

## **COURSE SYNOPSIS**

### **BACHELOR OF ACCOUNTING WITH HONOURS**

<b>BPKP CODE</b>	<b>SPECIALISATION</b>
<b>HE02</b>	<b>Accounting</b>

### **BACHELOR OF BUSINESS WITH HONOURS**

<b>BPKP CODE</b>	<b>SPECIALISATION</b>
<b>HE04</b>	<b>Entrepreneurship</b>
<b>HE06</b>	<b>Financial Management and Banking</b>
<b>HE08</b>	<b>Hotel Management</b>
<b>HE09</b>	<b>International Business</b>
<b>HE10</b>	<b>Marketing</b>
<b>HP08</b>	<b>Tourism Management</b>

### **BACHELOR OF ECONOMICS WITH HONOURS**

<b>BPKP CODE</b>	<b>SPECIALISATION</b>
<b>HE05</b>	<b>Planning and Development Economics</b>
<b>HE07</b>	<b>Financial Economics</b>
<b>HE11</b>	<b>Human Resource Economics</b>

# COURSE SYNOPSIS

## FACULTY CORE

### BT10203/BZ10303 MICROECONOMICS

This course aims to introduce the concepts and theories of microeconomics and its applications to the real world. This course comprises of four sections stated as follows:

1. Introduction - introduces economics and microeconomics, its scope and market;
2. Consumer decision - consumer choice, individual and market demand, and individual as a supplier;
3. Producer decision - production and cost of production;and
4. Market behavior - perfect competition market, monopoly, monopolistic competition and oligopoly.

#### References

Case, K. E. & Fair, R. C., 2014. *Principles of Microeconomics* 11th ed. England: Pearson Education Limited. Mankiw, N.Gregory et. al., 2011. *Principles of Microeconomics Malaysia Edition*. Cengage Learning Asia Pte Ltd. McConnell, C.R., Brue, S.L & Flynn, S.M., 2009. *Microeconomics* 18th ed. Kuala Lumpur: McGraw-Hill Irwin. Case, K. E. & Fair, R.C., 2007. *Principles of Microeconomics* 8th ed. United States: Prentice-Hall.  
Frank , Robert H. & Bernake, Ben S., 2007. *Principles of Microeconomics* 3rd ed. Boston: Mcgraw-Hill Irwin.

### BT10403 STATISTICS FOR BUSINESS AND ECONOMICS

This course provides to students a conceptual introduction to the field of statistics and its many applications, especially those in the fields of accounting, business, and economics. Statistical Analysis develops and applies the basic concepts and methods of statistical inference in the organization and presentation of business data. Students will develop basic applied skills in the areas of elementary probability, measures of central tendency and variation, tests of statistical significance, sampling, simple linear/multiple regression and correlation, and ANOVA. The course emphasizes the role of statistics in interpreting business and economic data and using the interpreted data in the decision making process.

#### References

Berenson, M. L., Levine, D. M. & Szabat, K. A. (2015). *Basic Business Statistics Concepts and Applications*. 13th Edition. Essex: Pearson Education Limited.  
Lind, D. A., Marchal, W. G. & Wathen, S. A. (2013). *Basic Statistics for Business and Economics*. 8th Edition. New York: McGraw-Hill Irwin.  
Anderson, D. R., Sweeney, D. J. & Williams, T. A. (2011). *Statistics for Business and Economics*. 11th Edition. China: South Western, Cengage Learning.  
Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D. & Cochran, J. J. (2014). *Statistics for Business and Economics*. 12th Edition. Singapore: South Western Cengage Learning.  
Bradley, T. (2007). *Essential Statistics for Economics, Business and Management*. West Sussex: John Wiley & Sons Ltd.  
Jaggia, S. & Kelly, A. (2013). *Business Statistics Communicating with Numbers*. New York: McGraw-Hill Irwin.  
Lind, D. A, Marchal, W. G., & Wathen, S. A. (2010). *Statistical Techniques in Business & Economics*. 15th Edition. New York: McGraw-Hill Irwin.  
Merchant, R., Goffinet-Meenach, R. & Koehler, V. (2010). *Excel 2007 for use with Statistical Techniques in Business & Economics*.

## BT12003 MARKETING

This course deals with the study and analysis of the basic principles, theories, problems, and practices of marketing in our modern ever changing economic environment. Emphasis is placed on the marketing functions, planning and the distribution of goods and services from the producer to the ultimate consumer. The marketing mix (product, price, place, and promotion) is presented as a controllable variable to target market segments, which have unmet needs and wants that a firm can satisfy and be profitable. Market research and information technology tools of the marketing manager are explored.

### References

Perreault, W.D.Jr., Cannon, J.P., & McCarthy, E.J. (2014) *Basic Marketing: A Marketing Strategy Planning Approach*, 19th Edition, McGraw Hill: New York

Kotler, P. & Armstrong, G. (2012) *Principles of Marketing*, 14th Edition, Pearson Global Edition.

Kerin, R.A., Lau, G.T., Hartley, S.W. & Rudelius, W. (2013) *Marketing in Asia*, 2nd Edition, McGraw Hill: Singapore.

Perreault, W.D.Jr., Cannon, J.P., & McCarthy, E.J. (2012) *Essentials of Marketing: A Marketing Strategy Planning Approach*, 13th Edition, McGraw Hill: New York.

## BT11703 MACROECONOMICS

This course aims to give understanding to the students about theories and concepts in macroeconomics. Among the titles discussed are consumption and investment, aggregate demand and supply, changes in macroeconomics output, unemployment, inflation and interest rates, macroeconomics policy and stabilization and foreign exchange rate.

### References

Mankiw, N. Gregory et. al., 2013 (Malaysia Edition). *Principles of Macroeconomics*. Cengage Learning Asia Pte Ltd: Selangor.

Mankiw, N. Gregory, 2012 (6th Edition). *Principles of Macroeconomics*. Thomson South-Western.

Baumol, W.J., and Blinder, A.S., 2005 (9th edition). *Macroeconomics: Principles and Policy*. Thomson South-Western.

Dornbusch, Fischer and Startz, 2001. *Macroeconomics*. McGraw-Hill Education.

Gordon, R.J., 2002 (9th edition). *Macroeconomics*. Addison-Wesley Publishing.

## BT11803 MATHEMATICAL ECONOMICS

Students of economics need several important mathematical tools. Economics is a technical discipline which can be described quantitatively at different levels. Thus there is a need to provide sufficient mathematical training and knowledge consistent with the ability to deal with the mathematical descriptions of a wide range of theoretical concepts contained in economics. This module increases the students' knowledge base and provides more insight into the role of mathematics in economics. The aim of the module is to provide students with the mathematical tools required for economic analysis at undergraduate level. Emphasis will be placed in developing ability in translating economic problems that students will encounter into mathematical models, and on solving these models. Furthermore, the module aims to prepare students for further study, or for professional and managerial careers, particularly in areas requiring the application of quantitative skills.

## References

Haeussler, E.F., Paul, R.S. & Wood, R.J. 2019. Introductory Mathematical Analysis: For Business, Economics and Life and Social Sciences, 14th Edition. Boston: Pearson Education Inc.

Barnett, R.A., Ziegler M.R. & Byleen K.E. 2015. College Mathematics for Business, Economics, Life Sciences & Social Sciences, 13th Edition. Essex: Pearson Education Limited.

Hands, D.W. 2004. Introductory Mathematical Economics, 2nd Edition. New York: Oxford University Press, Inc. Jacques, I. 2006. Mathematics for Economics and Business, 5th Edition. New York: Financial Times-Prentice Hall. Renshaw, G. 2005. Maths for Economics. New York: Oxford University Press Inc.

Sydsaeter, K & Hammond, P. 2008. Essential Mathematics for Economic Analysis, 3rd Edition. Essex: Financial Times-Prentice Hall.

Teresa Bradley. 2008. Essential Mathematics for Economics and Business, 3rd Edition. West Sussex: John Wiley & Sons, Ltd.

## BT11903 CORPORATE COMMUNICATION

In most findings, the weakness of communication skills has been identified as the primary source of failure in obtaining a suitable job. This course describes how communication takes place in organizations and how to handle them effectively through verbal and written communication. This course will enable students to learn about the proper way of communication methods in various situations that occur in the organization. In written communication, students are also exposed to effective ways of using technology. In other words, this course is implemented to enable students to learn about the practices and importance of communication in the organization. It is designed to help students to improve their comprehensive writing and oral skills based on the principle of communication in order to achieve effective communication skills in the corporate world. To ensure the learning process is effective, students are encouraged to think about the concept of communication in the perspective of a corporate organization. Thus, the course will enable an individual to be a successful human resource in a business or corporate organization.

## References

Bovee, C.L. & Thill, J.V. (2018). Business Communication Today. 14ed. (Global Edition). Pearson Edu., Ltd.

Guffey, M.E., Du-Babcock, B., & Loewy, D. (2016). Essentials of Business Communication. 3<sup>rd</sup> Ed. CENGAGE Learning Asia Pte Ltd.

Jethwaney, J. (2015). Corporate Communication: Principles and Practice. 4<sup>th</sup> Ed. Oxford University Press: New Delhi.

Rentz, K. & Lentz, P. (2014). *Lesikar's Business Communication: Connecting in a Digital World*. McGrawHill/Irwin: NY.

Hory Shankar Mukerjee, (2013). Business Communication: Connecting at Work, 1<sup>st</sup> Ed., Oxford University Press.

Argenti, P.A. (2007). Corporate Communication. 4<sup>th</sup> Ed. McGraw Hill: Singapore

American Psychological Association (2010). Publication Manual of the. 6<sup>th</sup> Ed. Washington DC.

Gaya Penulisan UMS

## BT12103 FINANCIAL MANAGEMENT

This course will give basic understanding in the field of finance. Students will be observing the importance of financial working capital management, discussing the methods of evaluating asset's risk and return. This course will also introduce the concept of time value of money. It is the basic fundamental concept in finance theory and decision making, techniques for evaluating financial instruments.

## References

- Titman, Keown and Martin, 2018 *Financial Management Principles and Applications* (13th Edition)
- Block S.B. & Hirt, Danielsen G.A. (2017). *Foundations of Financial Management*. NY: McGraw Hill Education
- Ross, S.A. et al. (2007). *Financial Management Fundamentals in Malaysia*. Malaysia: McGraw-Hill. 2nd Ed.
- Brigham, E.F. & Houston, J.F. (2007). *Essentials of Financial Management*. FL: Thomson.

## BT12203 BUSINESS ACCOUNTING

The main emphasis of this course is to provide the students with financial and management accounting concepts, techniques and tools. This course introduces accounting principles and methods to record transactions using the double entry system. Introduces the methods to prepare financial statements and the components of financial statements. Some of the topics discussed in this course focus on the roles and responsibility of management in an organisation. Students will also be exposed on how to provide, interpret, and evaluate management accounting information in the decision-making process. Development of managerial decision-making skills is stressed through the coverage of the following topics: cost behavior, cost-volume-profit analysis, profit planning and budgeting, standard costs and variance analysis, and relevant costs.

## References

- Mohamad R., Junaidah Hanim, Noor Asma, Abu Bakar, R., Yusof, R., Ishak, R., Warren, C. S., Reeve, J. M. & Duchac, J. E. (2019). *Accounting: A Malaysian Perspective* 5th Edition. Cengage Learning.
- Wan Madznah Wan Ibrahim, Mohd Rizal Palil & Mara Ridhuan Che Abdul Rahman (2017). *Fundamentals of Accounting: For Non-Accounting Students*. Oxford Fajar.
- McGraw-Hill. Alan Sangster (2015). *Frank Wood's Business Accounting 1* 13th Edition. Pearson Education Limited.
- Brewer, P. C., Garrison, R. H. & Noreen E. W. (2015). *Introduction to Managerial Accounting* 7th Edition. McGraw-Hill.
- Braun, K.W. & Tietz, W. M. (2014). *Managerial Accounting* 4th Edition. Pearson.
- Wan Ibrahim, W. A. & Palil, M. R. (2014). *Fundamentals of Business Accounting* 2nd Edition. Oxford Fajar.
- Andrew Leong Fook Chee & Wong Sei Van (2014). *Business accounting* 4th Edition. Prentice Hall.
- Abd Rauf, F., Abu, A. & Mahmud, R. (2014). *Financial Accounting for Non-Accounting Students* 4th Edition.

## BT12303 MANAGEMENT

This course is an introduction to the basic theory, concept, terminology, technique, methods and principles of management. This course also will enhance the students' understanding of the elements of management process (planning, organizing, staffing, directing and controlling or coordinating activities). Five major themes will guide business progress through the fascinating world of management; change, skill development, global economy, diversity, and ethics will be interwoven in the study of management principles and practices. This will provide students with several strategies to maximize the effectiveness on the job in the corporate world.

## References

- Lewis, P., Goodman, S., Michlitsch, J., & Fandt, P. 2016. *Management: Challenges for Tomorrow's Leaders*. SJ Learning: Kuala Lumpur.
- Borges, W.G., Lee, S. L., Nagiah, R., Shishi, K. P., Mohd Nazari., Koon, V. Y., Shahrol, A., Ang, E. S., Raja Nerina., Sreenivasan, J. and Risidaxshinni, K. 2015. *Principles of Management*. SJ Learning: Kuala Lumpur.

Daft, R.L. (2014). *New Era of Management*. 11th Edition. South-Western, Cengage Learning. Robbins, P.S. Coulter, M. 2009, *Management*, Prentice Hall, 13th edition.

Bateman & Snell, 2015, *Management: Leading and Collaborating in a Competitive World*, 11th Edition. Mc-Graw Hill.

Jones, G. & George J., 2014. *Contemporary Management*, 8th Edition, Global Edition.

## BT20403 UNDANG-UNDANG KOMERSIL

The course aims to introduce students to the knowledge of commercial law as practiced in Malaysia. An important aspect will be covered include an introduction to the Malaysian legal system, the types of business entities, contract law, especially regarding the elements of a valid and binding contract, conditions and warranties, contract release, the remedies, the doctrine of privity and exclusion clauses. This course will also discuss the law of agency, the law on contracts of sale of goods, consumer protection law, introduction to employment law as well as an introduction to the law of intellectual property. Related cases will be discussed to enable students to understand the course of theoretical and practical. Knowledge of the law will be able to assist students in their everyday relationships and is an asset in the face of his career.

### References

Krishnan, L., Rajoo, P. And Vergis, A. C. (2016) *Principles of Business and Corporate Law-* (3rd ed.), Malaysia, Singapore: CCH Asia

Lee Mei Pheng & Detta, Ivan Jeron. (2018). *Business Law -* (3rd ed.). Kuala Lumpur: Oxford University Press

Mumtaz Hassan et al. (2017) *Undang-undang Perniagaan di Malaysia*, Sintok: Penerbit UUM

Trakic, A et al. (2014). *Law for Business*. Petaling Jaya: Sweet & Maxwell

Shanthy Rachagan, Janine Pascoe & Anil Joshi (2010). *Concise principles of company law in Malaysia*. 2nd edition. Lexis Nexis.

Wan Arfah Hamzah & Ramy Bulan. (2001). *An Introduction to the Malaysian Legal System*, Kuala Lumpur:Fajar Bakti

### Statues

Contract Act 1950

Partnerships Act 1961

Limited Liability Partnerships Act 2012

Companies Act 2016

Sale of Goods Act 1957

Consumer Protection Act 1999

## BT21003 INTERNATIONAL ECONOMICS

This course provides introductory materials for a subfield in Economics which is the international economics. It provides an overview on the principles and theories of international economics. In addition, it introduces main tenets of various theories in international trade and examines various issues of international trade policies. Topics in international finance such as exchange rate, financial globalization, financial crisis are also covered.

### References

Paul Krugman, Obstfeld (2019). *International Economics*, 11th Edition, Pearson

Dominic Salvatore (2019). *International Economics*, Wiley, 13th Edition

## BT21303 ORGANIZATIONAL BEHAVIOR

Understanding human behavior is critical in the field of business today since business organizations are dealing directly with the human personnel as well as the end customers / users. Therefore the subject will provide insight on human behavior at three level of analysis – individual, group and organizational. This subject will give a comprehensive understanding on all the necessary elements of human behavior in organization. Topics to be covered in this subject would include personality, attitude, perception, motivation, group/team, communication, leadership, organizational structure, organizational culture, human resource management, change and stress management.

### References

- Robbins, S. P. & Judge, T. A. 2019. Organizational Behavior. 18th. Edition. New Jersey: Pearson International Edition. (Utama)
- Colquitt, J. A, Wesson, M. J. & Lepine, J. A. 2014. Organizational behavior: Improving performance and commitment in the workplace. 4th. Edition. McGraw Hill Education.
- DuBrin, A. J. 2007. Fundamentals of organizational behavior. 4th. Edition. Mason, OH: Thomson Higher Education. Kinicki, A. & Kreitner, R. 2012. Organizational behavior. 10th. Edition. Boston: McGraw Hill – Irwin. Nelson, D. L. & Quick, J. C. 2012. Organizational behavior. Science, the real world and you. 8th. Edition. Cengage South-Western.
- Newstrom, J. W. 2014. Organizational Behavior: Human behavior at work. 14th. Edition. McGraw Hill Education.

## BT21503 BUSINESS ETHICS

In *Business Ethics*, the student will focus on business-related actions that are in apparent conflict with morality and examine them from multiple perspectives. One of the themes that run through this class is that business and ethics can be compatible and even complimentary with one another. The course will examine business actions from various perspectives and promote philosophical discussion among students and between students and the lecturer in a respectful exploration of the issues involved with the motivations and approaches to business decision-making. After completing the requirements of this course, students should have a foundation of his or her lifelong search for what is good and right.

### Main References

DeGeorge, R. T. (2014), *Business Ethics*, 7th Edition, Pearson Education Limited, Essex.

### Additional References

- Boatright, J. R., (2012), *Ethics and the Conduct of Business*, 7th Ed., Pearson, New Jersey. Velasquez, M. G. (2012), *Concepts and Cases*, 7th Edition, Pearson, New Jersey.
- Rossouw, D. and Van Vuuren, L. and adapted by Abdul Ghani, A., and Adam, M. Z. A (2011). *Business Ethics*. Oxford Fajar, Kuala Lumpur.
- Thiroux, J. P. and Krasemann, K. W. (2011), *Ethics – Theory and Practice*, Pearson, New Jersey.

## BT21403 OPERATION MANAGEMENT

Operations are defined as the activities that relate to the creation of goods and services through the transformation of inputs to useful outputs. This course introduces students to the fundamentals of effective production of goods and services management. The course provides an introduction to the design, planning, and control of the manufacturing and service systems required to transform inputs into useful goods and services. A broad range of decision making models and concepts including demand

forecasting, production planning, scheduling, inventory management, transportation model and statistical process control will be presented. Managerial challenges in productivity, quality and just-in-time systems are also considered.

### References

- Jacobs, F.R., & Chase, R.B., 2018, *Operations and Supply Chain Management*, 15<sup>th</sup> Edition (Global Edition), Boston: McGraw-Hill.
- Heizer, J., Render, B., (2017), *Operation Management*, 12<sup>th</sup> Edition, New Jersey: Prentice Hall
- Heizer, J. & Render, B. (2016) *Operations Management: Sustainability & Supply Chain Management*. 13<sup>th</sup> Edition, Pearson.
- Stevenson, W.J & Sum Chee Chuong, (2014). *Operations Management : An Asian Perspective*. Global Edition. McGraw Hill.
- Stevenson, W.J. (2015). *Operations Management*. McGraw Hill. 7th Edition. McGraw-Hill.
- Krajewski, L.J., Ritzman, L.P., & Malhotra, M.K. (2012). *Operations Management : Processes and Supply Chains*. 10th Edition. Pearson.

## BT21603 RESEARCH METHODS

This course aims to expose students to research methods that are applicable to various researches in business and economics, as well as other researches in social phenomenon. It covers important areas such as introduction to scientific research methods, research process, research designs, measurement, sampling, data collection, data analysis, data interpretation and report writing.

### References

- Bryman, A and 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.

## BT22003 ENTREPRENEURSHIP

This course exposes students to the basic entrepreneurial concepts and the key principles of business operations, such as developing successful business idea through effective business model, preparing proper ethical and legal aspects for starting and managing a business, planning and managing resources (finance and physical assets), undertaking effective marketing communications and preparing for future growth for a business. The course particularly focuses on student's experiential entrepreneurial learning where students are required to take up own business that embeds digital marketing communication techniques, namely teaser, soft-sell, hard-sell and digital sales posting using digital tools like Facebook, Instagram and WhatsApp.

### References

- Barringer, B.R & Ireland, R.D (2018). *Entrepreneurship: Successfully Launching New Venture* (6<sup>th</sup> Edition), Pearson.
- Hisrich, R., Peters, M. and Sheperd, D. (2019). *Entrepreneurship* (11<sup>th</sup> Edition), McGraw-Hill.
- Alen, J. P. (2019). *Digital Entrepreneurship* (1<sup>st</sup> Edition), Routledge.
- McDonald, M. J. (2019). *Social Medi Marketing for Beginners*.
- Wang Nong Muzaffar (2017). *Kuasai Perniagaan Internet (Siri 2)*, Published by Group Buku Karang kraf, ISBN: 9789678607773
- Sodri Arifin, Ismail Ab. Wahab & Syahira Hamidon (2017) *Introduction to Entrepreneurship*. Shah Alam: Oxford Fajar.
- Wan Nong Muzaffar (2015). *Kuasai Perniagaan Internet (Siri 1)*, Published by Group Buku Karang kraf, ISBN: 9789678606493
- Bland, D. J . and Osterwalder, A. (2019). *Testing Business Ideas: A Field Guide for Rapid Experimentation*, Wiley.
- Osterwalder, A & Pigneur, Y (2010) *Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers*, Wiley.



## BT22103 BUSINESS INFORMATION SYSTEMS

This course provides the foundations of an information systems components, and examine how an information system can manage a business' processes and organization, prepares students for opportunities in the information technology field and business. The course provides comprehensive and integrative coverage of essential new technologies and information system applications, as well their impact on business models and managerial decision-making. The course also increases student engagement and enhances learning through vivid examples. Students will learn the most up-to-date, relevant information about information systems used by today's businesses—capturing students' attention. Students will also be able to build skills sought after in today's workplace in order to be able to understand, participate in, and eventually lead management discussions and drive decisions about their firm's information systems.

### References

- Kenneth C. Laudon, K. C, and Laudon, J. P. (2018). Management Information Systems: Managing the Digital Firm, 16th Edition. Pearson.
- Rainer, R. K, Prince, B., Watson, H. J. (2015). Management Information Systems, 3rd Edition. Wiley.
- Belkhamza, Z. (2015). Creating a Culture for Information Systems Success. Business Expert Press.

## BT22303 HUMAN RESOURCE MANAGEMENT

Physical and capital assets in organizations are considered to be valued items. Regardless the size and nature of organization, effective and efficient management on its human resources is essential. To date, organizations are becomingly aware that the key to competitive advantage does not only lie on its ingenious product design or service, their technology advancement, the best marketing strategy or the most know-how financial management but from having an appropriate system of managing its human capital. The aspect of translating the company's objectives into specific human capital objectives is inevitable as managers are expected to advise top management on the company's human capital direction and development. Human resource management (HRM) is a central function of organizations, effective use of the resource through management of people, including leadership, resources planning, recruiting and selecting talented employees, training and compensating effectively, and controlling the performance. HRM is the management of people and work to achieve organizational goals. Knowing of people is the heart of any organization, having the ability to manage and develop employees is essential to business sustainability. The course aims to produce well-rounded business managers with exemplary knowledge, relevant hands-on experience and being contextually performing the HR jobs. The course is designed to develop an appreciation of the foundations of HRM, obtaining the knowledge and skills to play an integral role in carrying HR policies and practices in their organization. Comprehending HRM is essential whether the learners work in government agency, business organizations, non-profit and non- governmental organizations (NGOs), and any other type of organization. Key objective of the course is to exhibit HRM is more than just employment and keeping records, whereby it is the strategic organizational activity of increasing complexity and importance. To master the course, learners would need to know the elements of HR functions (recruitment, selection, training and development) and familiarized with the HR key concepts and terminology. The outcome of the course enables the learners to apply the principles and techniques of HRM gained through the course to discussion of major issues and solutions of typical case problems. The course is divided into six parts: Part 1: Introduction to HRM, Part 2: Staffing, Part 3: Training and Development, Part 4: Compensation, Part 5: Employee Relations, and Part 6: Special Issues in HRM.

