

UNIVERSITY OF TECHNOLOGY SARAWAK
Bachelor of Business Administration (Hons), N/345/6/0358(06/18) MQA/FA 3077



PROGRAMME SYNOPSIS

Year 1 Semester 1

Course: MBB3113 Principles of Management

Synopsis:

The module is designed to help students to understand the fundamental management definition, process and its application, necessary for success in business world. It covers the management functions such as making a decision, controlling, planning, organizing and motivating. The module also highlight theory and practise of managing an organization to meet the needs of modern public and private organization, including emerging trends and international issues. The module is designed to help students to understand the fundamental management definition, process and its application, necessary for success in business world. It covers the management functions such as making a decision, controlling, planning, organizing and motivating. The module also highlight theory and practise of managing an organization to meet the needs of modern public and private organization, including emerging trends and international issues.

Course: MBB 3213 Principles of Marketing

Synopsis:

This course is designed to provide the consistent fundamental knowledge of marketing to students. This course exposes the students with the basic knowledge of marketing, namely definition, marketing environment (micro and macro), consumer buying behavior and process of decision making, marketing mix (4P), customer-driven strategy, and various types of marketing channels. Additionally, this course also assists students to apply and practice the marketing concepts in the competitive off- and online marketing environment, profit- and non-profit organizations, domestic and global companies and small and medium enterprises (SME).

Course: MBB 3323 Principles of Accounting**Synopsis:**

This module encompasses introduction to Accounting, setting out transactions through double entry, preparing trial balance, income statement and balance sheet, bank reconciliation statement, bad debts and provisions for doubtful debts, depreciation of fixed assets and balance day adjustments. It also covers the different final accounts for sole proprietorship, partnership and limited company.

Course: MBB 3613 Business Mathematics**Synopsis:**

This course provides foundation and conceptual framework of business mathematics. Students will have opportunity to discuss various topics; including the fundamental mathematics, calculus, mathematics finance and investments, mathematics used in the worlds of goods and services and mathematics used in banking.

Course: MBB 3423 Business Ethics**Synopsis:**

The course encompasses the major ethical problems occur in the business as well as knowing why ethics is important in the business. The course also highlight ethical principles, moral standards, empirical evidence of ethical behaviour and ethical decision making process.

Course: MBB 3123 Management Information Systems**Synopsis:**

The module is designed to help students to understand the fundamental management definition, process and its application, necessary for success in business world. It covers the management functions such as making a decision, controlling, planning, organizing and motivating. The module also highlight theory and practise of managing an organization to meet the needs of modern public and private organization, including emerging trends and international issues.

Year 1 Semester 2**Course: MBB 3143 Organizational Behaviour****Synopsis:**

The course is designed to help student understand the importance of human behaviour and its relationship to organizational goals. It focuses on the individual personality, group and the organization culture. The course also helps students discover various human behaviour issues and organization roles in the workplace. Throughout semester, students will be exposed to various concepts and theories of organizational Behaviour.

Course: MBB 3253 Introduction to E-Commerce**Synopsis:**

E-commerce continues to have a dramatic impact on virtually every aspect of business and following the Global Economic Crisis, its role is even more critical. As such, this course focuses on e-commerce applications, technologies, and tools which are used to conduct business on the World Wide Web (WWW). This course reviews the foundations of e-commerce, its infrastructure, overview of business and technology topics, business strategies for electronic commerce (selling on the web, web-based marketing, m-commerce), technologies for electronic commerce, and also integration. Moreover, some of the major issues associated with e-commerce, such as security, privacy, intellectual property right, legal liabilities, policies, tax issues, ethical, and others will be explored. Essentials of contemporary programming tools and its concept for e-commerce development also will be explored.

Course: MBB 3313 Principles of Finance**Synopsis:**

This course covers a range of areas related to cash receipt, cash balances, working capital management, credit granting, debt collection, sources of finance, short-term decisions and capital investments.

Course: MBB 3513 Microeconomics**Synopsis:**

This course is designed to give students the breadth and depth of microeconomics. The course would develop students' ability to suggest or evaluate solution to the given microeconomics problems. Topics to be covered include: introduction to microeconomics, demand, supply and market equilibrium, theory of Consumer behaviour (utility), theory and cost of production, market structures, efficiency and fairness of market.

Course: MBB 3443 Business Communication**Synopsis:**

This course focuses on theoretical and practical aspects of business communication. It includes strategic effective communication in business, communication across functional areas (marketing, HR, Finance, etc.), proposal and sales presentation skills and ethics in business communication.

