

ABOUT UNIVERSITI POLY-TECH MALAYSIA

Universiti Poly-Tech Malaysia, also known as UPTM, is an institution of higher learning has built itself upon years of continuous improvements and change leading to a wealth of experience and wisdom.

At UPTM, the focus is on providing a comprehensive education that goes beyond theoretical knowledge to include the development of essential human attributes, attitude, and aptitude. The university's committed educators work tirelessly to ensure that every student receives personalised attention and support that enables them to realise their full potential.

UPTM's curriculum is anchored in contemporary technologies and business education, offering students a wide range of innovative courses that challenge and stimulate their skills and expertise essential for them to thrive in the fast-paced world of business. It is important to note that Poly-Tech, in this context, refers to the incorporation of cutting-edge technologies into business education, and should not be confused with technical or vocational education.

On the overall, the university's emphasis is on producing graduates who are not only highly skilled and knowledgeable, but also possess the essential qualities of professionalism, ethical responsibility, and social awareness. With its unwavering commitment to academic excellence, UPTM stands out as an institution of higher learning that prepares students for successful careers and meaningful lives.

VISION

To become a university of choice in nurturing professionals impacting the nation.

MISSION

- Develop ethical, holistic and balanced professional
- To utilize knowledge and innovative contemporary technologies to contribute towards the development of the nation.

MOTTO

Trusted • Caring • Resilient • Respected

OBJECTIVES

- To provide opportunities to pursue professionally recognised programmes.
- To provide vibrant and invitational programmes relevant to current market needs and customers' demands.
- To design programmes that inculcate graduates' synergetic talents.
- To ensure that graduates are adequately prepared for the local and global workforce.
- To establish human resource development programmes as tool for assimilating the value of society.
- To establish a distinctive and accountable centre of excellence in managing research, consultation and services.

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MESSAGE FROM THE PRESIDENT

I am honored to welcome you to the University Poly-Tech Malaysia (UPTM), an esteemed academic institution based at the heart of the capital city of Malaysia. As the President of UPTM, I am excited to invite you to join our community of scholars, where you will have the opportunity to develop into ethical, holistic, and balanced professionals who can impact the nation positively.

UPTM has undergone a remarkable transformation from a college to a university college and now a full-fledged university. This growth is a testament of our commitment to academic excellence and our dedication in providing a conducive learning environment. Our vision is to become a university of choice in nurturing professionals who can make a difference in society. We aim to achieve this by providing our students with the necessary skills, knowledge, and values to excel in their chosen fields.

At UPTM, our mission is to develop ethical, holistic, and balanced professionals who can contribute to the development of the nation using knowledge and innovative contemporary technologies. We strive to ensure that our graduates possess the necessary skills to thrive in a competitive global environment. Our curriculum is designed to challenge our students while also nurturing their intellectual curiosity.

Our university's core values are based on trust, care, resilience, and respect, which guide us in all our interactions with students, faculty, and staff. We pride ourselves on our inclusivity, diversity, and the community of scholars that we have built over the years. We are confident that you will find a home at UPTM, where you can grow and learn alongside other ambitious students.

I welcome you to explore our website and learn more about UPTM. Our dedicated faculty and staff are always to answer any questions you may have about our programs, admissions process, or campus life. We hope to hear from you soon and look forward to welcoming you to our university.

Sincerely,

President
University Poly-Tech Malaysia

INTRODUCTION

The Bachelor of Business Administration (Honours) is a home-grown program specifically designed to deliver a suitable level of theoretical and practical understanding in business administration and management.

This program allows students the opportunity to specialize in one of the following areas:

1. Marketing
2. International Business
3. Entrepreneurship
4. Economics
5. Banking and Islamic Finance
6. Supply Chain Management
7. Management Information System
8. Sports Management

The students are also required to undergo industrial training in the industry. This training is for a period minimum of 14 weeks. The objective of this training is to expose students to the real working environment in the industries.

Graduates can also further their studies at the Master's level which is useful for pursuing a managerial career that is not only limited to public or private industry but also other areas, as well as allow them to follow their professional interest.

