreign investment and aid, and development planning. It aims to provide students with the understanding of basic economic patterns of the global economic development as well as the various development issues, approaches and policies, particularly in developing countries.

### **BSC 3184 DEMOGRAPHY**

This course exposes students to the concepts, theories, and practices in the field of demography, with specific focus on fertility, mortality, and migration. Emphasis will be given to the impact of the changing demographic structure on social and economic development. Throughout this course, the students will be given

the opportunities to analyse and discuss demographic changes in developed and developing countries, such as the aging population, declining fertility rate, and the role of migration.

### **BSC 2104 DIGITAL SOCIETY**

The course exposes students to the relationship between technology and society in the context of a country's development. It introduces students to the concept of science and technology and their importance in the development process, the impact of science and technology on society from the economic, social, and environmental point of view, and the contribution of science and technology towards development. Throughout this course, students will also discuss current issues related to the society and technology.

### **BSC 3174 INDUSTRIALISATION AND INTERNATIONAL DEVELOPMENT**

This course introduces students to the role of industrialisation in a nation's development process. In this course students will learn the concepts and issues regarding industrial and international development. The course then covers the processes and stages of industrialisation in selected countries and how they are related to the said countries' development. The course concludes with a discussion of the effects of industrialisation on social development.

### **BSC 3164 POLITICS OF DEVELOPMENT AND UNDERDEVELOPMENT**

This course primarily looks at the political dynamic that underpins the process of development in different countries. In general these countries are divided into the developed global north and the underdeveloped global south. The course covers basic concepts in the development study such as the modernisation and dependency theories by comparing the global north and south. The course then discusses the main issues in development such as



the economy, sustainability, human rights, and security, as illustrated by case studies of each country.

### **BSC 3194 SOCIAL POLICY AND PLANNING**

This course will analyse the social policy in Malaysia as well as conducting a comparison of social policy implementation between developed and developing countries. This course provides students with the theoretical and conceptual understanding of policy and its planning in addressing social issues. It also presents planning as a complex process in bringing change. The course then discusses the development and expansion of social policy, national priority, community welfare, and other issues related to the implementation and evaluation of social policy. It then concludes with a discussion on the approaches, issues and problems related to social policies in social planning processes.

### **BSC 3204 SOCIAL INEQUALITY**

This course explores the causes and consequences of socio-economic inequalities in today's world and its effects on the development of the nation. It discusses theories and concepts to understand different forms of inequality and its existence. The discussion focuses on various institutions and mechanisms, which are important for creating, reproducing, reducing, and changing inequalities in the context of developed and developing countries. These institutions and mechanisms include education, the labour markets, families and social policies, neighbourhoods and country, segregation, gender, stratification, race, ethnicity, and social class.

### **BSE 2053 SOCIAL PSYCHOLOGY**

Social psychologists investigate how we view ourselves and others, how we interact with others, how we influence others, and how we act when we are part of a group. Given the amount of time each of us spend thinking about and interacting with the people we encounter every day, much of our lives are spent with the subject

matter of social psychology. This course draws on experiences we might encounter to enhance learning of social psychological theories and concepts. Included are descriptions of experiences one might come across such as a job interview or an infomercial. Also, connections are made between aspects of that experience and social psychological terms, concepts, and theories to give a broad overview of the field of social psychology.

### **BSC 2073 STATISTICS FOR SOCIAL SCIENTIST**

This course provides an overview of basic descriptive and inferential statistical techniques used in the analysis of social science research. This course also aims to familiarise students with the organisation and analysis of data, communicating research results and translating statistical jargon into meaningful interpretation. It will also help students to understand basic theories and analysis of statistics, such as elementary probability theory, hypothesis testing, sampling distributions, data distributions, analysis of variance, correlations, regressions, and non-parametric tests.

### **BSC 2084 DEVELOPMENT PLANNING IN REGIONAL AND RURAL AREAS**

This course introduces the concept of rural and regional development. Students will be exposed to basic concepts and theories of rural and regional development, and the importance of development process at the rural and regional levels. The issues of imbalanced development between urban and rural areas and in specific regions within a country will be systematically discussed. Furthermore, this course will guide students on matters related to alignment of policy and government strategic planning in the rural and regional level, especially in the government's commitment and initiatives in designing a regional corridor development programme.