Year 1 Semester 3

MPU3212/MPU3222 Entrepreneurship Skills/ Bahasa Kebangsaan A

MPU3412 Co-curriculum

MPU3183/ Appreciation of Ethics and Civilisations/ MPU3143 Bahasa Melayu Komunikasi

MPU3322 Integrity and Anti-Corruption (KIAR)

UCS3**2 University Compulsory Subject 1

UCS3**2 University Compulsory Subject 2

Year 2 Semester 1

Course: MBB 3163 Human Resource Management

Synopsis:

This course provides foundation and conceptual framework of Human Resource Management. Students will be exposed to various concepts, frameworks and theories of Human Resource Management. Throughout semester, students will have opportunity to understand a comprehensive guidelines, procedures and policies for human resource applications in the modern organization.

Course: MBB 3333 Financial Accounting

Synopsis:

The module encompasses techniques for preparation of financial statements and understanding of the principles on which accounting is based.

Course: MBB 3623 Business Statistics

Synopsis:

This course provides foundation and conceptual framework of business statistics. Students will have opportunity to discuss various topics; including the description of data sets, probability, sampling distributions, hypothesis testing, analysis of variance, regression and time series analysis.

Course: MBB 3523 Macroeconomics

Synopsis:

This course is designed to give students the breadth and depth of macroeconomics. Topics to be covered include: National Income, Aggregate Demand and Supply, Money and the Banking System, Unemployment and Inflation, Economic Growth, Saving, Investment and Financial System, International Trade and Finance.

Course: MBB 3813 Business Law

Synopsis:

This module encompasses the major part of business law such as contract, terms of a contract, remedies, discharge of contract, sales of goods act, agency and partnership.

Year 2 Semester 2

Course: MBB 3343 Cost Accounting

Synopsis:

Cost accounting equips students with the basics of cost awareness and cost minimisation to ensure well allocation of resources in small and large scale business organisations.

Course: MBB 3183 Operations Management

Synopsis:

This course presents a process model of operations that describes inputs being transformed into outputs within the boundary of an operations system. Operations management is important since It is concerned with creating the services and products upon which we all depend. And all organizations produce some mixture of services and products, whether that organization is large or small, manufacturing or service, for profit or not for profit, public or private. It also discusses the role of organizational managers, in particular the importance of focusing on suppliers and customers who are outside this boundary, as well as on other aspects of the operations system's external environment.

Course: MBB 3173 Project Management

Synopsis:

This course is designed to give students the breadth and depth of project management. Topics to be covered include: project organization – strategy, structure and culture, project leadership; scope management; project team building, conflict and negotiation; risk management; cost estimation and budgeting; project scheduling; resource management; project close-out and termination.

Course: MBB 3433 Managing Cultural Diversity

Synopsis:

This module focuses on common perceptions and experiences on the definitions, approaches, processes and multicultural conflicts occur in the business and organization. It is include knowledge on culture difference as well as how to manage effectively, address culture diversity issues with emphasis on leadership skills to manage the culture differences in working environment.

Course: MBB 3733 Final Year Project 1

Synopsis:

This course will expose the students on the process of conducting research in order to provide the skills and ability in carrying out research project in the business field. The covered areas for Final Year Project I are: (i) Chapter 1 consisting of research background, problem statement, research questions and objectives, research model, scope, and operational definition; (ii) Chapter 2 consisting of literature reviews, (iii) Chapter 3 consisting of research methods.

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Year 2 Semester 3

MPU3193 Philosophy and Current Issues (Falsafah dan Isu Semasa)

UCS32 University Compulsory Subject 3**

UCS32 University Compulsory Subject 4**

UCS32 University Compulsory Subject 5**

Year 3 Semester 1

Course: MBB 3153 Productivity & Quality Management

Synopsis:

This course provides foundation and conceptual framework of quality management. Students will have opportunity to discuss various topics; including quality gurus, cost of quality, quality and profitability, human aspect of quality management, ISO quality systems, total quality management, quality tools as well as problem solving and decision making.

Course: MBB 3353 Financial Management

Synopsis:

This course is designed to equip students with skills that would be expected from a finance manager responsible for the finance function of a business. Topics to be covered including financial management function, financial management environment, working capital management, investment appraisal, business finance, cost of capital, business valuations and risk management.

Course: MBB 3133 Strategic Management

Synopsis:

This course provides foundation and conceptual framework of Strategic Management. Students will be exposed to various concepts, frameworks and theories of Strategic Management. Throughout semester, students will have opportunity to discuss various topics: strategy formulation, strategy implementation and strategy evaluation. In addition to that, students will also been given an opportunity to explore various methods and analysis tools use to analyse the strategic position of the organisation.