PROGRAMME INFORMATION

1. Programme Title : Bachelor of Business Administration (Honours)
2. Programme Code : AB202
3. Duration : 3 Years
4. Total Credit Hours : 120
5. Medium of Instruction : English
6. Entry Requirement : A pass in STPM with at least Grade C (GP 2.0) in any TWO subjects*;
OR
A pass in STAM with at least Grade Jayyid*;
OR
Matriculation or Foundation with at least CGPA of 2.00;
OR
A Diploma (Level 4, MQF) with at least CGPA of 2.00;
OR
An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00;
OR
A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to HEP Senate / Academic Board's approval***;
OR
A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to HEP Senate / Academic Board's approval***;

Note for (vi) & (vii): The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme.
OR
viii. Other equivalent qualifications recognised by the Malaysian Government.

**Additional requirement: A pass in Mathematics and English at SPM level or equivalent qualifications (Refer to the Notes (*) below this table).*

International students:

Achieve a minimum Band 3 in MUET OR equivalent to CEFR (Low B2)**.

Refer to Lampiran 1 (Jadual skor baharu kesetaraan kompetensi Bahasa Inggeris) Surat JPT GS 1000/630 Jld. 2 (17), 21 Julai 2022 - Syarat Kompetensi Bahasa Inggeris Kepada Pelajar Antarabangsa di IPTS.

Notes:

*	<p>A pass in Mathematics and English at SPM level or equivalent qualifications</p> <p><i>(English subject requirement does not apply to international students since they are required to meet certain scores of international English examination and privileged with certain exemptions)</i></p>	<p>Can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement.</p> <p>Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from a pass in English requirement.</p> <p>Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to attend special enhancement course(s). These special enhancement courses should be SPM equivalent, remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related core courses taught in English.</p>
**	<p>Refer to Surat JPT GS 1000/630 Jld. 2 (17), 21 Julai 2022 - <i>Syarat Kompetensi Bahasa Inggeris Kepada Pelajar Antarabangsa</i> di IPTS.</p>	
***	<p>For Private Higher Educational Institutions: Refer to Surat JPT/GS 1000-606 Jld. 2(23), 21st April, 2020 - <i>Kemasukan Pelajar Lulusan Diploma</i></p>	

<p><i>Kemahiran Malaysia (DKM), Diploma Lanjutan Kemahiran Malaysia (DLKM) dan Diploma Vokasional Malaysia (DVM) ke Peringkat Sarjana Muda (Tahap 6 MQF) atau yang setara dengannya di Institusi Pendidikan Tinggi Swasta.</i></p>
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Surat JPT/GS 1000-606 Jld. 2(23), 21st April, 2020

The minimum requirements for a Bachelor's degree (Level 6, MQF) or its equivalent are as follows:

Pass the Malaysian Skills Diploma (DKM)/ Malaysian Advanced Skills Diploma (DLKM)/ Malaysian Vocational Diploma (DVM) with at least a GPA of 2.50 subject to the approval of the Senate/Academic Board;

OR

Pass DKM/DLKM/DVM with at least CGPA 2.00 AND have at least two (2) years of work experience in related fields.

7. Programme Educational Objectives : Bachelor of Business Administration (Honours) programme aims to produce business administrators who:

The programme educational objectives are to produce graduate teachers who are:

- PEO1 : have broad knowledge with practical skills capable of using appropriate numerical techniques and digital technologies to provide solutions in the business administration field.
- PEO2 : lead with autonomy and accountability, as well as communicate and interact effectively with internal and external stakeholders.
- PEO3 : uphold and defend ethical and professional practices in maintaining self and professional integrity.
- PEO4 : have positive attitudes, commitment to lifelong learning, and entrepreneurial mindset for self and career progression.