### References

- Snell, A.S., Morris, S.S. & Bohlander, G. W. (2016) Managing Human Resources, 17th Edition, South-Western Cengage.
- Aminuddin, M. (2018). Human Resource Management: Principles and Practices, 4<sup>th</sup> ed. Oxford

Dessler, G 2016, Human Resource Management, Global Edition, 15th Edition, Pearson.

Dessler, G., 2015, Fundamentals of Human Resource Management, 4<sup>th</sup> Edition, Pearson.

## BT22203 ECONOMETRICS

This course will give student the background of statistics and mathematical application in economic measurement. Introduction to basic simple and multiple regression and issues and solution in regression model formulation including multicollinearity, autocorrelation, heteroscedasticity, abnormality and dynamic model. Time-series autoregressive model, seasonal adjustment, lag-model, simultaneous model, instrumental variable and two-stage least-square model will also be discussed.

### References

Hill, R.C, Griffiths, W.E., and Lim, G.c. 2008. Principles of Econometrics. USA: John Wiley & sons (3rd Edition) Hill, R.c., Griffiths, E.E., and Lim, G.C 2008. Using Eviews for Principles of Econometrics. USA: John Wiley & Sons (3rd Edition)

Gujarati, D.N. and Porter, D.c. 2009. Basic Econometrics. McGraw-Hill (5th Edition) Koop, G. 2008.

Introduction to Econometrics. USA: John Wiley & Sons.

Stock, J.H. and Watson, M.W 2007. Introduction to Econometrics. Pearson Addison-Wesley (2nd Edition)

## BT31103 STRATEGIC MANAGEMENT

Strategic Management allows students to learn strategies for planning, implementation, concepts and techniques for assessment. Students will use this knowledge to achieve the goal of planning a successful organization's future

direction. Overall, students are exposed to the basic knowledge and skills to analyzing firms in different industries, making strategic strategic decisions, and strengthening those decisions through oral or written communication. Students will also suggest strategies for the organization being studied and determine how these strategies can best be implemented. This course adopts a practical approach to how business companies actually work in "the real world".

### References

Gamble J. E., Peteraf M. A., & Thompson Jr. A. A. (2019). *Essentials of Strategic Management, The Quest for Competitive Advantage*. (6th Edition), New York, NY: McGraw-Hill Education.

Thompson A. A., Peteraf M. A., Gamble J. E., & Strickland III A.J. (2018). *Crafting and Executing Strategy, The Quest for Competitive Advantage: Concepts and Cases*. (21st Edition), New York, NY: McGraw-Hill Education

Barney J. B., & Hesterly W. S., (2019). *Strategic Management and Competitive Advantage: Concepts and Cases*. (6th Edition), Harlow, UK: Pearson Education Limited.

Wheelen T. L., Hunger J. D., Hoffman A. N., & Bamford C. E. (2018). *Concepts in Strategic Management and Business Policy: Globalization, Innovation, and Sustainability*. (15th Edition), Harlow, UK: Pearson Education Limited.

David F. R., & David F. R. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts*. (16th Edition), Harlow, UK: Pearson Education Limited.

Hitt M. A., Ireland R. D., & Hoskisson R. E. (2017). *Strategic Management: Competitiveness and Globalization: Concepts and Cases*. (12th Edition), Singapore: Cengage Learning Asia.

# ACCOUNTING PROGRAMME (HE02)

## BP12103 PRINCIPLES OF ACCOUNTING

This course aims at introducing students to the fundamentals of bookkeeping and principles of financial accounting. It explains the accounting equation, identifies steps to complete the accounting cycles and discusses the role of accounting records in an organisation. It further explains the differences between cash and accrual accounting, the nature of general purpose of financial statements, the role of accounting information in making economic decisions and discusses the significance of accounting systems in providing relevant and reliable information. It also exposes students to financial statement analysis and interpretation of financial ratios.

### References

- Mohd Nizal Haniff et al. (2018). Fundamentals of Financial Accounting. 2nd Edition. Oxford.
- Tahajuddin, S. & Mohd Kassim, A. W. (2017). Prinsip Perakaunan. Penerbit Universiti Malaysia Sabah.
- Sangster, A. & Wood, F. (2015). Frank Wood's Business Accounting Vol. 1. 13th edition. FT Prentice Hall. Sangster, A. & Wood, F. (2016). Frank Wood's Business Accounting Vol. 2. 13th edition. FT Prentice Hall.
- Phillips, F., Libby, R., & Libby, P. A. (2015). Fundamentals of Financial Accounting. 3rd edition. McGraw-Hill.
- Thomas, T. & Ward, A.M. (2015). Introduction to Financial Accounting. 8th edition. McGraw Hill.
- Weygandt, Kimmel & Keiso (2015). Accounting Principles. 12th edition. Wiley.
- Andrew Leong Fook Chee & Wong Sei Van (2014). Business Accounting. 4th edition. Pearson.
- Reimers, J.L. (2014). Financial Accounting: A Business Process Approach. 3rd edition. Pearson.

## BP12303 FINANCIAL ACCOUNTING AND REPORTING I

This is an intermediate financial accounting course and is a continuation of Principles of Accounting course. The focus is on company accounting. The course covers the regulatory and conceptual framework underlying the preparation and presentation of financial statements. Topics include accounting for current, non-current and intangible assets as well as impairment, liabilities and contingencies, deferred tax and leases.

### References

- Azlina Ahmad et al. (2019). Financial Accounting and Reporting 1. 2nd Edition. Oxford.
- Jane Lazar & Huang Ching Choo (2014), Malaysian Financial Reporting Standards. 4th edition. McGraw-Hill.
- Kieso, D.E., Weygandt, J.J., & Warfield, T.D. (2014). Intermediate Accounting: IFRS Edition. 2nd edition. Wiley.
- Spiceland, J.D., Sepe, J., Nelson, M., & Wayne Thomas, W. (2014). Intermediate Accounting. 8th edition. McGraw-Hill.
- Tan Liong Tong (2014). Financial Accounting and Reporting in Malaysia, Volume 1. 5th edition. CCH Asia.
- Ng Eng Juan (2012). A Practical Guide to Financial Reporting Standards, Malaysia. 4th edition. CCH Asia.

## BP17103 FINANCIAL MANAGEMENT

This course focuses on the basic principles and techniques in making financial decisions. It covers both the concepts of financial management as well as the applications of financial techniques as tools for making decisions. The topics covered include financial statements analysis, working capital management, risk and return relationship, basic securities valuation and time value of money.

## References

Titman, S., Keown, A.J., & Martin, J.D. (2015). Financial Management (Principles and Applications). 12th edition. Pearson.

Brigham, E.F. & Houston, J.F. (2015). Essentials of Financial Management. 14th edition. South-Western. Keown, A.J., Martin, J.D., & Petty, J.W. (2013). Foundations of Finance: The Logic and Practice of Financial Management. 8th edition. Pearson.

Block, B.S., Hirt, G.A. & Danielsen, B.R. (2013). Foundations of Financial Management. 15th edition. McGraw-Hill. Brigham, E.E. & Ehrhardt, M.C. (2013). Financial Management: Theory and Practice. 14th edition. South-Western.

## BP21103 MANAGEMENT ACCOUNTING I

This course introduces the basic concepts, terminologies, principles and methods of cost accounting at operational level. This includes the introduction of cost elements, basic cost accumulation techniques and various costing methods, including contemporary approaches in arriving at the cost of products produced or services rendered.

## References

Langfield-Smith, K., Smith, D., Andon, P., Thorne, H., and Hilton, R.W. (2017). Management Accounting: Information for Creating and Managing Value. (8th Edition). McGraw-Hill Education.

Atrill, P., and McLaney, E. (2019). Management Accounting for Decision Makers. (9th Edition). Pearson Education.

Rozainun Abdul Aziz, Che Hamidah Che Puteh, Indra Devi Rajamanoharan and Nagarethnam Thirumanickam (2018). Management Accounting (3rd Edition). Oxford Fajar.

Drury, C. (2018). Management and Cost Accounting. (10th Edition). Cengage Learning

Prabir Das (2018). Cost Accounting (5th Edition). Oxford Fajar.

<http://www.mia.org.my>

<http://www.cimaglobal.com/>

<http://www.ifac.org>

## BP21203 MANAGEMENT ACCOUNTING II

This course introduces application of techniques in the analysis of relevant data to provide information for managerial planning and control, and decision making. The topics covered include cost-volume-profit (CVP) analysis, budgeting and budgetary control, standard costing and variance analysis, and managerial short-term and long-term decision making, with ethical issues addressed.

## References

Langfield-Smith, K. (2015). Management Accounting. 7th edition. McGraw-Hill.

Garrison, R.H., Noreen, E.E. & Brewer, P.C., Cheng, N.S., & Yuen, K.C.K (2012). Managerial Accounting: An Asian Perspective. McGraw-Hill.

Drury, C. (2015). Management and Cost Accounting. 9th edition. Cengage.

Atkinson, A.A., Kaplan, R.S., Young, S.M. & Matsumura, E.M. (2013). Management Accounting. 6th edition. Pearson.

Drury, C. (2013). Management Accounting for Business. 5th edition. Cengage.

<http://www.mia.org.my>

<http://www.cimaglobal.com/malaysia>

<http://accounting.rutgers.edu/raw>

<http://www.ifac.org>

## BP22503 FINANCIAL ACCOUNTING AND REPORTING II

This course reinforces the basic accounting knowledge and further exposes students to more elements of the financial statements. Topics covered are revenue recognition, changes in accounting policies, estimates and correction of errors, events after balance sheet date, employee benefits, share based payments, earnings per share, segment reporting, interim financial reporting, integrity and ethics in preparing financial statements and accounting for partnerships.

### References

- Azlina Ahmad et al. (2019). Financial Accounting and Reporting 1. 2nd Edition. Oxford.
- Azlina Ahmad et al. (2019). Financial Accounting and Reporting 2. 2nd Edition. Oxford.
- Nelson Lam and Peter Lau (2017) Intermediate Financial Reporting: An IFRS Perspective, 3<sup>rd</sup> Edition, McGraw Hill Education (Asia): Singapore
- Jane Lazar & Huang Ching Choo (2014), Malaysian Financial Reporting Standards. 4th edition. McGraw-Hill.
- Malaysian Accounting Standards Board, [www.masb.org.my](http://www.masb.org.my) MFRS Standards

## BP22603 FINANCIAL ACCOUNTING AND REPORTING III

This course is an extension of Financial Accounting II. It covers advanced topics in financial reporting including leases, foreign operations, share based payments, related party disclosures, employee benefits, deferred taxation and financial instruments.

### References

- Ariff, Alfian, Abdullah, Sapiei, Nelson & Rosli. (2016). Financial Accounting and Reporting 2, Oxford, Malaysia.
- Nelson Lam and Peter Lau (2017) Intermediate Financial Reporting: An IFRS Perspective, 3<sup>rd</sup> edition, McGraw-Hill Education (Asia): Singapore
- Jane Lazar and Huang Ching Choo (2014), Malaysian Financial Reporting Standards, 4th edition, McGraw-Hill (Malaysia)
- Tan Liong Tong (2019). Financial Accounting and Reporting in Malaysia, Volume 1. 7th edition. Wolters Kluwer Malaysia.
- Malaysian Financial Reporting Standards (MFRS) International Financial Reporting Standards (IFRS)

## BP23103 BASIC AUDITING AND CONTROL SYSTEMS

This course is an introduction course in auditing and it introduces students to the concepts and principles of auditing. It also explains the role and responsibilities of auditors, rules and regulation in auditing process. The course specifically focuses on the audit concepts, audit process, audit planning, evidence, documentation and audit report.

### References

- Che Ahmad, Ayoib and Haron, Hasnah and Malik, Mazrah and Salleh, Zalailah and Hariri, Hilwani and Ismail Khan, Norziation and Puat Nelson, Sherliza (2018) Fundamentals of auditing. Oxford Fajar, Selangor, Malaysia.
- Ferdinand A. Gul & Nurmazilah Dato' Mahzan (2015). Auditing: Theory and Practice in Malaysia. 2nd edition. CCH Asia.
- Whittington, R., & Pany, K. (2015). Principles of Auditing & Other Assurance Services. 20th edition. McGraw-Hill
- Arens, A.A., Elder, R.J., Beasley, M.S., Noor Afza Amran, Faudziah Hanim Fadzil, Nor Zalina Mohamad Yusof, Mohamad Naimi Mohamad Nor & Rohami Shafie (2014). Auditing and Assurance Services in Malaysia: An Integrated Approach. 3rd edition. Pearson.
- Beasley, M.S., Buckless, F.A., Glover, S.M., & Prawitt, J.F. (2014). Auditing Cases: An Interactive Learning Approach. 6th edition. Pearson.
- Mohd Faizal bin Jamaludin, Mohd Hafiz bin Abdul Halim, Syaifulradzman bin Shaifuddin, Rasyidah binti Shahabuddin & Nur Iliza

binti Misnan (2013). Principles of Auditing and Assurance Services in Malaysia. CCH Asia.  
International Standards of Auditing (ISA). International Auditing Practice Statements (IAPS).  
By-Laws (On Professional Ethics, Conduct and Practice) of the Malaysian Institute of Accountants (Revised Jan 2011). IFAC's Code of Ethics.

## BP24103 TAXATION I

This course is an introductory course in taxation, covering several aspects in taxation. The course starts off with basic concepts and then covers the philosophy and practice of taxation in general. The course will also cover Malaysia taxation in detail. Specifically, the course will offer an insight into the taxation principles, the scope of taxation, the determination of resident status, the determination of basis periods, the assessment and the calculation of tax liability on income derived from employment, business and non-business sources. Other topics covered include the administrative aspects of taxation such as assessment and collection procedures and indirect taxes currently in force in Malaysia.

### References

Choong Kwai Fatt (2019). Malaysian Taxation - Principles and Practice. 25th edition. Infoworld.  
CCH Tax Editors (2019). Malaysian Master Tax Guide. 36th edition. CCH.  
Jeyapalan Kasipillai (2019). A Guide to Malaysian Taxation. 5th edition. Oxford.  
Jeyapalan Kasipillai (2015). A Guide to Advanced Malaysia Taxation. 3rd edition. McGraw-Hill.  
Choong Kwai Fatt (2019). Advanced Malaysian Taxation- Principles and Practice. 20th edition. Infoworld.  
Income Tax Act 1967.  
Goods and Services Tax Act 2014.  
Sales Tax Act 2018.  
Service Tax Act 2018.

## BP26103 COMPANY LAW

Upon successful completion of this course, students will understand the legal implication arises in a corporation. The duties and liabilities of the officers of a corporation will be examined both from the statutory and common law. Students will explore the protection given to shareholders and learn the legal implication arises in corporate finance. Finally, the students will examine the insolvency procedures.

### References

Aiman Nariman Mohd Sulaiman and Effendy Othman (2018). *Malaysia Companies Law: Principles and Practises*. 2nd edition, Singapore: Wolters Kluwer/CCH.  
Chan Wai Meng (2017) *Essential Company Law in Malaysia*, Singapore: Wolters Kluwer/CCH.  
Rabindra S. Nathan (ed)(2019) *Law and Practice of Corporate Insolvency in Malaysia*, Kuala Lumpur: Sweet and Maxwell.  
Haslinda Mohd Anuar et al. (2017) *Prinsip Undang-undang di bawah Akta Syarikat 2016*, Sintok: Penerbit UUM  
Shanthy Rachagan, Janine Pascoe & Anil Joshi (2010). *Concise principles of company law in Malaysia*. 2nd edition. Kuala Lumpur: Lexis Nexis.  
Ramsay, I.M., Hanrahan, P., Stapledon, G.P., Aiman Nariman Mohd. Sulaiman & Aishah Bidin (2008). *Commercial Applications of Company Law in Malaysia*. 3rd edition. Singapore: CCH Asia.

### **Statutes**

Companies Act 2016.

Capital Markets and Services Act 2007.

The Malaysian Code on Corporate Governance 2017.

Bursa Securities Listing Requirements.

## **BP27203 CORPORATE FINANCE**

This course discusses concepts and decisions in corporate finance. Discussion topics are divided into four parts. The first section introduces the fundamental concepts. The second section discusses corporate valuation. The third part talks about investment decisions. Subsequently, the fourth part is concerned about financing decisions and dividend policies

### **References**

Ross, S A., Westerfield, R W., Jaffe, J. & Jordan, B. (2015). Corporate Finance. 11th edition. McGraw-Hill.

Brealey, R. A., Myers, S. C., & Allen, F., (2013). Principles of Corporate Finance. 11th edition. McGraw-Hill.

Ehrhardt, M C & Brigham, E F, (2013). Corporate Finance: A Focused Approach. 5th edition. Thomson.South- Western.

Clayman, M.R, Fridson, M.S., & Troughton, G.H. (2012). Corporate Finance: A Practical Approach. 2nd edition. Wiley. Berk, J.,

DeMarzo, P. & Harford, J. (2013). Fundamentals of Corporate Finance. 3rd edition. Pearson.

## **BP29103 BUSINESS COMMUNICATION FOR ACCOUNTING**

This course is designed to increase students' awareness level of the functions and importance of effective communication in the business arena. This course focuses on the application of communication principles in achieving organisational goals. Special emphasis is placed on writing and speaking proficiency.

### **References**

Boveé, C. & Thill, J. (2015). Business Communication Essentials. 7th edition. Pearson. Guffey, M.E., & Loewy, D. (2015). Essentials of Business Communication. 10th edition. Cengage.

Boveé, C. & Thill, J. (2014). Business Communication Today. 12th edition. Pearson.

Locker, K., & Kaczmarek, S. (2013). Business Communication: Building Critical Skills. 6th edition. McGraw-Hill. Quintanilla, K.M., &

Wahl, S.T. (2013). Business and Professional Communication: Keys for Workplace Excellence. 2nd edition. Sage Publications, Inc.

## **BP31603 SEMINAR IN MANAGEMENT ACCOUNTING**

This course is an extension to Management Accounting II and conducted in a seminar format. The evolution of management accounting is discussed in detail. Traditional and contemporary strategic management accounting techniques are analyzed and evaluated in the context of business cases. Topics covered are generally at the performance evaluation, management control, behavioral and ethical issues as well as recent development in management accounting. Behavioral aspects are given emphasis and students are exposed to teamwork and case discussions.

### **References**

Merchant, K. A., & Van der Stede, W. A. (2017). Management Control Systems: Performance Measurement, Evaluation and Incentives. 4th ed. FT Prentice Hall.

Hilton, R.W. & Platt, D.E. (2014). Managerial Accounting: Creating Value In A Dynamic Business Environment,

10th edition. McGraw-Hill.

Hornngren, C.T., Datar, S.M. & Rajan, M.V. (2014). Cost Accounting: A Managerial Emphasis. 14th edition. Pearson. Selto, F. & Groot, T. (2013). Advanced Management Accounting. Trans-Atlantic Publications, Inc.

Blocher E., Cokins G, Juras P.E. & Stout D.E. (2012). Cost Management: A Strategic Emphasis. 6th edition. McGraw-Hill.

Hoque, Z. (2006). Strategic Management Accounting. 2nd edition. Pearson.

Articles from accounting and professional journals.

<http://www.mia.org.my>

<http://www.fasb.org>

<http://www.aicpa.org>

<http://www.ifac.org>

<http://www.bursamalaysia.com>

## **BP32703 FINANCIAL ACCOUNTING AND REPORTING IV**

This course is designed to cover advanced accounting for group accounts. The emphasis will be placed only on the simple group structure, the theories of consolidation, inter-company transactions and changes in group structures based on the latest pronouncements of the MFRSs. The consolidated accounts cover economic activities of parent and subsidiaries. The course covers relevant accounting policies for users to make economic decisions.

### **References**

Jane Lazar (2018), Company & Group Financial Reporting, 9th edition, Pearson

Jane Lazar and Huang Ching Choo (2014), Malaysian Financial Reporting Standards, 4th edition, McGraw-Hill (Malaysia)

Tan Liong Tong (2017). Financial Accounting and Reporting in Malaysia, Volume 2. 6th edition. Wolters Kluwer Malaysia.

Tan Liong Tong (2019). Consolidated Financial Statement. 9th edition. Wolters Kluwer Malaysia.

Pearl Tan, Lim Chu Yeong & Peter Lee (2015). Advanced Financial Accounting. 2nd edition. McGraw-Hill.

Jane Lazar & Huang Ching Choo (2014), Malaysian Financial Reporting Standards. 4th edition. McGraw-Hill.

Company Act 2016.

Malaysian Financial Reporting Standards (MFRS).

International Financial Reporting Standards (IFRS).

## **BP32603 PUBLIC SECTOR ACCOUNTING**

This course is designed to equip students with knowledge, concepts and practices of accounting in the public sector organisations. It also exposes students to the role of legal provisions, rules and procedures in public sector accounting practices. The coverage of the course includes the environment of public sector accounting and major issues relating to financial practices and control, budgeting, performance measurement and auditing. The emphasis will be given to the Malaysian public sector organisations (Federal, State, Local Authority and Statutory Bodies and also Government Linked Company). In addition, this course also highlights the current developments in public sector accounting locally and globally.

### **References**

Zubir Azhar, Mariati Norhashim, Zauwiyah Ahmad and Muzrifah Mohamed (2019) Public Sector Accounting: Governance and Accountability in the Malaysian Context, Oxford Fajar.

Rasid Mail (2010) Pengurusan Sektor Awam : Perspektif Perakaunan. Penerbit Universiti Malaysia Sabah.

Syed Soffian Syed Ismail, Engku Ismail Engku Ali, Faudziah Hanim Haji Fadzil & Hassan Hussin (2011). Public Sector Accounting and Financial Management in Malaysia. Pearson.



Fatimah Rauf (2014). Public Sector Accounting: Malaysian Context. 4th edition. Prentice Hall, Pearson.

Jones, R & Pandlebury, M (2010). Public Sector Accounting. 6th edition. Prentice Hall.

Omar Othman (2001). Perakaunan Sektor Awam. McGraw-Hill.

Federal Constitution.

Financial Procedure Act 1957.

Treasury Instructions.

Co-operative Societies Act 1993.

Companies Act 1965.

Insurance Act 1996.

Securities Commission Act 1993.

Securities Industry Act 1991.

Statutory Bodies Act 2000.

Local Government Act 1976.

Audit Act 1957.

Treasury Circular Letters.

Governmental Accounting Standards.

Financial Reporting Standards (FRS).

<http://www.treasury.gov.my>

<http://www.anm.gov.my>

<http://www.audit.gov.my>

## BP33203 ADVANCED AUDITING AND INVESTIGATION

This is a continuation of Basic Auditing and Control System. It intends to strengthen and enhance the students' understanding in auditing. Among the topics that will be discussed are code of ethics, auditors' liability, completing the audit process, computer assisted audit techniques, group audit and current issues facing the auditing profession. This course will justify other activities than financial statement audit that can be performed by a public accountant like operational audit, compliance audit and internal audit.

### References

Che Ahmad, Ayoib and Haron, Hasnah and Malik, Mazrah and Salleh, Zalailah and Hariri, Hilwani and Ismail Khan, Norziaton and Puat Nelson, Sherliza (2018) *Fundamentals of auditing*. Oxford Fajar, Selangor, Malaysia.

Eilifisen, A., Messier, W., Golver, S., Prawitt, D., Abbas, S., Nazri, S., Salleh, K., Jaffar, N., Ismail, A., Johari, R. (2017) *Principle of Auditing & Assurance Services in Malaysia*. McGraw Hill.

Ferdinand A. Gul & Nurmazilah Dato' Mahzan (2015). *Auditing: Theory and Practice in Malaysia*. 2nd edition. CCH Asia.

Whittington, R., & Pany, K. (2015). *Principles of Auditing & Other Assurance Services*. 20th edition. McGraw-Hill

Arens, A.A., Elder, R.J., Beasley, M.S., Noor Afza Amran, Faudziah Hanim Fadzil, Nor Zalina Mohamad Yusof, Mohamad Naimi Mohamad Nor & Rohami Shafie (2014). *Auditing and Assurance Services in Malaysia: An Integrated Approach*. 3rd edition. Pearson.