### **BSC 2114 RESEARCH METHODOLOGY FOR SOCIAL SCIENTIST**

This course introduces students to basic concepts of research methodology, which centre on quantitative and qualitative methods. It is designed to provide students with the practical tools of conducting social and development research. This course exposes students to research methodology including research design, sampling, research instruments design, data collection procedure, data analysis and interpretation methods, and techniques for reporting findings. All of these aspects are indispensable in conducting a scientific research.

### **BSC 2154 SEMINAR IN SOCIAL DEVELOPMENT ISSUES**

This course emphasises the critical understanding of various social development issues. This research-based course provides a platform for students to demonstrate their competency in applying various knowledge and skills to address selected issues in social development that in turn ensure societal well-being. Throughout this course, students will have an opportunity to present and share their ideas in class

### **BSE 3082 CRITICAL AND CREATIVE THINKING**

Critical and creative thinking is a valuable course that prepares students for the workforce. Through this course, student will have an opportunity to challenge themselves by developing and evaluating their own critical thinking and creative problem-solving skills. It highlights the importance in understanding and applying practical methods of thinking to respond to any social issues. Throughout this course, students will be able to build their confidence level to the point that they can critically and creatively apply related skills in their projects.

### **BEC 1032 DIGITAL MARKETING**

Digital marketing introduces students to the concepts, contexts and fundamentals of digital marketing channels. The course

begins with understanding the essence of digital marketing for Business-to-Business (B2B) and Business-to-Community (B2C) engagement. Next, students are exposed to tools and channels of digital marketing strategies and platforms. This is a hands-on course, in which students are guided to set up their own digital marketing platforms and channels, implement campaign tracking, and interpret digital analytical reports to understand and enhance business performance.

### **BSC 1054 AGRICULTURE AND DEVELOPMENT**

In this course, students will be exposed to the concepts, issues, strategies, and approaches in agricultural sector, in both developed and developing countries. This course will provide students with the opportunities to discuss issues on the development of agricultural sector from the perspectives of the economy, poverty, rural development, food security, modernisation, labour and capital development, government intervention, research, foreign exchange, finance, and the importance of foreign aid. This is important because agriculture is integral to a country's economic and social development and should not be reduced to a secondary role relative to other economic sectors.

### **BSC 1064 POVERTY AND DEVELOPMENT**

This course is organised based on four fundamental tiers: the first-tier guides students on the conceptualisation and definition of poverty from various perspectives in local and global domains. The second tier focuses on theories and root causes of poverty from material and non-material perspectives in both local and global domains in the rural and urban areas. The third tier focuses on issues concerning poverty alleviation as explained from rural and urban perspectives. Finally, the fourth tier focuses on important strategies for poverty alleviation that will be discussed based on relevant case studies.

## **BSC 2124 ENVIRONMENT AND DEVELOPMENT**

The natural environment plays an important role in supporting economic and development activities. The course includes a discussion on the relationship between the production system and the natural environment; growth and changes in the production system; and environmental interaction and valuation. Students are exposed to different steps that can be taken to resolve problems related to the environment, natural resources and development and the different approaches, strategies, and concepts towards achieving sustainable development.

## **BSC 2134 PROJECT PLANNING AND MANAGEMENT**

This course discusses methods of planning, implementation, and evaluation of public and private development projects. It covers work breakdown structure for project planning, project scheduling work, monitoring and evaluation of projects, and project management teams. Students will also learn the tools and strategies to define a new project or a new phase of an existing project; define initial scope and budget, identify stakeholders and develop a project planning and management plan. This course also includes hands-on project.

## **BSC 2144 PROJECT INVESTMENT ANALYSIS**

This course discusses the fundamental concepts and methods of investments to help students evaluate proposed projects. The course will introduce students to various techniques in assessing and managing project feasibility as well as its financial viability and suitability. It will enable students to understand financial statements and aspects like time value of money, discounted cash flow, net present value, internal rate of return, risk, and uncertainty problem to help them make sound financial decision in the future.

### **BSE 1013 COMMUNITY DEVELOPMENT**

This course aims to expose students to the concepts and principles of community development and its approaches. It also emphasises the elements of community empowerment through their collective involvement. This course also educates students on the rights and responsibilities in meeting the community's needs and addressing various issues and challenges within the community. Finally, it enables students to build a platform for their engagement as community development practitioners in local community setting

### **BSE 1023 EDUCATION, TRAINING AND HUMAN RESOURCE**

This course examines and discusses the role of education and training sector in the development of a nation's human resource. The improvement of education and training system has been an important agenda in developed and developing countries. The course will then discuss selected issues to foster a more comprehensive understanding about the relationship between education, human resource, and training in the national development context. The selected issues include the contribution of education in the development of human capital and challenges faced by education and training system in the era of globalisation.