8. Programme Outcomes : Upon completion, the Bachelor of Business Administration (Honours) programme will produce graduates who are able to:

It is hoped that upon the completion of the program, graduates should be able to:

- PLO1 : Demonstrate broad areas of theoretical and technical knowledge in the related areas of study.
 - PLO2 : Apply analytical and critical thinking skills in making decisions and providing solutions to related problems.
 - PLO3 : Demonstrate good management and practical skills related to the business administration field and issues.
 - PLO4 : Interact and work effectively with a diverse group of stakeholders.
 - PLO5 : Apply effective communication skills using appropriate forms of presentation in conveying ideas to internal and external stakeholders.
 - PLO6 : Utilise a broad range of digital and technology software/applications in completing assigned tasks.
 - PLO7 : Use numeracy skills for problem-solving and analyzing data.
 - PLO8 : Demonstrate leadership, accountability, and autonomy in undertaking assigned tasks and responsibilities.
 - PLO9 : Commit to principles of lifelong learning in academic and career progression.
 - PLO10 : Apply an entrepreneurial mindset in delivering solutions in changing industry landscape.
 - PLO11 : Uphold professional and ethical practices in providing assigned tasks and duties.
9. Awarding Body : Universiti Poly-Tech Malaysia
10. Programme Standards : Program Standard Business Studies 2nd Ed 16.8.2021

PROGRAMME STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION (AB202)

Year 1 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
MGT2323	Principles of Management	Common Core	3	120	None	50	50
ITC2133	Information Technology for Business					70	30
MKT2123	Principles of Marketing (CMI)					70	30
ECO2163	Microeconomics	University Core				60	40
UCS3143	Mandarin for Communication					60	40
UCS3153	Arabic for Communication					60	40
UCS3163	French for Communication	Compulsory Course	2	80		60	40
MPU3182	Penghayatan Etika dan Peradaban					70	30
MPU3142	Bahasa Melayu Komunikasi 2 (Foreign Student)					60	40
MPU3422	Khidmat Masyarakat					90	10
	Total		19				

Year 1 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ECO2173	Macroeconomics	Common Core	3	120	None	60	40
BUS2223	Business Ethics					60	40
MGT3393	Operation Management					60	40
ITC2263	Introduction to Data Analytic					70	30
ACC2183	Introduction to Financial and Management Accounting					50	50
MPU3192	Falsafah dan Isu Semasa	Compulsory Course	2	80		70	30
MPU3332	Pengajian Islam 3 (Pelajar Muslim)					70	30
MPU3362	Ethics & Moral 3 (Pelajar Bukan Muslim)					70	30
	Total		19				

Year 1 Semester 3

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ENW3113	English for Business	Common Core	3	120	None	60	40
HRM2133	Human Resource Management					60	40
	Total		6				

Year 2 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
FIN2203	Financial Management	Common Core	3	120	None	60	40
STA2113	Statistics for Social Science					60	40
MGT2293	Organizational Behaviour					50	50
BUS2233	International Business & Entrepreneurship					70	30
ETR4013	Creativity and Innovation in Entrepreneurship	Discipline Core				60	40
MGT4413	Supply Chain Management					70	30
	Total		18				

Year 2 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
ITC2223	E-Commerce	Discipline Core	3	120	None	50	50
MGT3333	Leadership in Organizations (CMI)					50	50
ETR4023	Technology Entrepreneurship					60	40
HRM3183	Performance Management (CMI)					60	40
	Major Elective 1:	Elective					
	Major Elective 2:						
	Total		18				

Year 2 Semester 3:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
MGT4353	Risk Management (CMI)	Discipline Core	3	120	None	50	50
MGT3433	Managing Change (CMI)					60	40
BUS4253	International Business Management Strategy					70	30
	Total		9				

Year 3 Semester 1:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
BUS4286	Project Management (CMI)	Discipline Core	6	240	None	60	40
BUS3243	Research Methodology (CMI)		60	40			
	Major Elective 3:	Elective	3	120			
	Major Elective 4:						
	Major Elective 5:						
	Total		18				

Year 3 Semester 2:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
INB4027	Industrial Training	Industrial Training	7	280	Has passed at least 80 credit hours of the programme	70	30
	Total		7				

