

COURSE SYNOPSIS

LABUAN FACULTY OF INTERNATIONAL FINANCE

BACHELOR OF INTERNATIONAL BUSINESS (INTERNATIONAL FINANCE) WITH HONOURS

BPKP CODE SPECIALISATION
HE19 **International Finance**

BACHELOR OF INTERNATIONAL FINANCE (INTERNATIONAL AND OFFSHORE BANKING) WITH HONOURS

BPKP CODE SPECIALISATION
HE20 **International and Offshore Banking**

BACHELOR OF INTERNATIONAL MARKETING WITH HONOURS

BPKP CODE SPECIALISATION
HE21 **International Marketing**

BACHELOR OF INTERNATIONAL FINANCE (INTERNATIONAL FINANCIAL ECONOMICS) WITH HONOURS

BPKP CODE SPECIALISATION
HE22 **International Financial Economics**

BACHELOR OF ISLAMIC FINANCE WITH HONOURS

BPKP CODE SPECIALISATION
HE23 **Islamic Finance**

FACULTY CORE

GT00103 PRINCIPLES OF ACCOUNTING

Principles of Accounting is a course of study that provides an introduction to the principles and techniques that accountants employ in measuring, processing, evaluating and communicating information about the financial performance and position of a business. This course helps students to develop an understanding of a range of theoretical and practical techniques used in accounting. It helps to develop skills that should enable them to participate more effectively and responsibly in today's business environment, to improve the management of personal financial activities, such as, budgeting, savings and investment. In addition, this course prepares students for post-secondary and professional studies in accounting.

References

- Mohd Nizal Haniff Anuar Nawawi, Rodziah Abd Samad, Intan Salwani Mohamed (2018). *Fundamental of Financial Accounting*, 2 nd edition. Oxford.
- Warren, Carl S., Reeve, James M., Duchac, Jonathan E. (2016). *Accounting* 27th edition. South-Western.
- Wild, J.J., Shaw, K.W., Chiappetta, B., Kwok, W., & Venkatesh, S. (2013). *Fundamental Accounting Principles*. Mc Graw Hill.
- Wild, J.J., Shaw, K.W., Chiappetta, B., & Kwok, W., (2013). *Principles of Financial Accounting*. Mc Graw Hill.
- Nobles, Mattison, & Matsumura. (2014). *Horngren's Financial & Managerial Accounting*, Pearson Education Limited.
- Needles, Powers, & Crosson. (2014) *Principles of Accounting*. Int. Edition. 12 th Edition. South-Western.

GT00303 BUSINESS STATISTIC

This course exposes student to the basic statistics concepts used in business and economics. Topics covered in this course include data ranking, frequency distribution, table and graph, central tendency measurement, standard deviation, basic probability theory, probability distribution and statistical inferences especially t-test, F- test, ANOVA, Chi-squared, regression and correlation. Time series and index numbers will also be included.

References

- Kelly, Jaggia. (2018). *Business Statistics: Communicating with Numbers*. 3rd Edition. McGraw Hill Education.
- Benson, P. G., McClave, J. T & Sincich, T. (2018) *Statistics for Business and Economics*. Global Edition. Pearson Education.
- Levine, D. M., Szabat, K. A., & Stephan, D. F. (2016). *Business Statistics: A First Course*, 7th edition, Pearson.
- Lind, D.A., Marchal, W.G., & Wathen, S.A. (2015). *Statistical Techniques in Business & Economics*, International Edition. McGrawHill.
- Levine, D. M., Szabat, K. A., & Stephan, D. F. (2016). *Business Statistics: A First Course*, 7th edition, Pearson.
- Sharpe, N. D., De Veaux, R. D., Velleman, P. (2014). *Business Statistics*, 3rd edition, Pearson.

GT00403 ORGANISATIONAL BEHAVIOR

This course is designed to help the students or future managers understand human and organisational behavior and develop interpersonal skills. The course will discuss conceptual introduction, ideas and theories of organisational behavior, as well as ethical and globalization issues. Throughout the course, students will have the chance to learn and discuss matters pertaining management roles, workforce diversity, individual behavior, groups in organizations, processes in organisation and organisation system.

References

- MCSHane and Von Glinow. (2015). *Organizational Behavior (Emerging Knowledge, Global Reality)*. 7th Edition. USA: McGraw-Hill/Irwin.
- Griffin & Moorhead. (2014). *Organizational Behavior (Managing People and Organization)*, 11th Edition. USA: South-Western, Cengage Learning.
- Schermerhorn, John R.Jr., Hunt, James G. & Osborn, Richard N. (2011). *Organizational Behavior*, 11th Edition. John Wiley & Sons.
- MCSHane and Von Glinow. (2009). *Organizational Behavior (Essential)*. 2nd Edition. USA: McGraw-Hill/Irwin.
- Nelson, Debra L. & Quick, James C. (2006). *Organizational Behavior*, 5th Edition. Ohio: South-Western.
- Robbins, S.P. (2005). *Organizational Behavior*. 11th Edition. New Jersey: Prentice Hall.

GT00503 BUSINESS COMMUNICATION

Effective communication and interpersonal skills are crucial in enhancing student employment opportunities and competitiveness in the business environment. This course supplements the faculty curriculum with soft skills training to develop student personality and communication skills.

References

- Marry Ellen Guffy, Bertha Du-Babcock and Dana Loewy (2015). *Essentials of Business Communication* (3rd ed.). Singapore: Cengage Learning.
- Barbara Shwom, and Lisa Gueldenzoph Snyder (2012). *Business Communication: Polishing Your Professional Presence* (International ed.). New Jersey: Pearson.
- Courtland L. Bovée, and John V. Thill (2010) *Business Communication Today* (10th ed.). New Jersey: Pearson.
- Kathryn Rentz, and Paula Lentz (2013). *Lesikar's Business Communication: Connecting in a Digital World* (13th ed.). New York: McGraw Hill Irwin.
- Kitty O. Locker, Stephen Kyo Kaczmarek (2011). *Business Communication: Building Critical Skills* (5th ed.). New York: McGraw Hill Irwin.

GT00603 INTRODUCTION TO INTERNATIONAL BUSINESS

This course enlightens student the development and the overall trend in international business. The core elements of this course are globalization, influence of national culture on national trading business and investment policy, laws, international trade and investment theory, research, ways of entering foreign market, multinational corporation and strategic planning.

References

- Daniels, J. D., RadeBaugh, L. H., & Sullivan, D. P. (2015). *International Business: Environments and Operations*, 15th Edition, Global Edition. New Jersey: Pearson.
- Hill, Chales W. L., Wee C. H., & Undayasankar K. (2015). *International Business*, 2nd Edition, New York: McGraw Hill.
- Griffin, R.W., Pustay M. W. (2010). *International Business*, 6th Edition, New Jersey: Pearson.
- Ball, D., McCulloch, W., Geringer, M., Minor, M., & McNett, J. (2008). *International Business: The Challenge of Global Competition*, 11th Edition, New York: Irwin/McGraw-Hill.
- Czinkota, Micheal R., Ronkainen, Illka, A., & Moffett, Mocheal H. (2008). *International Business*, 7th Edition, Singapore: South-Western Cengage Learning.

GT00703 MICROECONOMICS

This course is intended to introduce students to concepts and the discipline of microeconomics that will enable them to understand and analyse structure and performance of the market economy. The five key principles of economics – the principle of opportunity cost, the marginal principle, the principle of diminishing returns, the principle of voluntary exchange, and the real-nominal principle - are addressed and applied repeatedly in different circumstances. The course starts with providing a foundation for more detailed study of individual decision - making and markets. After a brief introduction, the course proceeds with a closer look at supply and demand, including elasticity, government actions in market and consumer behaviour. Following this, the course explores the production and costs, setting the stage for an examination of alternative market structures, including the perfect competition, monopoly monopolistic competition and oligopoly.

References

Case, K. E., Fair, R. C., Oster, S. C. (2017). *Principles of Microeconomics*, 12th Edition, Pearson. Parkin, M. (2014). *Microeconomics*, 11th Edition, Pearson.
Besanko, D., Braeutigam, R. (2011). *Microeconomics*, 4th Edition, USA: John Wiley & Sons, Inc.

GT00803 PRINCIPLES OF MARKETING

Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. It guides the entire organization. The goal of marketing is to create customer satisfaction by building value-based relationships with customers, in conjunction with other internal and external business units. The end -result is gaining market leadership by understanding consumer needs and finding solutions of superior value, quality and service.

References

Kotler, P., Armstrong, G. (2016). *Principles of Marketing*. 16th Edition, Global Edition, Pearson Education: Prentice Hall.
Kotler, P., Armstrong, G. (2014). *Principles of Marketing*, 15th Edition, Global Edition, Pearson Education: Prentice Hall.
Kotler, P., Armstrong, G. (2012). *Principles of Marketing*, 14th Edition, Global Edition, Pearson Education: Prentice Hall.
Etzel, Micheal J., Walker, Bruce J. & Stanton, William J. (2007) *Marketing*, 14th International Edition, New York: McGraw-Hill/Irwin.
Kerin, Rojer A., Hartley, Steven W. & Rudelius W. (2007) *Marketing: The Core*, 2nd Edition, New York: McGraw- Hill/Irwin.

GT00903 INTRODUCTION TO MANAGEMENT

In the changing environment of management, today's managers face a complex web of difficult yet exciting challenges. A solid grounding in management is thus essential to successfully manage and guide organizations. This course introduces students to effective management principles and conduct. It not only aims at equipping students with knowledge of contemporary management concepts and skills, but it also demonstrates to students how real managers apply these concepts and skills. In addition, students will be equipped with management competence and an understanding of management's social and ethical responsibilities for their future career.

References

- Robbins, S.P., Coulter, M. & DeCenzo, D.A. (2015). *Fundamentals of Management: Essential Concepts and Applications*. 9th Edition, London: Pearson.
- Robbins, S.P., & Coulter, M. (2015). *Management*. 13th edition. Essex: Pearson.
- Bateman, T.S. & Snell, S.A. (2015). *Management Leading and Collaborating in a Competitive World*. 11th Edition, New York: McGraw-Hill.
- Lim, G.S., Chua, S.B., Skulkerewathan, U. & Daft, R.L. (2015). *New Era of Management in a Globalized World. An Asian Perspective*. Singapore: Cengage Learning.
- Kinicki, A., Williams, B. (2013). *Management: A Practical Introduction*. 6th Edition, New York: McGraw-Hill.

GT01003 MACROECONOMICS

The objective of the course is to provide a basic understanding of concepts and theories in macroeconomics. This course discusses gross national product, unemployment, consumption and investment, aggregate demand and aggregate supply; macroeconomics change and stability, economics growth, money supply and foreign exchange rate.

References

- Parkin, Micheal (2016). *Macroeconomics*, Global Edition, 12th Edition, Pearson.
- Case, K.E., Fair, R.C. & Oster, S.M. (2012). *Principles of Macroeconomics*, 10th Edition, Prentice-Hall. Mankiw, N. G. (2012). *Principles of Macroeconomics*, International Edition, 6th Edition, Cengage Learning. McConnell, C., Brue, L. & Flynn, S. (2011). *Macroeconomics*, 19th Edition, McGraw-Hill Irwin.
- O'Sullivan, A., Sheffrin, S. & Perez, S. (2011). *Macroeconomics: Principles, Applications and Tools*, 7th Edition, Prentice-Hall International.

GT01103 BUSINESS LAW

The aim of this course is to introduce to the students the general principle of business law in Malaysia. The students will be taught on the important elements of business contract and the laws which govern them. Such contract includes the contract of agency, partnership, sale of goods and hire-purchase. The law of negotiable instruments, insurance and incorporation will also be analyzed. Apart from learning the theory of business law, relevant case law will also be referred to in order for the students to understand the practical side of the law as well.

References

- Lee Mei Pheng & Ivan Jeron Detta (2014) *Business Law*. Kuala Lumpur :Oxford.
- Beatrix Vohrah & Wu Min Aun (2000) *The Commercial Law of Malaysia*, Kuala Lumpur, Longman Pearson.
- R. H. Hickling (2001) *An introduction to the Concept of Law in Malaysia*, Pelanduk Publication.
- Sharifah Suhana Ahmad (2007) *Malaysian Legal System*, Malayan Law Journal.

GT01203 FINANCIAL MANAGEMENT

Understanding finance is essential for success regardless of personal life or in one's specific job as everyone have to deal with financial matters one way or another. This makes it important for everyone especially those who plan to work for business organization to learn the fundamentals of finance. Tasks can be performed better in any business functions if personnel understand finance. Thus, this course is designed for all business students, not just for finance major. The topics covered are time value of money, financial statements, and financial markets as part of fundamental concepts of financial management, bonds, stocks, rates of return, interest rates, cost of capital and capital budgeting.

References

- Brigham, E.F. & Houston, J.F. (2016). *Essentials of Financial Management*, 14th ed. Cengage Learning.
- Block, Hirt & Danielsen. (2017). *Foundations of Financial Management*, 16th ed. McGraw-Hill.
- Keown, A. J., Martin, J, D., & Petty, J.W. (2017). *Foundations of Finance*. 9th ed. Pearson Education.

GT01303 COMPUTER APPLICATIONS FOR BUSINESS

The course starts with an introductory knowledge on computer terminology, Internet technologies, hardware, and software relating to the business environment. Next, students are provided with practical knowledge and skills to use four computer applications mainly used in business. Microsoft Word helps to create documents from basic formatting to advanced features such as font and paragraph styles, automatic table of contents and mail merge. Microsoft Excel helps to create spreadsheets for data calculations and graphs. Microsoft Access helps to manage data in objects; tables, queries, forms and reports. Finally, Microsoft PowerPoint helps to create attractive and interactive slides. The students are expected to achieve a deeper understanding of each application and can apply it beyond the classroom.

References

- Cashman, S., & Vermaat, M. E. (2016). *Discovering computers and Microsoft Office 365 & Office 2016: A Fundamental Approach*. International: Cengage.
- Poatsy, M., Krebs, H., Rutlege, C., Davidson, L., Lau, W., & Grauer. (2017). *Exploring Office 2016 Volume 1*. New Jersey: Pearson.
- Lambert, J. & Frye, C. (2015) *Microsoft Office 2016 Step by Step*. Microsoft

GT01403 INDUSTRY REVOLUTION AND RESEARCH METHODS

This course will introduce and expose the student to the concept and fundamental pillars of IR4.0 in particular the knowledge digitization and machine learning. The student will also be introduced to the systematic and structural outline in conducting research including data acquisition, research problem formulation, conducting experiment, data analysis and writing scientific and academic manuscript effectively.