### **BSE 2033 PUBLIC SECTOR MANAGEMENT**

This course introduces students to the public sector and its roles and functions. This course also focuses on the new public management, public sector reforms, the new public service, public participation, issues on accountability, ethics, and integrity in public sector management. It will discuss leadership issues, public service motivation and challenges, as well as the future of public sector management. Finally, students are expected to understand the basic workings of the public sector, the challenges

it faces, and formulate ways to improve the management of the public sector.

### **BSE 2043 HUMAN BEHAVIOUR AND SOCIAL ENVIRONMENT**

This course aims to explore human behaviour and social environment in the context of development through a comprehensive perspective and taking into consideration the socio-cultural and local ecology. It will be built upon human development processes and its relation to various social systems. Students will be exposed to theories and knowledge in which individuals, families, groups, organisations, institutions, and communities interact. Issues regarding diversity, populations at -risk, and social and economic justice will be elaborated further based on social development perspectives.

### **BSE 3064 HUMAN SERVICE ORGANISATION**

This course provides students with an understanding of the knowledge and skills necessary in the management of human service organisations in the context of sustainable social development. It focuses on strategic planning, marketing methods, quality services, leadership and management in human service organisations, service delivery system, budget and financial planning, supervision, and managerial problem-solving in greater depth.

### **BSE 3074 COMPARATIVE POLITICS**

The course aims to equip students with key terms and concepts that are fundamental in analysing various political systems practised in the world today. It helps students to understand different types of political institutions and how do they come to exist. Concepts such as democracy, authoritarianism, electoral systems, among others, will be used to highlight the differences and similarities between these political systems. This course then illustrates the real-world applicability of these concepts through

the lens of relevant contemporary political issues in developed and developing countries.

### **BST 3016 INDUSTRIAL TRAINING**

Industrial training is an integral component as it provides students with on-the-job training or real-life job experience to make them aware of the needs and expectations of the industry, and consequently, making them ready for employment. Students will be able to apply what they have learnt in the classroom and further develop their communication and interpersonal skills. Student will undergo industrial placement for 12 weeks with supervision from players of the industry. The industrial training will be carried out in Semester III, Year 2 and Semester III, Year 3 for 7 weeks, respectively. The training outcome will be evaluated by both industrial and faculty supervisors. The students are required to prepare a written report upon completion of the training.

### **BFC 1014 PRINCIPLE OF ECONOMICS**

This course provides students with basic understanding on how economist view the world. In addition, student will understand the behaviour of households, firms and government via the tools in micro-and macro-economcis analysis.

### **BFC 2023 FINANCIAL MARKETS AND TECHNOLOGY IN FINANCE**

The present day market can be easily named as financial market as it functions around finance from various sources like financial institutions at the national and global level. Thus understanding the money market and the foreign exchange market becomes a key and principal element for business students. The present day business demands the understanding of debt security markets and share markets. Thus this course exposing students with various financial market and institution for business funding becomes essential.



### **BFC 1043 FINANCIAL MANAGEMENT**

This course focuses on key principles in financial management. It addresses financial decision-making issues which relates to assets valuation, capital budgeting, capital structure and dividend policy and managing working capital of a firm.

### **BFC 1063 BUSINESS STATISTICS**

The major areas of study include: introduction to statistics, grouping and displaying data: tables and graphs, measures of central tendency and dispersion in frequency distribution, basic probability, probability distribution, estimation, hypothesis testing I (one sample test), hypothesis testing II (two sample test) and analysis of variance. The students would also be exposed to techniques of regression estimation, simple linear regression and multiple linear regressions.

### **BFC 2083 ETHICS AND CORPORATE GOVERNANCE (AKHLAK)**

This course is to create and develop awareness of ethics and ethical thinking in life and business best practices for the sustained development of the society. Also, to understand and appreciate the role of morality, norms and values in rational choices and decisions. The aim of this course is to guide candidates in understanding ethics and ethical basis for choices and decisions. It will also provide perspectives on the concept, evolution and role of corporate governance in a market based economy, with some links to the governance of Islamic Financial Institutions. With the knowledge and understanding of issues, it is expected that candidates will be able to grasp the role of ethics in the application of contemporary governance principles and best practices. Candidates are also expected to assess and evaluate different ethical and governance frameworks and principles in articulating their effectiveness in varying contexts and environments. The case of emerging and Muslim societies will also be considered.