Year 3 Semester 3:

COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT	PRE-REQ	ASSESSMENT	
						Course Work	Final Assessment
MGT4343	Strategic Management	Common Core	3	120	MGT2323	50	50
	Major Elective 6:	Elective			None		
	Total		6				

List of Elective Courses

Supply Chain Management

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	MGT3273	Inventory Management	3	120	None	70	30
2	MGT3383	Quality Management				50	50
3	MGT3283	Warehouse Management				60	40
4	MGT3373	Logistic Management					
5	MGT4423	Strategic Sourcing (Procurement)					
6	MGT3443	Transportation Management					

Economics

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	ECO3183	Money and Banking	3	120	None	60	40
2	ECO3193	Islamic Economics					
3	ECO3203	International Economics					
4	ECO3213	Issues in Economics					
5	ECO4223	Industrial Economics					
6	ECO4233	Econometrics			STA2113		

Marketing

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	MKT3133	Consumer Behavior	3	120	None	70	30
2	MKT3143	Brand Management					
3	MKT4153	Entrepreneurial Marketing					
4	MKT4163	Integrated Marketing Communication					
5	MKT4173	Global Marketing			60	40	
6	MKT4183	Strategic Marketing			MKT2123	70	30

Entrepreneurship

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	ETR4133	Managing Business Growth and Maturity	3	120	None	60	40
2	ETR4153	New Venture Planning					
3	ETR4173	Global Entrepreneurship					
4	ETR4083	Coaching and Consultancy for Entrepreneurship				70	30
5	MKT4153	Entrepreneurial Marketing					
6	ETR4143	Social Entrepreneurship					

International business

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	MGT4363	Cross Cultural Management	3	120	None	70	30
2	BUS4263	International Trade Policies					
3	FIN4253	International Finance					
4	HRM4233	International Human Resource Management				60	40
5	MKT4173	Global Marketing					
6	ECO3203	International Economics					

Management Information System

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	ITC2213	Digital Technology and Society	3	120	None	60	40
2	ITC2233	Business Information Management Strategy					
3	ITC2243	E-Business					
4	ITC3103	Decision Support System					
5	MMC2033	Web Design Production					
6	ITC2253	Management Information System				70	30

Islamic Banking and Finance

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	ECO3183	Money and Banking	3	120	None	60	40
2	IBF3113	Islamic Finance					
3	IBF3123	Islamic Banking Management					
4	IBF3133	Risk Management in Islamic Financial Institutions					
5	IBF3143	Islamic Capital Market					
6	IBF3243	Islamic Financial Planning and Wealth Management					

Sports Management

NO.	COURSE CODE	COURSE NAME	CREDIT	SLT	PRE-REQ	COURSE WORK	FINAL ASSESSMENT
1	SPB2013	Sports Facilities and Equipment Management	3	120	None	60	40
2	SPC3043	Sports Consumer Behaviour					
3	SPB3053	Sports Branding					
4	SPC3013	Sports Media					
5	SPC4033	Sports Tourism Management					
6	SPC3053	Sports Sponsorship					
7	SPB2023	Physical Fitness and Health					

COURSE INFORMATION

Principles of Management (MGT2323)

Prerequisite : None

This course covers the theoretical knowledge in management including concepts, processes, theories, and practices of management for today's business world. It focuses on understanding the management functions, motivation, communication, group and team management, and change management at work place. It also covers digitization and other current issues that influence the practices of contemporary management.

Leadership in Organizations (MGT3333)

Prerequisite : None

This course enables students to understand the development of leadership styles to meet the challenges and opportunities of today's dynamic work environment. It equip students with the capabilities to effectively lead individuals and groups. The topics covered are the major approaches, traits and behaviors of leadership, power, politics and influence, change and conflict management, and world-class leadership practices.

Operation Management (MGT3393)

Prerequisite : None

This course covers the knowledge of operation management and its application in business organisations. The topics include overview of operation management, product and service design, managing quality in both manufacturing and service operations, layout planning, work design and measurements, inventory management and Material Requirement Planning, and supply chain management.