References

- Schwab.K. 2016. *The Fourth Industrial Revolution*. World Economic Forum. Geneva
- UMS: *Kerangka Revolusi Industri 4.0*.
- Kumar, M., Abdul Talib, S. & Ramayah, T. 2013. *Business Research Methods*. Malaysia: Oxford Fajar Sdn. Bhd.
- Bryman, A, Bell E 2015. *Business Research Methods, International 4th Edition*. London: Oxford University Press.
- Saunders, M., Lewis, P. and Thornhill, A. 2012. *Research Methods for Business Students, 6th Edition*. London: Pearson Education Limited.
- Glaser, B. and Strauss, A. 1967. *The Discovery of Grounded Theory: Strategies for Qualitative Research*. Chicago: Aldine.
- Gray, G. and Guppy, N. 1999. *Successful Surveys: Research Methods and Practice*. Toronto: Harcourt Brace
- Hair, J. et al. 2006. *Multivariate Data Analysis*. Upper Saddle River NJ: Pearson Prentice Hall.
- Hair, J. F. et al. 2017. *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. 2nd Edition edn. Los Angeles, United States of America: SAGE Publications, Inc.
- Pallant, J. 2011. *SPSS Survival Manual: A Step by Step Guide to Data Analysis using the SPSS Program*. Australia: Allen & Unwin.

Sekaran, U. & Bougie, R. 2013. *Research Methods for Business: A Skill-Building Approach* (6th Edition). West Sussex: John Wiley & Sons Ltd.

Tabachnick, B. G., and Fidell, L. S. 2007. *Using Multivariate Statistics*. United States: Pearson Education Inc. Whitfield, K. and Strauss, G. eds. 1998. *Researching the World of Work*. Ithaca NY: Cornell University Press. Zikmund, W.G., Babin, B. J., Carr, J.C. & Griffin, M. 2013. *Business Research Methods* (9th Edition). United States of America: South-Western Cengage Learning.

Yin, R. 1988. *Case Study Research*. Beverly Hills, CA: Sage.

GT10103 BUSINESS MATHEMATICS

The aim of this course is to provide balance coverage to students in understanding the concepts of mathematics, developing expertise and applying mathematics in business. It highlights the practical aspects and problems of mathematics in real business world, and the systematic problem-solving skills. The core aspects of mathematics include its applications of percentages and interest rates, as well as the basic and further applications in accounting, business, and corporations.

References

- Deitz, J.E. & Southam, J.L. (2013). *Contemporary Business Mathematics for Colleges*. 16th ed., USA: Cengage Learning.
- Slater, J. & Wittry, S.M. (2014). *Practical Business Math Procedure*. 11th ed., New York: McGraw-Hill. Lau, T.K., Phang, Y.N. & Wee, K.K. (2015). *Business Mathematics*. 3rd ed., Selangor: Oxford Fajar.
- Francis, A. & Mousley, B. (2014). *Business Mathematics and Statistics*. 7th ed., Singapore: Cengage Learning.
- Miller, C.D., Salzman, S.A., & Clendenen, G. (2009). *Business Mathematics*. 11th ed., New Jersey: Prentice-Hall.

GT10203 MATHEMATICS FOR FINANCE AND ECONOMICS

This course aims to provide students with the basic understanding and adequate practice on the techniques and applications of mathematical methods in finance and economics, in order to enhance their quantitative skills in dealing with finance and economics problem solving with greater confidence and precision. The contents in this course include functions and graphs, differentiation, exponential and logarithmic functions, simple interest and simple discount, interest compounding and discounting, annuities, bonds, capital budgeting and depreciation. Finance and economics applications including but not limited to (1) supply and demand analysis, (2) national income determination, (3) compounding and discounting of interests, (4) total revenue, cost and profit, (5) marginal and average concepts, (6) elasticity, (7) optimization of economic functions, (8) Cobb -Douglas functions, (9) simple and general annuities, (10) bonds, (11) capital budgeting and project evaluation.

References

- Dowling, E.T (2012) *Introduction to Mathematical Economics*, 3rd Edition. US: McGraw-Hill. Jacques, I (2013) *Mathematics for Economics and Business*, 7th Edition: Pearson.
- Zima, P. and Brown, R.L (2011) *Mathematics of Finance*, 2nd Edition. US: McGraw-Hill.
- Kya, L.T, Ngor, P.Y and Kiang, W.K (2012) *Business Mathematics*, 2nd Edition: Oxford Fajar. Yacob, P.K et.al (2014) *Foundation Mathematics*. Cengage Learning.

GT10303 FUNDAMENTAL OF ISLAMIC FINANCE

This course addresses the introduction to Islamic finance as one of the important disciplines in the context of Islamic banking and finance. By definition, Islamic finance is viewed as financial transactions for all aspects of muamalat that are guided by the Islamic worldviews, Islamic philosophies and Islamic principles. This indicates that religion does matter when Islamic finance comes into play. The topics to be included in this course, among others, are the economic system, financial contracting, Islamic financial services industry, risk management of Islamic financial institutions and globalization for Islamic finance. With this course at hand, students will be equipped with a strong foundation of Islamic finance before undergoing further the other courses in this discipline.

References

- Islamic Financial System: Principles & Operations. (2016), Kuala Lumpur: International Shari'ah Research Academy. Vol 2
- Iqbal, Z; & Mirakhor, A. (2007). An Introduction to Islamic Finance: Theory and practice. Singapore: John Wiley & Sons (Asia).
- Ismail, A. G. (2010). Money, Islamic banks and the real economy. Cengage Learning Asia Pte. Ltd.
- Al-Zuhaily Wahbah. (1984), al-Fiqh al-Islami wa Adillatuh. Damsyik: Dar al-Fikr. Trans: ElGhamal, Mahmoud.A (2003). Financial Transaction in Islamic Jurisprudence. Vol 1-2 Damascus: Dar al-Fikr

GT20103 CONSUMER BEHAVIOR

Consumer Behavior is the study of people and the products they help to shape their identities. This course is designed to introduce students the full range of Consumer Behavior within the context of expanding influence of the high-tech global environment in which we live. It encompasses the study of how Internet influencing the consumers in decisions making and purchasing options.

References

- Schiffman, L.G & Wisenblit, J. L. (2015). *Consumer Behavior*, 11th Edition, England, Pearson.
- Solomon, M. (2009). *Consumer behavior: Buying, Having, and Being*, 8th Edition. New York: Prentice-Hall. Blackwell, R.D., Miniard, P.W., & Engel, J.F. (2012). *Consumer Behavior*. Cengage Learning. Singapore.
- Hawkins, D. I., Best, R. J., & Coney, K. A. (2004). *Consumer Behavior. Building Marketing Strategy*, 9th Edition, New York: McGraw-Hill.
- Kardes, F. R. (2002). *Consumer Behavior and Managerial Decision Making*, 2nd Edition. Upper Saddle River, New Jersey: Prentice-Hall.

GT20203 OPERATIONS MANAGEMENT

This course is crucial element of any system that deals with the production of goods and services within all industries, regardless of manufacturing, retail distribution, and institutional services. The objective of OM is to provide value to the customer by means of tracking down of both effectiveness and efficiency. Thus OM is an essential knowledge across all functional business operations and financial management study. Both quantitative and qualitative tools will also be discussed in addressing the major decision making areas of manufacturing and servicing operations i.e., managing demands planning through forecasting, manufacturing and service process structures, capacity planning and productivity, management of project and project control, inventory control and resources planning, queuing models, analyzing product design and constraints management, supply chain performance, location and layout strategy, quality management and statistical process control.

References

- F. Robert Jacobs and Richard B. Chase,. (2018). *Operations and Supply Chain Management*. 15th Edition. Boston: McGraw-Hill.
- Heizer, J., Render., B. & Munson, C. (2017). *Operations Management: Sustainability and Supply Chain Management*, 12th Edition. Pearson Education Limited, Edinburgh Gate, England.
- Krajewski, L.J., Ritzman, L.P., and Malhotra, M, K. (2019). *Operations Management: Processes and Supply Chains*. 12th Edition. Person Education Limited.
- Stevenson, W.J. (2018). *Operations Management*. 13th Edition. McGraw-Hill Education.

GT20503 USUL FIQH

This course is designed to enable students understanding the rules and methods interpretation on ijthad concepts, istihsan, istishab and sad al- Dharai. This course also discusses the principles that may take into account for the public interest, also to help students handle the economy problems in line with Islamic principles or Shariah Islamiyyah. Besides that, this course also reveals students to the methodology development for Islamic economy as one alternative to the conventional system. Students are disclosed to the Usul Fiqh which is a method to generate laws from source and its application at the issues exists at the stipulated time.

References

The Holy Koran

Al-Quran, English translation of the meaning of al-Quran, translated from Arabic by Muhammad Farooq-i-Azam Malik (Houston, Texas, U.S.A: The Institute of Islamic Knowledge, 1997).

Books:

- al-Zuhaily, Wahbah. (1984), *al-Fiqh al-Islami wa Adillatuh*. Damsyik: Dar al-Fikr. Trans: El-Ghamal, Mahmoud.A (2003). *Financial Transaction in Islamic Jurisprudence*. Vol 1-2. Damascus: Dar al-Fikr
- Mohamad Akram Laldin (2011). *Introduction to Shariah & Islamic Jurisprudence*. Cert Publications.
- Kamali, M.H (2008). *Shariah Law: An Introduction*. Oneworld Publications
- Kamali, M.H (1995). *Principles of Islamic Jurisprudence*. Selangor: Pelanduk Publications.
- Nyazee, Imran Khan (2000). *Islamic Jurisprudence: Usul al-Fiqh*. Islamic Research Institute.
- Ramadan, Said (1992). *Islamic Law: Its Scope and Equity*. Muslim Youth Movement Malaysia.

GT20603 Fiqh Muamalat

This course will commence with the discussion about the general concept meaning in Islam. This includes the discussion about the definition on Din, Fiqh, Usul al-Fiqh, legal maxims and also the Shariah objective. The main goal of this course is to enable students to analyze and compare the Islamic transaction concept with the conventional concept critically. Many theories relates to the transaction forms are given attention or main focus in this course. Theory relates to the prosperity, right, ownership and contract are going to be addressed obviously. The formation of contract, the capacity of the involved parties, the matters related to the contract, conditions, the classification for the contract and choice are the main topics to be discussing in this course.

References

- Islamic Financial System: Principles & Operations. (2016), Kuala Lumpur: International Shari'ah Research Academy. Vol 2
- Al-Zuhaily, Wahbah. (1984), *al-Fiqh al-Islami wa Adillatuh*. Damsyik: Dar al-Fikr. Trans: El- Ghamal, Mahmoud.A (2003). *Financial Transaction in Islamic Jurisprudence*. Vol 1-2. Damascus: Dar al-Fikr

GT30003 STRATEGIC MANAGEMENT AND BUSINESS POLICY

The course is concerned with those aspects of management that have a material impact on the survival and success of organizations. It focuses on how firms formulate, implement and evaluate strategies. Strategic management concepts and techniques are studied. Student use all the knowledge acquired from prior business courses, coupled with new strategic management techniques learned, to chart the future direction of different organizations. The major responsibility of students in this course is to make objective strategic decisions and to justify them through oral and written communication.

References

- David, F. R. (2013) *Strategic Management : A Competitive Advantage Approach Concepts and Cases*, 14th Edition, Pearson London.
- Wheelen, T. L and Hunger, J.D. (2012). *Strategic Management and Business Policy* . 13th Edition. New Jersey: Pearson Education, Inc.
- Ireland, R.D., Hoskisson, R.E and Hitt, M.A. (2011). *The Management of Strategy : Concepts and Cases*. 9th Edition. United States of America: South-Western, Cengage Learning.
- Jones, G.R and Hill, C.W.L. (2010). *Theory of Strategic Management*, 9th Edition. United States of America: South-Western, Cengage Learning.
- Thompson, A.A, Peteraf, M.A., Gamble, J. E and Strickland III, A.J. (2012). *Crafting and Executing Strategy : Concepts and Cases*, 18th Edition. New York: McGraw-Hill Irwin.
- David, F.R. (2011), *Strategic Management: Concepts and Cases*, 13th Edition. New Jersey: Pearson Education.

GT30103 INTERNATIONAL TRADE

This course is intended to familiarize students with the main features of the international trade, investment and financial framework in which small and medium independent companies and multinational corporations do business. The content of the text and cases is focused on developments and issues faced by governments and companies. The course will cover different perspectives of global trade and investment patterns, global trade and investment environment, and global business strategies in a whole. Trade issues in Asia-pacific nations are highlighted.

References

- Paul R. Krugman, Maurice Obstfeld, & Marc J. Melitz (2019). *International Trade: Theory & Policy, Global Policy*. 11th Edition. New Jersey: Pearson.
- Hill, Charles, W.L., & Hult, G. T. (2017). *International Business: Competing in the Global Marketplace*. 11th Edition. McGraw-Hill Higher Education.
- Paul R. Krugman, Maurice Obstfeld, & Marc J. Melitz (2018). *International Economics: Theory & Policy, Global Policy*. 11th Edition. New Jersey: Pearson.
- Gerber, James. (2018). *International Economics, Global Edition*. 7th Edition. Pearson Higher Education.
- Richard E. Caves, Jeffrey A. Frankel, & Ronald W. Jones (2007). *World Trade and Payments: An Introduction*, 10th Edition, Boston: Pearson Addison Wesley.
- James R. Markusen, James R. Melvin, William M. Kaempfer, & Keith Maskus (2008). *International Trade: Theory and Evidence*. USA: McGraw-Hill.
- Robert C. Feenstra, & Alan M. Taylor (2011). *International Trade*, 2nd Edition, USA: Worth Publishers.
- John Gionea (2008). *International Trade and Investment: An Asia-Pacific Perspective*, 2nd Edition. Australia: McGraw Hill.

INTERNATIONAL FINANCE PROGRAMME CORE (HE19)

GA20003 MONEY AND CAPITAL MARKETS

This course will provide students with an introduction to Malaysian financial markets and an evaluation of the institutions, instruments and participants involved in the industry. The mainstream markets to be evaluated include the money, equity, bond, futures and derivatives market. The subject systematically reviews each of the mainstream financial markets and investigates the various institutional participants and the different types of financial instruments offered.