Beasley, M.S., Buckless, F.A., Glover, S.M., & Prawitt, D.F. (2014). *Auditing Cases: An Interactive Learning Approach*. 6th edition. Pearson.

Mohd Faizal bin Jamaludin, Mohd Hafiz bin Abdul Halim, Syaifulradzman bin Shaifuddin, Rasyidah binti Shahabuddin & Nur Iliza binti Misnan (2013). *Principles of Auditing and Assurance Services in Malaysia*. CCH Asia.

The Malaysian Code on Corporate Governance 2012. International Standards of Auditing (ISA).

International Auditing Practice Statements (IAPS) OECD Principles of Corporate Governance.

Sarbanes-Oxley 2002 Act (USA).

Anti-Money Laundering and Anti-Terrorism Financing Act 2001.

Securities Commission Guidelines on Prevention of Money Laundering & Terrorism Financing For Capital Market Intermediaries.

Malaysian Institute of Accountants (MIA) – Technical Guidance on Compliance with AMLA 2001.

By-Laws (On Professional Ethics, Conduct and Practice) of the Malaysian Institute of Accountants (Revised Jan 2011).

IFAC's Code of Ethics.

The Guidelines on Internal Audit Function.

The Institute of Internal Auditors Malaysia.

## **BP34103 TAXATION II**

This course is a continuation of Taxation I course. It concentrates on advanced topics particularly on taxation issues for companies and corporations. Some of the topics covered are basis periods, capital allowances, investment and tax incentives available from the government to promote certain industries in Malaysia including reliefs given on capital expenditure for agriculture, timber and mining. In addition, capital gains tax and stamp duty as well as withholding tax and double taxation agreements will also be discussed.

### **References**

Choong Kwai Fatt (2019). Malaysian Taxation - Principles and Practice. 25th edition. Infoworld.

CCH Tax Editors (2019). Malaysian Master Tax Guide. 36th edition. CCH.

Jeyapalan Kasipillai (2019). A Guide to Malaysian Taxation. 5th edition. Oxford.

Jeyapalan Kasipillai (2015). A Guide to Advanced Malaysia Taxation. 3rd edition. McGraw-Hill.

Choong Kwai Fatt (2019). Advanced Malaysian Taxation- Principles and Practice. 20th edition. Infoworld.

Income Tax Act 1967.

Goods and Services Tax Act 2014.

Sales Tax Act 2018.

Service Tax Act 2018.

Promotion of Investments Act 1986.

Real Property Gains Tax Act 1976.

## **BP34303 SPECIALISED TAXATION**

The course covers advanced aspects of estate and trust, real property gain tax, tax incentives, tax planning, tax audit and investigation and current issues on taxation. Students are expected to have strong knowledge in basic and advanced taxation in order to appreciate this course.

### **References**

CCH Tax Editors (2019). Malaysian Master Tax Guide. 33rd edition. CCH Asia.

Jeyapalan Kasipillai (2019). A Guide to Advanced Malaysia Taxation. McGraw-Hill.

Choong Kwai Fatt (2020). Advanced Malaysian Taxation- Principles and Practice. Infoworld. Jeyapalan Kasipillai (2012). Tax Avoidance, Evasion and Planning in Malaysia. CCH Asia.

All Malaysian Tax Cases. Sweet and Maxwell London. Income Tax Act 1967.

Labuan Business Activity Tax Act 1990.

Public rulings and guidelines issued by the Inland Revenue Board.

## BP35103 ACCOUNTING INFORMATION SYSTEMS I

This course covers Accounting Information Systems (AIS) topics in three main parts. The first part introduces the basic concepts of AIS including its objectives, components and subsystems. This section also introduces students to the techniques of documenting accounting systems. The second section discusses in depth the business processes (cycles) that include sales, purchasing, production, human resources, and general ledger. Integration of business processes in the ERP environment is also highlighted. Use of selected accounting software will also take place at this stage. The final section discusses the emerging issues in computer crimes, computer ethics and the roles of internal controls. Finally, a special focus will be given to selected issues related to AIS considering selected issues in IT potentially affecting AIS.

### References

- Hall J. A. (2019). Accounting Information Systems. 10th Edition. Cengage Learning.
- Romney M. B. & Steinbart P. J. (2018). Accounting Information Systems. 14th edition. Pearson.
- Gelinas, U.J., Dull, R.B. & Wheeler, P. (2014), Accounting Information Systems. 10th edition. South-Western.
- Simkin, M.G., Norman, C.S. & Rose, J.M. (2014). Core Concepts of Accounting Information Systems, 13th edition. Wiley.
- Turner, L. & Weickgenannt, A. (2013). Accounting Information Systems: Controls and Processes. 2nd edition. Wiley.

## BP35203 ACCOUNTING INFORMATION SYSTEMS II

This course is designed to enable learners to have exposure and experience in the process of System Development Life Cycle (SDLC) that involved systems, planning, systems analysis, system evaluation and selection, systems design, systems conversion and implementation, as well as other related systems development approaches.

### References

- Hall J. A. (2019). Accounting Information Systems. 10th Edition. Cengage Learning.
- Romney M. B. & Steinbart P. J. (2018). Accounting Information Systems. 14th edition. Pearson.
- Rosenblatt H. J. (2014). Systems Analysis and Design. 10th Edition. Cengage Learning.
- Kendall K. E. & Kendall J. E. (2014). Systems Analysis and Design. 9th Edition. Pearson.
- Gelinas, U.J., Dull, R.B. & Wheeler, P. (2014), Accounting Information Systems. 10th edition. South-Western.
- Simkin, M.G., Norman, C.S. & Rose, J.M. (2014). Core Concepts of Accounting Information Systems, 13th edition. Wiley.
- Turner, L. & Weickgenannt, A. (2013). Accounting Information Systems: Controls and Processes. 2nd edition. Wiley.

## BP36203 COMPANY SECRETARIALSHIP

Upon successful completion of this course, the student will be able to investigate the role of a company secretary in a corporation. The course should be built on the knowledge and understandings gained in company law and develop the administrative and analytical skills required to apply the company secretarial practice in advising the Board. Student is expected to relate knowledge of relevant laws and regulations into practical applications of a company administration and management.

### References

- Aiman Nariman Mohd Sulaiman and Effendy Othman (2018). *Malaysia Companies Law: Principles and Practices*. 2nd edition, Singapore: Wolters Kluwer/CCH.
- Cheah Foo Seong (2018). *Guide to Company Law & Secretarial Practice in Malaysia*-4th edition. Singapore:CCH.
- Cheah Foo Seong, Philip Koh Tong Ngee and Ooi Xin Yin (2019) *Company Meetings & Resolution*, Subang Jaya: Sweet and Maxwell.

Chen Thim Wai and Chen Siew Thong (2018) *The Company Constitution*, Subang Jaya: Sweet and Maxwell.

Priscillia Yap Poi Yok, Fadzilah Ong Chee Seong & Associates (2009). *Malaysia Company Secretary's Practice Manual*. Singapore:CCH.

### **Statutes**

Companies Act 2016.

Capital Markets and Services Act 2007.

The Malaysian Code on Corporate Governance 2017.

Bursa Securities Listing Requirements.

## **BP36303 LAW FOR ACCOUNTANTS**

The purpose of this course is to provide the students with a useful knowledge in those areas of law considered to be of particular importance to the accounting profession. It aims to provide the students the necessary skills and knowledge on the relevant regulatory framework applicable to accountants, and understanding the roles, functions and liabilities of an accountant. The topics covered in the course include introduction to the concept of law in Malaysia, law of tort, professional liability, criminal law, employment law, bankruptcy law, trust law and insurance law.

### **References**

Chen Voon Shian (2012) *Industrial Relations Law and Practice in Malaysia*, Singapore: CCH Asia

Kanchana Chandran, (2014), *Law for Business*, Kuala Lumpur: Sweet & Maxwell Asia (Thomson Reuters).

Loganathan Krishnan et al, (2018) *Principles of Business and Corporate Law-3rd ed., Malaysia*, Singapore:Wolters Kluwers.

Kala Anandarajah (2003). *Professional Liability in Singapore & Malaysia: Accountants & Auditors*. Singapore: CCH Asia.

Maimunah Aminuddin (2016) *Malaysian Industrial Relations and Employment Law-9th edition*,Kuala Lumpur: McGraw-Hill.

### **Statutes**

Accountants Act 1967.

Bankruptcy Act 1967.

Employment Act 1955.

Industrial Relations Act 1967.

Trustee Act 1949.

Penal Code. By-Laws (On Professional Ethics, Conduct and Practice) of the Malaysian Institute of Accountants (Revised Jan 2011).

## **BP38103 ACCOUNTING RESEARCH METHODOLOGIES**

This course is to expose students to research culture and helping them to conduct research exercises and preparing them to write research papers and dissertation. Its main aim is to equip students with techniques in carrying out research and in writing academic and professional research papers.

### **References**

Smith, M. (2014). *Research Methods in Accounting*. 3rd edition. SAGE Publications.

Weirich, T.R., Pearson, T.C., & Churyk, N.T. (2013). *Accounting Research: Tools and Strategies*. 8th edition. Wiley. Saunders.

M.N.K., Lewis, P. & Thornhill, A. (2015). *Research Methods for Business Students*. 7th edition. Trans-Atlantic Publications.

Sekaran, U. & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach*. 6th edition. Wiley. Cooper, D.R. &

Schindler, P.S. (2012). *Business Research Methods*. 12th edition. McGraw-Hill.

## BP39203 PSYCHOLOGY FOR ACCOUNTANTS

This psychology course introduces basic mental process and human behaviour. Contents of the course include basic biological topics on behaviour, perception, memory, thinking, language, social development and interaction, personality, and psychological disorders particularly in the context of work.

### References

- Arnold, J. (2016). *Work Psychology: Understanding Human Behaviour in the Workplace*. 6<sup>th</sup> Edition. Trans-Atlantic Publications, Inc.
- Gerrig, R.J. (2012). *Psychology and Life*. 20th edition. Pearson.
- McKenna, E. (2012). *Business Psychology and Organizational Behaviour*. 5th edition. Psychology Press.
- Muchinsky, P.M. (2011). *Psychology Applied to Work*. 10th edition. Hypergraphic Press.
- Schultz, D., & Schultz, S.E., (2009) *Psychology and Work Today*. 10th edition. Prentice Hall.

## BP39303 ACCOUNTANTS ETHICS AND CORPORATE GOVERNANCE

This course exposes students to the ethical accounting practices and the theoretical basis for corporate governance. Students will identify ethics related issues faced by the accounting profession and practitioners and how solve to resolve these issues by understanding the main concepts, approaches and theories related to ethic. Students will also be exposed to existing ethical guidelines provided in accounting practice. Main topics to be covered under corporate governance will be the understanding of the problems and issues relating to the interaction of the board of directors, chief executive officer and management team, shareholders and other stakeholders in a company and how these problems and issues can be resolved. Also developed are technical knowledge to analyse and assess the level of corporate governance in a company from the perspective existing and potential investors.

### References

- Mintz, S. & Morris, R. (2016). *Ethical Obligations and Decision-Making in Accounting: Text and Cases*. 4th edition. McGraw-Hill.
- Tricker, B. (2015), *Corporate Governance: Principles, Policies and Practices*. 3rd edition. Oxford University Press.
- Brooks, L.J. & Dunn, P. (2014). *Business and Professional Ethics*. 7th edition. South-Western.
- Arnold, D.G., Beauchamp, T.L. & Bowie, N.L. (2012), *Ethical Theory and Business*. 9th edition. Pearson.
- Monks A.G.R. & Mino w, N. (2011), *Corporate Governance*, 5th edition. Wiley.
- Pakaluk, M. & Cheffers, M.L. (2011). *Accounting Ethics*. Allen David Press. *The Malaysian Code of Corporate Governance 2012. By-Laws (On Professional Ethics, Conduct and Practice) of the Malaysian Institute of Accountants (Revised Jan 2011)*.

## BP40008 PRACTICAL TRAINING

The purpose of this course is to provide exposure to the students regarding the actual working environment by placing them to work in organisations outside the university. In addition, the course enables the student to apply concepts and theories acquired during their academic study to the actual practices in areas related to accounting.

## BP41103 MANAGEMENT CONTROL SYSTEMS

This course is designed based on decision-based learning. Its main focus is to ensure students are able to make rational

consideration and use specific techniques in data analysis in order to prepare management accounting information that can be used by management in making decision, planning and control. In addition to expanding students' abilities in applying management accounting techniques and decision making, students are able to analyse issues related to the behavioural effects of using these techniques.

### References

Merchant, K., & Van der Stede, W. (2017). Management Control Systems: Performance Management, Evaluation and Incentive. 4th Edition. Pearson.

Anthony, R.N., Govindarajan, V., Hartmann, F.G.H., Kraus, K. & Nilsson, G. (2014). Management Control Systems. McGraw-Hill. Articles from accounting and professional journals.

## BP42303 ISLAMIC FINANCIAL ACCOUNTING

This course is designed to equip students with knowledge, concepts and practices of accounting treatments and disclosures of various Islamic financing products. Other related areas such as Zakat for Islamic banks are also discussed. The course will make references to relevant Accounting and Auditing Organization of Islamic Financial Institutions (AAOIFI) standards and to very MASB standard(s) for Islamic financial institutions. In addition, relevant articles and research papers are compiled and relevant references are provided for most of the topic.

### References

Hanudin Amin and Abdul Rahim Abdul Rahman (2016) Islamic Banking An Introduction to Islamic Accounting, Penerbit Universiti Malaysia Sabah.

Vaghfi, S.H., Soleimani, H. & Soleimani, H. (2014). Concepts and Theories of Islamic Accounting: Islamic Banking, Islamic Finance, Zakat, Riba, Conservatism. LAP LAMBERT Academic Publishing.

Abdul Rahim Abdul Rahman (2010). An Introduction to Islamic Accounting: Theory and Practice. Centre for Research and Training (CERT).

Shahul Hameed bin M. Ibrahim (2009). Accounting and Auditing for Islamic Financial Institutions. INCEIF. AAOIFI Audit Standards. IFI ASIFI Audit Standards.

Presentation of Financial Statements of Islamic Financial Institutions (FRSi-1). Articles from accounting and professional journals.

## BP42703 ACCOUNTING THEORY AND PRACTICE

This course is designed to further enhance the students understanding of the concepts and issues in accounting theory and practices. The course involves the study of the practical and theoretical framework issues related to the development, implementation and changes in conceptual framework and regulatory framework.

### References

Scott, W.R. (2015). Financial Accounting Theory. 7th edition. Pearson.

Glautier, M. (2011). Accounting: Theory and Practice. 8th edition. Trans-Atlantic Publications, Inc.

Godfrey, J., Hodgson, A., Tarca, A., Hamilton, J. & Holmes, S. (2010). Accounting Theory. 7th edition. Wiley. Articles from accounting and professional journals.

<http://www.mia.org.my>

<http://www.fasb.org>

<http://www.aicpa.org>

<http://www.ifac.org>

## BP43103 ELECTRONIC AUDITING

This course is designed so that student will understand management information systems and the purpose and techniques of information systems audit. Students will be exposed to the following aspects of e-auditing: organisational information process, information systems infrastructure, information systems control and monitoring, information systems development and project management and purpose, role and techniques of information systems audit. Students will also be exposed to computer aided audit tools and techniques (CAATs).

### References

- Singleton, T.W. (2016). Information Technology Best Practices for Auditors and Managers: Audit, Attest, and Financial Management. Wiley.
- Hall, J.A. (2015). Information Technology Auditing. 4th edition. South-Western.
- Nyirongo, A. (2015). Auditing Information Systems: Enhancing Performance of the Enterprise. Trafford Publishing. Hingarh, V. & Ahmed, A. (2013). Understanding and Conducting Information Systems Auditing. Wiley.
- Senft, S., Gallegos, F. & Davis, A. (2012). Information Technology Control and Audit. 4th edition. Auerbach Publications.

## BP43203 INTERNAL AUDITING

This course will expose the students to the role of internal auditor and relationship of the internal audit to the external audit, in particular, it describes the differences between internal and external audit and how the internal audit can add value to the organization. The syllabus then covers a range of areas relating to the roles of internal auditor in relation to risk management, internal control and corporate governance in an organization. Furthermore, the syllabus focuses on a range of areas relating to operational, business processes and controls including planning, risk assessment and evaluation of internal controls. Finally, the contemporary issues related to internal auditing will also be discussed in this course.

### References

- Moeller, R. (2016). Brink's Modern Internal Auditing: A Common Body of Knowledge. 8th edition. Wiley.
- Cascarino, R. (2015). Internal Auditing: An Integrated Approach. 3rd edition. Juta & Company Ltd.
- Reding, K.F, Sobel, P.J., Anderson, U.L., Head, M.J., Ramamoorti, S., Salamasick, M. & Riddle, C. (2013). Internal Auditing: Assurance and Consulting Services. 3rd edition. The Institute of Internal Auditors Research Foundation.
- Adams, P., Cutler, S., McCuaig, B., Rai, S. & Roth, J. (2012). Sawyer's Guide for Internal Auditors. 6th edition. The Institute of Internal Auditors Research Foundation.
- Mary Lee, Hasnah Haji Haron, Ishak Ismail, Mohd. Hassan Che Haat, Norlela Zaini, Tong Seuk Ying, Lok Char Lee & Mohd.
- Farook Nasar (2009). Principles and Contemporary Issues in Internal Auditing. 2nd edition. Pearson.

## BP48203 INTEGRATED CASE STUDY

This is a capstone course for the Accounting programme, which integrates knowledge from financial accounting, management accounting, taxation, audit, finance, management and business, information technology and other social science courses. Experiential exercises are embedded in this course to support learners' effort in independent learning.

## References

Ministry of Education Malaysia, Malaysian Institute of Accountants and Putra Business School, UPM (2018). Asian Journal of Case Research. Special Issue, Studies for Integrated Case Study Course (Volume II).

Zubir Azhar, Rozainun Abdul Aziz, Indra Devi Rajamanoharan and Aini Aman (2019). Integrated Case Studies for Accounting. Oxford Fajar.

Malaysian Institute of Accountants and Graduate School of Management, UPM (2011). Case Studies for Integrated Case Study Course (Volume I).

Barnes, L.B., Christensen, C.R. and Hansen, A.J. (1994). Teaching and the case method. 3rd Edition. Harvard Business School Press.

Maufette-Leender, L.A., Erskine, J.A. and Lenders, M.R. (1998). Learning with Cases. Ivey Publishing, Ivey School of Business, The University of Western Ontario.

## BP49303 GLOBAL BUSINESS AND ACCOUNTING

The course aims to introduce students the impact of business globalization and international accounting. Among topics covered the international trade and investment, international financial markets, harmonization and global financial reporting issues.

## References

Doupnik, T. & Perera, H. (2014), International Accounting. 4th edition. McGraw Hill.

Saudagaran, S.M. & Smith, L.M. (2013). International Accounting: A User Perspective. 4th edition. CCH Inc. Nobes, C. & Parker, R.B. (2012). Comparative International Accounting. 12th edition. Pearson Prentice Hall. Choi, F.D. & Meek, G.K. (2011). International Accounting. 7th edition. Pearson.

Hill, C.W.L. (2014). International Business: Competing in the Global Marketplace. 10th edition. McGraw-Hill.



# ENTREPRENEURSHIP PROGRAMME (HE04)

## BB20103 CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

Understanding innovation and creativity are critical in the field of entrepreneurship since innovation is the key to gaining and maintaining a competitive advantage in the business world. Therefore, the course will provide an overview of the concept of creativity and innovation and its relationship with entrepreneurship. The ability to continuously develop successful innovative and creative products, services, processes and strategies is essential with the rise of global markets and the intensifying competition for customers, employees and other critical resources. This course enables students to acquire the skills, knowledge and attitudes needed for assessment and evaluation.

### References

- Bessant J. & Tidd J. (2015). Innovation and entrepreneurship. 3<sup>rd</sup> ed. John Wiley & Son.  
Trott P. (2012). Innovation Management and New Product Development, 5th Ed. Prentice Hall.

## BB20203 E-COMMERCE IN ENTREPRENEURSHIP

The course serves as a comprehensive introduction to the field of e-commerce. It provides students with an overview of the framework that organizes the entrepreneurial decision-making for e-commerce strategy, the importance of entrepreneurship and on-going innovation in the e-commerce environment. Students also will be exposed to recognise trends, challenges and patterns of success and failure and can describe the benefits of e-commerce to organizations, consumers, and society. This course requires students to identify and successfully deal with sustainability, cultural, and ethical issues in managing global e-commerce venture.

### References

- Laudon, K. C. & Traver, C. G. (2019). E-commerce: Business, Technology, Society. 15th Edition. Boston: Pearson Education.  
Turban, E., et. al. (2012). Electronic Commerce: A Managerial and Social Networks Perspective. 7th Edition. Pearson Education.  
Shane, S. A. (2014). Technology Strategy for Managers and Entrepreneurs. 1st Edition. Pearson Education."

## BB20303 FRANCHISE MANAGEMENT

The franchising method is one of the external growth strategies in order to expand businesses through entrepreneurial development. Through an understanding on the franchising concept and how it has been applied in various retail businesses, this course can help trigger ideas to future entrepreneurs to create their own businesses or attain business ownership as franchisee. This course will expose students to the history and elements of franchising as well as the advantages and disadvantages of franchising and evaluation of franchising opportunities.

### References

- Bisio, R. (2017). The Educated Franchisee: Find the right Franchise for you. Bascom Hill Publishing  
Neonakis, N., Rambhia & Rengaswamy (2017), The Franchise MBA: Mastering the 4 Essential Steps to Owning a Franchise. CreateSpace Independent Publishing Platform.  
Martuza, M. (2014). The Franchise Rules. CreateSpace Independent Publishing Platform  
Justis, R.T. & Judd, R.J (2007), Franchising: An Entrepreneur's Guide (4th ed), Thomson, London.

## BB21503 ENTREPRENEURIAL FINANCE

This course provides students with the knowledge in entrepreneurial finance. By studying this course, it helps students to understand the theories, knowledge and financial tools an entrepreneur needs to start, build and harvest a successful venture. Topics include organising and financing a new venture, measuring and evaluating financial performance, structuring financing, harvesting the business venture investment and other related issues.

### References

- Leach, J. C. & Melicher, R. W. (2018). *Entrepreneurial Finance*, (6th ed), Cengage.
- Smith, J. K. & Smith, R. L. (2016). *Entrepreneurial Finance*, (4th ed), Wiley.
- Rogers, S. (2014). *Entrepreneurial Finance: Finance and Business Strategy for the Serious Entrepreneur* (2nd ed), McGraw-Hill.

## BB30603 CORPORATE ENTREPRENEURSHIP

The global economy is creating profound and substantial changes for organizations and industries throughout the world. To ensure that organizations have competitive advantage, it is imperative that they continuously innovate and create new ideas for their organizations. Corporate entrepreneurship refers to the formal and informal process of creating new businesses, products, services, and processes to create value and generate new business growth inside of existing organizations. Therefore, this course intends to provide an exposure to students to all aspects of corporate entrepreneurship that will include theoretical parts that support the corporate entrepreneurial concepts, the characteristics and nature of entrepreneurship in established organizations, vision and direction of entrepreneurial activity inside organisations and important elements in a supportive environment needed in corporate entrepreneurship.

### References

- Burns, P. (2020). *Corporate Entrepreneurship and Innovation*. 4th Edition, Red Globe Press.
- Bouchard, V. & Fayolle, A. (2017). *Corporate Entrepreneurship*. Routledge.
- Viki, T., Toma, D., & Gons, E. (2017). *The Corporate Startup: How established companies can develop successful innovation ecosystems*, Vakmedianet.
- Morris, M. H., Kuratko, D. F. & Covin, J. G. (2011). *Corporate Entrepreneurship and Innovation*, 3rd Edition, South-Western: Cengage Learning.

## BB33103 SOCIAL ENTREPRENEURSHIP

Social entrepreneurship focuses on how to apply and adapt business skills to the social sector. Basically, social entrepreneurship addresses social problems and how to tackle these phenomena using innovative and creative solutions. It provides a conceptual framework for thinking strategically about innovation in the social sector. Therefore, this course will enhance the students' knowledge on how social entrepreneurship contributes to the wealth creation of the nation by addressing the social phenomena.