### **BFC 2103 RESEARCH METHODOLOGY**

This course is an introductory course for students to understand the principles and concepts of research methodology in business, finance and social studies. In addition, this course would provide insight and advices as well as real experience for student in conducting a research.

### **BFC 2113 INVESTMENT ANALYSIS**

This is an introductory course in investment analysis. It covers the basic concepts, theories, applications and decision-making process in investments. This course will be an integral part of the degree program and to equip learners with the necessary skills and know-how in the state-of-the-art investment course. This course will incorporate the shari'ah compliant aspect of investment analysis.

### **BFC 2123 CORPORATE FINANCE**

This course is designed to introduce in depth understanding on financial aspects of decision-making of a firm. It aims to provide advanced theoretical and practical techniques which cover investment decisions, financing decisions and dividend decisions. The course focuses on theories and applications of corporate finance, specifically in advanced techniques on valuation of securities, capital budgeting, assessment of risk and return, efficient markets and capital asset pricing. The firm's capital structure, dividend policy, long-term financing, merger and acquisition, derivatives and risk management will be discussed in detail.

### **BFC 2133 INTERNATIONAL FINANCE**

This course focuses on key principles in international financial management. It addresses international financial markets, including the foreign exchange market, various currency systems in the world and examines the factors that influence exchange rates.

The course also explore currency derivatives markets and their use for speculation. The underlying theories of exchange rates are discussed with the different types of arbitrage. The key components of corporate finance, more specifically, capital budgeting analysis, cost of capital and capital structure, as well as working capital (particularly, cash) management, are reviewed from the perspective of a multinational company.

### **BFC 2143 FINANCIAL STATEMENT ANALYSIS**

The objective of the course is to introduce students with financial statement analysis a framework for business analysis. Students will be exposed to general tools of financial analysis, theoretical concepts, and practical valuation issues. Financial Statement Analysis has enormous implications for equity analysis, credit analysis, business decisions and resource allocation. By the end of the course, students should be comfortable with using firms' financial statements to develop an understanding of their performance and to establish a basis for making reasonable valuation estimates.

### **BFC 2153 FINANCIAL MODELLING**

The objective of this course is to provide basic concepts of financial modelling and financial theories applied. The aim is to provide practical knowledge on how to use computer applications (Microsoft-Excel and Visual Basic) to estimate, analyse and apply financial models for problem-solving and decision-making purposes. The hands-on application using corporate finance models could prepare students for the new challenges in business world as well as in their future jobs.

### **BFC 3163 SEMINAR IN FINANCE**

This course provide students with an in-depth knowledge in corporate financial management theory, practice and techniques using a case study approach emphasising on complex issues. It is

an interactive course between students and instructor in discussing selected topics. The objective of this course is to intergrate all the concepts and theories in corporate finance in unraveling the case issues. The students need to demonstrate the ability to execute the knowledge in simulated business situations.

### **BFS 1013 ISLAMIC THEOLOGY (AQIDAH ISLAMIAH)**

This course provides students with basic understanding on knowledge and application of the Islamic theology including the history and the concept of 20 essential attributes of Allah.

### **BFS 1023 1023 USUL FIQH**

This course is designed to provide students with the knowledge on the principles of Islamic Jurisprudence. The discussion comprises of Sources of Shari`ah (Masadir al-Shari`ah), Rulings of Shari`ah (Al-Hukm al-Shar`i) and Objectives of Shari`ah (Maqasid al-Shari`ah).

### **BFS 1033 FIQH MUAMALAT**

This course covers details of the theoretical aspect of Shariah contracts in terms of their essential elements, conditions and legal consequences. The discussion covers various types of buyu' (sale based contracts), ijarah (lease), musharakah and mudarabah (partnership contracts) wakalah (agency), wadi'ah (custody), hibah (gift), qard (loan), rahn (pledge), kafalah (guarantee) hiwalah (transfer of debt) and some concepts of wa'd (promise), ibra' (absolution) and muqassah (set-off). The course also exposes the students to the practical application of these contracts in the development of Islamic financial products and services.