References

- Mishkin, F., & Eakins, S., (2018), *Financial Markets and Institutions*. 9th Edition: Pearson.
- Mishkin, F. (2018) *The Economics of Money, Banking and Financial Markets*, 12th Edition, Pearson Education Limited.
- Saunders, A. & Cornett, M. (2019), *Financial Markets and Institutions*, 7th Edition: McGraw Hill International Edition.
- Madura, J., (2010), *Financial Institutions and Markets, 9th Edition*: Thomson South-Western, Mason, Ohio.
- Fabozzi, Frank J. and Modigliani, Franco, (2009), *Capital Markets- Institutions and Instruments, Fourth Edition*, Prentice Hall.
- Rose, P., & Marquis, M., (2009), *Money and Capital Markets*, 10th Edition, McGraw-Hill, New York.

GA20203 FINANCIAL ACCOUNTING

Financial accounting is a specialized branch of accounting that keeps track of a company's financial transactions. The processes start with identifying and recording economic transaction until presenting the accounting information in company's financial statements (i.e. the Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Changes in Equity and the Statement of Cash Flows). Job scope related to this course falls under financial accountant's responsibility. Specifically, the responsibility relates to dealing with stockholders, auditor and stakeholders. Students will be exposed with theories and practical perspectives of accounting process, record, treatment and ethics as prescribed in the International Financial Reporting Standards (IFRS).

References

- Wild, J.J., Shaw, K.W., Chiappetta, B., & Kwok, W. (2017). *Principles of Financial Accounting*, 23rd Edition, McGraw-Hill.
- Edmons, Thomas., & Edmons, Christopher. (2019). *Introductory Financial Accounting for Business*. 1st Edition, McGraw-Hill.
- Kemp, R. & Waybright, J. (2019). *Financial Accounting*. 5th Edition, Pearson.
- Stice, J. D. & Stice, E. K. (2014), *Intermediate Accounting*, 19th Edition, South-Western.
- Fraser, L. M. & Ormiston, A. (2016). *Understanding Financial Statements*, 11th Edition, Pearson.
- Abdul-Rahman (2012). *An Introduction to Islamic Accounting Theory and Practice*, 3rd Edition, Centre For Research and Training.
- Horngren et al. (2014). *Introduction to Financial Accounting*, 11th Edition, Pearson.
- Lazar, J. and Choo, H. C. (2014). *Financial Reporting Standards for Malaysia*, 4th Edition, McGraw-Hill.

GA20303 FINANCIAL AND BANKING INSTITUTIONS

This course aims to provide the operations of financial institutions and market in Malaysia and global. This course will focus on financial instruments, the structure and operations, tools and policies of the regulators. It is also cover the basic tools for understanding the roles of financial institutions and valuing financial instruments. This involves the effects of interest rates and asset demand including stocks and bonds and their fundamental relationships within the financial market structure.

References

- Mishkin, F. (2018) *The Economics of Money, Banking and Financial Markets*, 12th Edition, Pearson Education Limited.
- Saunders & Cornett (2012), *Financial Markets and Institutions*, 5th Edition: McGraw Hill International Edition.
- Fabozzi, F. Modigliani, F, Jones F, and Jones, (2010), Pearson International Edition, 4th Edition, McGraw-Hill, Singapore.
- Cecchetti, Stephen G. (2006). *Money, Banking and Financial Markets*.

GA20403 FINANCIAL STATEMENT ANALYSIS

Financial Statement Analysis is one of the most important subject in making an economic decision of a business. It starts capturing relevance transactions from financial statements, analyze them by using various techniques, and ultimately is a decision making. This course could assists students to make a practical sense in capturing information in a complex structure of financial statements, to polish students in deciding effective economic decision, as well as to equip students with analytical skills and its application in a real business world.

References

- Wahlen, J. M., Baginski, S. P & Bradshaw, M. (2017). *Financial Reporting, Financial Statement Analysis and Valuation*. 9th Edition, Cengage Learning, USA.
- Fraser, L. M. & Ormiston, A. (2016). *Understanding Financial Statements*, 11th Edition, Pearson.
- Subramanyam, K.R. (2014). *Financial Statement Analysis*, 11th Edition. New York: McGraw-Hill Education.
- Gibson, Charles H. (2013). *Financial Reporting and Analysis*, 13th edition. South-Western.
- Penman, Stephen H. (2013). *Financial Statement Analysis and Security Valuation*, Fifth edition. McGraw-Hill.

GA30003 CURRENT ISSUES IN INTERNATIONAL FINANCE

This module tackle current and emerging issues in financial market such as the emerging financial services technology (fintech) impact on financial market and its system, evolutions of the financial products such as digital currencies, cryptoassets and instruments, globalization, the challenges of the industry and other contemporary issues. The course conducted in form of mini seminar, whereby students will be worked in group for the case study sessions and presenting their outcome. In addition, numerous speakers range from practitioners, industrial players and researchers will be invited to present relevant topics and share their experience from the real-time marketplace.

References

- DeMello, Jim. (2018). *Cases in Finance*. McGraw-Hill Higher Education.
- Bruner, R., Eades, K, and Schill, M. (2018). *Case Studies in Finance*. 8th Edition. McGraw-Hill Higher Education.
- Hill, John. (2018). *Fintech and the Remaking of Financial Institutions*. Academic Press.
- Hill, Charles, W.L & Hult, G.T.M. (2018). *Global Business Today*. McGraw-Hill Higher Education.
- Burniske, Chris & Tatar, Jack. (2018). *Cryptoassets: The innovative Investor's Guide to Bitcoin and Beyond*. 1st Edition. McGraw-Hill Higher Education.
- Duran, Randall E. (2018). *Financial Services Technology: Process, Architecture and Solutions*. 2nd Edition. Cengage Learning.
- Min, Hokey. (2016). *Global Business Analytics Models: Concepts and Applications in Predictive, Supply Chain, and Finance Analytics*. Pearson Higher Education.

GA30103 MANAGERIAL ACCOUNTING

Management accounting is one of the most important course in the business activities in terms of profit making and sustainability. The processes start counting the cost from manufacturing and production to the end user. The job scope related to this course is fall under the management accountants' responsibility, where consist of identifying the costing issues between departments, to solve the problems, to finalize the decision-making, as well as to evaluate the performance. This course covered the technique and process such as costing, planning, and decision-making. Student will be exposed with theories and practical perspectives of costing and its accounting treatments as prescribed in the Chartered Institute of Management Accountants (CIMA).

References

- Mowen, M. M., Hansen, D. R. and Heitger, D. L. (2014). "Cornerstones of Managerial Accounting", 5th Edition, South-Western.
- Garrison, R. H., Noreen, E. W., Brewer, P. C., Cheng, N. S. and Yuen, K. C. K. (2015). "Managerial Accounting", 2nd Edition, McGraw-Hill, Asia.
- Brewer, P. C., Garrison, R. H. and Noreen, E. W. (2015). "Introduction to Managerial Accounting", 7th Edition, McGraw-Hill, International.
- Smith, L. (2013). "Management Accounting", 6th Edition, McGraw-Hill, Malaysia.
- Ahmad,A., Saat, N.A.M., Mahmud, R., Aripin, R.M., Ngalim, S.M., Talib, M.A., and Abdullah, A.A. (2015) Financial Accounting and Reporting 1. Selangor, Malaysia; Oxford University Press

GA30203 CORPORATE FINANCE

The course begins with addressing two central issues of modern corporate finance. First, what is corporate finance and what is the role of the financial manager in a corporation? Second, what is the goal of corporate financial management? Then, it will discuss in greater detail on topics include valuation of future cash flows, capital budgeting, long-term financial policy, short-term financial management and international corporate finance. This course will not only delve into the theoretical precepts of finance, but also will address the practical applications in decision making. Students will be equipped with theories and technical knowledge that are helpful in making financial decision for a corporation. Student will have the opportunity to apply knowledge they have learned by solving selected cases.

References

- Brealey, R.A., Myers, S.C. & Allen, F. (2017). *Principles of Corporate Finance*, 12th Edition. McGraw-Hill.
- Pike, Richard., Neale, Bill., Linsley, Philip & Akbar, Saeed. (2018). *Corporate Finance and Investment: Decisions and Strategies*. 9th Edition. Pearson Higher Education.
- Berk, J., DeMarzo, P., & Harford, J. (2018). *Fundamentals of Corporate Finance*. 4th Edition. Pearson Education.
- Ross, S.A., Westerfield, R.W., & Jordan, B.D. (2017). *Essentials of Corporate Finance*: 9th Edition. McGraw-Hill.

GA30303 GLOBAL FINANCE

This course will expose the students to various important aspects and issues related to international financial management. This course describes the theories and practices of multinational finance. Topics of the course include environment of international financial management, foreign exchange theory, foreign exchange market, foreign exchange exposure, financing the multinational corporation, foreign investment analysis, and financing foreign trade.

References

- Krugman, P.R., Obstfeld, M., & Melitz, M. (2019). *International Finance: Theory and Policy*, Global Edition. 11th Edition. Pearson Education.
- Copeland, Laurence. (2014). *Exchange Rates and International Finance*. 6th Edition. Pearson Education.
- Madura, J. (2018). *International Financial Management*, 13th Edition. Cengage Learning.
- Eiteman D.K., Moffet, M.H., and Stonehill A.I. (2019). *Multinational Business Finance*. 15th Edition. Pearson Addison-Wesley.
- Eun, C., & Renick, B. (2018). *International Financial Management*, 8th Edition. McGraw-Hill International Edition.
- Shapiro, Alan C., (2014). *International Financial Management*. 1st Edition. John-Wiley & Sons.
- Moles, P., Moffet, M.H., Stonehill, A.I, Eitemen, D.K., (2018) *Fundamentals of Multinational Finance*, 6th Edition, Prentice Hall.

GA30403 FUTURES AND OPTIONS

This course introduces students to the field of derivatives securities, focusing in particular on futures and options. Other derivatives, such as credit default swap (CDS), are also introduced. The objective is to understand the role that can be played by these securities in the management of risk, and general principles underlying the pricing of derivatives securities.

References

- Hull, John. C. (2018). *Option, Futures and Other Derivatives, Global Edition*. 9th Edition, Pearson Education.
- Hull, John C. (2017). *Fundamentals to Futures and Options Markets*, 9th Edition. New Jersey: Prentice Hall.
- Chance, Don M & Brook, R.. (2016). *An Introduction to Derivatives & Risk Management*, 10th Edition, Cengage Learning.
- Sundaram, R., & Das, S. (2016). *Derivatives*. 2nd edition. McGraw-Hill..
- Allen, Steve L. (2012). *Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk*, 2nd Edition, New Jersey, John Wiley.

GA30503 FINANCIAL RISKS MANAGEMENT

The course will acquaint students with instruments and techniques for managing financial risks. It will begin with explanations on the components of financial risks and the significant of financial risk management to firm's survival. Later, this course will cover the cost of capital and capital structure of a firm in order to show the importance of financial risk management to a firm. On the other hand, the class will emphasize on hedging techniques and strategies using derivatives namely Options, Forwards, Futures and Swaps in risk management.

References

- Saunders, A & Cornett, M.M. (2018). *Financial Market Institutions. A Modern Perspective*. McGraw-Hill International Edition.
- Saunders, A & Cornett, M.M. (2017). *Financial Institutions Management: A Risk Management Approach*. 9th Edition. McGraw-Hill International Edition.
- Hull, John. C. (2018). *Option, Futures and Other Derivatives, Global Edition*. 9th Edition, Pearson Education.
- Chance, Don, M & Brooks, Robert. (2016). *Introduction to Derivatives and Risk Management*. 10th Edition. Cengage Learning.
- Bodie, Z., Kane, A and Marcus, A.J. (2010). *Investments and Portfolio Management*, 11th Edition. McGraw-Hill

GA30803 INTERNATIONAL INVESTMENT

This course discuss international finance scenario about variation in finance and foreign exchange rate management. International investment case and theory related will be introduced. Institutional structure and investment technique also be discussed. SWAPS concept, future, options and alternate investment also be discussed. Central element in this course is to expose students through the use of stock via mock trading in laboratory where it aids understanding of students to international investment concept. Furthermore, the students will be utilized financial data that available from stock laboratory as an fundamental application to this course understanding.

References

- Reilly, F. K., Brown, K.C & Leeds, S. J. (2019). *Investment Analysis and Portfolio Management*. 11th Edition. Cengage Learning. UK.
- Mayo, Herbert B. (2017). *Investments: An Introduction*. 12th Edition. Cengage Learning.
- Pike, Richard., Neale, Bill., Linsley, Philip & Akbar, Saeed. (2018). *Corporate Finance and Investment: Decisions and Strategies*. 9th Edition. Pearson Higher Education.
- Madura, Jeff. (2018). *International Financial Management*. 13th Edition. Cengage Learning.
- Bodie, Z., Kane, A & Marcus, A. (2018). *Investments*. 11th Edition. McGraw-Hill Irwin International Edition.
- Smart, S. B., Gitman, L.J., & Joehnk, M.D. (2017). *Fundamental of Investing, Global Edition*. 13th Edition. Pearson Education.
- Pike, Richard., Neale, Bill., Linsley, Philip & Akbar, Saeed. (2018). *Corporate Finance and Investment: Decisions and Strategies*. 9th Edition. Pearson Higher Education.
- Solnik, Bruno & McLeavey, Dennis. (2014). *Global Investments: International Edition*. 6th Edition. Pearson Higher Education.

GA31003 FIXED INCOME SECURITIES MANAGEMENT

Investment market is arguably has influencing investors practical who are novice in the financial industry. The main objective of this paper is to reveal the students on how securities industry works. In covers basic analytical tools in fixed-income markets. Topics include relative pricing of fixed-income securities, forward rates, yield to maturity, yield-curve trading strategies and immunization technique. It also discusses term structure models, fixed-income securities with embedded options, and derivatives with fixed-income underlying securities. Instruments to be discuss area forward rate agreements, bond and interest rate futures rate swaps, fixed-income options, mortgage and asset-backed securities and credit derivatives.