### References

- Jäger, U., Symmes, F. & Cardoza, G. (2019). *Scaling Strategies for Social Entrepreneurs: A Market Approach*, Palgrave Macmillan.
- Carlson, E. & Koch, J. (2019), *Building a Successful Social Venture: A Guide for Social Entrepreneurs*, Berrett-Koehler Publishers.
- [MacMillan, C. I.](#), & [Thompson, J. D.](#) (2013). *The Social Entrepreneur's Playbook, Expanded Edition: Pressure Test, Plan, Launch and Scale Your Social Enterprise*. (2nd ed). Wharton Digital Press: United States.
- Kickkul, J. & Lyons T.S. (2012). *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing*

## BB31403 ENTREPRENEURIAL STRATEGY

This course enables students to apply appropriate business strategy and entrepreneurship concept to a real entrepreneurial activity. Through case study, students will be exposed to various business strategies and identify strategies that are most likely to lead entrepreneurial organization success and sustain in the market.

### References

- Wickhman, P.A., (2016). *Strategic Entrepreneurship*. (4th ed). Prentice Hall: Singapore.
- Mazzei, M. J. (2018). Strategic entrepreneurship: Content, process, context, and outcomes, *International Entrepreneurship and Management Journal*, 14, 657-670.
- Kuratko, D.F. and Hornsby, J.S (2017). *New Venture Management: The Entrepreneur's Roadmap*. Pearson: Prentice Hall
- Michael, Hitt et.al, (2016). *Strategic entrepreneurship: Creating A new Mindset*. Blackwell Publishing: London.
- Zimmerer, T.W. and Scarborough, N.M. (2017). *Entrepreneurship and New Venture Formation*. Prentice Hall.

## BB31203 BUSINESS PROJECT PROPOSAL

To launch a business successfully, it requires entrepreneurs to develop a well-written business plan. Therefore, this course will provide an understanding of business plan as a tool to increase the likelihood of success for new start-up firms. The course enables students to learn the skills required in developing and evaluating a viable business plan. It also helps students to evaluate the proposed business venture in a more objective, critical and practical manner. The knowledge obtained from this course will help students to visualise the viability of their proposed business ideas.

### References

- Scarborough, N. M. & Cornwall, J. R. (2018). *Essentials of Entrepreneurship and Small Business Management*. 8th edition, New Jersey: Prentice Hall.
- Barringer, B. R. & Ireland, R.D. (2018). *Entrepreneurship: Successfully Launching New Venture, New2009*. Entrepreneurship: Successfully Launching New Venture, New Jersey: Pearson Prentice Hall.
- Byrd, M. J. (2017). *Small Business Management: An Entrepreneur's Guidebook*, 8th Edition, New York: McGraw-Hill Education.
- UiTM Entrepreneurship Study Group. (2004). *Fundamentals of Entrepreneurship*. Petaling Jaya: Pearson Prentice Hall.

## BB31603 NEW VENTURE MANAGEMENT

This course is about the actual process of getting a new venture started, growing the venture, successfully harvesting it and starting again. It is designed to enable students to apply the entrepreneurs hip concept by applying the theories to a real entrepreneurial activity. The readiness of students in terms of their thinking, action and performance in entrepreneurial activities can be increased through the experiential learning. Students will be exposed to many of the vital issues in launching and creating a business venture such as opportunity recognition which consider the element of structure, skills, people and future.

### References

- Fredrick, Howard, O'Connor, Allan and Kuratko, Donald F. (2019). *Entrepreneurship: Theory, Process and Practice*, 5th Edition. Cengage Learning.
- Allen, K.R (2016). *New Venture Creation* (7th ed). South-Western, Cengage Learning. International Edition.
- Robert, J.A and Spinelli, S. (2016). *New Venture Creation: Entrepreneurship for the 21 st Century* (10th ed). McGraw Hill International Edition.

## **BB31303 ENTREPRENEURSHIP SEMINAR**

Entrepreneurship is a dynamic field of study. There are various contemporary issues on entrepreneurship either globally or locally, emerged in the current markets due to rapid changes of the business environment and the ecosystem. This change needs to be addressed by entrepreneurs in order to avoid failure. Therefore, this course assists students to identify and alert current issues on entrepreneurship and to keep them in track with the current issues.

### **References**

- Kuratko, D. F. (2019). *Entrepreneurship: Theory, Process, and Practice*. USA: Cengage Learning.
- Kuratko, D. F. (2019). *Entrepreneurship: A Contemporary Approach*, Forth Worth: The Dryden Press.
- Kuratko, D. F. (2019). *Corporate Entrepreneurship: Foundations and Trends in Entrepreneurship*. Hanover: Now Publishers.
- Low Aik Meng and Tan Wee Liang (1996). *Entrepreneurs, Entrepreneurship and Enterprise Culture*. Singapore: Addison Wesley.
- Journal of Small Business Management
- Journal of Enterprising Culture
- Academy of Management Review
- Journal of Business Venturing
- International Journal Of Management & Entrepreneurship

## **BB30006 PRACTICAL TRAINING**

This course requires students to undergo practical training for 12 weeks by placing students in organizations involved in entrepreneurship. At the end of the training period, students are required to create a comprehensive written report by applying the theories they have learned in lecture.

## **BB30106 ACADEMIC TRAINING**

This exercise requires students to conduct research in the fields of specialization under supervision of a lecturer. Students will conduct research on the two final semesters at the university. The research results will be written in the form of a thesis and presented in the program.

# ELECTIVES SUBJECTS OFFERED TO OTHER PROGRAMME

## BB31803 ENTREPRENEURIAL RETAILING

The retailing industry rapidly increasing worldwide. Many product and service business are managed through retailing channel. Therefore, it is required to understand the strategic role of retailing management. This course will provide a foundation to students who are planning to work or involve in retail businesses.

### References

- Levy, M. (2018), Retailing Management (10th edition), McGrawHill.
- Weitz B.A. & Levy. M. (2014). *Retailing Management: International Edition. (9th Ed.)* Boston: McGraw-Hill/Irwin. Lusch R.F. & Dunne P.M. (2005). *Retailing: International Edition. (5th Ed.)* Ohio: Thomson/South-Western. Britain P. & Cox. R. (2004). *Retailing: An Introduction. (5th Ed.)*. London: FT Prentice Hall.
- Evans J.R. & Berman B. (2004). *Retail Management: A Strategic Approach. (9th Ed.)* New Jersey: Prentice Hall.

## BB31503 FAMILY BUSINESS

Family business are becoming more sophisticated, not only about management but also more specifically about creativity, innovation and legacy. The combination of a strong global economy, new technologies, increasing market opportunities and the participation of a new generation of family members have together contributed to the increased vitality of family businesses. Therefore, it is a necessity for all future executives and managers to have basic knowledge on the management of family business through understanding and applying the model or theories learned in this course. The knowledge will help students in completing the assignments given to them. In addition, it is hoped that this course will be able to create entrepreneurial mind-set and competencies especially through problem solving exercises which consequently will be able to transform individuals towards the improvement of their quality of life.

### References

- Leach, P. (2015). Family business: The essentials, London: Profile Books Ltd.
- Poza, E. J. and Daugherty, M. S. (2014). Family business (4th edition), South-Western Cengage Learning.
- Walsh, G. (2011). Family business succession: Managing the all-important family component. Available at:[http://www.kpmg.com/ca/en/services/kpmg-enterprise/centrefor-family-business/documents/3468\\_succession.pdf](http://www.kpmg.com/ca/en/services/kpmg-enterprise/centrefor-family-business/documents/3468_succession.pdf)
- Family Business Review

## BB31903 ENTREPRENEURIAL SERVICE MANAGEMENT

This course will explore the dimensions of successful service management firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities. Actions are based on totally different assumptions about the way success is achieved. The result show not only in terms of conventional measures of performance but also in the enthusiasm of the employees and quality of customer satisfaction. Beginning with the service encounter, service managers must blend marketing, technology, people and information to achieve a distinctive competitive advantage.

### References

- Bordoloi, S.K , Fitzsimmons, J.A, & Fitzsimmons, M.J (2019). Service Management: Operations, Strategy and Information Technology , Eight Edition, McGraw-Hill International.

Zeithaml, Valarie A., Bitner, Mary Jo and Gremler, Dwayne D. (2016) Services Marketing: Integrating Customer Focus Across the Firm, 4th Ed., McGraw-Hill.

Gronroos, C. (2016). Service Management and Marketing: A Customer Relationship Management Approach, 2nd Edition: Wiley.

Maritz, A. (2016). Entrepreneurial Service Vision in a Franchised Environment: A Home Entertainment Perspective: Lambert Academic Publishing.

Norman. (2016). Service Management: Strategy and Leadership in Service Business, 3rd Edition: Wiley, John & Sons.

## **BB33203 TECHNOPRENEURSHIP**

The role of technology has changed how individuals live, learn, work and play. A significant part of this technology change is the Internet. The subject serves as a comprehensive introduction to the field of technopreneurship. It provides an exploration of core concepts and frameworks, and also approaches for doing business in the networked economy. Exploration of the shift from a traditional and business activity will demonstrate the need for business reengineering, business redesign and careful selection among alternative business models. It requires wide reading and reflective thinking in relation to technopreneurship activity.

### **References**

Laudon, K. C. & Traver, C. G. (2019). E-commerce: Business, Technology, Society. 15<sup>th</sup> Edition. Boston: Pearson Education.

Shane, S.A. (2014). Technology Strategy for Managers and Entrepreneurs. 1st Edition. Pearson Education.

Turban, E. et. al. (2012). Electronic Commerce: A Managerial and Social Networks Perspective. 7th Edition. Pearson Education.

## **BB30903 ENTREPRENEURIAL MARKETING**

This course provides students with the knowledge and understanding of marketing for an entrepreneurial venture. It is about becoming a very different kind of marketer which requires the adoption of a very different kind of mindset. It explores how marketing and entrepreneurship affect and are affected by one another. Topics include roles of marketing in entrepreneurship, marketing strategies for entrepreneurship, marketing research and the innovative marketer, alternative media and the entrepreneur and other related issues.

### **References**

Armstrong G., Kotler P. (2015). Marketing: An Introduction . 12th edition. Pearson Education.

Nijssen J.E (2014). Entrepreneurial Marketing: An Effective Approach. Routledge Publication.

Crane F.G (2013). Marketing for Entrepreneurs: Concept and Application for New Ventures. US : SAGE Publication.

## **BB31103 NEGOTIATION PRACTICES IN ENTREPRENEURSHIP**

This course aims to help student to explore and develop a basic understanding on the nature of negotiation. It prepares students to understand various types of negotiation strategies. Negotiation is a fundamental part of conducting business in both our professional and personal lives. All of us begin negotiations at an early age. For example, your parents might say "if you pick up your toys we can go to the park". This is more like "take it or leave it bargaining." As we mature, our negotiations expand to include the business realm in both personal and professional transactions.

### **References**

Lewicki, R. Barry, B. & Saunders, D. M. (2015), Essentials for Negotiation, McGraw Hill: Higher Education.

Gates, S. (2015). The Negotiation Book: Your Definitive Guide to Successful Negotiating, 2nd Edition, Wiley.

Voss, C. & Raz, T. (2016) Never Split the Difference: Negotiating as If Your Life Depended On It, 1st Edition, Harper Business.

Fusher, R., Ury, W. & Patton, B., (2011) Getting to Yes: Negotiating Agreement without giving in, Penguin Books.

## **BB33303 DIGITAL WORKFORCE**

The course equips students with the self-employability skills needed to enter digital workforce. Students will learn and practice digital profile development, bidding a job online, issues related to legal policies and laws concerning commerce on the Internet, global outsourcing and etc. The course covers three major domains: Technology (e.g., platform(s) used in bidding projects: Freelancer.com, Upwork, Behence), Economics (e.g., digital payment system, advertising, marketing and business models), Social and Transaction Models (e.g., intellectual rights and legal initiatives).

### **References**

Notes from Global Online Workforce (GLOW) - The Freelancer's Road Map, Creative Live (2018)

GLOW Trainer's Teaching Notes (Mr Yang Umar)

Global Online Workforce website: <https://glowmalaysia.com>

Freelance online platform/websites: freelance.com, fiverr, upwork, envato studio, peoplePerHour, Guru.com

# PLANNING & DEVELOPMENT ECONOMIC PROGRAMME (HE05)

## BC20203 FISCAL ECONOMICS

This course is important to provide an overview of fiscal policy and financing activities of government. This course investigates fiscal economics issues and related government strategies for resilient domestic economy. The macro level examination evaluates the role of government in manage revenue and expenditure through fiscal policy. Investigating fiscal economics is not only useful for designing government policy, but it is more important to the future development of the country.

### References

- Seidman, L.S. (2009). *Public Finance*. International Edition. McGraw-Hill.
- Hyman, D.N. (2014). *Public Finance: A Contemporary Application of Theory to Policy*. 11th edition. USA: Thomson Learning.
- Vickrey, W. (1994). *Public Economics*. Cambridge. Cambridge University Press.
- James, S. & Nobes, C. (1992). *The Economics of Taxation*. 4th Edition. Prentice Hall.

## BC20403 ECONOMIC ISSUES IN MALAYSIA

This course discusses various economic issues in Malaysia. Topics discussed including: Domestic issues in agriculture, industrialization, international trade, intellectual property, health, debt crisis, environmental and socio- economic issues. Discussion will focus on the issues that affects Malaysian economy at the domestic and global level.

### References

- Poon Wai Ching. *The Development of Malaysian Economy*, Pearson Malaysia Sdn. Bhd. Poon Wai Ching. (2015). *Malaysian Economy*. Third Edition. SJ Learning.
- Todaro, Michael P. *Economic Development*, Sixth Edition, Longman London and New York.
- Meier, Gerald M & Rauch, James E. *Leading Issues in Economic Development*, Eight Edition, Oxford University Press Inc.
- Ha-Joon Chang, *Globalisation, Economic Development and the Role of the State*, Zed Books London & Third World Network.
- Chamuri Siwar dan Suratham Kastin Hassan, *Ekonomi Malaysia: Edisi Keempat*. Longman Malaysia, Selangor.
- Chamuri Siwar, Abd. Malik Ismail dan Abdul Hamid Jaafar. *Reformasi Pertanian Malaysia Ke Arah Wawasan 2020*, Penerbit UKM, Bangi.
- Ali Abul Hassan Sulaiman. *Towards Attaining a Competitive and Resilient Economy by the Year 2020 – The External Dimension'*. Economic Planning Unit, Kuala Lumpur

## BC20503 ECONOMIC DEVELOPMENT

This course will debate various economic development and growth theories, issues in implementation of development policies, as well as various government policies to achieve sustainable development and growth. Empirical evidence regarding economic development in developed and developing countries will also be discussed. This course is meant to expose students to principles, objectives, methodologies and various economic institutions to fill development aspirations of various economic institutions. In addition, this course is meant to introduce to students the process of theory and policy development in economic development. It



is hoped that the course will provide exposure to students on the rapid economic and social development process in the country currently and globally in general.

### References

- Michael, P. Todaro, & Stephen, C. Smith. (2015). *Economic Development*. 12th Edition, Longman Publishing Company, London: United Kingdom.
- David N. Weil. (2009). *Economic Growth*. 2nd Edition, Pearson-Addison Wesley, United States of America.
- Meier, G. M., & Rauch, J. E. (2005). *Leading Issues in Economic Development*. 8th Edition, Oxford University Press, New York: USA.
- J. Malcolm Dowling, & Ma, R. Valenzuela. (2004). *Economic Development in ASIA*. 1st Edition, Thomson Learning, Singapore.
- Nafziger, W. W. (1997). *The Economics of Developing Countries*. 3rd Edition, Prentice-Hall Inc, New York: United States of America

## BC20603 GEOGRAPHICAL INFORMATION SYSTEM

This course has been offered to the students to understand the fundamental of GIS as a geographical information system and science. The emphasis of this course is to integrate the geographical information technologies such as geospatial data handling, automated geography, computer cartography, principles of image interpretation etc. Through this course, the students will be able to develop their knowledge as well as technical skill by using GIS application in further analysis. Students will also be exposed how GIS play an important role in economic development discipline particularly to the research and development (R&D).

### References

- Kang Tsung Chang (2013). *Introduction to Geographic Information Systems (7th Edition)*. McGraw Hill Science. O'Sullivan, Unwin, D. 2010. *Geographic Information Analysis*, 2nd Edition. John Wiley, New York.
- Longley, P.A., Goodchild, M. F., Maguire, D. J., Rhind, D.W. (2010). *Geographic information systems and science (3th Edition)*. John Wiley & Sons, Ltd. New York.
- Martin, D., (1996). *Geographic information systems: socioeconomic application*, (2nd edition). Routledge, London.
- Steinberg, S. J. and Steinberg, S.L (2005). *Geographic Information System for the Social Sciences: Investigating Space and Place*. SAGE Publication.
- Pick, J.B., (2005). *Geographic Information Systems in Business*. Idea Group Publishing.

## BC30303 AGRICULTURAL AND RESOURCE ECONOMICS

This course provides introductory materials for the economics major students. The syllabus is devoted to applications and policy, and less formal economic theory. The first three chapters introduce students about agricultural and resource economics concept in the world. The coverage of the agricultural and resource economics includes the related analysis in macroeconomics and microeconomics. The last few chapters present the development and issue of the agricultural sector and resource in Malaysia.

### References

- John B. Penson, Oral Capps, Jr., C. Parr Rosson III & Richard T. Woodward. 2015. *Introduction to Agricultural Economics*, Sixth Edition, Pearson Education Limited.
- H. Evan Drummond, John W. Goodwin, 2011. *Agricultural Economics*, Third Edition, Pearson Education. Tom Tietenberg, Lynne Lewis 2015. *Environmental & Natural Resource Economics*, Tenth Edition, Pearson Education Limited.
- John M. Hartwick, Nancy D. Olewiler. 1998. *The Economics of Natural Resource Economics Use*, Second Edition, Addison Wesley.

## BC30403 PLANNING ECONOMICS

This course highlights the significance of economic planning and development to an individual, a community and a country. It demonstrates the importance of applying essential principles and concepts of economics for understanding development problems that affects economic planning and development. Special reference is given to the challenges faced by many developing and Third World countries in their pursuit for sustainable economy. It relates the economic planning and development to social responsibilities besides the aspects of power and prosperity. It gives a grasp and understanding of the holistic approach in economic planning that is rationale, applicable and responsible to the stakeholders. Hence, it challenges students' creativity and innovation to offer proposal for a better living and sustainable economy for their country.

### References

- Todaro, M. P & Smith, S. C. 2015. *Economic Development*, Twelfth Edition, Longman London and New York. Meier, G. M. & Rauch, J. E. 2005. *Leading Issues in Economic Development*, Eighth Edition, Oxford University Press Inc.
- Brux, J. M. 2011. *Economic Issues & Policy*. Fifth Edition. Singapore: South-Western Cengage Learning. S.B Okposin. 2000. *Economic Crises in Malaysia: Causes, Implications & Policy Prescriptions*, Pelanduk Publication, Malaysia.
- Jomo K.S 2003. *M WAY : Mahathir's Economic Legacy*, Forum, Kuala Lumpur.

## BC30503 INTERNATIONAL TRADE AND DEVELOPMENT

This course is designed to provide an introduction to the theory and practice of international trade and economic development. The main focus of this course will be on the effect of trade policy to the economic development (i.e., Trade Liberalization, Poverty and development, The World Trade Organization, Trade and Changing World, The Globalization of Trade, Finance and Resistance). In this course we will review some of the current issues surrounding trade and development, review the relevant trade and development concepts and examine the empirical findings.

### References

- A.Pugel, T., 2009. *International Economics*, 14th Edition, McGraw-Hill.
- Beth V. Yarbrough & Robert M. Yarbrough 2002. *The World Economy: Trade and Finance*, Sixth Edition, Thomson Publication.
- Husted,S., & Melvin M., 2010. *International Economics* 8th Edition, Addison Wesley publishing.
- Paul R. Krugman and Maurice Obstfeld. 2009. *International Economics* 8th Edition, Addison Wesley Publishing Company.
- P.Tadaro Michael & C. Smith Stephen. 2010. *Economic development*, tenth Edition, Addison Wesley Publishing. Richard E. Caves, Jeffrey A. Frankel & Ronald W.Jones.2007. *World Trade and Payments : An Introduction*, Tenth Edition, Addison Wesley Publishing.

## BC30603 PROJECT PLANNING AND APPRAISAL

This course focuses on various aspects of project planning and project evaluation including project definition, project preparation method, project evaluation from financial perspective, economic and cost-benefit and relevant concepts; project life cycle; project identification, preparation, interpretation, implementation and re-evaluation. This course also explains the technical details of economically sound cost-benefit analysis (CBA). In its most basic essence, cost benefit analysis is a means of choosing policies

that yielding the greatest economic output. This course examines the principles and practices underlying cost-benefit analysis (CBA) and cost-effectiveness analysis (CEA). It examines the concept of willingness to pay, the role of time, the project boundary, shadow pricing for marketed and non-marketed goods, and the use of hedonic price indices and contingent valuation. It examines examples of the use of CBA and CEA in various sectors.

### References

- Anthony Boardman, David Greenberg, Aidan Vining, and David Weimer. (2010). *Cost-Benefit Analysis: Concepts and Practice* by Prentice Hall/Pearson. 4th Edition
- Commonwealth of Australia, *Introduction to Cost-Benefit Analysis and Alternative Evaluation Methodologies*, January 2006.
- Planning and Implementing Sustainable Projects in Developing Countries – Theory, Practice and Economics by Kanshahu, A. I. AgBe Publishing Holland. 1996.
- The Economics of Project Appraisal and the Environment by Wiess, J, Edward Elgar Publishing. England. 1994. James P Clements and Jack Gido. (2010). *Effective Project Management*, South-western, International edition. 5th edition.

## BC30803 ISLAMIC FINANCIAL ECONOMICS

The course provides an overview of Islamic economics, Islamic banking and Islamic finance industry. The course examines Islamic economics, Islamic banking and Islamic finance industry components, including Islamic banking in theory and practice, the evolution of modern Islamic finance and financial product and instruments. This course focuses on processes of Islamic banking and Islamic finance development within the context of local and global issues, emphasizing the importance of Islamic banking and Islamic finance, financial products and instruments and overall processes of transformation and development in Islamic banking and finance. Key issues to be addressed include the nature of Islamic banking and finance, level and nature of inter-relationships between Islamic banking, financial products and instruments and impacts on Islamic banking, processes of Islamic financial products transformation in Malaysia and other countries, and the role of institutions and policies in processes of financial product development. The course emphasizes that there are a number of perspectives on the role of Islamic banking and finance within international development and that differing paradigms dominate at particular points in time. The analytic approach and many of the issues discussed are drawn from regulatory issues and challenges, although an attempt is made to position these within the broader social, religions and political context.

### References

- Zubair Hassan. (2014). *Islamic Banking and Finance: An Integrative Approach*. 1st Edition, Oxford University Press, New York: USA.
- Hossein Askari et al. (2009). *New Issues in Islamic Finance and Economics: Progress and Challenges*. 2nd Edition, John Wiley & Sons (ASIA) Pte.Ltd. Singapore.
- Hossein Askari et al. (2010). *Globalization and Islamic Finance: Convergence, Prospect, and Challenges*. 2nd Edition, John Wiley & Sons (ASIA) Pte.Ltd. Singapore.
- Abdul Ghafar Ismail. (2010). *Money, Islamic Banks and the Real Economy*. 1st Edition. Singapore: CENGAGE Learning Asia Pte Ltd.
- Clement M. Henry & Rodney Wilson. (2004). *The Politics of Islamic Finance*, Edinburgh University Press, Edinburgh, UK.
- Simon Archer, & Abdel Karim, R. A. (2002). *Islamic Finance: Innovation and Growth*, Euromoney Books and AAOIFI, Nestor House, Playhouse Yard, London, England.

## BC31403 ENVIRONMENTAL ECONOMICS

Environmental economics is a dynamic field. This subject has become an important focus of debate around the world, with experts as well as ordinary citizens concluding that the environment and the economy can no longer be viewed as separate entities. As a result, contemporary environmental issues are increasingly seen from the point of view of their economics effects and their consequences for human well-being now and in the future. Environmental issues have been integrated into private and public decision making. National and international policies have been developed to preserve natural resources and ecosystems. Firms have redefined their business strategies in response to new regulations and the changing demands of more environmentally conscious consumers. In other words, there has been a major shift of focus on the part of development specialists towards the many problems of the environment and development. Growth and environmental quality can be both complements and substitutes. As a society, we have come to recognize that economic activity and the natural environment are inexorably linked, and this relationship is the core of environmental economics.