### **BFS 2043 QAWAID FIQHIYYAH (ISLAMIC LEGAL MAXIMS)**

This course focuses on the 5 major Qawā'id Fiqhiyyah such as 'matters are determined by intentions', 'hardship begets facility', 'certainty is not dispelled by doubt', 'injury must be removed' and 'custom is authoritative' in terms of origins, features and principles.

For each Qawā'id Fiqhiyyah, there will be a discussion on how this Qawā'id Fiqhiyyah is applied to resolve issues in Islamic Finance.

### **BFS 1053 FOUNDATION OF ISLAMIC ECONOMICS**

This course covers details of the modern Islamic economic thought which studies on the behaviour and interactions of economic agents and analysis how economies work at the macro and micro levels. It covers study on production, distribution, on good and services, identify economic problems and phenomena from Islamic perspective. It involve the application of Shariah to the different economic functions and issues to show Islam offers a better approach in managing economic activities and solving economic and social issues.

### **BFS 1062 BASIC ARABIC FOR MUAMALAT**

This course provides students with basic knowledge including concept and application of Arabic Languages especially in Muamalat.

### **BFS 2083 ISLAMIC CAPITAL MARKET**

This course explains the theoretical aspect of Islamic Capital Market and its operations from conventional and Shariah perspective. It exposes the students with the Shariah principles, rules and guidelines governing the Islamic capital market industry. It provides details on different segments of the Islamic capital market components including sukuk, Shariah compliant stocks, Islamic fund management, Islamic exchange traded funds (I-ETF), Islamic real estate trusts (I-REIT), Islamic private equity and venture capital, Islamic derivatives, Islamic structured investments products.

### **BFS 3093 ISLAMIC FINANCIAL SERVICES, LEGAL AND GOVERNANCE**

This course will focus on topics that relates to the Islamic financial services, legal and governance framework and how it relates to

the overall operation of an organisation. The course will cover Islamic financial services, legal and governance framework related topics at local and international regulation practices.

### **BFS 3103 ISLAMIC BANKING MANAGEMENT**


This course focuses on the banking management which covers concepts and operations, products and services as a financial solution offered to households, firms and governments. This course will be delivered through a comparative approach covering both Islamic and conventional banking.

### **BFS 3113 ISLAMIC RISK MANAGEMENT**

The course is designed to provide students with the essential knowledge of risk management of Conventional and Islamic financial institutions (IFIs). The study will focus on the fundamentals in identifying, measuring and mitigating risks within a banking paradigm. Students will be exposed to tools for controlling and managing inherent and residual risks. It also highlights the principles of Islamic finance and risk management in Islamic financial contracts besides discussing on Shariah-related issues that may exist in IFIs. Students are also exposed to regulatory requirements such as that of BASEL guidelines and IFSB standards and tools for controlling and managing the inherent as well as the residual risks that include soft control and hard controls.

### **BFS 3123 WAQF AND ZAKAT MANAGEMENT**

This course introduces students to the concept of Waqf and Zakat management. The course aims to familiarises the students with the legal and accounting aspect of Waqf and Zakat. It also exposes the students to various innovative financial products for Waqf and Zakat. The discussion will be focused on various Islamic financing modes that can be used to enhance the roles of Waqf and Zakat institutions towards socio-economic development. The various challenges and prospects of the contemporary Waqf and Zakat



institutions will also be covered in this course. The students will enhance their analytical abilities and problem solving skills through real case studies.

### **BFT 3011071078 INDUSTRIAL TRAINING**

This course focuses on to the real working environment involving on the job training and guided supervision of specific and general job scope in relation to the Bachelor of Business Administration programme. Students undergoing industrial attachment would be are evaluated in various attributes, e.g. knowledge of job scope and responsibility, practical job skills, critical and/or innovative thinking capabilities, problem solving abilities, communication competency, social responsibility, ethics and professionalism practices.

**SCHOOL OF BUSINESS AND SOCIAL SCIENCES (SBSS)**

**Academic Handbook**

**Edition : 2021**

Albukhary International University (AIU)

Jalan Tun Abdul Razak,

05200, Alor Setar

Kedah Darul Aman, Malaysia

Email : [sbss@aiu.edu.my](mailto:sbss@aiu.edu.my)

Website: [www.aiu.edu.my](http://www.aiu.edu.my)