References

- Arnold, Glen. (2015). *Financial Times Guide to Bond and Money Markets*. Pearson Education, Australia.
- Smart, S. B., Gitman, L.J., & Joehnk, M.D. (2017). *Fundamental of Investing, Global Edition*. 13th Edition. Pearson Education.
- Fabozzi, Frank & Mann, Steve. (2012). *The Handbook of Fixed Income Securities*. 8th ed. McGraw-Hill Education.
- Fabozzi, Frank J. (2014). *Bond Markets, Analysis, and Strategies*. 9th Edition. Pearson Education, Australia.
- Reilly, F. K., Brown, K.C & Leeds, S. J. (2019). *Investment Analysis and Portfolio Management*. 11th Edition. Cengage Learning. UK.
- Lionel Martellini, Philippe Pariaulet, Stephane Priault (2009), Fixed-income securities: valuation, risk management and portfolio strategies. Wiley.
- Pierto Veronesi. (2010) Fixed Income Securities: Valuation, Risk, and Risk Management. Wiley.

GA31203 MUTUAL FUNDS MANAGEMENT

This course will provide an in-depth coverage of the mutual fund industry and its operations in an interactive format. It is intended to familiarize you with the basic concepts related to mutual funds. The course will provide the fundamentals, explaining what mutual funds are and how they work. Along with that, this course will provide an overall understanding of how equity and bond fund portfolios are managed. Various factors surrounding the performance of mutual funds are them highlighted along with a brief of various standardized performance systems. Finally, the course will depict the recent trends in the mutual funds industry.

References

Robert Pozen, & Theresa Hamacher (2015). *The Fund Industry: How Your Money is Managed*, 2nd Edition, New Jersey: John Wiley & Sons, Inc.

Smart, S. B., Gitman, L.J., & Joehnk, M.D. (2017). *Fundamental of Investing, Global Edition*. 13th Edition. Pearson Education.

Ray Russell (2007). *An Introduction to Mutual Funds Worldwide* (1st ed.). New Jersey: John Wiley & Sons, Inc.

Jim Gard. (2002). *The Small Investor: A Beginners Guide to Stocks, Bonds, and Mutual Funds*. 2nd Edition. Ten Speed Press.

INTERNATIONAL AND OFFSHORE BANKING PROGRAMME CORE (HE20)

GB20003 INTERNATIONAL FINANCIAL STATEMENT ANALYSIS

This course will expose the students to the advantages of competition in a competitive market. This course enables students to identify the main elements in analysis a financial statement efficiently. Students are required to think a lot in the decision making process especially in the management of asset resources. Besides, students will be exposed to the various usefulness of financial statement, especially issues dealing with financial statement interpretation.

References

- Subramanyam, K.R. (2014). *Financial Statement Analysis, Eleventh edition*. New York: McGraw-Hill Education.
- Fraser, Lyn M. and Ormiston, Aileen (2016) *Understanding Financial Statements. Eleventh edition*. Pearson.
- Gibson, Charles H. (2013). *Financial Reporting and Analysis, 13th edition*. South-Western.
- Jeter, Debra C. and Chaney, Paul K. (2014). *Advanced Accounting, 6th Edition Binder Ready Version*. Wiley.

GB20203 INTERNATIONAL FINANCE

This course is the extension of Financial Management. The focus of this course is on the applications of techniques and financial models for effective decision-making. In practical aspect, the concepts studied earlier are tailored to suit the relevant business and international finance situation. Issues on the environments of multinational company, international portfolio investment, foreign exchange market, capital expenditure and other international issues in finance are discussed on global scope.

References

- Moffett, M. H., Stonehill, A. I., & Eiteman, D. K. (2016). *Fundamentals of Multinational Finance (5th ed.)*: Pearson Education Limited.
- Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2016). *Multinational Business Finance (14th ed.)*: Pearson Education Limited.

GB20403 ADVANCED FINANCIAL MANAGEMENT

This course provides understanding of advanced topics in financial management: management of working capital, accounts receivable and inventory management, cash and marketable securities management, the foundations of long-term and short-term financing, impact analysis and leverage, dividend policy and international business finance.

References

- Titman, Keown & Martin. (2017). *Financial Management – Principles and Applications*. 13th ed., USA: Pearson.
- Brigham, E.F. & Houston, J.F. (2013). *Essential of Financial Management*. 3rd ed., Singapore: Cengage Learning.
- Titman, Keown & Martin. (2014). *Financial Management – Principles and Applications*. 12th ed., USA: Pearson.
- Brigham, E.F. & Houston, J.F. (2010). *Essential of Financial Management*. 2nd ed., Singapore: Cengage Learning.
- Hirt, G.A., Block, S.B. & Danielsen, B.R. (2011). *Corporate Finance Foundations*. 14th ed., USA: McGraw- Hill/Irwin.

GB20503 INTERMEDIATE ACCOUNTING

Intermediate accounting is a continuation of Principles Accounting course. Besides focusing on evaluating and rectifying the treatment of financial statements, students will be introduced with accounting regulation, accounting measurement, and analysis of financial statement. This course also provides an overview of accounting in Malaysia and connection to the global perspective. Furthermore, the role of financial accountant and management accountant also will be discussed properly for general knowledge and better understanding for students as their preparation before entering into the workplace.

References

Ahmad, A., Saat, N. A. M., Mahmud, R., Aripin, R. M., Ngalim, S. M., Talib, M. A., & Abdullah, A. A (2015), *Financial Accounting and Reporting 1*, Oxford University Press.
Stice, J. D. & Stice, E. K. (2014), *Intermediate Accounting*, 19th Edition, South-Western
Kemp, R. & Waybright, J. (2015). *Financial Accounting*, 3rd Edition, Pearson.

GB30003 INTERNATIONAL FINANCIAL INSTITUTIONS

This course is designed to introduce knowledge and basic idea of conventional financing and banking systems and institutions. The topics covered are historical background, regulatory framework, competition among institutions, development, and uses of financial tools and methods for bank's assets or liabilities management, banking risks, and security portfolios. Other subjects covered are performance evaluation for financial institutions, cash and reserve management, investment and loans portfolio management, liabilities management, and bank's capital management.

References

Mishkin, F., & Eakins, S. (2018). *Financial Markets and Institutions*, 9th Edition. New York: Pearson.
Saunders, A. & Cornett, M.M. (2019). *Financial Markets and Institutions*, 7th Edition. Mc Graw Hill.
Mishkin, F., & Eakins, S. (2016). *Financial Markets and Institutions*, 8th Edition. New York: Pearson.
Madura, J., 2015. *Financial Markets and Institutions*, 11th Edition, Thomson, South-Western.
Ritter, L.S., Silber, W.L. and Udell, G.F. (2014). *Money, Banking & Financial Markets*, 12th Pearson.

GB30403 CURRENT ISSUES IN INTERNATIONAL AND OFFSHORE BANKING

This course is conducted in form of seminar, where number of speakers such as practitioners and researchers will be invited to present relevant topics and share their experience. Among the issues to be discussed are international financial system, financial products and instruments, globalization, the challenges and prospects of offshore banking and other contemporary issues.

References

Koch, MacDonald, Edwards, Duran (2014). *Bank Management A Decision-Making Perspective*. Cengage Learning.
Eiteman, David K., Stonehill, Arthur I., Moffet, Michael H., (2007). *Multinational Business Finance*, 3rd Edition. Person International Edition.
Moosa, Imad A., (2004). *International Finance: An analytical approach*, 2nd Edition. McGraw-Hill. Shapiro, Alan C., (2006). *Multinational Financial Management*, 8th Edition. John-Wiley & Sons.

GB30503 INTERNATIONAL AND OFFSHORE BANKING

This course emphasizes on the advantages of international and offshore banking such as global transactions, duty free businesses, tax free returns, stringent laws on account secrecy, formation of international business firms, and foreign currency trading. Topic of discussion will be the basic of international and offshore banking management, decision making process, data analysis, investment transactions, services transactions, invoicing and re-invoicing.

References

- Baba, Ricardo. (2005). Introduction to Offshore Banking, Prentice Hall, Kuala Lumpur.
- Peter S. Rose, Sylvia C. Higgins, (2014), Bank Management, Eight Edition. Labuan Acts & Regulations. The Malaysian Current Law Journal Sdn Bhd ('MCLJ;)
- Smith, Roy & Walter, Ingo (2003). Global Banking, 2nd Edition, Oxford University Press, New York.

GB30703 INTERNATIONAL MONEY AND CAPITAL MARKET

This course aims to introduce to students and provide understanding on the mechanism of money and capital markets. This course will discuss the basic aspects of financial system via examination of the roles and functions of central bank, intermediaries (financial institutions), capital market, currency, foreign exchange and instruments traded and sources and usages of fund. Economics and finance models are also used in the teaching and learning process.

References

- Mishkin, F., & Eakins, S. (2018). Financial Markets and Institutions, 9th Edition. New York: Pearson.
- Saunders, A. & Cornett, M.M. (2019). Financial Markets and Institutions, 7th Edition. Mc Graw Hill.
- Mishkin, F., & Eakins, S. (2016). Financial Markets and Institutions, 8th Edition. New York: Pearson.
- Madura, J., 2015. Financial Markets and Institutions, 11th Edition, Thomson, South-Western.
- Ritter, L.S., Silber, W.L. and Udell, G.F. (2014). Money, Banking & Financial Markets, 12th Pearson.

GB30803 CREDIT MANAGEMENT

This course will introduce the basic of credit risk assessment, credit management, and credit collection. It combines theories and practices of credit management. Credit management focuses of this course are consumers and businesses. Among the topics of discussion are definition of credit, credit exposure and risks, role of credit management, types of credit, consumer credit, business credit, and credit control.

References

- Milind Sathye, James Bartle, Michael Vincent, Raymond Boffey. (2005). Credit analysis & lending management, John Wiley and Sons Australia, Ltd.
- Koch, W., & Macdonald, S., (2006), Bank Management, 6th Edition: Thomson South Western, Mason, Ohio.

GB30903 INTERNATIONAL FINANCIAL RISK MANAGEMENT

The course will acquaint students with instruments and techniques for managing financial risks. It will begin with explanations on the components of financial risks and the significant of financial risk management to firms. Later, this course will cover the cost of capital and capital structure of a firm in order to show the importance of financial risk management to a firm. Then, for the rest of the semester, the class will emphasize on hedging techniques and strategies using derivatives namely Options, Forwards, Futures and Swaps.

References

- Saunders, Anthony & Cornett, Marcia Millon. (2014). *Financial Institutions Management: A Risk Management Approach, 8th Edition*. USA: McGraw-Hill.
- Chance, Don M & Brooks, R. (2010). *Introduction to Derivatives and Risk Management, 8th Edition*. USA: South-Western.
- Rose, Peter S. & Hudgins, Sylvia C. (2013). *Bank Management & Financial Services, 9th Edition*. USA: McGraw-Hill.
- Hull, John C. (2012). *Options, Futures, and Other Derivatives, 8th Edition*. USA: Prentice Hall.
- Hull, John C. (2011). *Fundamentals of Futures and Options Markets, 7th Edition*. USA: Prentice Hall.

GB31103 INFORMATION TECHNOLOGY FOR BANKING MANAGEMENT

The course has three phases. The first phase introduces an introductory knowledge of information technology, concepts of business information systems and business applications in the business world. In the second phase, students are exposed to the development and implementation of strategies and information technology systems used some strategic planning and application development approach, particularly in the banking sector. The third and last phase will provide an opportunity for students to analyze management challenges apply information technology in the banking sector, including the security of global information and technology management through case studies and examples of real cases.

References

- James A. O'Brien & George M. Marakas. (2011). Management Information Systems. 10th (Global Edition). New York: McGraw Hill/ Irwin. (Previous Editions: 9ed, 2009; 8ed, 2008; 7ed, 2006)
- James A. O'Brien & George M. Marakas. (2008). Introduction to information systems. 13th Edition, Boston: McGraw Hill/Irwin.
- James A. O'Brien & George M. Marakas. (2007). Enterprise Information Systems. 13th Edition, Boston: McGraw Hill.

GB31303 WEALTH MANAGEMENT

Generally, property is defined as an accumulation of money, properties, plant and equipment. In the matter of concept, wealth is not restricted to a certain group of people only, but also to the public. This course is uniquely designed to offer an improved understanding of the conventional ways to improve the planning and management of wealth. There is a need to do so since a lot of people today have realized it is important to provide an adequate reserve for future expenses higher.

References

- Kapoor, Dlabay, Hughes & Hart. (2017). Personal Finance, Twelfth Edition. McGraw-Hill, USA.
- Kapoor, Dlabay, Hughes (2016). Focus on Personal Finance, An Active Approach to Help You Achieve Financial Literacy, Fifth Edition. McGraw-Hill, USA.

GB32103 MALAYSIAN TAXATION

This subject seeks to develop an understanding of the current taxation system in Malaysia with emphasis on provisions of government income tax as it applies to individuals and proprietorships. Besides these, legislation relating to real property gains tax and investment incentives will also be covered.

References

- Kasipillai, J. (2017), A Comprehensive Guide to Malaysian. 4th edition. McGraw-Hill Education (Asia).
- Kwai Fatt, C. (2016), Malaysian Taxation (Principles & Practice), Infoworld, Kuala Lumpur.
- Income Tax Act 1967 and Labuan Business Activity Tax Act 1990.

INTERNATIONAL MARKETING PROGRAMME CORE (HE21)

GC20003 SERVICE MARKETING

The purpose of this course is to enable the students to understand the importance of services marketing in the services based business world. This will enlighten the students the differences between goods and services marketing which is becoming more and more importance to the marketers. The main highlights in this course are the study of consumer behaviour; customer expectations and perceptions of service and relationship marketing. The second category of discussion will focus in service design and development; service delivery; marketing and selling of services and pricing of services. Finally International services marketing will teach in order for students to have a broader understanding of services marketing at global perspective.

References

- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2013). *Services Marketing: Integrating Customer Focus Across the Firm*, 6th Edition, New York: McGraw-Hill Education (Asia).
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Lehtinen, U., & Lehtinen, J. R. (1991). Two approaches to service quality dimensions. *The Service Industries Journal*, 11(3), 287 - 303.
- Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36-44.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1), 1-17.

GC20103 INTERNATIONAL MARKETING

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization goals. An organization that engages in global marketing focuses on global market opportunities and threats. One difference between "regular" marketing and "global" marketing is the scope of its activities. A global marketing company conducts business outside the home country. Global marketing involves in understanding of specific concepts, considerations, and strategies applied in conjunction with marketing fundamentals to ensure success in global markets.