### References

- Janet M. Thomas and Scott J. Callahan. 2010. *Environmental Economics : Applications, Policy, and Theory*. 4th. Edition. Thomson.
- Tom Tientnberg. 2009. *Environmental and Natural resource Economics. 8th edition*. Pearson International Edition. Addison Wesley Series in Economics.
- Eban S. Goodstein, 2005. *Economics and the Environment*, Fourth Edition, John Wiley & Sons, Inc. Barry Field. 2002. *Environmental Economics*. McGraw-Hill.
- Charles Kolstad. 2000. *Environmental Economics*. Oxford University Press.

## BC32203 INDUSTRIAL ECONOMICS

Industrial economics is a field of economics that studies the strategic behavior of firms, the structure of markets, and their interactions. The study of Industrial Economics adds to the perfectly competitive model real-world frictions such as limited information, transaction cost, cost of adjusting prices, government actions, and barriers to entry by new firms into a market. Thus, the rationale for inclusion of this course is to familiarize students with various disciplines in Industrial Economics context.

### References

- Shy, O. 2011. *Industrial Organization: Theory and Applications*. Longman Nigeria.
- Carlton, D.W., & Perloff, J.M. 2005. *Modern Industrial Organization*, Fourth Edition, Pearson-Addison Wesley. Pepall, L., Richards, D., & Norman, G. 2005. *Industrial Organization: Contemporary Theory and Practice*, Third Edition, Thomson Learning.
- Andreosso, B., & Jacobson, D. 2005. *Industrial Economics & Organization: A European Perspective*, Second Edition. The McGraw-Hill Companies.
- Heather, Ken. 2002. *The Economics of Industries and Firms*, Financial Times, Prentice Hall.
- Ahmad Sobri Jaafar. 2006. *Organisasi Industri: Teori dan Aplikasi*. Penerbit Universiti Utara Malaysia.

## BC30006 PRACTICAL TRAINING

This course aims to expose students to the real business environment in the areas of economics, business and management (logistic, operation, marketing, finance, public relation, human resources management and management, and economics). Students will spend 3 months in organisations/firms of their choice and will be supervised by the organisations/firms management

personnel. Apart of the immediate supervision, students will be visited by academic supervisor. Student ability in applying verbal and non-verbal skills will be assessed through their ability in report writing, preparation of log book and comments from immediate supervisor.

### **BC30106 ACADEMIC EXERCISE**

This course is important to provide a solid foundation on research technique and methods on issues of development economics. This course enable students to undertake research, collect data and information, analyze data using statistical and economics software and discuss the research findings by providing critical arguments apart from applying the economics theories learnt.

# FINANCIAL MANAGEMENT AND BANKING PROGRAMME (HE06)

## BD20303 ADVANCE FINANCIAL MANAGEMENT

The course is conducted with the assumption that participants have acquired principles knowledge of financial management. It aims to investigate the importance for an efficient financial management and how it is applicable in corporate decision making. To further enhance the level of understanding and the analytical skills in making financial decisions, case studies will be conducted extensively so that participants are aware of latest issues and development in the field of corporate finance. It also serves as a tool for the application of financial knowledge and theories as to better equip participants for life after college

### References

- Ross, S.A., Westerfield, R. W., Jaffe, J., Lim, J., Tan, T. & Wong, H. (2015). Corporate Finance: Asian Global Edition, McGraw-Hill, 10th Edition
- Benninga, S. (2013). Fundamental of Finance. South East Asia Edition, Oxford
- Berk, J., Demarzo, P., Hafford, J., (2011) Fundamentals of Corporate Finance Second Edition. Pearson Global Edition.
- Brigham, E.F. & Daves, P.R. (2009). Intermediate financial management (10th Edition) Dryden Press.

## BD20203 MONEY AND CAPITAL MARKET

This course is considered one of the essential courses in business and finance program since it deals with the dynamic structure of the money and capital markets with special reference to the Malaysian context. Hence, the course will help students to understand the different but closely related functions of money and capital markets as well as various institutions within the markets. The course has become even more significant amid the various changes in the money and capital markets worldwide and the increasing correlation between the local and international markets. At the end of this course, students should have a comprehensive knowledge on the structure of the Malaysian money and capital markets, and have better understanding on the functions of various institutions within the market.

### Rujukan

- Mishkin, F. S. and Eakins, S. G. (2018). Financial Markets and Institutions. 9th Edition Global Edition. England: Pearson Education Ltd. (Main Reference)
- Saunders, A. and Cornett, M. M. (2015). Financial Markets and Institutions. 6th Edition (International). New York: McGraw Hill Education.

## BD30703 RISK MANAGEMENT AND INSURANCE

Risk affects every aspect of an organisation, from boardroom to the boiler room. The effects of risk are not confined within any predictable boundaries; a single event can easily influence several areas of an organisation at once. The pervasiveness and complexity of risk presents strong challenges to managers, one of the most important being the coordination of risk management across within organisation. It is therefore a necessity for all executives and managers to equip them with knowledge in risk management planning. As insurance has been used extensively as a risk management tool, knowledge in insurance management would offer an alternative for executives and managers in mitigating loss. After completing the course, a student should be able to compare and contrast sources of risks and identify suitable risk management plans for organizations. At the same instance, the

students are able to examine insurance contracts and to decide how insurance can be used to handle risks and also able to develop financial plans for family based on insurance products.

### **Rujukan**

Rejda, G E. and McNamara, M.J. (2017) Principles of Risk Management and Insurance, Pearson Education Inc, USA, 13th Edition  
Nurul Shahnaz Ahmad Mahdzan & Audrey Boey Oi Lin (2015), Risk Management and Insurance, Oxford Fajar Sdn, Bhd, 1st Edition.  
Malaysian Financial Planning Council (2014), Risk Management & Insurance Planning, MFPC, 4th Edition. Hendon Redzuan, Rubayah Yakob, and Mohamad Abdul Hamid (2005) Risiko dan Insurans, Prentice Hall  
Trieschmann, J S, Gustavson, S G and Hoyt, R E (2005) Risk Management and Insurance, South-Western, Cincinnati, Ohio, 12th Edition

## **BD31303 FINANCIAL STATEMENT ANALYSIS**

This course is introduced with an emphasis to incorporate the art and science elements in Financial Statement Analysis. It is the application of the analytical tools and techniques to general-purpose financial statements and related data to derive estimates and inferences useful in business analysis. Financial statement analysis reduces one's reliance on hunches, guesses, and intuition for business decisions. Throughout the course, students will be trained to systemized facts, to apply businesses principles and methods in order to develop a sensible perception, creativity and ingenuity.

### **References**

Subramanyam, K.R. (2014). Financial Statement Analysis.11th Ed. McGraw-Hill International Edition.  
Penman, S. H (2012). Financial Statement Analysis & Security Valuation.5th Edition.McGraw-Hill International Edition.  
White, G. I., Sondhi, A. C., & Fried, D. (2003).The Analysis and Use of Financial Statements.3rd Ed. John Wiley. Soffer, L., &Soffer, R. (2003).Financial Statement Analysis. 1st Ed. Pearson International Edition

## **BD31503 THEORIES AND PRACTICES OF ISLAMIC BANKING**

This course is designed to expose the students with the theory and practice of Islamic banking and finance. The theoretical part includes discussions on the Islamic Syariah (jurisprudence) law and muamalat (business and economics) especially the philosophies and principles of Islamic banking and finance, riba (interest) and the various financial contracts under the Islamic Syariah. The practical part examines the current practice of the Islamic banking and finance including the discussion on the Islamic financial markets, products and services (including the takaful) as well as the operation of Islamic banks.

### **References**

International Shari'ah Research Academy for Islamic Finance (ISRA) (2011).Islamic Financial System: Principles and Operations. Kuala Lumpur: ISRA.  
Hasan, Z. (2014). Islamic Banking and Finance: An Integrative Approach. Kuala Lumpur: Oxford University Press.  
Ismail, A. G. (2010). Money, Islamic Banks and the Real Economy. Singapore: Cengage Learning Asia Pte. Ltd. Haron, S. and Wan Azmi, W. N. (2009).Islamic Finance and Banking System: Philosophies, Principles and Practices. Selangor: McGraw-Hill (Malaysia) Sdn Bhd.  
Ayub, M. (2007).Understanding Islamic Finance. England: John Wiley & Sons, Ltd.

BIRT.(1998). Konsep Syariah Dalam Sistem Perbankan Islam. Kuala Lumpur: BIMB Institute of Research and Training Sdn Bhd (BIRT).

BIMB. (1994). Islamic Banking Practice: From the Practitioner's Perspective. 1st Edition. Kuala Lumpur: Bank Islam Malaysia Bhd (BIMB).

## **BD31603 BANK MANAGEMENT**

The banking industry affects the welfare of every other industry and the economy. Banks are the leaders of the financial-services industry as a whole; however, financial-service competitors are now challenging them more than ever before. This course is designed to help students established management principles and to confront the perplexing issues of risk, regulation, technology, and competition that bankers and other financial -service managers see as their greatest challenges for the future.

### **References**

- Hubbard, R. G. & Rose & O'Brien, A. P. (2015), "Money, Banking, and The Financial System" Pearson, International Edition
- Peter S. Rose & Sylvia C. Hudgins (2013) ."Management and The Financial Services" McGraw Hill, International Edition 2013
- Peter S. & Rose & Sylvia C. Hudgins (2010), "Bank Management and Financial Services" McGraw Hill, 8<sup>th</sup> Edition
- Peter S. & Rose (2005), "Commercial Bank Management" McGraw Hill, 6th Edition
- Bank Negara Malaysia (1999), "The Central Bank and The Financial System in Malaysia – A decade of change" Bank Negara Malaysia
- Barbara Casu, Claudia Girardone& Philip Molyneux (2006), "Introduction to Banking" Prentice Hall, 1st Edition. Joseph F. Sinkey, Jr (2002), "Commercial Bank Financial Management – In the Financial Services Industry" Prentice Hall, 6th Edition

## **BD31703 INTERNATIONAL BANKING**

This course provides an overall understanding of the theory and practice of trade from domestic and global perspective. Students will be equipped with vital understanding of the theory and practice of foreign exchange. It will also provide a comprehensive training for students in identifying and understanding the operation and functional purpose of international finance, international trade and multi-national banking. This course will induce analytical and problem solving skills that are highly valued in the financial services industry as well as review case studies demonstrating actual situations and decision making.

### **References**

- Hubbard, R. G. & Rose & O'Brien, A. P. (2015), "Money, Banking, and The Financial System" Pearson, International Edition
- Peter S. Rose & Sylvia C. Hudgins (2013) ."Management and The Financial Services" McGraw Hill, International Edition 2013
- Peter S. & Rose & Sylvia C. Hudgins (2010), "Bank Management and Financial Services" McGraw Hill, 8<sup>th</sup> Edition
- Peter S. & Rose (2005), "Commercial Bank Management" McGraw Hill, 6th Edition
- Bank Negara Malaysia (1999), "The Central Bank and The Financial System in Malaysia – A decade of change" Bank Negara Malaysia
- Barbara Casu, Claudia Girardone & Philip Molyneux (2006), "Introduction to Banking" Prentice Hall, 1st Edition. Joseph F. Sinkey, Jr (2002), "Commercial Bank Financial Management – In the Financial Services Industry" Prentice Hall, 6th Edition



## BD31803 OPTIONS AND FINANCIAL FUTURES MARKET

This course is designed and to be conducted with the assumption that participants have possessed the fundamentals of derivatives instruments and the concept of hedging. For the benefits of those that have not, the course will run through the basic concepts very quickly. In addition to topics stipulated in the course outline, the course also covers relevant and current issues. As the line separating hedging and speculation is at times unclear, this course will cover large corporate failure resulting from derivative usages. It is one of the aims of the course for students to learn not just the benefits of derivatives, but how they could be harmful when mismanaged and/or misused.

### References

Hull, C H (2017). Fundamentals of Futures and Options Markets, Prentice Hall, Upper Saddle River, New Jersey, 8th Edition.  
Chance, D M & Brooks, R. (2013). An Introduction to Derivative and Risk Management, South-Western, 9<sup>th</sup> Edition  
Hull, C H (2008). Options, Futures and Other Derivatives, Prentice Hall, Upper Saddle River, New Jersey, 7<sup>th</sup> Edition  
Sundaram, R. K. & Das, S. R. (2016). Derivatives: Principles and Practice, McGraw-Hill, 2nd Edition. McDonald, R L (2006). Derivatives Markets, Pearson Addison Wesley, 2nd Edition

## BD32203 FINANCIAL BEHAVIOR

It is necessary to equip students with the understanding of psychological influence in decision making. This is because in the real life, psychology affects decision more than financial theory does. This course describes how individuals and firms make financial decisions, and how those decisions might deviate from those predicted by traditional financial or economic theory. Students explore the existence of psychological biases in financial decision-making, and examine the impacts of these biases in financial markets and other financial settings. The course examines how the insights of behavioural finance complement the traditional finance paradigm.

### References

Pompian, Michael M. (2006). Behavioral Finance and Wealth Management. Wiley: New Jersey  
Nofsinger, John. R. (2011) The Psychology of Investing, 4th Edition, Pearson Prentice-Hall  
Yong, Pauline (2009) Fear and Greed – Understanding the Psychology of Investing, A&A Morning Glory Learning Sdn. Bhd.  
Montier, James (2002) Behavioural Finance; Insight into Irrational Minds and Markets. Wiley  
Adams, Brandon & Finn, Brian (2006) the Story of Behavioural Finance. iUniverse Inc.  
Shefrin, Hersh (2007) Behavioral Corporate Finance, McGraw Hill, International Edition. Selected readings from the Journal of Behavior Finance

## BD20403 INVESTMENT ANALYSIS

The significance of this course lies on its ability to provide students with essential knowledge on investment and equip them with basic skills in share trading. Such knowledge and skills are necessary so the students will be able to understand the dynamic nature of investment and enable them to formulate their investment strategy as well as decision making appropriately. Hence, the course will help in producing a group of well -informed potential investors and/or future fund managers with expertise in investment who are ready to enter the capital market, in particular.

### Rujukan

[Frank K. Reilly](#), F, K & Brown K. C. (2020), Investment Analysis and Portfolio Management, 10 Edition South-Western Cengage Learning

Jordan, B. D., Miller, T. W. and Dolvin, S. D. (2015). Fundamentals of Investments: Valuation and Management. 7th Edition. New York: McGraw Hill Education.

Mayo, H. B. (2014). Introduction to Investments. 11th Edition. Ohio: South-Western Cengage Learning. Smart, S., Gitman, L. and Joehnk, M. (2014). Fundamentals of Investing. 12th Edition. England: Pearson Education Ltd.

Bodie, Z., Kane, A., Marcus, A. J., and Jain, R. (2014). Investments. Asia Global Edition. New York: McGraw Hill Education.

Jones, C. P. (2010). Investments: Principles and Concepts. 11th Edition. New Jersey: John Wiley & Sons, Inc.

## **BD30803 LAW OF BANKING AND FINANCIAL INSTITUTIONS**

The course discusses the legal framework relating to banking and financial institutions in Malaysia as provided under the Financial Services Act 2013 (Act 758), Islamic Financial Services Act 2013 (Act 759), Central Bank of Malaysia Act 2009 (Act 701) and several other acts. The important topics covered include the structure of the Malaysian banking system, banker and customer's relationship, rights and duties of bankers and customers, customer's mandate, types of customer's accounts, regulation and supervision of banks by the Central Bank of Malaysia, negotiable instruments, electronic banking and internet banking, Islamic banking in Malaysia, lending and securities, recovery of loan and insolvency, and the law relating to anti-money laundering and anti-terrorism financing.

### **References**

Lee, M. P., Samen, D., & Detta, I.J. (2012). Banking Law (4th ed.). Lexis Nexis

Poh, C. C. (2011). Banking Law. (2nd. Ed.). Lexis Nexis

Poh, C. C. (2004). Law of Banker and Customer. (5th. ed.). Lexis Nexis

Abd Aziz, A. S. et al. (2004). Undang-Undang Perbankan. Pearson-Prentice Hall

Ellinger, E.P., Lomnicka, E., & Hooley, RJA. (2011). Modern Banking Law (5th. ed.). Oxford University Press

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

Kamil, I. S. M. (2001). Pengenalan Kepada Undang-Undang Perbankan di Malaysia. Universiti Malaysia Sabah

Lee, M. P., & Jeron, I. (2007). Islamic Banking and Finance Laws. Longman

Thani, N. N. (2001), Legal Aspects of the Malaysian Financial System. Sweet & Maxwell

Thani, N. N., Abdullah, M.R.M., & Hassan, M.H. (2010). Law and Practice of Islamic Banking and Finance. 2nd. Ed. Thomson Sweet & Maxwell Asia

## **BD30903 FIXED INCOME SECURITIES**

This course provides coverage of the products, analytical techniques and quantifying each fixed income instruments exposures to changes in interest rates. The important aspects covered include the application of latest developments in mortgage-backed securities and asset-backed securities. Emphasis will also be given by emphasizing strategies to accomplish the investment's objectives.

### **References**

Barbra S. Pettit and Jerald E. Pinto (2015), Fixed Income Analysis (CFA Institute Investment Series). Fabozzi, F. J. 2000. Bond Markets, Analysis and Strategies. Prentice Hall.

Fabozzi, F. J. & Steven V. Mann. (2012). The Handbook of Fixed Income Securities. 8th Edition. Irwin. Fabozzi, F. J. 2007. Fixed Income Analysis. 2nd Edition. Cfa Institute Investment Series. John Wiley.

# FINANCIAL ECONOMICS PROGRAMME (HE07)

## BF20103 FINANCIAL ECONOMICS I

This course is designed to provide the students a fundamental of financial economics. Market interest rate is a main focus with respect to its structure which varies with term and risk, various types of payments, and its determination in the loanable funds market. Portfolio theory and asset valuation are other main focuses in which the capital asset pricing model is used as an analytical tool. This course also contains several topics of common financial markets including the money market, the bond market, the equity market, and the foreign exchange market. Apart from that, market efficiency is another concern in which the costs of information will be discussed. Meanwhile, the topic of money demand is also included to provide a clearer view of individuals' portfolio decision-makings. Lastly, this course uses the IS-LM-FE model to explain the linkage between financial system and the real economy.

### References

- Mishkin, F. S. (2013). *The Economics of Money, Banking, and Financial Markets*. Tenth Edition, England: Pearson Education Limited.
- Munir, Q. (2016). *Financial and Banking Crisis Prediction through Early Warning Systems*. USA: IGI Global.
- Munir, Q. & Kok, S.C. (2017). Chapter 1: Equity market informational efficiency: history and development. In Q. Munir and S.C. Kok (Editors). *Information Efficiency and Anomalies in Asian Equity Markets*, Routledge Taylor and Francis Group.
- Munir, Q. & Kok, S.C. (2017). Chapter 2: Equity market anomalies: concepts, classifications, theories and evidence. In Q. Munir and S.C. Kok (Editors). *Information Efficiency and Anomalies in Asian Equity Markets*, Routledge Taylor and Francis Group.

## BF20603 PUBLIC FINANCE

This is an intermediate economics course for students who have completed basic microeconomics course. The role of government in the economy is discussed in a broad perspective. The discussion focuses on the positive and normative aspects of the macroeconomics of fiscal policy. Students will be exposed to various topics related to the basic principles of public finance which consist of economic basis for government activities, selected issues on the government expenditure policy in Malaysia, government expenditure financing, and the theory and structure of taxation.

### References

- Gruber, J. (2015). *Public Finance and Public Policy*. Fifth Edition, Worth Publishers.
- Ihori, T. (2017). *Principles of Public Finance*. Singapore: Springer Nature.
- Read, C. (2016). *The Public Financiers: Ricardo, George, Clark, Ramsey, Mirrlees, Vickrey, Wicksell, Musgrave, Buchanan, Tiebout, and Stiglitz*. Hampshire: Palgrave Macmillan.
- Rizvi, S.A.R., Bacha, O.I. and Mirakhor, A. (2016). *Public Finance and Islamic Capital Markets: Theory and Application*. New York: Palgrave Macmillan.
- Tresch, R.W. (2014). *Public Finance: A Normative Theory*. Third Edition, New York: Elsevier.

## BF20703 TECHNICAL FINANCIAL ECONOMICS

Technical Financial Economics provides the forecasting knowledge of future financial price movements based on evaluation of past price movements. The application of technical analysis can help investors anticipate what is likely to happen to prices of financial

instruments over time. Technical analysis based on chart analysis has various tools that can be used for analysis of financial instrument. Each tool has its strengths and also weaknesses. It can be applicable to stocks, bonds, indices, commodities, futures and any tradable instrument where the prices are influenced by demand and supply.

### References

- Edwards, R.D., Magee, J. and Bassetti, W.H.C. (2019). *Technical Analysis of Stock Trends*, 11th Edition. New York: Taylor & Francis Group, LLC.
- Kahn, M.N. (2010). *Technical Analysis Plain and Simple: Charting the Markets in Your Language*. Third Edition, New Jersey: Pearson Education, Inc.
- Keenan, M.J.S. (2020). *Advanced Positioning, Flow, and Sentiment Analysis in Commodity Markets: Bridging Fundamental and Technical Analysis*, 2nd Edition. Chichester: John Wiley & Sons Ltd.
- Kirkpatrick II, C.D. & Dahlquist, J.R. (2016). *Technical Analysis: The Complete Resource for Financial Market Technicians*. Third Edition, New Jersey: Pearson Education, Inc.
- Rockefeller, B. (2020). *Technical Analysis for Dummies*, 4th Edition. Hoboken: John Wiley & Sons, Inc.

## BF30303 MONEY AND BANKING

This course aims to provide students with the understanding of the role of money and banking system in an economy. This course consists three main parts. The first part discusses the role of electronic money and payment system in an economy. The second part discusses the banking system in an economy with the focuses on banking industry, that is, structure and competition, economic analysis of banking regulation, international banking, nonbank finance and conflicts of interest in the financial industry. The third part discusses the role of central bank in the financial system.

### References

- Mishkin, Frederic S. (2019). *The Economics of Money, Banking and Financial Markets*. Twelveth Edition, New York, NY: Pearson.
- Case, B., Girardone, C. and Molyneux, P. (2015). *Introduction to Banking*. Second Edition, Harlow: Pearson
- Wong Hock Tsen (2019). *Money and Banking*. Kota Kinabalu: Universiti Malaysia Sabah Publisher.
- Hubbard, R. G. (2014). *Money, Banking and the Financial System*, Second Edition, Pearson International Edition.
- Matthews, K. and Thompson, J. (2014). *The Economics of Banking*, Third Edition, Wiley.

## BF30403 INTERNATIONAL FINANCIAL ECONOMICS

This course discusses financial markets in international context with the focus on foreign exchange market. More specifically, this courses analyses the determination of foreign exchange, changes of foreign exchange, the relationship of foreign exchange with other financial markets and related policy matters. The topics discussed includes international monetary system, purchasing power parity, interest rate parity, spot exchange rate determination, foreign exchange market efficiency, exchange rate forecasting, bond portfolio, equity portfolio, and regulation and intervention in the competitive marketplace.

### References

- Copeland, L. (2014) *Exchange Rates and International Finance*. Sixth Edition, Prentice Hall.
- Eun, C.S. and Resnick, B.G. (2014) *International Finance*. Seventh Edition, McGraw Hill.
- Madura (2012) *International Corporate Finance*. Eleven Edition, South-Western Cengage Learning.
- Daniels, J.P. & VanHoose, D.D. (2013) *International Monetary and Financial Economics*. International Edition, Pearson.
- Rickards, J. (2014) *The Death of Money: The Coming Collapse of the International Monetary System*.

## **BF30603 FINANCIAL ECONOMICS II**

This course discusses fundamental of financial economics and futures and options markets. The topics discussed includes time and resource allocation, household saving and investment decisions, analysis of investment projects, hedging, insuring and diversifying, capital market equilibrium, forward and futures markets, the determination of forward and futures prices, valuing stock options, markets for options and contingent claims and real options.