Managing Change (MGT3433)

Prerequisite : None

This course provides the knowledge of change management and its application in business organisations. The topics include the reasons for organisational change, the process involve in managing changes, and how leaders sustain changes in organisations.

Strategic Management (MGT4343)

Prerequisite : MGT2323

This course provides the theoretical knowledge of strategic management and its application in real business organisations. The course covers environmental analysis, strategy formulation, strategy implementation, and organisational performance control and evaluation.

Risk Management (MGT4353)**Prerequisite : None**

This course covers the theoretical knowledge of risk management in organization. Topics included are introduction to risk management, Enterprise Risk Management, risk assessment and analysis, risk responses, insurance and risk transfer, corporate governance and risk, risk assurance and reporting, and surviving shocks and disruptions.

Supply Chain Management (MGT4413)**Prerequisite : None**

This course provides the knowledge of supply chain management and its application in a real business organisation. The topic include the understanding of supply chain, supply chain drivers and metrics, distribution network design, supply chain network design, coordination in the supply chain, information technology in the supply chain, supply relationship management, and sustainability in the supply chain.

Organisational Behavior (MGT2293)**Prerequisite : None**

This course introduces the theoretical knowledge of organisational behavior. The course covers the three main influential factors of organisational behavior including the individual behavior, group behavior, and organisational system.

English For Business (ENW3113)**Prerequisite : None**

This course emphasizes on effective writing and speaking skills in business communication. It focuses on the application of the principles in communication in both writing and speaking situations through the use of different types of business correspondence in workplace setting.

Introduction to Financial and Management Accounting (ACC2183)**Prerequisite : None**

This course introduces both areas of financial and management accounting. Financial accounting is concerned with recording financial data of an organization, in order to exhibit exact position of the business as well as analysis of cash flows statements. Management accounting deals with identifying, measuring, analysing and communicating financial information for management decision making purposes.

Technology Entrepreneurship (ETR4093)**Prerequisite : None**

This course introduces the fundamental knowledge of technology in entrepreneurship context. In addition, students will be exposed with the innovation and commercialization of business ideas for business competitive advantage. Furthermore, this course also provides students how to responses towards the market changes for the business sustainability.

Creativity and Innovation in Entrepreneurship (ETR4013)**Prerequisite : None**

This course requires students to recognize a suitable community and identify possible activities that can be carried out with the community in entrepreneurship. The students will be trained to generate ideas and fulfill the community needs in entrepreneurship.

Microeconomics (ECO2163)**Prerequisite : None**

This course introduces the application of microeconomic principles to business decision making. It focuses on supply and demand and the basic forces that determine an equilibrium in a market economy. It explains how firms and consumers make decision; and how these decisions interact in the market, thus influencing firms' decisions on optimal production, and the impact of different market structures on firms' behaviour.

Macroeconomics (ECO2173)**Prerequisite : None**

This course introduces the application of macroeconomic to business decision making. It focus on economy such as inflation, rate of economic growth, national income, as well as aggregate demand, aggregate supply and overall price level. It also covers fiscal and monetary policies in solving macroeconomics issues, money and banking, and international trade.

Information Technology for Business (ITC2133)**Prerequisite : None**

This course introduces the basics of personal computers in terms of hardware, software and its usage. It covers the component of computer hardware, such as input and output devices, system unit, secondary storage and communication media. It also covers the business application software such as word processor, spreadsheet, presentation software, Internet web browser, search engine, e-mail and messaging as well as internet technologies and current issues in Information Technology.

E-Commerce (ITC2223)**Prerequisite : None**

This course covers the role of e-commerce and its related issues in classification, business models, infrastructure, security and payment. This subject also gives exposure how to participate in e-commerce transactions and ability to create an e-commerce website using appropriate tools.