References

- Cateora, P. R., Gilly, M. C., & Graham, J. L. (2013). *International Marketing*, 16th Edition, Singapore: McGraw Hill Education (Asia).
- Czinkota, M.R. and Ronkainen, I.A. (2013), *International Marketing*, 10th Edition, South-Western, Cengage Learning.
- Craig, C. S., & Douglas, S. P. (2006). Beyond national culture: Implications of cultural dynamics for consumer research. *International Marketing Review*, 23(3), 322-342.
- Erdogan, B. Z., & Uzkuurt, C. (2010). Effects of ethnocentric tendency on consumers' perception of product attitudes for foreign and domestic products. *Cross Cultural Management: An International Journal*, 17(4), 393-406.
- Donthu, N., & Yoo, B. (1998). Cultural influence on service quality expectations. *Journal of Service Research*, 1(2), 178-186.

GC20203 PRODUCT MANAGEMENT

The course introduces students to the concept and functions of product management and also its practices. The course will be covering and emphasizing particularly on the steps of a new product development, ways on its launching to the global market, the adaptation and standardization, the management of a mature product, also the need to understand about the importance of development and brand management. Product Management is one of the most important Ps of the Marketing Mix. That is why a Product Manager's job is becoming increasingly complex among others are changes in information technology, the increased diffusion and improvement in the Internet, increasing global competition, and changing customer needs and wants, ICT challenges, and the growing intense of business and competitive environment. This course would provide a basic approach for dealing with all these issues.

References

- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2018) *Services Marketing : Integrating Customer Focus Across the Firm* (7TH ED). New York McGraw- Hill Education (Asia) 7th / 2018 McGraw-Hill
- Lehmann, D.R. and Winner R.S., Saihani S.B., Mohommad Noor, M.K., Abdul, A.J., Nik Hashim, N.M. and Alam, S.S. (2010). *Product Management and Strategy*, 4th International Edition, McGraw-Hill.
- Crawford, M. and Benedetto, A.D., (2011). *New Product Management*, 10th International Edition, McGraw-Hill. Baker, M. and Hart, S. (2007). *Product Strategy and Management*. 2nd Edition. Prentice Hall.
- Haines, S., (2009) *The Product's Manager's Desk Reference*, McGraw-Hill.
- Trott, P., (2008). *Innovation Management and New Product Development*, 4th Edition, Prentice Hall.

GC20303 BASIC MULTIMEDIA

This course designs to provide an introduction to the fundamental multimedia building blocks, including text, graphic, sound, animation, and video which are used extensively in the multimedia world as well as introduce the equipment and software tools needed to create and design multimedia projects.

References

- Dave Chaffey & Fiona Ellis-Chadwick (Pearson) *Digital Marketing, strategy, implementation & practice*. 6th ed. 6th Pearson
- Tay Vaughan. (2014). *Multimedia Making It Work*. 9th Ed. McGraw Hill, Osborne. Li, Z.N., Drew, M.S., & Liu, J.C. (2014). *Fundamentals of Multimedia (Texts in Computer Science)* 2nd ed. Springer.
- Savage, T.M., & Vogel, K.E. (2013). *An Introduction to Digital Multimedia*. 2nd ed. Jones & Bartlett Learning. Nigel Chapman and Jenny Chapman. (2004). *Digital Multimedia*. 2nd ed. John Wiley.
- Stephen McGloughlin. (2001). *Multimedia: Concepts and Practice*. Prentice Hall.
- Larry Elin. (2001). *Designing and Developing Multimedia: A Practical Guide for the Producer, Director and Writer*. Allyn and Bacon.

GC30003 CURRENT ISSUES IN INTERNATIONAL MARKETING

The purpose of this course is to provide students with the understanding of contemporary marketing issues and practices in a national/ local and global context. Speakers from the industry and academicians/ researchers will be invited to discuss and talk on some of the current issues that are at the forefront of marketing in practice today. This course focuses on current issues dealing with marketing strategy and research, promotions and advertising, branding, new marketing techniques, E-commerce/Internet marketing, global marketing, selling/ sales management, consumer analysis and behavior, customer relationship marketing, green marketing, ethical marketing, brand image, brand loyalty, hospitality marketing, topics may also include social responsibility issues, cross-cultural marketing, and marketing in the service or retail industry.

References

Cateora International Marketing 16th / 2013 McGraw-Hill

Parson, E. & MacLaran, P. (2009). Contemporary Issues in Marketing and Consumer Behaviour. Burlington, MA: Elsevier Ltd.

Wilkinson, T.J. & Thomas, A.R. (2007). Marketing in the 21st Century: New Word Marketing. Volume I. Wesport, Connecticut, London: Praeger.

Boone, L.E. & Kurtz, D.L. (2008). Contemporary Marketing. 13th Edition. Mason, Ohio: Thomson SouthWestern. Cateora,

P.R. & Graham, J.L (2009). International Marketing. 12th Edition. International Edition: McGrawHill. Johansson, J. (2009).

Global Marketing: Foreign Entry, Local Marketing and Global Management. 5th Edition, McGraw-Hill.

GC30103 INTERNATIONAL MARKETING CHANNEL

Students will be exposes and understand the importance of the concepts and functions of international marketing channel. Students also will be taught the issues and challenges facing the marketing channels on global scale. The course structurally helps in equipping students with knowledge and skills to apply appropriate principles and practices for strategic (marketing channels) decision-making.

References

Bert Rosenbloom Marketing Channels : A Management View 8th / 2013 South-Western CENGAGE LEARNING

Palmatier.Stern.El-Ansary Marketing Channel Strategy 8th / 2015 Pearson

Rosmimah Mohd Roslin . Tony Proctor Marketing Channels: A Malaysia Experience 2009 McGraw-Hill

Rosenbloom, B. (2004). Marketing Channels: A Management View. 7th Edition. Thomson South-Western. Coughlan, A.T., Anderson, E., Stern., L.W., & El-Ansary, A.I. (2001). Marketing Channels. 6th Edition. Prentice Hall.

Pelton, L.E, Strutton, D. & Lumpkin, J.R. (2002). Marketing Channels: A Relationship Management Approach. 2nd Edition. McGraw-Hill.

Rosmimah. M.R. & Proctor, T. (2009). Marketing Channels: A Malaysian Experience. McGraw-Hill.

GC30203 LOGISTICS MANAGEMENT

Logistics management is an integral part of the marketing aspects and business strategy. Logistics is increasingly importance from a function that was perceived as barely necessary to: (1) an activity where significant cost savings could be generated; (2) an activity that had enormous potential to impact customer satisfaction and hence increase sales; and (3) a marketing weapon that could be effectively utilized to gain a sustainable competitive advantage.

References

Langley & Gibson Managing Supply Chains A Logistics Approach 9th South-Western CENGAGE LEARNING

Murphy. P.R. & Knemeyer. A.M., (2015). *Contemporary Logistics*, 11th Edition, England, Pearson. Bowersox. D. J., et. al. (2010). *Supply Chain Logistical Management*, 3rd Edition, NY, McGraw-Hill.

Ballou. R. H., (2004). *Business Logistics/Supply Chain Management*, 5th Edition, New Jersey, Pearson Prentice Hall.

Stock. J. R., and Lambert D. M., (2001). *Strategic Logistics Management*, 4th Edition, New York, McGraw-Hill. Fawcett.

S.E., Ellram.L.M., and Ogden.J.A, (2007). *Supply Chain Management: From Vision to Implementation*, International Edition, Pearson.

GC30303 INTERNATIONAL MARKETING COMMUNICATIONS STRATEGY

This course is designed to introduce students the field of advertising and promotion. The emphasis in this course will be the role of advertising and other promotional mix element in the integrated marketing communications program (IMC) of an organization. The Development of an integrated marketing communications program requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behaviors, communication theory, and how to set goals, objectives and budgets. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations and personal selling.

References

- Belch, G.E & Belch, M.A. (2015). *Advertising and Promotion: An Integrated Marketing Communications Perspectives*. 10th Edition. U.S.A. McGraw-Hill.
- Shimp, T & Andrew, C. (2013). *Advertising, promotion, and other aspects of integrate marketing communication*. 9th Edition. South Western. Cengage.
- Clow, K.E. & Baack, D. (2013). *Integrated Advertising, Promotion, & Marketing Communication*. 6th Edition. New Jersey: Prentice-Hall.
- Moriarty, S., Mitchell, N., & Wells, W. (2014). *Advertising and IMC: Principles and Practice*. 10th Edition. Pearson.
- Duncan, T. (2008). *Principle of Advertising & IMC*. 2nd Edition. McGraw Hill.

GC30403 RETAIL MANAGEMENT

This course focuses on the retail side of modern marketing encompassing knowledge, strategies and managerial skills necessary for successful operation of retail enterprises. It benefits students who are interested in middle management, small business operations, retailm and franchise ownership. Topics include customer communications, site selection, planning, merchandise buying, promotion, human reseouces management, prising, inventory management and resource management.

References

- Levy/ Weitz/Grewal Retailing Management 9th / 2015 McGraw-Hill
- Berman, B. and Evans, J. (2009). *Retail Management*. 11th Edition. Upper Saddle River, New Jersey: Prentice- Hall.
- Levy, M. & Weitz, B. (2008). *Retailing Management*. 7th Edition. McGraw-Hill/Irwin.
- Cox, R. & Brittain, P. (2004). *Reatiling: An Introduction*. 5th Edition. Englewood Cliffs, NJ: Prentice Hall. Piyush, K.S. & Dwarika, P.U. (2007). *Managing Retailing*. Oxford University Press.
- Bruce, M. (2004). *International Retail Marketing: A Case Study Approach*. Butterworth-Heinemann.

GC30503 RESEARCH METHODOLOGY IN INTERNATIONAL MARKETING

Marketing research is one of the principal tools used in providing the marketing manager (and other interested parties) knowledge of the market. Systematically and objectively generated information, which is the outcome of marketing research, helps managers to make quality-marketing decisions. This course will be helpful to students in specifying what information is required, designing the method for collecting information, managing and implementing the collection of data, analyzing the results, and communicating the findings and their implications.

References

- Malhotra, N. K., & Birks, D.F., Wills, P. (2012). *Marketing research: An applied approach* (4th ed.), Pearson.
- Aaker, D.A., Kumar, V.D, Leone, R., & George, S. (2012). *Marketing Research* (11th ed.). John Wiley & Sons Inc.
- Burns, A.C., & Bush, R.F. (2013). *Marketing Research*. (7th ed.). Prentice Hall.
- Hair, J.F., Black, B., Babin, B., Anderson, R.E., & Tatham, R.L. (2010), *Multivariate data analysis: A global perspective*. Pearson Education Inc., New Jersey.
- Ho, R. (2013). *Handbook of Univariate and Multivariate Data Analysis with IBM SPSS 2nd ed.*, Chapman and Hall/CRC.
- McDaniel, C.J., & Gates, R. (2012). *Marketing Research Essentials* (8th ed.). John Wiley & Sons Inc.

GC30703 CYBER MARKETING

The course is directed to provide students with comprehensive exposure in integrating marketing and others electronic components. The rapid advance of new technology and its application demand that students of electronic marketing always keep abreast with all its new developments. From the course, students will gain knowledge, skills, and experience associated with competitive store location and layout, organizational structure, operations management, merchandise management, and retail information systems.

References

- Burns, A.C., & Bush, R.F. *Marketing Research 7th / 2014 Prentice Hall*
- Ho, R. *Handbook of Univariate and Multivariate data analysis with IBM SPSS 2nd / 2014 Chapman & Hall/CRC*
- Strauss, J. & Frost, R. (2009). *E-Marketing*. Upper Saddle NJ: Prentice Hall.
- Strauss, J. (2016). *E-marketing*. Routledge.
- Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). *Internet Marketing*. Financial Times Prentice Hall.
- Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.
- Mohammed, R.A., Fisher, R.J., Jaworiski, B.J., Paddison, G.J. (2009). *Internet Marketing: Building Advantage in a Networked Economy*. McGraw Hill.

GC30903 SALES FORCE MANAGEMENT

The course emphasizes on the consistency of the policy and the practices of sales management on global scale. Topics include the recruitment and selection of salesperson process, territory development, compensation, motivation and salesperson evaluation. Moreover, students will also be exposed with latest issues and practices related with sales in the international and global market.

References

- Manning, G.L., Reece, B.L. and Ahearne, M. (2010). *Selling Today: Creating Customer Value*. 11th ed., Upper Saddle, New Jersey. Prentice Hall.
- Johnston, M.W., Marshall, G.W. (2011). *Sales Force Management*. 11th edition. International Edition: McGraw- Hill.
- Tanner, J.F., Honeycutt, E.D.J. & Erffmeyer, R.C. (2009). *Sales Management: Shaping Future Sales Leaders*. Pearson International Edition: Prentice Hall.
- Spiro, R.L., Stanton, W.J. & Rich, G.A. (2009). *Management of Sales Force*. 12th Edition. McGraw-Hill.
- Weitz, B.W., Castleberry, S.T. & Tanner, J.F. (2009). *Selling: Building Partnerships*. 7th Edition. International Edition: McGraw Hill.

GC31103 FRANCHISE

The course is designed to introduce students comprehensively on fields relating with franchise. At the end of the course, students would be able to comprehend and explain the modus operandi of a particular franchise as business methodology, understand laws associates with franchise, type of business covered under franchise, the advantages and disadvantages, the structure and also any other related issues on franchise. It is also expected that students would be able to use the knowledge should the students seek to venture in the franchise business as their career path.

References

- Justis, R.T. & Judd, R.J. (2003). Franchising. 3rd Edition. Thomson Custom Publishing.
- Spinelli S.J., Rosenberg, R. & Birley, S. (2004). Franchising: Pathway To Wealth Creation. Prentice Hall. Sherman, A.J. (2004). Franchising & Licensing. Two Powerful Ways to Grow in any Economy. 3rd Edition. New York: AMACOM.
- Awalan Abdul Aziz. (1999). Perniagaan Francais di Malaysia: Perspektif dan Panduan. MFA

GC31203 ADVERTISING

This course is designed for students to be familiar with the role of advertising and other promotional mix element in the global business. This requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communication theory, and how to set goals, objectives and budgets.