### **References**

- Elton, E.J., Gruber, M.J., Brown, S.J. & Goetzmann, W.N. (2014). *Modern Portfolio Theory and Investment Analysis*. Ninth Edition, John Wiley & Son Ltd.
- Kang, D., Mason, A. & Shin, H.S. (2016). *Macro prudential Regulation of International Finance*. EE Elgar.
- Peeters, M., Sabri, N. & Shahin, W. (Eds.) (2013) *Financial Integration: A Focus on the Mediterranean Region*. Springer.
- Hull, J.C. (2016) *Fundamentals of Futures and Options Markets*. Ninth Edition, Pearson Prentice Hall: New Jersey.
- Kellermann, J.A., de Haan, J. & de Vries, F. (Eds.) (2013). *Financial Supervision in the 21st Century*. Springer.

## **BF30703 ISLAMIC FINANCIAL ECONOMICS**

This course is the basic introductory to Islamic economics and financial economics especially in the area of finance and banking. It discusses the concept and application in Islamic finance and gives exposure to the students on how Islamic teaching perceives the financial systems and its functions. Among the discussed concepts and issues in this course are scarcity and resources, surplus and deficit sectors, riba, hibah, Trade, al-bay', BBA (Al-Bay Bithaman Al-ajil), Mudharabah, Musyarakah, Islamic capital and bond market, and also Islamic banking and finance products such as al-Tijarah, al-Murabahah, al-Salam, al-wadiah, al-istisna', ar-Rahn, al-Hiwalah, al-wakalah, al-kafalah, takaful dan al-ijarah. This course also discusses the role of Baitul Mal and zakat.

### **References**

- Abul Hassan & M. A. Choudhury (2019). *Islamic Economics: Theory and Practice* (1<sup>st</sup> Ed.). Routledge: New York.
- Mohd. Daud Bakar (2016). *Shariah Minds in Islamic Finance*. Amanie Media: Kuala Lumpur.
- Hassan, Zubair (2015). *Economics with Islamic Orientation*. Oxford University Press: New York.
- Hassan, Zubair (2014). *Islamic Banking and Finance: An Integrative Approach*. Oxford University Press: New York.
- Zaharudin Abd. Rahman (2014). *Fiqh Kewangan Islam*. PTS Publications and Distributors: Selangor.

## **BF31203 FINANCIAL ECONOMICS SEMINAR**

This course aims to provide students with knowledge on important issues in financial economics. Issues discussed include money demand - estimated coefficients and stability of money demand, purchasing power parity - validity of results, efficiency of foreign exchange rate and its implications, exchange rate system and advice, estimation of de facto exchange rate regimes, exchange rate policy attitudes, the J-curve phenomenon, optimum currency, the role of currency attack and financial crisis, stock market and portfolio - the relationship between exchange rate and stock price, financial development and economic growth, excessive of exchange rate, and pricing of forward and future contracts.

## References

- Acharya, V.V. and Schnabl, P. (2010). Global Banks Spread Global Imbalances? Asset-Backed Commercial Paper During the Financial Crisis of 2007-09. *IMF Economic Review* 58(1), 37-73.
- Ahmed, E., Rosser, J.B. Jr., and Uppal, J.Y. (2010). Emerging Markets and Stock Market Bubbles: Nonlinear Speculation? *Emerging Markets Finance & Trade* 46(4), 23-40.
- Caballero, R.J. (2010). Sudden Financial Arrest. *IMF Economic Review* 58(1), 6-36.
- Christos S. Savva, C.S. and Aslanidis, N. (2010). Stock Market Integration between New EU Member States and the Euro-Zone. *Empirical Economics* 39, 337-351.

## BF31303 OFFSHORE FINANCIAL ECONOMICS

This course emphasizes on offshore financial economic concept, such as tax-free business transaction, secrecy strict of laws on accounts, and formation of international business firms. Offshore financial economics also discuss on Labuan international offshore financial centre, tax, offshore trust, OFC benefit, money laundering, FATF, offshore banking, offshore internet banking, and so forth.

## References

- Baba, R. (2005). *Introduction to Offshore Banking*. Kuala Lumpur: Pearson Malaysia Sdn. Bhd.
- Baba, R. (2012). *Labuan as an International Business and Financial Centre: The Empirical Perspective*. Kuala Lumpur: Pearson Malaysia Sdn Bhd.
- Kasipillai, J. (2015). *A Guide to Advanced Malaysian Taxation*. 3rd Edition. Shah Alam: McGraw-Hill Education.
- Poh, S. (2016). *Taxation in Singapore*. Singapore: McGraw-Hill Education.
- Shaxson, N. (2011). *Treasure Islands Uncovering the Damage of Offshore Banking and Tax Havens*. New York: palgrave Macmillan.

## BF31403 APPLIED FINANCIAL ECONOMETRICS

Most methods and models in financial econometrics depend very much on the usage of time series data. This course discuss on some general econometric methods that are broadly used in the empirical analysis of financial models. This course also emphasizes on simulation-based inferences procedures and nonparametric methods. This kind of application technique is very effective and much needed in analyzing general financial models with unknown likelihood function, unobservable risk factors or nonparametric functional dependencies. Applications of these methods in analyzing important problems of financial econometrics such as stationarity and unit roots, time-varying volatility models and nonlinear dependence modelling also will be discussed in this course. Other topics including financial time series, cointegration, causality analysis, impulse response analysis, and research project.

## References

- Aljandali, A. and Tatahi, M. 2018. *Economic and Financial Modelling with EViews: A Guide for Students and Professionals*. Cham: Springer International Publishing AG.
- Das, P. 2019. *Econometrics in Theory and Practice Analysis of Cross Section, Time Series and Panel Data with Stata 15.1*. Singapore: Springer Nature Singapore Pte Ltd.
- John Hunter, J., Burke, S.P. and Canepa, A. 2017. *Multivariate Modelling of Non Stationary Economic Time Series*. London: Palgrave Macmillan.
- Lee, C.-F., Chen, H.-Y. and Lee, J. 2019. *Financial Econometrics, Mathematics and Statistics Theory, Method and Application*. New York: Springer Science+Business Media, LLC.

## **BF31503 CORPORATE FINANCIAL ECONOMICS**

This course is an intermediate level course designed to be taken by the financial economics student. Upon completing the course the student shall be able to estimate the important financial ratios and interpret them. The students will also be able to provide suggestion to the firm's on the capital structure they should use to finance their activities. If the firm's face financial distress, measures need to be taken to settle outside the court and inside the court will be discussed. The student will also be given the awareness on the procedures of bankruptcy. Changes in economic fundamentals can influence the firm's decision making process. Thus, awareness is provided on how the fundamentals can make changes in financial structure in a firm. Finally, mergers and acquisitions are also discussed to reduce financial burden as well as to expand the business.

### **References**

- Berk, J. & DeMarzo, P. (2015). Corporate Finance. Second Edition, Pearson.
- Brealey, R., Myers, S. & Allen, F. (2014). Principles of Corporate Finance. Eleven Edition, McGrawHill. Quiry et al. (2011). Corporate Finance: Theory and Practice. Third Edition, John Wiley & Son Ltd.
- Levinson, Marc. 2018. The Economist Guide to Financial Markets: Why they exists and how they work, Profile Book Ltd, London, United Kingdom.
- Ross, S.A., Westerfield, R. & Jordan, B.D. (2016). Fundamentals of Corporate Finance. Eleven Edition, McGrawHill.
- Sherman, J. Andrew. 2018. Mergers and Acquisition from A to Z, 4<sup>th</sup> edition, Gildan Media.

## **BF30006 PRACTICAL TRAINING**

This course requires students to do their practicum for twelve-weeks period in an organisation related to the field of financial economics. At the end of the practicum, the students require to submit a comprehensive report related with applied the theories learned in the lectures. The report format must follow the style 'Guidebook Practical training & Practical Report Writing' published by Faculty of Business, Economics and Accountancy.

## **BF30106 ACADEMIC EXERCISE**

This exercise requires students to conduct a research in the topic of financial economics under the supervision of a lecturer in the Financial Economics programme. The research should be written in a thesis format. A copy of the research should be kept in Resource Centre of the Faculty of Business, Economics and Accountancy.

# HOTEL MANAGEMENT PROGRAMME (HE08)

## BE20303 INTRODUCTION TO HOSPITALITY INDUSTRY

The introductory course provides initial exposure of the vast scope of the hospitality industry that comprises of various food establishments, lodging sectors and recreational and leisure theme park alike. In addition, students will also be exposed to the structure, nature and operating characteristics of these different sectors of hospitality industry. The holistic nature of this course providing insights on nature of various career prospects in the hospitality industry would assist students in shaping their expectation on the reality of this fascinating industry.

### References

- Walker, J. R. (2017) *Introduction to Hospitality Management*, 5th Edition, Pearson, University of South Florida.
- Wood, R. C. (2015). *Hospitality Management: A Brief Introduction*. SAGE Publications.
- Mandal, P., & Vong, J. (2015). *Development of Tourism and the Hospitality Industry in Southeast Asia*. Springer Singapore.

## BE20103 FRONT OFFICE MANAGEMENT

This course aims to expose students on the operational management of front office department in hotels that allow them to comprehend and evaluate critically the effectiveness of making guests' reservation and registration process.

### References

- Tewari, J. (2016) *Hotel Front Office: Operations and Management*, 2nd edition, Oxford University Press
- Kumar, C. (2016) *Front Office Operation: A Training Manual for Hospitality Professionals*. CreateSpace Independent Publishing Platform
- Woods, R., Ninemeier, J. D., Hayes, D. K., & Austin, M. A. (2013). *Professional Front Office Management: Pearson New International Edition*. Pearson Education, Limited.
- Bardi, J. A. (2010). *Hotel Front Office Management, 5th Edition*. John Wiley & Sons, Incorporated.
- O'Fallon, M. J., & Rutherford, D. G. (2011). *Hotel Management and Operations*. Wiley. Abbott, P., & Lewry, S. (2010). *Front Office*. Taylor & Francis.
- Andrews, S. (2011). *Hotel Front Office: A Training Manual*: Tata McGraw-Hill Education.

## BE31003 ACCOMMODATION MANAGEMENT

This course focuses on the importance of effective housekeeping operations and management, which are fundamental to understanding the subject areas covered. It introduces students with an understanding of the way that housekeeping operations function through the adoption of managing effective housekeeping personnel, contracts and outsourcing, cleaning procedures, standard contents of a guestroom, budgeting, supervision and standard safety and security requirements. This will facilitate a critical appraisal of the effectiveness of a particular operational type and an evaluation of the potential improvement.

### References

- Raghubalan, G. & Raghubalan, S. (2016) *Hotel Housekeeping: Operations and Management*. 3th Edition. New Delhi: Oxford University Press



George, R. T., & Hancer, M. (2008). Housekeeping managers and the administration of housekeeping service. *International Journal of Hospitality & Tourism Administration*, 9(4), 365-383.

Anthonisz, A. (2014). Assessing the future of housekeeping operations in Dubai's five-star hotel industry – room for innovation? *Worldwide Hospitality and Tourism Themes*, 6(4), 352-361.

Casado, M. A. *Housekeeping Management*, 2nd Edition (2011). Wiley.

Nitschke, A. A., Frye, W. D., & Association, A. H. L. (2013). *Managing Housekeeping Operations (AHLEI)*. Pearson Education.

## BE20203 HOTEL OPERATION SYSTEM

This course aims to expose students on system theory, design and analysis in relation to the operational management in hotel segments and restaurant sectors. Understanding these aspects is essential for students to differentiate different operating systems that are commonly applied in various hotels and restaurants according to its sizes, types or ownership. At the end of this course, students are expected to be able to analyse and understand the various types of hospitality operation systems.

### References

Sinha, A. (2012) *Hospitality Operation Management*. Centrum Press

Mill, R. C. (2011). *Resorts: Management and Operation*. Wiley.

O'Fallon, M. J., & Rutherford, D. G. (2011). *Hotel Management and Operations*. Wiley.

Ball, S., Jones, P., Kirk, D., & Lockwood, A. 2003. *Hospitality operations: A systems approach*. London: Continuum.

Class hand-out: Schlesinger, L. A. (1991) *Taco Bell Corporation*, Harvard Business School, The European Case Clearing House, Cranfield University Bedford, England.

Class hand-out: Jones, P. & Huelin, A. (1990) *Thinking about Catering Systems*, International Journal of Production Management, 10(8) 42-52.

Class hand-out: *Hospitality Operations Systems article*, Case Study Harvard Business Review on Taco Bell Corporation.

## BE31103 FOOD AND BEVERAGE MANAGEMENT

Food and beverage aspect are among the most important element in hotel operations. This subject is to provide a basic understanding of the various challenges and responsibilities involved in managing a food and beverage operation. Other than that, his course has been designed to give an insight of the industry and the skills required in managing a food and beverage outlet and its operations. This course will provide the student with the knowledge for effective management of food service operations while presenting the basic service principles and highlighting the importance of meeting and exceeding the needs of the customers of food and beverage business.

### References

Seal, P. P. (2017) *Food and Beverage Management*, Oxford Press

Ninemeier, J. D., & Association, A. H. A. H. & L. (2015). *Management of Food and Beverage Operations (AHLEI)*. Pearson Education.

Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). *Food and Beverage Management*. Taylor & Francis.

Dittmer, P. R., & Keefe, J. D. (2011). *Principles of Food, Beverage, and Labor Cost Controls*. John Wiley & Sons Incorporated.

Ninemeier, J. D. (2013). *Planning and Control for Food and Beverage Operations*. American Hotel & Lodging Educational Institute.

## BE31703 SPECIAL EVENT OPERATION

The aim of this course is to equip students with essential training skills required to research, design, plan, execute and evaluate of any special events. This course imparts the logistical know-how and the theoretical understanding needed to take advantage of the countless opportunities in MICE industry. From developing the event vision, sourcing fund and managing the financials to strategize marketing activities as well as managing operation on the day of the event.

### References

- Swaminathan, D, (2018) *Art of Building Experiential Events*, Notion Press
- Jones. M (2017) *Sustainable Event Management: A Practical Guide*, Routledge
- Malouf, L. (2012). *Events Exposed: Managing and Designing Special Events*. Wiley.
- Goldblatt, J. (2013). *Special Events: Creating and Sustaining a New World for Celebration*. Wiley.

## BE31303 HOSPITALITY MARKETING

This course links the body of knowledge of the hospitality marketing along with some of the issues in travel industry that related to hospitality industry. It begins with the general overview of the relationships between the hospitality industry and travel industry, specifically in understanding the impact of travel patterns to the hospitality industry in term marketing. The proceeding chapters are then designed to look into the marketing environment that can impact hospitality business, and the role of marketing in hospitality company's strategic planning. The usage of marketing information system to build up insight gains into the industry and how marketing research can be utilised for competitive advantages is also presented. The conventional 4 P's of marketing is further advanced in this course with application in the hospitality industry. This course ends with marketing plan, looking into the essence of executing the 'right way' of planning in hospitality marketing.

### References

- Jauhari, V. (2017) *Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences (Advances in Hospitality and Tourism)*, Apple Academic Press
- McCabe. S. (2017) *Marketing Communications in Tourism and Hospitality*, Routledge
- Kotler, P. R., Bowen, J. T. & Makens, J. (2014) *Marketing for Hospitality and Tourism*, (6th ed.) Prentice Hall Boston
- Wearne, N., & Morrison, A. (2013). *Hospitality Marketing*. Taylor & Francis.

## BE31903 SERVICE MANAGEMENT FOR HOTEL

This course introduces students to the concepts, theories, and principles of service management of today's rapidly advancing hospitality industry. The course also introduces "breakthrough" services in order to understand the operations of successful service firms that can be benchmarks for future management practice. The students also will develop an understanding of the "state of the art" of service management thinking and awareness of the opportunities that information technology can have for enhancing service firm's competitiveness. To understand the dimensions of service growth and expansion both domestically and internationally within hospitality operations will be emphasized to ensure students can reflect to today's emerging hospitality industry.

### References

- Payne-Palacio, J. and Theis, M. (2019) *Foodservice Management: Principles and Practices*, Pearson

Kandampully, J.A (2006). *Services Management: The New Paradigm in Hospitality*, Pearson-Prentice Hall.

Fitzsimmons, J. A. and Fitzsimmons, M. (2008) *Service Management: Operations, Strategy, and Information Technology*, 6th Ed., Irwin/McGraw-Hill.

Zeithaml, Valarie A., Bitner, Mary Jo and Gremler, Dwayne D., *Services Marketing: Integrating Customer Focus Across the Firm*, 4th Ed., McGraw-Hill, 2006.

## BE33503 FOOD PREPARATION

This course aims to expose students to the fundamentals of food preparations and cookery. It enables students to acquire the fundamental skills in various food preparations and awareness in basic techniques in cookery. This course covers a full range of food preparation techniques to include sauces, soups, salads, fish and other seafood, poultry and feathered game, meats, vegetables and other cold foods. Students enrolled in this elective Food Preparation course will participate in activities provided with guidance from their instructor. In addition, this course also aims to expose the student with basic food service operations highlighting some cuisines learnt during class.

### References

Foskett, D., Rippington, N., Paskins, P. & Thrope, S. (2015). *Practical Cookery*, 13th Edition, Hodder Education.

Gisslen, Wayne, (2018) *Professional Cooking* 9th Ed. Wiley.

Brown, A. C. (2018) *Understanding Food: Principles and Preparation* 6th Edition

Ceserani, V. and Kinton, R. (2016) *Practical Cookery*, 10th ed. Hodder Arnold.

## BE33603 FOOD AND BEVERAGE SERVICES

This course aims to introduce the students to the various aspects of food and beverage service. It begins with a discussion on the evolving food and beverage industry and service procedures, including organization of the staff members and service equipment that form an important part of the F&B department. This course emphasis on the importance of knowing and planning the menu well. The students will also learn about various kinds of covers and courses. In the rapidly evolving world of food and beverage service, it is necessary to keep oneself updated with the active terminology of the industry.

### References

Mukherjee, P (2018) *Textbook of Food & Beverage Service And Management*, Hospitality Press

Andrews, W, (2017) *Food and Beverage Services: A Training Manual*, 3ed., McGraw Hill Education

R. Singaravelanan, (2013) *Food and Beverage Service* 7th Ed. Oxford.

D. Reynolds & K. W. McClusky, (2013) *Foodservice Management Fundamentals* 1st Ed. Wiley.

B. Davis, A. Lockwood, I. Pantelidis & P. Alcott, (2009) *Food and Beverage Management* 4th Ed. Butterworth- Heinemann.

## BE30006 PRACTICAL TRAINING

This course aims to expose students to the real business environment in the areas of business and management (logistic, operation, marketing, finance, public relation, human resources management and management, and economics). Students will spend 3 months in organisations/firms of their choice and will be supervised by the organisations/firms management personnel. Apart of the immediate supervision, students will be visited by academic supervisor.

**References**

*Industrial training report writing guideline (Faculty of Business, Economics and Accountancy).*

*Other references (such as (but not limited to) text book) require depend to the department(s) where a particular student is attached during practical training.*

# INTERNATIONAL BUSINESS PROGRAMME (HE09)

## BA21003 INTERNATIONAL BUSINESS

This course aims to provide an overall idea of the scope of international business compared to domestic business. Students will analyse the global environment by determining the opportunities, challenges and complexities faced by companies operating in the international arena. Students will conduct country analysis to identify the similarities and differences between countries and determine the opportunities and risks of specific countries. Appropriate entry strategies for companies that plan to go international will also be identified and discussion on how companies that operate internationally managed included.

### References

- Hill C.W.L., Wee C.H. & Udayasankar K. (2019). *International Business: Competing in the Global Marketplace*. 12th Edition. McGraw Hill.
- Daniels J.D., Radebaugh L.H., & Sullivan D.P. (2019). *International Business: Environments and Operations*. 16th Edition. Pearson.
- Cavusgil S.T., Knight G. & Riesenberger J.R. (2020). *International Business: The new realities*. 5th Edition. Pearson.
- Peng M.W. (2014). *Global Business (International Edition)*. South-Western Cengage Learning.
- Czinkota, M.R., Ronkainen, I.A. & Moffett, M.H. 2011. *International Business*. Hoboken, NJ: John Wiley & Sons.
- Wild, J. & Wild, K. (2015). *International Business: The Challenges of Globalization*. 8<sup>th</sup> Edition. Pearson
- Fariza Hashim, Abdul Rahim Abu Bakar & Asmat Nizam Abdul Talib (2010). *International Business*. Kuala Lumpur. Oxford Fajar Sdn. Bhd.

## BA21103 INTERNATIONAL MARKETING

This course aims to provide an analytical but practical approach to the subject area of marketing management in an international context. The course focuses on the concept of market orientation: a mix of the marketing role, customer behaviour, strategic marketing and operational marketing. The course will equip students with the skills and competences required to analyse and solve marketing problems relating to both individual consumers and business-to-business customers. The problem-solving approach covers areas such as customer roles, customer attitudes and behaviours; segmentation; marketing research methods; marketing communications; and distribution.

### References

- Keegan, W.J. & Green, M. C. (2019). *Global Marketing (10th Edition)*. USA: Pearson Prentice-Hall. Cateora, P., Graham, J. & Gilly, M. (2016). *International Marketing (17th Edition)*. New York, NY: McGraw-Hill/Irwin.
- Czinkota, M. R., Ronkainen, I. A. & Zyobgo, G. (2011). *International Marketing*. Hampshire: Cengage Learning.
- Kotabe, M., Ang, S. H., Griffith, K., Marshall, A., Voola, R. & Helsen, K. (2011). *International Marketing (3rd Asia-Pacific Edition)*. John Wiley & Sons.
- Keegan, W.J. & Green, M. C. (2015). *Global Marketing (8th Edition)*. USA: Pearson Prentice-Hall.
- Hollensen, S. 2014. *Global Marketing: A Decision-Oriented Approach*, Harlow Prentice Hall.

## BA21203 CROSS-CULTURAL MANAGEMENT

This course will emphasize on the differences in management practices as a result of differences in culture. Focus will be given towards looking at the differences between the Western and Eastern management styles. Topics that will be discussed include the

interaction between culture and organization, strategy and culture, human resource and culture, leadership and culture, as well as on communication and negotiation. Class discussions will focus on the practices of Western multinational and Eastern multinational corporations. Current cultural issues in management in Malaysia and the ASEAN region will also be discussed in this course.

### References

- Thomas, [D.C.](#), & Inkson, [K.C.](#) (2017). *Cultural Intelligence: Surviving and Thriving in the Global Village*. 3<sup>rd</sup> Edition Berrett-Koehler Publishers
- Browaeys, M. J. & Price, R. (2015). *Understanding Cross-Cultural Management*. 3rd Edition. England: Pearson Education
- Christopher P. E. & Mosakowski, E. (2016). HBR's 10 Must Reads on Managing Across Cultures. Harvard Business Review.
- Asma Abdullah (2013). *Going Glocal: Cultural Dimensions in Malaysian Management*. Shah Alam: SNP Offset (M) Sdn. Bhd.

## BA33403 INTERNATIONAL BUSINESS LAW

The course is intended to give a basic understanding to students on the legal aspect of international business transactions. It aims to explain the relevant law applicable in a particular business transaction crossing national borders as it involves complicated and complex legal framework. It emphasizes the principles and underlying assumptions of international business and the law. The topics to be covered include an overview to international legal environment, the rule on conflict of laws, international contract of sale, international contracts involving carriage of goods and the various methods of dispute resolution available to parties such as negotiation, mediation, litigation, conciliation and arbitration, insurance relating to exportation and finally on the protection of international intellectual property.

### References

- August, R., et al. (2018). *International Business Law: Text, Cases and Readings*. 8th edition. Pearson International Edition
- Carr, I. (2017). *International Trade Law*. 7th edition. Routledge
- Chatterjee, C. (2016). *Law for International Business*. Routledge
- Folsom, R. (2016). *International Trade Law (Concise Hornbook Series)*. West Academic Publishing
- Schaffer, R., et al. (2018). *International Business Law and Its Environment*. International Edition, 10<sup>th</sup> edition. Mason, OH: South-Western Cengage Learning

## BA33503 INTERNATIONAL FINANCE

This course examines the principles and theories of the international finance in a global business environment. The goal of this course is to introduce students to the financial aspects of global business and how they influence both business and policy decisions from different type of stakeholders' viewpoints such as a currency trader, a policymaker and a multinational firm. Thus, the course intends to equip students with ability to analyse international finance issues and problems and make managerial decisions in the contexts of a multinational firm. This course will cover five main topics namely global financial environment, foreign exchange rate theory and markets, foreign exchange rate exposure, financing the global firm and foreign investment decision.