Principles of Marketing (MKT2123)**Prerequisite: None**

This course introduces the basic principles of marketing, practices, and the application of these practices. The topics cover marketing environment, buyer behavior, competitive positioning, market segmentation and target marketing, marketing of products and services, pricing, distribution and marketing communication, including advertising, public relations, direct marketing, social media, sales promotion and personal selling.

Statistic for Social Sciences (STA2113)**Prerequisite: None**

This course introduces necessary statistical concepts in developing analytical skills to solve analytical problems for decisions making. It complements other courses in the business disciplines offered by the programme.

Business Ethics (BUS2223)**Prerequisite: None**

This course introduces ethical behaviour in business and values such as honesty, integrity, and accountability. It provides knowledge to weigh the potential consequences of business decisions and allows good work ethics in conducting business.

International Business & Entrepreneurship (BUS2233)**Prerequisite: None**

This course covers the importance of entrepreneurs competencies and international business environment factors that contribute in expanding business to international markets. It provides knowledge on the importance of global mindset as international entrepreneurs, to enable identification of opportunities and issues in handling international business.

Research Methodology (BUS3243)**Prerequisite: None**

The course provides the understanding of principles and processes social research, both quantitative and qualitative approaches. It trained students to conduct research in business field ethically as well as how to interpret data and debate the research study.

Project Management (BUS4286)**Prerequisite: None**

This course develops competencies and skills required for planning and managing projects in business. It emphasizes on the development of skills in project planning and monitoring, technical know-how, budget preparation and ability to accomplish project milestones.

International Business Management Strategy (BUS4253)**Prerequisite: None**

This course enables students to understand the challenges and trends facing by global business leaders today. It equips students with skills to solve uncertain and dynamic global business contexts with effectively respond to the international business environment changes. Students also able to be sensitive and inclusive on the unexpected situations and ambiguities practices occurred in international business.

Human Resource Management (HRM2133)**Prerequisite: None**

This course introduces the fundamentals of human resource management and the utilization of individuals to achieve organizational objectives. It covers functions of human resource management which are applied in most of organizations globally.

Performance Management (HRM3183)**Prerequisite: None**

The course covers performance appraisal and performance management and how they are implemented in organization. It also covers how to measure behaviour, to gather performance information, to identify employee development activities, and to managed team performance.

International Human Resource Management (HRM4223)**Prerequisite: None**

This course covers a set of activities targeting human resource (HR) management at international level. It comprises of typical HRM functions such as recruitment, selection, training and development, performance and dismissal at international level. It also covers global skills management and expatriate management.

Financial Management (FIN2203)**Prerequisite: None**

The course exposes the basic principles and techniques of financial management in financial decision making. It describes the financial aspects require in analysing the firm's performance. The course develops the skill in evaluating the projects and to justify the needs for financing. Topics cover financial statement analysis, risk and return relationship, working capital management, short- and long- term financing, the time value of money and capital budgeting.

Elective: Marketing**Strategic Marketing (MKT4183)****Prerequisite : MKT2123**

This course introduces the concept of strategic marketing and its position within business strategy and organisational goals. It covers the principles and techniques of creating, implementing, and evaluating a marketing strategy. It includes analysis of market opportunities and formulating marketing strategies for a variety of different business environments.

Integrated Marketing Communication (MKT4163)**Prerequisite : None**

This course offers students the opportunity to broaden their understanding of marketing management by integrating advertising, promotion, social media and public relations as part of a campaign to achieve market growth.

Global Marketing (MKT4173)**Prerequisite : None**

This course covers contemporary global marketing issues, disciplines, competitions and the necessary skills in making strategic decisions. Topics include global marketing environment, approaching global markets, the global marketing mix, and strategic elements of competitive advantage.

Consumer Behavior (MKT3133)**Prerequisite : None**

This course begins by looking at the consumer on an individual level, includes consumer perceptions, memory, motivation, attitudes, and decision-making. Later in the course, we will focus on interdependent aspects of consumer behaviour. Here we will be examining the social and cultural contexts, including the influence of group members on decision-making and perception, and possibly, touch upon differences between subcultures and the nature and importance of cultural differences in consumer behaviour.