References

- Lane, R., King, K. & Reichert, T. (2011). Kleppner's Advertising Procedure, 18th Edition, Pearson, Prentice Hall. Moriarty, S., Mithell, N. & Wells, W. (2009). Advertising. 8th Edition. Pearson, Prentice Hall.
- Arens, W., Weigold, M.F. & Arens, C. (2009) Contemporary Anvertising. 12th Edition. International Edition: McGraw Hill/Irwin.
- Lee. M. And Johnson, C. (2005), Prnciples of Advertising: A Global Prespective, 2nd Edition, Haworth Press.

GC31303 STRATEGIC MARKETING MANAGEMENT

This is an advanced course in marketing strategy. It exposes students with an effective approach to analyzing, planning, and implementing marketing strategies to minimize opportunities, research product opportunities, developer and present a complete Marketing Plan.

References

- Aker A.D., & McLoughlin (2010) Strategic Marketing Management: Global Perspectives, John Wiley & Sons Peppers, D., & Rogers, M. (2016). *Managing Customer Experience and Relationships: A Strategic Framework*. John Wiley & Sons.
- Craven, D.W. & Piercy, N.F (2009). Strategic Marketing. 9th Edition. McGraw-Hill/Irwin.
- Walker, O.C. & Mullins, J. (2009). Marketing Strategy. 6th Edition. International Edition: McGraw-Hill/Irwin.
- Kerin, R.A. & Peterson, R.A. (2009). Strategic Marketing Problems: Cases and Comments, 12th Edition. Prentice Hall.

GC31403 BRAND MANAGEMENT

The purpose of this course is to provide student with the understanding of the power of branding on customer behavior and its impacts on business results. Both the theory behind branding and its practical execution will be covered. Topics covered include importance of branding, brand experience, and internalization, brand strategy, brand promise and positioning, brand attributes and personality, messaging and taglines, building the brand, brand identity and design, naming, managing the brand and measuring success.

References

- Temporal, P. *Advanced brand management : managing brands in a changing world* 2nd / 2010 Wiley
- Kelvin Lane Keller. (2003). *Strategic Brand Management; Building, Measuring and Managing Brand Equity*, 3rd Edition. International Edition. McGraw-Hill.
- Kapferer, J.N. (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*, 4th Edition. Kogan Page Ltd.
- Heding, T., Knudsen, C.F. & Bjerre, M. (2009), *Brand Management – Research, Theory, and Practice*, Routledge, London.
- Temporal, P. (2010). *Advanced Brand Management: Managing Brands in a Changing World*, 2nd Edition. Wiley.

GC31503 SOCIAL MARKETING

This course explores social marketing and consumer culture from managerial and ethical perspectives. The overall thrust of the course will be on using marketing methods to benefit the public interest. Topics will include: social marketing such as corporate social responsibility and cause related marketing; marketing in non profit organizations; green marketing; economic and sociological perspectives on consumer culture; the psychology of happiness and how personal well-being is influenced by wealth, consumption, and materialism; and public policy concerns related to marketing and advertising.

References

- Kotler, P. & Lee, N.R (2008). *Social Marketing: Influencing Behaviors for Good*. 3rd Edition. Sage Publication. Kotler, P. Roberto, N. & Lee, N. R. (2002) *Social Marketing: Improving the Quality of Life*. 2nd Edition. Sage Publication.
- Andreasen, A.R. (2006). *Social Marketing in the 21st Century*, Sage, London.

GC31603 CUSTOMER RELATIONSHIP MANAGEMENT

Introduces the basic theories and methodology of customer relationship management, including identifying profitable customers, understanding their needs and wants, and building a bond with them by developing customer-centric products and services directed toward providing customer value. Topic will cover the issues in the life cycle: market segmentation, customer acquisition basket analysis and cross-selling, customer retention and loyalty, and practical issues in implementation of successful CRM programs.

References

- Buttle, F. (2012) *Customer Relationship Management: Concepts and Technologies*. 2nd edition. Routledge. Egan, J. (2011). *Relationship Marketing: Exploring Relational Strategies in Marketing*, 4th Edition, Pearson Education Asia, Prentice Hall
- Bruhn, M. (2003). *Relationship Marketing: Management of Customer Relationships*, 1st Edition, Pearson Education Asia, Prentice Hall.
- Godson, M. (2009). *Relationship Marketing*, 1st Edition, Oxford.
- Harwood, T., Garry, T. and Broderick, A. (2008). *Relationship Marketing: Perspectives, Dimensions and Contexts*. 1st Edition, McGraw Hill.

GC31903 E-COMMERCE

Electronic commerce (e-commerce) is the application of new technologies, particularly Internet and Web technologies. It helps the individuals; business and the other organizations to conduct business more effectively. This course provides better understanding to the students on how electronic commerce can help the business reduce the transaction cost and gain greater revenue opportunities.

References

- Strauss, J. & Frost, R. (2009). E-Marketing. (5th Edition). Upper Saddle NJ: Prentice Hall.
- Laudon, K. & Traver, C.G. (2010) E-commerce 2010: Business Technology, Society. (6th Edition). Boston: Pearson. Addison Wesley.
- Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K (2009). Internet marketing. Financial Times Prentice Hall.
- Mohammed, R.A., Fisher, R.J., Jaworski, B.J., & Paddison, G.J. (2009), Internet marketing: Building advantage in a networked economy. McGraw Hill.

INTERNATIONAL FINANCIAL ECONOMICS PROGRAMME CORE (HE22)

GD20103 ECONOMETRICS FOR INTERNATIONAL FINANCE

This course introduces the basic theoretical, technical and practical aspects of Econometrics. Generally, this course contains three major parts. In the beginning, students are given overall concept on econometrics and the related techniques. This is followed by discussions on linear regression, a commonly applied econometric technique. Apart from giving the basic idea of linear regression, this course also focuses on the assumptions of the Classical Linear Regression Model (CLRM); hypothesis testing; selection of independent variables and functional forms; and dummy variables. Towards the end, this course will discuss the three problems, which commonly arise during linear regression analysis, that is, multicollinearity, heteroscedasticity and autocorrelation.

References

- Brooks, C. (2014). *Introductory econometrics for finance* (3 Ed.). United Kingdom: Cambridge University Press.
- Baillie, R. T. (1989). *The foreign exchange market: Theory and econometric evidence*. United Kingdom: Cambridge University Press.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic econometrics* (5 Ed.). United States: McGraw-Hill.
- Hill, R. C., Griffiths, W. E., & Lim, G. C. (2010). *Principles of econometrics* (4 Ed.). United States: John Wiley & Sons.
- Studenmund, A.H. (2014). *Using Econometrics: A Practical Guide*, 6th Edition. US: Addison Wesley.
- Stock, J. H., & Watson, M. W. (2015). *Introduction to econometrics* (3 Ed.). United States: Pearson Education Limited.
- Wooldridge, J. M. (2016). *Introductory Econometrics: A Modern Approach*, 6th Edition. United States: Cengage Learning.

GD20203 INTERNATIONAL FINANCIAL STATEMENT ANALYSIS

This course delivers the skills and knowledge positively in financial statement analysis. Adventure courses are exclusively initiated by providing students with an understanding of financial statements and statements and cash flow statements. At the end of this course, students will discuss current issues related to financial statement analysis and business decision making.

References

- Subramanyam, K.R. (2014). *Financial Statement Analysis*, Eleventh edition. New York: McGraw-Hill Education. Fraser, Lyn M. and Ormiston, Aileen (2016). *Understanding Financial Statements*. Eleventh edition. Pearson. Gibson, Charles H. (2013). *Financial Reporting and Analysis*, 13th edition. South-Western.
- Penman, Stephen H. (2013). *Financial Statement Analysis and Security Valuation*, Fifth edition. McGraw-Hill.
- Robinson, T.R., Munter P. and Grant J. (2004). *Financial Statement Analysis, A Global Perspective*. International edition. Prentice Hall.
- White, Gerald I., Sondhi, Ashwinpaul C., & Fried, Dov (2003). *The Analysis and Use of Financial Statements*, Third Edition. Wiley.

GD20403 FINANCIAL ECONOMICS

This course is a general introduction to financial economics, with focus on basic economics practical and theoretical understanding of the financial markets and financial assets. Students will become familiar with the kinds of financial contracts and markets available to households, firms, and governments, and will grasp the fundamentals of major economic theories concerning financial contracts and investment decision-making. Students will also be able to observe the impact of government policy on the availability and structure of financial contracts, historically and in recent times. Thus, this course brings the basic understanding on how the financial environment work and how to use economic analysis to price financial assets.

References

Bodie, Z., Merton, R.C. & Cleeton, D.L. (2009). *Financial Economics*. Pearson International Edition.
Mishkin, F.S. (2013). *The Economics of Money, Banking, and Financial Markets*. 10th edition. Addison Wesley. Fabozzi, F.J., Neave, E.H. & Zhou, G. (2012). *Financial Economics*. John Wiley & Sons, Inc.

GD20503 FINANCIAL MARKETS AND INSTITUTIONS

This is a broad-based course with the goal of revealing principles of the functioning of financial markets, discussing the fundamentals of financial institution operations, and teaching the analysis of financial market information and risk assessments. The course provides basic knowledge about financial system structure and functions. Participants of this course will also be acquainted with financial instruments and theoretical models applicable to implementation of monetary policy and identification of financial risks.

References

Madura, J. (2015). *Financial Markets and Institutions*. 11th Edition. Cengage Learning.
Howells, P., & Bain, K. (2007). *Financial Markets and Institutions*. 5th Edition. Prentice Hall – Financial Times.
Kidwell D.S, Blackwell D.W., Whidbee D.A., & Peterson R.L. (2008). *Financial Institutions, Markets and Money*. John Wiley & Sons, Inc.
Mishkin, F., & Eakins, S. (2018). *Financial Markets and Institutions*, 9th Edition. New York: Pearson.
Saunders, A. & Cornett, M.M. (2019). *Financial Markets and Institutions*, 7th Edition. McGraw Hill.

GD30103 INTERNATIONAL CORPORATE FINANCE

This course examines the theory and practice of corporate finance, an area of finance dealing with the financial decisions corporations make. Although, the focus of corporate finance is on the financial decisions of corporations, however the main concepts in the study of corporate finance are applicable to the financial problems of all kinds of firms.

References

Madura, J. (2018). *International financial management* (13rd Ed.). Singapore: Cengage.
Berk, J. & DeMarzo, P. (2017). *Corporate Finance*. Global Edition (4th Ed.). London: Pearson.
Eiteman, D. K., Stonehill, A. I., & Moffet, M. H. (2016). *Multinational business finance* (14 Ed.). United States: Prentice Hall.
Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2013). *Fundamentals of corporate finance* (10 Ed.). Singapore: McGraw-Hill.

GD30203 CURRENT ISSUES IN INTERNATIONAL FINANCIAL ECONOMICS

This course aims to expose students to the developments and the current issues in International Financial Economics. The main focus is emphasizing the applications of econometrics analysis to the wisely debated current issues with respect to the theories in International financial economics. It presents a policy-oriented perspective to advise policymakers, bankers, economists and governments as a whole to improve the financial system and to overcome unprecedented problems in the international setting. The major references for this course are contemporary research publications related to international financial economics.

References

- Hall, J. A. (2015). Accounting Information Systems. 9th Edition. South Western, Cengage Learning.
- Romney M.B., P.J. Steinbart (2011) Accounting Information Systems. 12th edition. Prentice Hall International, New Jersey, USA

GD30603 INTERNATIONAL ECONOMIC INSTITUTIONS

This course addresses the key concepts and principles on international trade and international economic institutions (e.g. IMF, World Banks, WTO etc). This course also examines the contemporary and historical issues in international economics institutions and financial relations. Besides, it looks at the evolution of these international economic institutions with an emphasis on key political and economic agreements activities that impact international financial crises and its economics policies.

References

- Pease, K.S. (2012). *International organizations*, 5th Edition. New York: Pearson Education Inc.
- Williams, M. (1994). *International economics organizations and the third world*. Hertfordshire: Harvester Wheatsheaf

GD30703 ADVANCE ECONOMETRICS FOR INTERNATIONAL FINANCE

This course is the extension of Econometrics for International Finance. In the beginning, this course will revise the linear regression method (Ordinary Least Squares) studied before. From this foundation, discussion will be extended to cover additional econometric modeling methods, such as Indirect Least Squares, Two-Stage Least Squares, and Seemingly Unrelated Regression. Linear Probability Model, Logit Model and Probit Model are also covered in this course to cater for dummy dependent variable analysis. Time series econometrics is introduced to the students at this intermediate level through the brief discussion of unit root test, cointegration test and Granger causality test. The basic of pooling data across time series and space is also given in this course. Among the few important topics included in this course are dummy dependent variable, simultaneous-equation models, time series models, panel data analysis. At the end of this course, students will apply their knowledge in econometrics obtained in this course in the field of international financial economics.

References

- Wooldridge, J. M. (2016). Introductory Econometrics: A Modern Approach, 6th Edition. United States: Cengage Learning.
- Brooks, C. (2014). Introductory econometrics for finance (3 Ed.). United Kingdom: Cambridge University Press.
- Enders, W. (2009). Applied Econometric Time Series. 3rd Edition. John Wiley & Sons Inc.
- Gujarati, D. N., & Porter, D. C. (2009). Basic econometrics (5 Ed.). United States: McGraw-Hill.
- Hill, R. C., Griffiths, W. E., & Lim, G. C. (2010). Principles of econometrics (4 Ed.). United States: John Wiley & Sons.
- Ramanathan, R. (2002) Introductory Econometrics with Applications, 5th Edition. US: South-Western Thomson Learning
- Stock, J. H. and Watson, M. W. (2010) Introduction to Econometrics, 3rd Edition. US: Pearson Addison Wesley.

GD30903 INTERNATIONAL FINANCIAL ECONOMICS

This course provides a discussion of modern theory and practices in financial economics from an international perspective. The course is divided into three main sections. It begins with a discussion of decision-making in multinational corporations, concepts and operations of foreign exchange markets and international financial markets. Later, the course provides an in-depth look at firms' exchange rate exposure. Finally, the course will cover the evaluation of overseas investment decisions, strategies for financing foreign investment and risk management issues.