### References

- Moffett, M.H., Stonehill, A.I. & Eiteman, D.K. (2018). *Fundamental of Multinational Finance*, 6th Edition, Pearson Addison Wesley
- Eiteman, D. K., Stonehill, A. I. & Moffett, M H (2016), *Multinational Business Finance*, 14th Edition, Pearson Addison Wesley

Eun, C.S & Resnick, B.G. (2018). International Financial management, 8th Edition, McGraw Hill International  
Solnik, B. &McLeavey, D. (2014). Global Investments, Sixth Edition: Pearson Addison-Wesley  
Madura, J (2018) International Financial Management, 13th Edition: Cengage  
Shapiro, A C (2014) Multinational Financial Management, 10th Edition : John Wiley & Sons

## **BA31703 INTERNATIONAL OPERATIONS MANAGEMENT**

This course is intended to give the students greater understanding of the details of International Operation Management (IOM), issues involve when involve with global operations in different countries, risk and how to manage risk and how to make sure products produce can be sold in international market. Topic to be covered including global supply chain management, global logistics management, international insurance and risk, international Terms of payment, international payment, International Contracts, International packing, and custom clearance.

### **References**

John, J.C., Novack, R.A., & Gibson, B. J. (2018) *Transportation and A Global Supply Chain Perspective*. 9th Edition, Cengage Learning, Canada  
Errasti, A. (2019). *Global Production Network: Operation Design and Management*. 3rd Edition. Taylor & Francis Group.  
Johansen, J., Farooq, S., & Cheng, Y. (2017). *International Operations Networks*. Springer.  
Chira, R. (2019). *International Logistics management*. Author House, UK.  
Cavusgil, S.T., Knight, G. & Riesenberger, J.R. (2020). *International Business: the new realities*. 5th edition. Pearson.

## **BA31103 INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

MNEs that have operations in different cultures need to balance its human resources from home, host or third country in order to achieve competitive advantage. The primary objective of this course is to increase students' understanding of HRM activities as conducted in a global context. The functional areas that will be discussed in this course include recruitment and selection of expatriates, training and development, evaluating performance, reward system for expatriates, and cultural impact on expatriates

### **References**

Dowling, P.J., & Welch, D. E. (2017). *International Human Resource Management: Managing People in A Multinational Context*. 8th Edition. UK: Thomson.  
Evans, Pucik, & Baroux. (2015). *The Global Challenge: International Human Resource Management*. Boston: McGraw-Hill.  
Greer, C.R. (2016). *Strategic Human Resource Management: A General Manager Approach*. 2nd Edition. New Jersey: Prentice Hall.  
Ivancevich, J.M & Lee Soo Hoon. (2014). *Human Resource Management in Asia*. Boston: McGraw-Hill.  
Noe, R.A., Hollenbeck, J. R., Gerhart, B., and Wright, P.M. (2017). *Human Resource Management*. 9th Edition.

## **BA32303 INTERNATIONAL TRADE**

The aim of this course is to introduce the fundamental theories of international trade. Student will learn about applied and policy approach to the study of international business economics and trade. The key topics analyzed are: the origin and the pattern of international trade, comparative statics of international trade equilibria, causes and consequences of trade restriction and liberalization, as well as inter and intra trade integration. The course also aim to expand student knowledge according to the recent international trade and economic issues in comparison to the theories of international trade and its application in analyzing

major issues pertaining globalization and economic management.

### References

- Krugman, P. & Obstfeld, M., (2018). *International Economics. Theory and Policy*, 10th edition, Pearson International Edition.
- Yarbrough, B. & Yarbrough, R., (2019). *The World Economy: Trade and Finance*, 8th edition, Thomson.
- F. Hashim., A.R Abu Bakar., & A. N Abdul Talib., (2020). *International Business*, 4th Edition, Oxford.
- David & Stewart, (2017). *International Logistics: The Management of International Trade Operations*. 4th Edition. Pearson

## BA33103 INTERNATIONAL BUSINESS RELATIONS

This course is designed to introduce students to the core concepts and theories of international relations. Relatively, it is a study of the socio-political factors that shapes a nation's behavior and policies towards trade, protection of national interests and sovereignty, international organizations, and overall relationships with other countries. Through an understanding of international relations, students will enhance their ability to understand and address socio-political issues when conducting market analysis for their future business endeavors.

### References

- Goldstein, J.S. & Pevehouse, J.C. (2018). *International Relations*, 11th edition. New York: Pearson Longman.
- Baylis, J., Smith, S. & Owens P. (2017). *The Globalization of World Politics: An Introduction to International Relations*. Oxford University Press, NY.
- D'Anieri, P. (2017). *International Politics: power and purpose in global affairs*. Canada: Wadsworth Cengage Learning.
- Jackson, R. & Sørensen, G. (2010). *Introduction to International Relations: theories and approaches*. New York: Oxford University Press.

## BA33303 GLOBAL SUPPLY CHAIN MANAGEMENT

This course is intended to give the students greater understanding of the details of Global Supply Chain Management (GSCM), issues involve when involve with global supply chain management with different parties and different countries in different environment. Topic will be cover including managing customer-supplier relationship, managing inventory with suppliers, business simulation and issues related with supply chain.

### References

- Mangan, J. & Lalwani, C. (2018). *Global Logistics and Supply Chain Management*. 4th edition. John Wiley and Son.
- Mangan, J., Lalwani, C., Butgher, T. & Roya Javadpour (2018). *Global Logistics and Supply Chain Management*. 4th edition, John Wiley.
- Sunil Chopra & Peter Meindl (2018). *Supply Chain Management: Strategy, Planning, and Operation*. Global Edition, 6th Edition, Pearson.
- Wisner, J.D., Tan, Keah-Cheon & Leong, G.K. (2018). *Supply Chain Management: A Balanced Approach*. 5<sup>th</sup> Edition, South-Western Cengage Learning, Canada.
- Oakden, R. & Leonaite, K. (2017). *A Framework for Supply Chains: Logistics Operations with Asia-Pacific Perspectives*. McGraw-Hill (Asia).



## BA31403 ISSUES IN INTERNATIONAL BUSINESS

This course discusses the importance, benefits, and challenges of doing business internationally. Students will analyze current issues in the global environment to determine the opportunities, challenges and complexities faced by companies operating in different industries, which faces different effects of policies; both on a global and national level. Case studies will be used to help students identify and analyze the internationalization strategies of companies that have as well as plan to expand their businesses abroad. Discussion will focus on how changes in the economic, political, legal, socio-cultural and technological environment can affect industries and companies that operate internationally.

### References

- Daniels, J.D., Radebaugh, L.H., & Sullivan, D.P. (2018) *International Business: Environments and Operations*, 16th Edition. Pearson.
- Hamilton, L. & Webster, P. (2020). *The International Business Environment*. 5<sup>th</sup> Edition. Oxford University Press.
- Cavusgil, S.T., Knight, G. & Riesenberger, J.R. (2020). *International Business: the new realities*, 5<sup>th</sup> edition. Pearson Education.
- Hill, C.W.L., Wee, C.H., & Udayasankar, K. (2017). *International Business: an Asian Perspective*. Singapore: McGraw Hill.
- Peng, M.W., 2017. *Global Business*. 2<sup>nd</sup> Edition, South-Western Cengage Learning.

## BA32503 INTERNATIONAL PRODUCT AND BRAND MANAGEMENT

This course introduces the product and brand concepts and elements of marketing in a wider aspect of international environment in order to achieve understanding on the importance of product and brand. Strategy in fulfilling customer needs and attracting customer so that a business organization is capable to sustain its position in a competitive environment. This course includes the introduction to marketing environment that influences Marketing Management, Product Decision and Brand Equity, and other elements of the Products and Brand Management, with a focus on international business environments.

### References

- Rosenbau-Elliott, R.; Percy, L.; & Pervan, S., 2018. *Strategic Brand Management*, 5<sup>th</sup> Edition. Oxford University Press
- Lehmann, D. R et al., 2018. *Product Management & Strategy*. McGraw-Hill (Malaysia) Sdn. Bhd.
- [Keller, K. L.](#), [Aperia, T.](#) & [Georgson, M](#) (2016), *Strategic Brand Management*. 3rd Edition. Pearson International Edition
- Kirti Dutta (2018). *Brand Management: Principles and Practices*. 3<sup>rd</sup> Edition McGraw-Hill
- Riezebos, Rik; Kist, Bas; & Kootstra, Gert, (2017). *Brand Management*. 2<sup>nd</sup> Edition Prentice Hall.

## BA30703 INTERNATIONAL MANAGEMENT

Globalization stemming from reduced trade barriers, technological innovations, growing similarities of customer needs, and the proliferation of transnational corporations is changing the nature of business today. Today's marketplace is more fiercely competitive than ever before. International Management is about people from many cultures working together, competing against one another, or trying to cope with one another's differences. A study of international management is needed by business students to understand the changing environment in a fast pace. Developing and making strategic choices is the mainstay of successful decision making. This course will enable students develop essential skills needed in formulate and implement strategic moves through review and analysis of cross cultural and latest research on international business.

## References

Richard Mead & Tim G. Andrews (2019), *International Management*, 8th edition. Published by John Wiley & Sons. U.K.  
John B. Cullen & K. Praveen Parboteeah (2019), *Multinational Management*, 8th Edition. Cengage, U.S.  
Henry W. Lane, Martha L. Maznevski, Joseph J. Distefano, & Joerg Dietz (2019), *International Management Behavior: Leading with Global Mindset*. 11th edition. Published by John Wiley & Sons. U.K.  
Hill & Cavusgil.W.L. (2020). *International Business; Competing in the Global Marketplace*. 5th Edition, McGraw-Hill.

## BA32603 INTERNATIONAL CONSUMER BEHAVIOR

This course is important to help the students to build a foundation to identify the activities included in international consumer management and the methods consumer analysts use to observe, record, and analyse consumer reactions and trends. In addition, the discussion will also take into the implementation of strategy in consumer management internationally and incorporating consumer behaviour into strategic planning for organizations.

## References

Blackwell, R.D.; Miniard, P.D, & Engel, J.F., 2019. *Consumer Behaviour*, 3<sup>rd</sup> Edition, CENGAGE Learning  
Schiffman, Leon G. and Leslie Lazar Kanuk, 2017. *Consumer Behavior*. 12<sup>th</sup> edition. Prentice Hall: NJ.  
Solomon, M.R., 2017. *Consumer Behavior*. 13<sup>th</sup> edition. Prentice Hall: NJ.  
Peter, J.P. and Olson, J.C., 2017. *Consumer Behavior and Marketing Strategy*. 12<sup>th</sup> edition. McGraw Hill: New York.  
Hawkins, D.I., Best, R.J. and Kenneth A. Coney, 2020. *Consumer Behavior: Building Marketing Strategy*. 12<sup>th</sup> edition. McGraw Hill: NY.  
Sheth, J.N. and Mittal, B., 2017. *Consumer Behavior: A Managerial Perspective*. Thomson: Ohio.

## BA30006 PRACTICAL TRAINING

This course requires students to do their practicum for twelve-weeks period in an organization related to the field of business particularly International Business. At the end of the practicum, the students require to submit a comprehensive report related with applied the theories learned in the lectures. The report format must follow the UMS Writing style 'Guidebook Practical training & Practical Report Writing' published by Faculty of Business, Economics and Accountancy.

## BA30106 ACADEMIC WRITING

Globalisation has created opportunities as well as threats towards a firm in international business. Studying academic writing in the context of international business will provide student with insights into the global economic and business climates. Thus, the aim of academic writing is to communicate in a way which will enable students to write an academic writing report regarding current and past issues by applying tools and theories that they have learnt during their studies in their international business program.

## References

Gaya Penulisan UMS, 2018: UMS  
Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods*. Oxford university press.  
Quinlan, C., Babin, B., Carr, J., & Griffin, M. (2019). *Business research methods*. South Western Cengage.  
Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.  
Hair Jr, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. J. (2015). *Essentials of business research methods*.

Routledge.

# MARKETING PROGRAMME (HE10)

## BG20103 CONSUMER BEHAVIOUR

Consumer behavior is a fascinating field that studies individuals, groups and organizations and the processes they use to select, secure and dispose of products, services, experiences or ideas. Consumer behavior blends psychology, sociology, social anthropology, economics and marketing so as to understand the decision-making processes of buyers. This course examines a wide range of consumer behavior concepts, models and emerging trends that are essential to the marketing success of today's commercial firms, non-profit organizations and government institutions alike.

### References

Schiffman, L.G & Wisenblit J.L (2019). Consumer behavior (12th ed.). New York: McGraw- Hill.

Solomon, M. (2016). Consumer behavior: Buying, having, and being (12th ed.). New York: Prentice-Hall. Hawkins, D. I. &

Mothersbaugh, D. (2012). Consumer behavior. Building marketing strategy (12th ed.). New York: McGraw-Hill.

## BG22303 PRODUCT PLANNING AND MANAGEMENT

This course will provide appropriate theories, models and other tools on which to make better product and branding decisions. Particular emphasis will be placed on decision-making by consumers between brands and products, developing critical skills in building the product portfolio, measuring brand performance, developing, implementing, and monitoring brand equity strategies. This course is based upon the premise that the ultimate consumer is the key to success of many marketing efforts and hence marketers need to know how to manage their brands and products within these consumer markets.

### References

Lehman and Winner (2010). Product Management International Edition, McGraw Hill

Michael Baker and Susan Hart (2007). Product Strategy and Management, 2nd Edition, Prentice Hall.

## BG31103 MARKETING RESEARCH

This course provide students with a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers. It is assumed that students enrolled in this course have a basic understanding of marketing terminology and concepts.

### References

Naresh Malhotra (2020), Marketing Research An Applied Orientation, 7th Ed, Prentice Hall, New Jersey.

## BG31203 INTERNATIONAL MARKETING MANAGEMENT

This course is designed to discuss marketing theories / concepts at the international market environment as well as the applications and implications of marketing strategies. It focuses on the major dimensions of the global business environment, international market entry methods, strategic planning in cross cultural boundaries, international marketing mix as well as the impact of technology on the international marketing landscape. Specifically, students will be able to identify factors that influence

the success of marketing strategies implementations and challenges faced as an international marketer.

### References

- Cateora, P.R., Gilly, M.C., Graham, J.L. & Money, R.B. (2016) International Marketing. 16th Edition. New York: McGraw- Hall.
- Keegan, W.J. and Green, M.C. (2016), Global Marketing, 9th Edition, Pearson International Edition: Prentice Hall.
- Keegan, W.J. (2013), Global Marketing, 8th Edition, Pearson International Edition: Prentice Hall.
- Czinkota, M.R. and Ronkainen, I.A. (2012), International Marketing, 10th Edition, South-Western, Cengage Learning.

## BG31303 MARKETING MANAGEMENT

The purpose of this course is to introduce students to the comprehensive overview of factors that influence marketing decision making and strategies at the management level, based on the marketing principles and concepts that had been learned. Students will also be exposed to current issues in marketing management. Discussion on current issues and case studies will be emphasized throughout this course.

### References

- Kotler, P. and Keller, K. L. (2016). Marketing Management. 15th Ed. Pearson: Global Edition
- Kotler, Phillip, Keller, K. L., Swee, H.A., Siew, M.L. & Chin, T.T. (2009). Marketing Management: An Asian Perspective, 5th Ed. Prentice Hall: Singapore
- Related articles and journals

## BG31903 INTEGRATED MARKETING COMMUNICATION

The emphasis in this course will be on the role of promotional mix elements in the integrated marketing communications program (IMC). The development of an integrated marketing communications programs requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communications theory, setting 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

- Shimp, Terence A. (2016). Integrated Marketing Communication in Advertising and Promotion. 8th Ed. South- Western, CENGAGE Learning.

## BG31503 SALES MANAGEMENT

This course is designed to introduce the students basic concepts of personal selling and sales management. Student will explore the theory and evolution of the practice of personal selling within the context of relationship marketing. In this course, special attention will be paid to the growing importance of strategic selling in an information age, The focus will be also on the four components of selling strategy: developing a relationship strategy, product strategy, customer strategy, and presentation strategy. A significant portion of the course will encompass hands-on learning using sales role playing situations. The course will provide opportunities for students to improve their analytical and communication skills used in selling and enhance teamwork ability.

### References

Johnston, M.W. and Marshall, G.W. (2011). Churchill/Ford/Walker's Sales force Management. 10th ed., McGraw Hill Companies Inc.

Manning, G.L., Reece, B.L. and Ahearne, M. (2014). Selling Today: Pratnering to Create value. 13th ed., Upper Saddle, New Jersey, Prentice Hall.

## BG31803 SERVICES MARKETING

This course was designed to prepare the student to be a decision maker with emphasize on the specific dimensions of service and customer-focused service organization. This course also required active participation from students both in class (lecture, debates, case discussion and assignments) and outside of the class (observation and critical industry analysis).

### References

Wirtz, J., Chew, P. & Lovelock, C. (2017). *Essentials of Services Marketing*. 3rd Ed. Pearson Education Asia, Prentice Hall.

Journals and Related Articles in Services Marketing

## BG33403 STRATEGIC MARKETING

This course teaches conceptual, analytical and technical skills necessary to work efficiently and productively in business environment. The focus will be on how to implement and manage market driven strategies in a constantly changing business environment. The related topics are: planning and implementation of market driven strategy, develop strategy analysis, control and managing skills as well as case analysis.

### References

David W. Cravens and Nigel F. Piercy (2013), *Strategic Marketing*, 10th Ed., McGraw-Hill/Irwin

Roger A. Kerin and Robert A. Peterson (2004), *Strategic Marketing Problems*, 10th Ed., Pearson/Prentice Hall

Graham Hooley, John Saunders and Nigel Piercy, *Marketing Strategy and Competitive Positioning* (2004), 3rd Ed., Prentice Hall

Singh. K., Pangarkaar, N. and Heracleous, L., *Business Strategy in Asia* (2004), 2nd Ed., Thompson Asia

## BG32203 E-MARKETING

The primary focus of this module is how to implement marketing strategies using electronic technology. This course aims to introduce students to how various marketing principles (i.e. Product, Price, Place and Promotion) apply to Electronic or Internet Business models. It will also show how traditional marketing techniques can be used effectively in these models. It will give an insight into how we can use market segmentation techniques to analyse and target new potential customer bases and we will see that we can use the Internet itself as a useful market research tool. Students will also investigate current trends in online banking, e-trading and e-marketing.

### References

Strauss, J. & Frost, R. (2018). *E-Marketing*, 8th ed. Prentice Hall, Inc.

## **BG30006 PRACTICAL TRAINING**

This course requires students to undergo practical training for 12 weeks by placing students in organizations involved in marketing. At the end of the training period, students are required to create a comprehensive written report by applying the theories they have learned in lecture.

# HUMAN RESOURCE ECONOMICS PROGRAMME (HE11)

## BH20103 HUMAN RESOURCE ECONOMICS

Human resource economics studies individual, family, and market investments in various forms of human capital such as education, on-the-job training, and health. The field uses the tools of microeconomics and econometrics to examine empirical issues in the areas.

### References

- McConnell, Campbell R. and Brue, Stanley 2013, *Contemporary Labour Economics*, 10th Ed. New York: McGraw Hill.
- Borjas G.J. 2012. *Labor Economics* 6th ed. Singapore: McGraw-Hill Irwin.
- Cahuc, P. & Zylberberg, A. 2004. *Labor Economics*. Massachusetts: The MIT Press.
- Ehrenberg, R.G. & Smith, R.S. 2014. *Modern Labor Economics: Theory and Public Policy 11th ed.* Singapore: Pearson Education Limited.
- Kaufman, B.E. & Hotchkiss, J.A. 2005. *The Economics of Labor Markets 7th ed.* Ohio: Thomson South Western.

## BH20203 LABOUR ECONOMICS

This course is designed to provide an introduction to the theory and practice of contemporary labour economics. The primary focus of this course will be on developing an understanding of the determinants of wage rate and employment levels in labour market. The analytical tools of neoclassical economics will be used to examine contemporary policy issues. Topics of discussion include supply and demand of labour, labour market equilibrium, wage determination and structure, and migration.

### References

- McConnell, Campbell R. and Brue, Stanley 2013, *Contemporary Labour Economics*, 10th Ed. New York: McGraw Hill.
- Borjas G.J. 2012. *Labor Economics* 6th ed. Singapore: McGraw-Hill Irwin.
- Cahuc, P. & Zylberberg, A. 2004. *Labor Economics*. Massachusetts: The MIT Press.
- Ehrenberg, R.G. & Smith, R.S. 2014. *Modern Labor Economics: Theory and Public Policy 11th ed.* Singapore: Pearson Education Limited.
- Kaufman, B.E. & Hotchkiss, J.A. 2005. *The Economics of Labor Markets 7th ed.* Ohio: Thomson South Western.

## BH30403 HUMAN CAPITAL

The discipline of human capital is a holistic approach towards developing HRM in the country. By understanding the theory of human capital, issues related to human capital management such as education, training and health could be better explained.

### References

- Baron A. & Amstrong M. 2007. *Human Capital Management: Achieving Added Value Through People*. U.S. Kogan Page.
- McConnell, C.R., Brue, S.L. & Macpherson, D.A. 2011. *Contemporary Labor Economics 10th ed.* Singapore: McGraw-Hill Irwin.
- Ehrenberg, R.G. & Smith, R.S. 2003. *Modern Labor Economics: Theory and Public Policy 8th ed.* Singapore: Addison Wesley.
- Borjas G.J. 2005. *Labor Economics 3rd ed.* Singapore: McGraw-Hill Irwin.



## BH31603 ECONOMICS DEMOGRAPHY

This course will provide students with an understanding of economic aspects as well as theories of demographic behavior including fertility, mortality, marriages and labour supply. The course also provides students with an understanding of various economic and social causes and consequences of population change.

### References

- Lundquist, J.H., Anderton, D.L., & Yaukey, D. 2015. *Demography, Study of Human Population* 4th Ed. Waveland Press, Inc. U.S.A
- Birdsall. N., A.C. Kelly., S.W. Sinding. 2001. *Population Matters; Demographic Change, Economic Growth, and Poverty in The Developing World*. Oxford University Press. New York.
- T. P. Schultz. *Economics of Population*. 1981. *Preindustrial Equilibrium: A Malthusian Perspective*.
- Gary Becker. 1991. *A Treatise on the Family*. Harvard University Press. U.S.A
- T. P. Schultz, *Economics of Population*, Chapter 6, "Microeconomics of Fertility and Surviving Family Size."
- John Strauss and Duncan Thomas, "Human Resources: Empirical Modeling of Household and Family Decisions," in T.N. Srinivasan and Jere R. Behrman, editor, *Handbook of Development Economics*, Volume 3, 1995
- Anslay J. Coale, *The Growth and Structure of Human Populations: A Mathematical Investigation*, Princeton University,

## BH31703 MANPOWER PLANNING

The course is designed to provide an introduction to manpower planning at both the micro and macro level. Manpower planning is important for both social and economic planning. Upon completion of this course, students will be able to utilize various tools, methods and techniques to forecast and plan manpower in an organisation or at the national level.

### References

- B. Dipak Kumar (2010) *Human resource planning*, Excel Books, New Delhi.
- Amjad Rashid (ed.) 1987, *Human Resources Planning: The Asian Experience*, ILO
- Dissanayake, Lakshman, 2000, *Demographic Factors Impinging upon Rural Development in Wayamba Province*, Working Paper of the UC-JICA Joint Study Project on Participatory Development, University of Colombo.
- Haribson, F.H., 1972, "Human Resources as the Wealth of Nations", *Human Resources and Economic Welfare*, In. Berg (ed.), Columbia University Press, New York and London.

# PROGRAM ELECTIVES

## BH30503 INDUSTRIAL RELATIONS

The IR study is to focus on Malaysian IR practices and history. Understanding of the labour laws involved and how it differs regional and globally. Furthermore the implication of IR practices from the social, political, economical and technological aspect will be looked into.