Course: MBB 3463 International Business

Synopsis:

The module is designed to give students insights on the global changes and its impact on the business organization. It also helps to develop student awareness of the impact of the global changes to the overall business activities across the border and countries.

Course: MBB 3743 Final Year Project 2

Synopsis:

This course will expose the students on the process of conducting research in order to provide the skills and ability in carrying out research project in the business field. The covered areas for Final Year Project I are: (i) Chapter 1 consisting of research background, problem statement, research questions and objectives, research model, scope, and operational definition; (ii) Chapter 2 consisting of literature reviews, (iii) Chapter 3 consisting of research methods; (iv) Chapter 4 - data analysis, and (v) Chapter 5 – discussion and conclusions.

Year 3 Semester 2

Course: MBB 3900 Industrial Training and Reporting

Synopsis:

The purpose of this course is to provide exposure to the students regarding the actual working environment by work placement in organizations outside the university. In addition, the course enables the students to apply concepts and theories acquired during lectures to the actual practices in areas related to business. During the placement, student is expected to keep a log book, in which he/she makes a regular entries describing the work he/she is undertaking. The student needs to provide industrial training report to describe his/her technical and personal development during his/her placement.

Electives

Course: MBB 3913 Marketing Management

Synopsis:

This module is designed to provide an overall view about the products strategic marketing management and analysis towards the customers specifically. It focuses on the dynamic aspects of market strategy development, namely markets and competitive space, marketing segmentation, CRM, market targeting and positioning, innovation and new product strategy, brand management, pricing strategy, promotion, advertising, and sales promotion strategies, sales force, Internet, and direct marketing strategies. It is to provide students with comprehensive marketing knowledge encompassing the development of marketing strategies, marketing planning procedures, evaluation, and control in the particular marketing planning. As such, students able to know how to develop and adjust strategies in an integrative manner through the case study and also in preparing a market research report. This module also identifies how the market meet the demand of its products or services in the competitive space, which is including marketing research and how demand for products resulted for research.

Course: MBB 3923 Consumer Behaviour**Synopsis:**

This course is designed to give students the understanding of consumer's dynamics behaviour. Topics to be covered include: Consumers decision making, culture and its influence on Consumer behaviour, family dynamics, group influence on consumers, consumers attitude & changes, perception, personality, lifestyles, understanding needs, goals & motivation, and lastly about evolution & challenges' of consumer behaviour and marketing.

Course: MBB 3933 International Marketing**Synopsis:**

This course provides students with the tools and terminology to explore and understand marketing practices in a global environment. This course contents the challenge of international marketing, the dynamic environment of international trade, culture, political, legal. And business systems of global markets, the global market opportunities and methods to develop global marketing strategies. This course is designed to provide students with the latest global issues, disciplines, competitions and other necessary skills in making strategic decisions regarding the global perspective.

Course: MBB 3943 Leadership**Synopsis:**

This course is designed to give students insights into leadership concepts, theories and practices. Topics to be covered include: leadership managerial roles; leadership traits and ethics; leadership behaviour and motivation; power, politics, networking and negotiation; contingency leadership theories; communication, coaching and conflict skills; leadership/follower relations; team leadership and self-managed teams; charismatic and transformational leadership; leadership of culture and diversity and learning organization; and strategic leadership and managing crises and change.

Course: MBB 3953 Occupational Safety and Health Management**Synopsis:**

This course is designed to give students the breadth and depth of occupational safety and health management. Topics to be covered include: historical perspective and overview of safety and health movement; safety and health laws and regulations; the human element; hazard assessment, prevention and control; and management of safety and health.

Course: MBB 3963 Social Media Marketing**Synopsis:**

This course is designed to give students the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts. Students will learn about the multi-disciplinary implications and how to manage a successful social media presence for organization, as well as techniques for gaining executive and client buy-in to achieve goals.

Course: MBB 3973 Product Management**Synopsis:**

This course is designed to give students the principles of product management theories. In fact its covers three major tasks facing today's product mangers: analysing the market, developing

objectives and strategies for the product or service in question, and making decisions about price, advertising, promotion, channels of distribution and service.

University Compulsory Subject

Course: UCS3162 Fundamental English

Course: UCS3152 Business English

Course: UCS3142 Academic English

Course: UCS3212 Creativity and Innovation

Course: UCS3312 Green Technology