References

- Madura, J. (2018). International Financial Management. 13th Edition. Cengage Learning.
- Bekaert, G. & Hodrick, R. (2012). International Financial Management. 2nd Edition. Pearson.
- Eiteman D.K., Stonehill, A.I. & Moffett, M.H. (2013). Multinational Business Finance. 13th Edition. Pearson.
- Daniels, J.P. & VanHoose, D. (2004). International Monetary and Financial Economics. 3rd Edition. South-Western.
- Levich, R.M. (2001). International Financial Markets: Prices and Policies. 2nd Edition. McGraw-Hill.

GD31103 INTERNATIONAL MACROECONOMICS

This course examines models and issues in international macroeconomics. It begins with an introduction to macroeconomic accounting and some standard open-economy macroeconomic models through their both theoretical and fundamental concepts. These models are then used to understand important issues in international macroeconomics including: the exchange rate, and exchange rate regimes, the current account, international capital mobility, monetary unions and monetary policy in open economies. This course emphasizes in in-depth understanding of the above through research individual assignment and group project and presentations.

References

- Krugman, P., M. Obstfeld, and M. Melitz. (2014). International Economics Theory and Policy, 10th Global Edition, Pearson Education.
- Pugel, T., A., (2009)., International Economics, 14th Edition, McGraw-Hill Series.
- Montiel, P., J. (2009). International Macroeconomics, Wiley-Blackwell. Mankiw, G., (2003). Macroeconomics, 5th Edition, Worth Publishers.
- Makin, T., (2002). International Macroeconomics, Prentice Hall.
- McCallum, B.,(1996). International Monetary Economics, Oxford University Press.
- Sachs, J. and F. Larrain, (1993). Macroeconomics in the Global Economy, Harvester Wheatshaf.

GD31603 MONETARY ECONOMICS

This course aims to develop an understanding of theories and models in monetary economics. It enables students to understand the goals and formulation of monetary policy impact towards macroeconomic variables. The course also develops an understanding of the monetary transmission mechanism, effectiveness and limitations. Topics covered in the course are the nature of money, the supply and demand for money, the classical theory of money, money, inflation and welfare, the classical models and monetary policy, monetary policy in Keynesian models, conduct of monetary policy in a closed economy, the term structure of interest rates and others.

References

- Godley, W., & Lavoie, W. (2016). An Integrated Approach to Credit, Money, Income, Production and Wealth. United Kingdom: Palgrave Macmilan.
- Rasiah, R., Yap, M., M., C., & Cheanayah, S. (2013). Monetary Economics. Kuala Lumpur: Oxford Fajar.
- Current Monetary Policy Statement. (www.bnm.gov.my)

GD31703 INTERNATIONAL INVESTMENT AND PORTFOLIO MANAGEMENT

The objective of this course is to provide students with the knowledge and skills necessary for investment and the management of portfolio with an emphasis on security market. The course starts with an introduction to investment and portfolio management environment, follows with the step-by-step guide to the risk-return analysis, assessment of the securities markets, and the construction of security-market indexes. Once the fundamental of the syllabus is covered, the course then reviews the modern financial theories in investment portfolio management that are essential for further studies in the area. The final part of the course discusses the strategies and performance evaluation of equity portfolios.

References

- Brown, K.C. and Reilly, F.K. (2015). Analysis of Investments and Management of Portfolios. (E-book). Cengage Learning.
- Smart, S.B., Gitman, L. J. and Michael D. Joehnk, (2017). Fundamentals of Investing. Global Edition, 13th Edition, Malaysia: Pearson Education Limited.
- Gitman, L. J. and Michael D. Joehnk, (2008). Fundamentals of Investing. 9th Edition, Boston: Addison-Wesley.
- Mayo, Herbert B. (2006). Basic Investments. 1st Edition, Australia: Thompson-South Western. Strong, R.A. (2007). Practical Investment Management. (4th ed.). Manson: Thomson.
- Swensen, D.F. (2009). Pioneering Portfolio Management: An Unconventional Approach to Institutional Investment. (2th ed.). New York: Free Press.

ISLAMIC FINANCE PROGRAMME CORE (HE23)

GE20003 ISLAMIC FINANCIAL SYSTEM

This course offered is to expose student about the important of Shariah principles in Islamic finance in developing the Islamic financial system and of economics. Students also will be able to develop deeper analytical and theoretical insights of the two main components that constitute the Islamic financial systems and full comprehensions of the various financial systems and institutions that operate in the Muslims countries. The aim of this subject is to: To expose students with theories and practices of takaful as prescribed in the Quran, the AAOIFI and the MASB.

References

- Iqbal, Z., & Mirakhor, A. (2007). An Introduction to Islamic Finance: Theory and Practice. John Wiley and Sons (Asia) Pte. Ltd
- Ahmed, S.(2006). Islamic Banking Finance and Insurance: A Global Overview. A.S. Noordeen
- Rosly, S.A.. (2005). Critical Issues on Islamic Banking and Financial Markets. AuthorHouse, United States
- Venardos, A.M. (2005). Islamic Banking and Finance in South East Asia: Its Development and Future. World Scientific Publishing Co. Pte. Ltd
- Mydin, M.A.K. (2002). The Islamic Gold Dinar. Pelanduk Publications (M) Sdn. Bhd

GE20703 ISLAMIC ECONOMICS

The course starts with the basic premise that the Islamic economics proceeds from Islamic worldview and has to be developed according to a methodology that is founded upon this worldview. Therefore, the "foundation" that needs further elaboration is the Islamic worldview, Islamic economic methodology and features of an Islamic economic system. Since economics deals with production, consumption, allocation of resources and distribution activities of man, these are the areas will be addressed in this course. Other more prominent areas of contemporary Islamic economics namely problems in current monetary system and its problems.

References

- Jaafar Ahmad, Sanep Ahmad, & Hairunizam Wahid. 2011. Ekonomi Islam: Satu Pendekatan Analisis. Bangi Penerbit Universiti Kebangsaan Malaysia
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- Hossein Askari, Zamir Iqbal, Abbas Mirakhor. 2009. New issues in Islamic finance and economics: Progress and challenges. John wiley & sons (Asia).
- Surtahman Kastim Hassan & Sanep Ahmad. 2010. Ekonomi Islam: Dasar dan Amalan Kuala Lumpur: Dewan Bahasa dan Pustaka.
- Islamic Economics Studies : <http://iesjournal.org/english/journalarticles.html>
- Current issues in Islamic Economics Fall. 2012 : <https://asadzaman.net/online-lecture/islamic-economics-2/current-issues-in-islamic-economics-2012/>

GE20803 DEPOSIT AND FINANCING OPERATION OF ISLAMIC BANKING

Islamic banking as an industry has seen phenomenal growth since its rebirth in recent times, posting stable double digit growth. It has transcended the Muslim world. Many international banks now offer Shariah-compliant products and services. Islamic banking is an instrument for the development of an Islamic economic order. This course will enable students to understand the practices of Islamic banking in Malaysia as well as other countries. Topics covered in this course focus on Islamic banking concepts and values, its developments, Islamic financial product and financing, the Shariah supervision, accounting procedures and legal framework. Then, for the rest of the semester, the course will examine the various operational issues in Islamic banking practices.

References

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- Billah, M.M. (2006). *Shariah standard of business contract*. Kuala Lumpur: A.S. Noordeen.
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- Iqbal, Z., & Mirakhor, A. (2007). *An introduction to Islamic finance: Theory and practice*. Singapore: John Wiley & Sons.
6. Khir, K., Gupta, L., & Shanmugam, B. (2008). *Islamic banking: A practical perspective*. Pearson Malaysia.
- Muneeza, A., Hassan, R., & Wisham, I. (2011). *Islamic Banking Under the Malaysian Law*. Gombak: AS Noordeen.

GE30003 ISLAMIC FINANCIAL INSTITUTIONS AND MARKETS

This course renders focus on the trade of instruments in the Islamic money and capital market and roles and functions of Islamic banking sector. This course covers risk management for Islamic instruments, forwards, futures and stock-index future, option equity and others.

References

- International Centre for Education in Islamic Finance. (2012). *Islamic Financial Institutions and Markets*. Kuala Lumpur: INCEIF
- Zubair Hasan. (2014). *Islamic Banking and Finance, An Integrative Approach*. Oxford University Press.
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- Rosly, S. A. (2005). *Critical issues on Islamic banking and financial markets*. Bloomington, The UK: Author House 9. Various

GE30303 FINANCIAL REPORT ANALYSIS

Financial statement analysis emphasizes effective business analysis and decision making by analysts, investors, managers, and other parties. This course provides explanations on the basic principles of financial statement analysis, followed by accounting analysis and then financial analysis. Later, the course will discuss on the balanced view of analysis, including both equity and credit analysis, and both cash-based and earnings-based valuation models. This course also provides students with some exposure of Islamic financial statement analysis.

References

- Subramanyam, K.R., & Wild, J.J. (2009). Financial statement analysis, 10th edition, Singapore: Mc Graw-Hill.
- Wild, J.J., Subramanyam, K.R., & Halsey, R.F. (2007). Financial statement analysis, 9th edition, Singapore: Mc Graw-Hill.
- Gibson, C.H. (2007). Financial reporting and analysis: using financial accounting information, 10th edition, Canada: Thomson South-Western.
- Choi, F.D.S., & Meek, G.K. (2005). International accounting, 5th edition, New Jersey: Prentice-Hall.
- Robinson, T. R., Munter, P., & Grant, J. (2004). Financial statement analysis: a global perspective, New Jersey: Prentice Hall.

GE30503 ISLAMIC FUND MANAGEMENT

Islamic concept is a buzzword in today's fast moving and competitive business and finance world. The course is designed to give exposure to the students the Islamic Fund Management systems through the developmental history and its concept. The scope of Islamic Investment is explained to give an understanding on its structures. Muamalah is discussed to improve an understanding on principles and practices of its partitions from the view of shariah. Furthermore, this course is designed to enable students to compare Islamic Fund with the Conventional Fund.

Reference

- Eakins, G., & Mishkin, S. (2012). Financial markets and institutions. Boston: Prentice Hall.
- Mobius, M. (2007). Mutual funds: An introduction to the core concepts. John Wiley & Sons, Singapore.
- Russell, R. (2006). An Introduction to Fund Management. USA: John Wiley and Sons Ltd.
- Yaacob, A.M., & Ibrahim, H (ed.) (1999). Islamic Financial Services and Products. Kuala Lumpur: IKIM Publishing Unit.
- Bauer, J., Keigher, R.P., & Hicks, K. (2000). Islamic Equity Funds: Opportunities and Challenges for Fund Managers. The Fourth Forum: Islamic Finance: The Task Ahead. USA: Harvard Islamic Finance Information Program, Harvard University.
- Khan, N. (2000). Do Islamic Equity Funds Measure Up?: The View from Al-Tawfeek. The Fourth Forum: Islamic Finance: The Task Ahead. USA: Harvard Islamic Finance Information Program, Harvard University.

GE30603 ISLAMIC ACCOUNTING SYSTEM

This course is designed to provide students with the Islamic accounting knowledge and skill. In order to reach this, this course provides a discussion of accounting framework, standards and practices of Islamic financial institutions (IFIs) and financing instruments. The objectives and concepts of accounting for IFIs will be discussed. In this course, students will be revealed on the secret of Islamic accounting ranges from the view of Islam on Islamic accounting to accounting for zakat. Furthermore, issues on Mudarabah, Musyarakah, and Ijarah accounting will be further elaborated in this course. As an enhancement, students are also dealt with auditing issues in IFIS.

References

- Amin, H. (2008). Accounting for Islamic bank Transactions. Kota Kinabalu : Penerbit Universiti Malaysia Sabah Zubair
- Hasan. (2014). Islamic Banking and Finance, An Integrative Approach. Oxford University Press.
- International Centre for Education in Islamic Finance. (2012). Reporting of Islamic Financial Institutions: INCEIF
- Abdul Rahman (2011). An Introduction to Islamic Accounting Theory and Practice: Cert Publication Kuala Lumpur.
- Htay, S.N.N & et al (2013). Accounting, Auditing and Governance for Takaful Operation
John Wiley & Sons Singapore Pte. Ltd Supporting references:
- Harahap, S. S. (2003). The disclosure of Islamic values-annual report: The analysis of Bank Muamalat Indonesia's Annual Report. Managerial Finance, 29, 70-89
- Abdul Rahman, A.R (2002). Zakat accounting, creating business wealth. Akauntan Nasional, September 2002, 11-14

GE30703 TAKAFUL MUAMALAT

This course is going to analyze the basic elements for Islamic insurance or takaful as a remarkable tool compared to conventional insurance. It also discusses how a takaful company can be present by offering services relate to insurance. The first part of this course is going to discuss life insurance and the second part discusses general insurance.

References

- Engku Rabiah Adawiah, Hassan Scott Odierno, Azman Ismail Essential Guide to Takaful (Islamic Insurance),.Cert Publication
- Mohd Fadzli Yusof, Wan Zamri Wan Ismail & Abdul Khudus Mohd Naaim Abdullah (2011) Fundamentals of Takaful.IBFIM
- Nasser Yassin & Jamil Ramly (2011) Takaful: A Study Guide.IBFIM.
- Engku Rabiah Adawiah A Mini Guide to Takaful (Islamic Insurance),.Cert Publication
- Ezamshah Ismail Basic takaful Broking Handbook (2011).IBFIM

GE30803 ISLAMIC FINANCIAL INSTRUMENT DEVELOPMENT

This course discusses about the philosophy and methodology on Islamic finance and banking product development. Shariah, Usul fiqh and fiqh muamalat are playing main roles toward the formation of Islamic finance and banking product. Besides that, the second sources of Islamic knowledge like Qiyas and Istihsan are also addressed with examples. By learning this course, students are able to increase their understanding on the processes of product formation and product marketing of Islamic finance and banking. In addition, this course also renders emphasis on the role of Shariah Supervisory Body and Shariah Consultant for Islamic bank and Islamic windows respectively. The roles performed by these Shariah bodies are important in ensuring the latest Islamic finance and banking products are in line with the Islamic teaching.

References

- Iqbq, Z., & Mirakhor, A. (2006). *An Introduction to Islamic Finance: theory and Practice*. USA: John Wiley & Sons.
- Iqbal, M., & Ahmad, A. (2005). *Islamic Finance and Economics development*. Hampshire: Palgrave Macmillan.
- Yaacob, A.M., & Ibrahim, H. (eds). (1999). *Islamic Financial Services and Products*. Institute of Islamic Understanding Malaysia (IKIM).
- Kabir Hassan, M., & Mahlkecht, M. (2011). *Islamic Capital Markets, Products and Strategies*. John Wiley and Sons, Ltd.