### References

- Maimunah A., 2013, 9th Edition, Malaysian Industrial Relations and Employment Law, USA, McGraw Hill.
- Micheal R. Carrel, 2010, 9th Edition, *Labor Relations and Collective Bargaining: U.S. AND GLOBAL PRACTICES*, USA, Pearson
- Balakrishnan Parasuraman. 2002. *Hubungan Industri dan Pengurusan Sumber Manusia-Isu dan Cabaran*. Malaysia: Prentice Hall.
- Abdul Razak Omar & Zainal Ariffin Ahmad. 1999. *Perhubungan Industri di Malaysia*. Malaysia: Universiti Malaysia Sabah.
- V. Anantaraman. 1997. *Malaysia Industrial Relations – Law & Practice*. Malaysia: Universiti Putra Malaysia Press.

## BH30603 LABOUR IN ISLAM

In this era of globalization Islamic labor is viewed as vital in achieving a conducive labor environment. This course is designed to provide an introduction to Islamic economics in general and labor from Islamic perspectives. It involves how an organization or a nation is functioning by implementing Islamic approaches to labor market. What are the permissible and non-permissible economic activities are allowed in Islam. How wage determination is different between conventional economics and Islamic economics. Discussion on minimum wage principle is also pertinent to labor market, thus, Islamic labor market have its own approaches dealing with minimum wage commonly concern blue collar jobs. This course covers both micro and macro aspect of labor economics. Issues on recruitment, gender, discrimination, child labor, accountability, responsibility, transparency, promotion, affirmation action, union and other labor related matters, will be discussed. Towards the end of this course, discussion on human capital investment and Islamic views on human capital as an agent of change towards economic development will also be emphasised.

### References

- M. Umer Chapra. 1992. *Islam and The Economic Challenge*. Nairobi, Kenya: The Islamic Foundation and the International Institute of Islamic Thought. (page 199-277)
- M.Umer Chapra. 2000. *The Future of Economics: An Islamic Perspective*, Leicester: The Islamic Foundation. 2000. Pp. xxvi. 446.
- S.M. Hasanz Zaman. 1981. *Economic Functions of an Islamic State –The early experience*. Leicester: The Islamic Foundation.
- Kausar Niazi. 1977. *Economic Concepts in Islam*. Lahore: SH Muhammad Ashraf.

## BH30703 INTERNATIONAL HUMAN RESOURCE ECONOMICS

This course introduces basic theories of international human resource economics. The course is divided into three parts: 1) Introduction to the globalisation of labour market, 2) Theory of migration, 3) The issue of global unemployment. In the first part of the course the main features of globalisation of labour market are discussed. Also, some case studies are examined, e.g. East Asian labour market and European labour market. The second part of the course introduces the theory of migration and discusses

various reasons for labour migration. In the third part, the issue of global unemployment is discussed. Various economic theories, such as Classical, Neo- classical and Keynesian theories are applied to explore the issue of global unemployment.

### References

Beatrice Lim et al. (2010) *Human Resource Economics Issue & Challenges*, University Malaysia Sabah Press  
olga Memedovic, Arie Kunyenhoven and Willem Mole (2010) *Globalization of Labor Market*. Kluwer Academic publisher.  
Campbell McConnell and Stanley Brue (2010) *Contemporary Labor Economics*. McGraw Hill.

## BH30803 LABOUR & INDUSTRIAL LAW

Upon completion of this course, it is hoped that student is able to explain the principles and concepts governing employment law. In congruent with Malaysian's tri-partite system, the course examines three important types of legal relationship: the relationship between an employee and his or her employer, the relationship between a trade union and an employer, and the relationship between a trade union member and his or her trade union. Student is exposed to the rules and regulations concerning employment as provided by the common law and statutes, namely the Employment Act 1955, the Industrial Relations Act 1967 and the Trade Union Act 1959. Student is also briefed on the legal aspects of safety and health at the workplace and social security.

### References

Altaf Ahmad Mir & Nik Ahmad Kamal (2008) *Employment in Malaysia*, Kuala Lumpur: ILBS Antaraman, V. (1997) *Malaysian Industrial Relations: Law & Practice*. Serdang: UPM  
Chen Voon Shian (2012) *Industrial Relations Law and Practice in Malaysia*, Singapore: CCH Asia  
Kamal Halili Hassan (et.al)(2007) *Undang-undang Pekerja*, Kuala Lumpur:DBP  
Maimunah Aminuddin (2013) *Malaysian Industrial Relations and Employment Law- 8th ed*, Kuala Lumpur: McGraw Hill  
Wu Min Aun(2006) *Industrial Relations Law of Malaysia- 3rd ed*, Petaling Jaya: Pearson Longman.

## BH31103 LABOUR AND PRODUCTIVITY

Productivity is viewed as vital in achieving success or failure. This course discusses and elaborates how well an organization is functioning. Growth of labour productivity can be found in the results it achieves through the use of its resources. If the ratio of output to resources is large, we say the results are good and the organization is functioning effectively. It is productive because the value of its output exceeds its investment in the resources used to achieve that output. Lectures on theory will be combined with the tutorial sessions. The focus will be labour productivity, a subtopic (specialization) of the field of labour economics. Discussions will emphasize two components. The first component is concerning basic knowledge of supply and demand of labour. The second is related to the determinant factors of productivity; measurement of labour productivity in different sectors (cross sections) and total factor productivity (cross countries).

### References

Bruce, E.K. & Julie, L.H. 2004. *The Economics of Labor Market*, 6th ed. Ohio: Thomson. Borjas G.J. 2012. *Labor Economics 6th ed*. Singapore: McGraw-Hill Irwin.

## BH31203 SELECTED TOPICS IN LABOUR ECONOMICS

This elective course is designed for the final year students; therefore, complementary to core subjects in the programme. The syllabus is divided into two parts; (i) mainly to examine special topic of care labour particularly economics of women, men and work; theory of misallocation of time, family time; families, markets and the supply of caring labour; household economics and Asian family and Malay women in labour markets. (ii) To discuss the games workers play; strikes games; labour arbitration; wage game, signaling, screening and non-verifiable information.

### References

- Alan D. Taylor (1995). *Mathematics and Politics: Strategy, Voting, Power and Proof*, New York: Springer. pp. 26-29
- Ashenfelter O., and D. Bloom (1990). Lawyers as Agents of the Devil in a Prisoners' Dilemma Game, Working paper 650, Princeton University, Department of Economics, Industrial relations section. Douglas G. Baird, Robert H. Gertner and Randal C. Picker (2004). "Signaling, Screening and Nonverifiable Information", *Game Theory and the Law*, USA: Harvard University Press, chapter 4.
- Fiona Carmichael (2005). *A Guide to Game Theory*, UK: Pearson Education Limited, pp. 70-71.

## BH31303 APPLIED HUMAN RESOURCE ECONOMICS

This course introduces basic theories of applied human resource economics. The course is divided into three parts: 1) Introduction to the applied human resource economics, 2) Theory of human resource economics and its application, 3) The issue of labour market and perspectives from human resource economics. In the first part of the course the main features of Malaysian labour market are discussed. Also, some case application of human resource economics into Malaysian labour are examined, e.g. relationship between population growth and economic development, fertility decline. The second part of the course introduces the theory of female labour market participation and the Phillips curve in Malaysian labour market. These applications to Malaysian labour market are discussed. In the third part, the issue of human resource economics, such as employment of the disable person and employment of elderly.

### References

- Beatrice Lim et al. 2009. *Issues and Perspective*. Kota Kinabalu: Penerbit UMS.
- Beatrice Lim et al. 2007. *Human resource economics: Theories and Practise*. Kota Kinabalu: Penerbit UMS.
- McConnell, Campbell R. and Brue, Stanley 2013, *Contemporary Labour Economics*, 10th Ed. New York: McGraw Hill.
- Borjas G.J. 2012. *Labor Economics 6th ed*. Singapore: McGraw-Hill Irwin.

## BH31403 PERSONNEL ECONOMICS

In this course, fundamental theories of personnel economics are introduced and their various implications are discussed. Personnel economics uses the theoretical foundation of microeconomics to analyse the personnel issues inside firms. In the traditional human resource economics, there is a rigid assumption that the wage is fully set by labour market. However, in this course, personnel economics is employed to examine the human resource issues under more flexible assumption in which minimum wages are widespread and employment protection legislation is very stringent.

### Reference

- Edward Lazear, (2015). *Personnel economics in practice*. 3rd Edition, Wiley. United States

Pietro Garibaldi (2006). Personnel economics in imperfect labour market, , Kuala Lumpur, Oxford university press  
Edward Lazear, (1995), Personnel economics, Cambridge, MIT press  
Edward Lazear, (1998), Personnel economics for managers, New York, Wileys

## **BH31603 HEALTH ECONOMICS**

Health economics examines a wide range of issues from the nature and production of health to the market for health and medical care to the microeconomic evaluation of health care interventions and strategies. This course dealt with the basic fundamentals of health care, demand and supply of health care in the health care market as well as the role of government and other non-governmental institutions in the provision of health care. This course will teach the student to use microeconomic (price theory) to understand critical issues in health care and health policy.

### **References**

Phelps,C.E. 2016. Health Economics, UK: Addison –Wesley publishers.  
Bhattacharya,J., Hyde,T. And Tu, P.2013. Health Economics, Macmillan education Palgrave ebook. Getzen, T.E. 2004. Health Economics: Fundamentals and flows of funds. New York: John Wiley & Sons. Henderson, J.W. 2005. Health Economics and Policy. 3rd ed. Singapore: Thomson South-Western.

## **BH33403 GENDER AND LABOUR MARKET**

This course provides introductory materials for economics status of women as compared to men in labour market. The syllabus is devoted to applications and policy and less formal economic theory and specifically concerned with the economics status of women. Most chapters include case studies (from the United States of America) illustrating how the gender differs in labour market outcomes from an economics perspective. The chapters introduce students to the economist's view of the labour force participation of women, gender wage gap, non-market work, trends in marriage, divorce and overall fertility, labour market discrimination and as well as various antidiscrimination legislations. The economic status and labour force participation of women in both the developed and developing countries will also be discussed.

### **References**

Blau, FD, Ferber, MA and Winkler, AE 2014. *The Economics of Women, Men, and Work*. Seventh Edition. Singapore: Pearson. Harcourt College Publishers.  
Hoffman and Averett, 2005. *Women and the economy; Family, work and Pay*. Pearson Education Inc. US. Hew Cheng Sim. 2003. Women Workers, Migration and Family in Sarawak. RoutledgeCurzon  
Maimunah Ismail & Aminah Ahmad. 1999. *Women & Work; Challenges in industrializing nations*. ASEAN Academic Press LTD.  
Catherine Hakim. 1996. *Key Issues in women's work*. Athlone.

## **BH33503 MANAGEMENT & ORGANIZATIONAL BEHAVIOUR**

This course is designed to give students an overall appreciation of the importance of management and organizational behaviour. It provides students with a comprehensive understanding of management and organizational behaviour fundamentals in the business environment. The course content also to help students improve on their writing and oral skills.

### **References**

Ivancevich, J. M., Konopaske R. & Matteson, M. T. 2014. Organizational Behavior and Management, 10<sup>th</sup> Edition, McGraw Hill.  
Robbins, P. R, Coulter. M. 2014. Management, 13th Edition (Global Edition), Pearson  
Borges, W. G., Lee, S. L., Nagiah, R., Shishi, K. P., Mohd Nazari., Koon, V. Y., Shahrol, A., Ang, E. S., Raja  
Nerina., Sreenivasan, J. and Risidaxshinni, K. 2015. Principles of Management, SJ Learning  
Bateman & Snell, 2015, Management: Leading and Collaborating in a Competitive World, 11th Edition Mc-Graw Hill.

## **BH33603 HUMAN RESOURCE INFORMATION SYSTEMS**

This course features a structured learning system that reinforces the concepts through features such as chapter- opening organizers, section reviews, frequent applications, and hands-on exercise and activities. The course provides understanding of human resource systems technologies that are suitable to the students' needs and requirement. Students will be able to explore the process of designing an HRIS, as well as explore the IS implementation in various HR functions.

### **References**

Kavanagh, Thite and Johnson (2015). Human Resource Information Systems. 3rd edition. Sage. USA. Belkhamza, Z (2015). Creating Culture for Information Systems Success, Business Expert Press. USA  
Laudon and Laudon (2014) Management Information Systems Managing the Digital Firm. 14 th Edition. Pearson. USA

## **BH33703 QUALITY MANAGEMENT**

The total quality concept as an approach to doing business began to gain wide acceptance in the United States in the late 1980s and early 1990s. However, individual elements – statistical use of data, six sigma, lean, teamwork, continual improvement, customer satisfaction, and employee involvement have been used by visionary organizations for years.

### **References**

Goetsch & Davis, 2014, Quality Management, Quality Management for Organizational Excellence: Introduction to Total Quality. 7th Edition, Pearson.  
Foster, Managing Quality: Integrating the Supply Chain, 6th Edition, Pearson  
Evans & Lindsay, Managing for Quality and Performance Excellence, 9th Edition, South-Western Cengage

## **BH33803 HUMAN RESOURCE MANAGEMENT**

The course is divided in to six major parts: Part 1: Overview of HRM, Part 2: staffing, Part 3: performance management and training, Part 4: compensation, Part 5: labour & employee relations, safety and health, and Part 6: operating in a global environment.

### **References**

Mondy, R. Wayne, and Martocchio, J., 2016. Human Resource Management, 16th Edition, Pearson. Dessler, Fundamentals of Human Resource Management, 4th Edition, Pearson.  
Philips & Gully, Human Resource Management, South-Western Cengage.  
Snell & Bohlander, Managing Human Resources, 16th Edition, South-Western Cengage. Mello, Strategic Human Resource Management, 4th Edition, Cengage.

### **BH30006 PRACTICAL TRAINING**

This course requires students to undergo industrial training at selected government or private organizations. At the end of the training duration, students are required to prepare a comprehensive written report by applying the theories that they have learnt.

### **BH30106 ACADEMIC EXERCISE**

This course requires student to conduct a research in the field of human resource economics. Research topics may include labour demand and supply, human capital, labour in Islam, industrial relations, labour and productivity, labour and industrial law, international human resource economics or other related topics. This course enables students to undertake research, collect data and information, analyze data using statistical and economics software and discuss the research findings by providing critical arguments apart from applying the economics theories learnt.

# TOURISM MANAGEMENT PROGRAMME (HP08)

## BY20103 PRINCIPLES OF TOURISM

Principles of Tourism are an introductory course which introduces the key concepts that tourism student will need to understand the complexity of tourism. Students will be able to identify the main sub sectors. Besides that, the focused is also on the operating characteristics, trends and issues that dominate tourism specifically upon attractions, accommodations, intermediaries, transportation, public sector and destination.

### References

Chris Cooper, John Fletcher, Alan Fyall, David Gilbert and Stephen Wanhill (2013): Tourism Principles and Practice. Fifth Edition, Pearson

Charles R. Goeldner, J. R. Brent Ritchie. Tourism: Principles, Practices, Philosophies, 12th Edition September 2011, ©2012

Stabler, M.J. (Ed.). (1997). Tourism and Sustainability: Principles to Practice. Wallingford: CABI.

## BY20203 CULTURE IN TOURISM INDUSTRY

Culture in Tourism Industry is an important course for level 2/3 undergraduates on tourism management programmes. Students learn a comprehensive exploration of the management, operations and marketing of cultural tourism attractions and resources in a global context. The covering of a wide range of local as well as international destinations and placing theory next to practical examples allows for students of all backgrounds to gain a better understanding of the role that cultural tourism plays in tourism development today.

### References

Timothy, Dallen J. (2011) Cultural Heritage and Tourism. Channel View Publication

Sigala, M., & Leslie, D. (2006) . International Cultural Tourism. Management, Implications and Cases. Great Britain: Elsevier.

## BY20303 TOURISM INTERMEDIARIES

This course introduces students to the operation and management of tourism intermediaries. "Tourism Intermediaries" is designed to expose students to the changing environment of the tourism and travel markets, including technological, economic, environmental, social, and political trends. This course further exposes students to the various tourist destinations and its linkage to, the role of tourism intermediaries towards a destination and its attractions.

### References

Roday, S., Biwal, A., & Joshi, V. (2009) Tourism. Operations and Management. Oxford University Press: Oxford

Holloway, J C., (2006), The Business of Tourism, 7th Ed., Prentice Hall.

Cook, R A., Yale, L J., Marqua, J J., (2006), Tourism: The Business of Travel, 3rd Ed., Pearson International Edition.



## BY30403 TOURISM MARKETING

The course involves the study of marketing theory as it applies to the tourism industry. It focuses on the strategies adopted by public and private sector tourism practitioners to market tourism destinations and products. The course focuses particularly on the tools of communication strategy, the role of image and branding in tourism marketing, and the changes in tourism marketing that have evolved with developments in electronic technology. The role of key players in the tourism industry will be investigated from a marketing perspective, including destination marketing organizations, tour operators, hoteliers and airlines. The course also looks at how marketing strategies have become more tactical and responsive within the current climate of political and economic instability, using marketing to help the industry recover from crises such as terrorism, natural disasters and wars.

### References

- Kotler, Philip T, John T. Bowen, Seyhmus Baloglu, (2016), Marketing for Hospitality and Tourism (7th ed) Pearson.
- Cathy Hsu, Les Killion, Graham Brown, Michael J. Gross and Sam Huang (2008). Tourism Marketing An Asia- Pacific Perspective. Australia: John Wiley & Sons Australia.
- Charles R. Goeldner, J. R. Brent Ritchie (2006). Tourism Principles, Practices, Philosophies (10th ed.). United States: John Wiley & Sons.

## BY30503 TOURISM PLANNING AND DEVELOPMENT

This course will introduce the student to the basic concepts and practices associated with tourism planning. Although tourism continues to be an important element for socio cultural, environmental, political and economic development, poor tourism planning which leads to bad and/or uncontrolled tourism development and management can often have as many negative outcomes as positive ones. This course also emphasizes on understanding of sustainable development and the guiding values for promoting sustainable tourism.

### References

- Inskeep, E. (1991). "Tourism Planning, an Integrated and Sustainable Development Approach". New York: Van Nostrand Reinhold
- Dredge, J. & Jenkins, J. (2007). "Tourism Planning and Policy" Australia: John Wiley & Son Inc.
- Gunn, C.A. (1988). "Tourism Planning". United State: Library of Congress.
- Hall, C.M., & Lew, A. A., (1998). "Sustainable Tourism : A Geographical Perspective". Harlow: Longman. Swarbrooke, J. (1998). "Sustainable Tourism Management". London: CABI Publishing

## BY30503 TOURISM PLANNING AND DEVELOPMENT

The course provides students with an understanding of the theory, practice, process and current issues of tourism planning. This course also introduces concepts of local, national and regional tourism planning and looks at the basic approaches, techniques and principles applied at this level. The concept of sustainability and sustainable development are introduced and provide the underpinning philosophy in this course. The focus in this subject lies on encouraging students to critically reflect on the nature of tourism planning, the context in which it takes place and its sustainability.

### References

- Dredge, D. and Jenkins, J. (2007) Tourism Planning and Policy. John Wiley & Sons, Australia

## BY30603 TOURIST BEHAVIOUR

Tourist behaviour is of importance to tourists; public sector managers (for managing impacts and creating conditions for positive experiences between hosts and guests); tourism businesses (to understand customer needs and desires); and to tourism analysts and researchers (Pearce 2005). This course aims to introduce a range of ideas, concepts, and studies on travel motivation which provide an insightful understanding of tourists as consumers. Such knowledge is invaluable to the success of tourism business operations which falls within the area of the psychology of tourists' behaviour. Therefore, this course examines what motivates tourists, how they make decisions, what tourists think of the products they buy, how much they enjoy and learn during their holiday experiences, how they interact with the local people and environment, and how satisfied they are with their holidays (Pearce 2005). This course also reviews different ways to classify tourists or tourist typologies, and examines a range of market niches within the tourism industry.

### References

- Pearce, P. (2005) *Tourist Behaviour. Themes and Conceptual Schemes*. Channel View Publications: Clevedon
- Hall, C.M. (2007) *Tourism in Australia. Development, Issues and Change. Fifth Edition*. Pearson Education: Australia. Holden, A. (2005) *Tourism Studies and the Social Sciences*. Routledge. London

## BY33203 SUSTAINABLE DESTINATION MANAGEMENT

This course demonstrates that tourism can be managed through the processes of policy formulation and planning as well as the need for an integrated approach to the planning, development and marketing of a destination. The concept of destination is examined at the national, state, regional and local levels and issues such as destination branding, events and destinations, managing destinations in crisis, and the impacts of tourists on destinations are explored. Students also will focus on the comparative advantage and competitive positioning of tourist destinations characterized by commitment to sustainable development principles and practices.

### References

- Ritchie, JR Brent & Crouch, GI (2003). *The competitive destination: a sustainable tourism perspective*, CABI Pub., Wallingford.
- Swarbrooke, J. (1998). *Sustainable tourism management*. London: CABI Publishing
- Stabler, M.J. (Ed.). (1997). *Tourism and Sustainability: Principles to Practice*. Wallingford: CABI.

## BY33603 TOURIST ATTRACTION MANAGEMENT

The purpose of this course is to determine the nature and purpose of visitor attractions, to investigate the main considerations in developing the visitor attraction product and the facilities required, to review major issues in the management and marketing of visitor attractions using a variety of real-world case studies, and to examine the challenges that will need to be addressed by the visitor attractions sector if it is to have a future in the ever-changing tourism world. The course is of interest to students seeking to develop knowledge and skills relevant to the pursuit of careers in the tourist attraction area, or in tourism industry sectors which interact closely with tourist attractions.

### References

- Swarbrooke, J., (2002) *The Development and Management of Visitor Attractions*, Butterworth-Heinemann.
- Fyall, A., Garrod, B. & Leask, A., (2003) *Managing Visitor Attractions: New Directions*, Butterworth-Heinemann. Drummond, S.,

(2000) Quality Issues in Heritage Visitor Attractions, Cassell.

Leask A. & Yeoman I., (1999) Heritage Visitor Attractions: An Operations Management Perspective, Cengage Learning EMEA.

Shackley, M., (2000) Visitor Management, Butterworth Heinemann.

## **BY30703 E-TOURISM MANAGEMENT**

This course provides students with an insight into the tourism industry and the transformation taking place in information and communication technologies. Technology plays a vital enabling role in tourism and is crucial to the expansion of the industry. To enable students to work as a professional in a competitive market, personal communication skills must be in line with the demands of the real world of tourism management. In general the course illustrates how tourism organisations can take advantage of the new tools in order to face the challenges, capture the opportunities and avoid the threats emerging as a result of the information communication technologies revolution.

### **References**

Briggs, S. (2001). Successful Web Marketing For The Tourism And Leisure Sectors. New York: Kogan Page. Buhalis, D. (2001). Information Technology In Tourism. Harlow: Longman.

## **BY30803 SPECIAL INTEREST TOURISM MANAGEMENT**

Upon completion of this course, students will be able to discuss the range of special interest markets which exist within the tourism spectrum. This course examines both the theoretical and practical aspects of special interest tourists and their motivations. This understanding is then linked to the need to manage these specific needs by ensuring the qualities and characteristics of the destination are aligned to the needs of targeted niche markets. Student will be exposed to a range of niche markets, both those that are popular such as adventure and marine tourism, as well as newly emerging markets such as thanatourism, health and wellness tourism, and also volunteer tourism. Students will also be exposed to the potential entrepreneurial and employment opportunities that exist within special interest tourism for the purpose of encouraging business development and employment opportunities.

### **References**

Ferguson, S. & Todd, S (2005) Acquiring Status Through the Consumption of Adventure Tourism. In Ryan, C., Page, S.J. & Aicken, M. (Eds.) Taking Tourism to the Limits: Issues, Concepts and Managerial Perspectives. Oxford: Elsevier Ltd.

Preece, T. & Price, G.G. (2005) Motivations of Participants in Dark Tourism: A Case Study of Port Arthur, Tasmania, Australia. In Ryan, C., Page, S.J. & Aicken, M. (Eds.)

## **BY30004 PRACTICAL TRAINING**

This course aims to expose students with the 'hands-on' tourism industry experience. Students will spend 3 months in an organisation of their choice i.e. accommodation, attraction, transportation, public and policy destination and intermediaries sector.