GE30903 ISLAMIC WEALTH PLANNING AND MANAGEMENT

The aim of this course is to expose students to the ways of managing, investing, and distributing wealth in accordance to the Islamic laws. The course further explains the process of wealth creation and mobilization from conventional and Islamic perspectives as well as the nature and scope of wealth planning. One of the important elements in wealth planning and management is the formulation of an investment strategy. Besides highlighting the types of investments and risk elements for each decision made by the investor, this course also discusses the issues related to wealth planning such as tax matters, relevant institutions and code of conduct for professionals involved in this industry. What is important Islam considers property ownership as a trust.

References

- International Centre for Education in Islamic Finance. (2007).*Wealth Planning and Management*.Kuala Lumpur: INCEIF.
- Nik Yusoff, N.A. (2001). *Islam & Wealth: The Balanced Approach to Wealth Creation, Accumulation and Distribution*. Malaysia: Pelanduk Publication.
- Chorafas, D.N. (2006). *Wealth Management: Private Banking, Investment Decisions and Structured Financial Products*. Oxford, UK: Butterworth-Heinemann.
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- Rosly, S. A. (2005). *Critical Issues on Islamic Banking and Financial Markets*. AuthorHouse, United States.

GE31103 RISK MANAGEMENT AND INSURANCE

This course combines management and ethics in Islamic financial institutions due to their close relationship in Islamic banking and finance practice. Although Islam carries a bundle of values, philosophies and teachings, but man can commit to produce wrongdoing and right doing. Therefore, it is important to instill the management and good ethics among practitioners. Hence, the offering of this course enables to equip students (potential practitioner) to put in practice the Islamic management in a good place. This coursework will combine the real case study to create motivation for students to be familiar with the real practice and link it to the Islamic values.

References

- Ismail, E. (2011). Basic Takaful broking handbook, 1st edition. Kuala Lumpur: IBFIM
- Yassin, N., & Ramly, J. (2011). Takaful: A study guide. 1st edition. Kuala Lumpur: IBFIM.
- Vaughan (2015) Fundamental Of Risk and Insurance. 11 edition. USA: John Wiley.
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- Vaughan, E.J., & Vaughan, T.M. (1996). Fundamentals of Risk and Insurance. 11th edition. USA: John Wiley & Sons, Inc

GE31303 ETHICS AND ISLAMIC FINANCE GOVERNANCE

This course supplies students a detailed elaboration on the full aspects of ethics and governance related to Islamic finance. Among the topics discussed in this module includes the ethics in Islamic finance, business ethics in Islamic businesses, comparative business ethics, an analysis of ethics and code of conduct in Malaysia full fledged Islamic banks, moral hazard and adverse selection in Islamic financial institutions, overview of the regulations and governing bodies in both conventional and Islamic banking systems, the Islamic principles that govern the operations of Islamic banking products and more. Islamic finance learning will not be completed without this course.

References

- Chapra, M. U., & Ahmed, H. (2002). Corporate Governance in Islamic Financial Institutions. Islamic Development Bank, Islamic Research and Training Institute, KSA.
- Bank Negara Malaysia. (2010). Shariah governance framework for Islamic financial institutions. Bank Negara Malaysia, Kuala Lumpur.
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- Hassan, R. (2012). Islamic banking and takaful. Pearson Malaysia Sdn bhd. Muneeza, A., Hassan, R., & Wisham, I. (2011). Islamic banking under the Malaysia law. AS NORDEEN.

GE31403 WEALTH PLANNING AND MANAGEMENT

Wealth is defined as an accumulation of monies, properties, plant, and equipment. In terms of its concept, wealth is not restricted to certain group of people only but also to society. Nevertheless, the different talents that belong to individuals have led into the discrepancies with regard to the wealth produced. In the western world, those of richer people will be of becoming richer while those of poor people will be of getting poorer. This gap is initiated because of on how do you spend and save the wealth for the purpose of being wealth, being retire, being educated etcetera. In view of the above point of view, this course is uniquely designed to offer an improved understanding with regard to conventional ways of promoting wealth planning and management. There is a need to do so since many people nowadays they had realized of the importance to make an adequate saving for the greater future expenses.

References

Arthur J Keown (2014) Personal Finance: Turning Money into Wealth 6th Edition, US, Pearson Education Limited
International Centre for Education in Islamic Finance. (2007). Wealth Planning and Management. Kuala Lumpur: INCEIF
Nik Yusoff, N.A. (2001). Islam & Wealth: The Balance Approach to Wealth Creation, Accumulation and Distribution. Malaysia: Pelanduk Publication
King, J., & Carey, M. (2013). Personal Finance: A Practical Approach. Oxford University Press.

GE31503 ISSUES IN ISLAMIC FINANCE

This course is designed to provide students with the current issues in Islamic finance. Various issues relevant to Islamic finance are discussed further, through a seminar approach. Relatively, several speakers are appointed in order to give talks about the contemporary issues in Islamic finance. Interestingly, both academicians and practitioners will serve for the course in order to provide a deeper insight about Islamic finance to student s. Among the topics to be covered include Islamic trade financing, zakat practices in Islamic financial institutions, wealth management, microtakaful, money laundering, fiat money, Islamic business ethics, risk management and etcetera. Indeed, the best approach in teaching and learning is "sharing the skills, knowledge, and information" to ensure two parties, students and speakers are beneficial program the course system. It is needed for students to take own initiatives to self-study, asking questions, and meeting the deadlines.

References

Al-Harran, S. (2008). Current Issues in Islamic Banking and Finance. Xlibris Corporation.
Ibrahim, S.H.M. (2008). Accounting and Auditing for Islamic Financial Institutions: Gombak, Universiti Islam Antarabangsa.
Rosly, S.A. (2005). Critical Issues on Islamic Banking and Financial Markets: Islamic Economics, Banking & Finance, Investments, Takaful and Financial Planning. Kuala Lumpur: Dinamas Publishing.
Haron, S. (1997). Islamic Banking: Rules and Regulations. Selangor: Pelanduk.
Thani, N. N., Abdullah, M.R.M., & Hassan, M.H. (2003). Law and Practice of Islamic Banking and Finance. Petaling Jaya: Thomson Sweet & Maxwell Asia.

GE31603 AR-RAHNU MANAGEMENT

This course offers emphasis on the Islamic mortgage management mainly in Islamic home financing and ar- Rahnū. The Islamic home financing in Islamic financial institutions give emphasis on the selling asset that make the transaction between the bank and bank customer valid according to Islam. Whereas for ar-Rahnū, many claim that it is a small bank for those who are having a mortgage goods such as gold and diamond. In addition, this course also elaborates some issues, questions and solutions relate to the Islamic mortgage management.

References

- Yaacob, A.M., & Ibrahim, H. (eds). (1999). *Islamic Financial Services and Products*. Institute of Islamic Understanding Malaysia (IKM).
- Rosly, S.A. (2005). *Critical Issues on Islamic Banking and Financial Markets: Islamic Economics, Banking & Finance, Investments, Takaful and Financial Planning*. Kuala Lumpur: Dinamas Publishing.
- Haron, S. (2005). *Sistem Kewangan dan Perbankan Islam*. Kuala Lumpur: KLBS.
- Ghani, A.M.A. (1999). *Sistem Kewangan Islam dan Perlaksanaannya di Malaysia*. Kuala Lumpur: Jabatan Kemajuan Islam Malaysia.
- Khair, K, Gupta, L., & Shanmugam, B. (2008). *Islamic Banking: A Practical Perspective*. Petaling Jaya: Pearson Longman.

GE31703 ISLAMIC ASSET MANAGEMENT

This course attempts to survey an asset management from an Islamic perspective. From the theoretically point of views, asset can be divided into two namely economics assets and accounting assets. The economics assets are of their importance to stress the property ownership by financial institutions on the basis of tangible and intangible assets. On the other hand, the accounting assets are involved of tangible assets that can be found with an annual report of a respective company such as plants of Bank Islam Malaysia Berhad (BIMB). In general, this course attempts to expound about Islamic assets, classification of Islamic assets, investments and Islamic financial institutions, government roles in Islamic asset management, etcetera. In short, this course of its agenda to inculcate values of professionalism to students with regard to Islamic management in a context of asset and its related field. At the end, this course is an important course that should be learnt by the students.

References

- Rosly, S. A. (2005). *Critical Issues on Islamic Banking and Financial Markets*. AuthorHouse, United States.
- Ismail, Abdul Ghafar. (2010). *Money, Islamic Banks and the Real Economy*. Cengage Learning Asia Pte. Ltd. Mydin, M.A.K. (2002). *The Islamic Gold Dinar*. Subang Jaya: Pelanduk.
- Lutchman, R. (2006). *Sustainable Asset Management: Linking Assets, People, and Processes for Results*. Pennsylvania: DEStech Publications, Inc.
- Esch, L., Kieffer, R., & Lopez, T. (2005). *Asset and Risk Management*. England: Wiley.

GE31803 ISLAMIC TRADE FINANCING

The objective of this course is to provide students with knowledge on the basic techniques of trade financing both at the national and international level. Discussion on the different types of financing modes both Islamic and conventional will be undertaken. Various form of banking products that are available for financing trade and current issues related to Islamic trade financing will be identify and discussed. A comparison will also be undertaken on some financing techniques in order to expose students to the differences between Islamic and conventional methods. With this understanding in mind, students are able to digest a different context of trade financing not only from Islamic financing but also from conventional financing counterpart.

References

- Rosly, S.A. (2005). *Critical Issues on Islamic Banking and Financial Markets*. Malaysia: DINAMAS.
- Al-Suwaidi, A. (1994). *Finance of International Trade in the Gulf*. Graham & Trotman.
- Neipert, D.M. (2000). *Financing of International Trade transactions*. A Tour of International Trade. Prentice Hall, pp. 75-89.
- Syed Adwam Wafa, S.M.G.W., Md. Hussain, M. N. & Hanafiah, M.H. (2003). *Pengantar Perniagaan Islam*. Malaysia: Prentice Hall.
- Rosly, S.A. (2005). *Critical Issues on Islamic Banking and Financial Markets*. Malaysia: DINAMAS.

GE31903 ADVANCE FINANCIAL MANAGEMENT

This course provides insight into the following advance topics in financial management: working capital management, accounts receivable and inventory management, cash and marketable securities management, short and long term financing decisions, analysis, and impact of leverage, risk management, dividend policy, and international business finance among others. This course provides a useful insight for students' career advancement owing to its special nature to provide students with a very important knowledge of financial management prior to entering the workforce in the area of finance. What is more, students are also exposed with the ups and downs news relating to financial management not only from Malaysia but also from other countries.

References

Titman, Keown & Martin. (2014). *Financial Management – Principles and Applications*. 12th ed., USA: Pearson. Keown, A.J., Martin, J.D., Petty, J.W. & Scott, D.F. (2005). *Financial Management: Principles and Applications*. 10th ed., USA: Prentice Hall.

Brigham, E.F. & Ehrhardt, M.C. (2005). *Financial Management: Theory and Practice*. 11th ed., Singapore: South- Western.

Brigham, E.F. & Houston, J.F. (2010). *Essential of Financial Management*. 2nd ed., Singapore: Cengage Learning.

Megginson, W.L., Smart, S.B. & Graham, J.R. (2010). *Financial Management*. 3rd ed., China: South-Western.

GE32103 ISLAMIC BANKING REGULATION

The need of Islamic banking regulation is based on an idea that a separate regulatory framework should regulate Islamic banking. The existing banking regulation framework is not sufficient to reflect Islamic based-transaction. Due to this, Bank Negara Malaysia or any central banks in Muslim countries are keen to introduce banking regulation for Islamic based-transaction as part of their efforts in promoting Islamic banking activities. In a dual banking framework, the need to have separate knowledge and skill with respect to both conventional and Islamic banks is thought to be a necessity. As it is, Islamic banking regulation hopes to promote more transparent, controlled, and effective Islamic banking operations and activities. Further, among topics are discussed, include an overview of Islamic banking system and regulation, comparative regulatory framework in a dual banking framework and etcetera.

References

Pheng, L.M., & Jeron, I. (2007). *Islamic Banking and Finance Laws*. Kuala Lumpur: Longman.

International Law Book Services. (2004). *Banking and Financial Institution Act (BAFIA) 1989*. Syarikat Percetakan Ihsan, Selangor D.E.

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Haron, S. (1997). *Islamic Banking: Rules and Regulations*. Selangor: Pelanduk.

Thani, N.N., Abdullah, M.R.M., & Hassan, M.H. (2003). *Law and Practice of Islamic Banking and Finance*. Petaling Jaya:

GE32203 USUL FIQH II

This course concentrates on the history of Islamic schools of thought (*Mazhabs*), indicators and methodological principles of Islamic jurisprudence (*Usul Fiqh*). It describes the origin and development of Islamic legal theories or maxims (*Qawaid Fiqhiyyah*). Likewise, it focuses on the methods of reasoning adopted by various schools of jurisprudence to expound the Islamic law. The course also discusses theories on the objectives of Shariah (*Maqasid al-Shari'ah*) and emphasizes the need for ijthad and its role in harmonizing the requirements of the Muslim's contemporary life with the imperatives of the Qur`an and Sunnah.

References

The Holy Quran

Al-Quran, English translation of the meaning of al-Quran, translated from Arabic by Muhammad Farooq-i-Azam Malik (Houston, Texas, U.S.A: The Institute of Islamic Knowledge, 1997).

Al-Shafi`i, Muhammad ibn Idris (1987), *al-Risalah fi Usul al-Fiqh*, trans: Majid Khadduri, Second Edition, Cambridge: Islamic Texts Society.

Zaidan, A.K (2006), *Al-Wajiz fi Usul al-Fiqh*. Al-Resalah Publisihing House

Hasan, Ahmad (1999), *The Sources of Fiqh: A General Survey*, Islamic Studies, Vol.29, No.4, Islamabad: Islamic research Institute.

Kamali, Mohammad Hashim (1991), *Principles of Islamic Jurisprudence*, Cambridge: Islamic Texts Society.

Mohamad Akram Laldin (2011), *Introduction to Shariah & Islamic Jurisprudence*. Cert Publications.