Brand Management (MKT3143)**Prerequisite : None**

The course builds on existing communications and consumer behaviour models in order to explore many of the issues facing a modern day brand manager. The topics covered in this course include evaluation of brands, brands and their relationships with consumers, how to create brand equity and the tools required to manage equity over time.

Social Entrepreneurship**Prerequisite : None**

This course focus on the real world marketing challenges involved in launching an entrepreneurial venture. To provide a roadmap for students on how as entrepreneurs, investors or managers in the start-up culture or while consulting with or working at innovation-oriented mature companies they can employ the tools and techniques of entrepreneurial marketing to create a sustainable competitive advantage.

Elective: Supply Chain Management**Inventory Management (MGT3273)****Prerequisite : None**

This course aims to equip students with the knowledge and application of inventory management in real organisations. The course includes introduction to inventory, inventory strategy and policy, inventory planning and forecasting, purchasing and

receiving, putaways and picking, storage and location, inventory control, and inventory management system.

Warehouse Management (MGT3283)**Prerequisite : None**

This course provides students with the knowledge of warehousing management and its application in the real business environment. The topics cover the role of warehouse, warehouse operations, warehouse layout and design, distribution channel management, health and safety in warehouse, and technology and information system.

Logistics Management (MGT3373)**Prerequisite : None**

This course provides the foundation knowledge of logistic management and its application in real business organizations. It focuses on the main elements of logistic systems locally and internationally including demand and order management, inventory management, facility location, warehouse management, packaging and material handling, and transportation management.

Quality Management (MGT3383)**Prerequisite : None**

This course provides the knowledge of quality management and its application in real organisations. The course includes the basic of quality, quality culture, training for quality, quality standard, total quality tools, optimizing and controlling process of quality, continual improvement of quality, and implementing and sustaining quality.

Transportation Management (MGT3343)**Prerequisite : None**

This course provide the theoretical knowledge of transportation management and its application in real organisations. The topics include the environment of transportation, costing and pricing of transportation, modes of transportation operations, transportation planning and strategies, and technologies and information system supporting transportation management.

Strategic Sourcing (Procurement) (MGT4423)**Prerequisite : None**

This course aims to provides the knowledge of the strategic procurement and its application in the supply management. It covers three main parts which are the purchasing processes, strategies, and the supplier relationship management.

Elective: Economics**Money and Banking (ECO3183)****Prerequisite : None**

This course introduces the concepts of money, banking and the working of monetary policy in conventional and Islamic perspectives. It provides an insight into the banking system, other financial institutions and how financial markets works.

Islamic Economics (ECO3193)**Prerequisite : None**

This course covers the key concepts and ideas within the field of Islamic economics and how they relate to contemporary economic theories and practices. It provides a theoretical foundation of the Islamic system and how it deals with these issues.

Issues in Economics (ECO3213)**Prerequisite : None**

This course focuses on global economic issues and events from Malaysian perspective. It provides greater insight into current economic issues through analysis and evaluation of the issues as well as formulation of possible courses of action.

Econometrics (ECO4233)**Prerequisite : STA2113**

The course covers the use of statistical methods to test existing hypotheses in financial economics. It covers topics on linear regression with single and multivariable models, multiple regression estimation and hypothesis testing which are used in business decision making.

International Economics (ECO3203)**Prerequisite : None**

This course is a study of economic interactions among sovereign nations. Topics include international trade, financial flows, aid and technical assistance for developing countries and migration; and the challenges they present.

Industrial Economics (ECO4223)**Prerequisite : None**

The course covers organization of industrial sector in the perfectly competitive, monopoly, oligopoly economy in terms of relationship of market structure, strategic interaction and industrial performance.

Elective: Sports Management**Sports Consumer Behaviour (SPC3043)****Prerequisite : None**

This course provides the fundamental tools to understand sport consumer behaviour. It addresses the personal, psychological and managerial applications of consumer behaviour in the marketplace. The personal applications deals with the social and cognitive mechanisms that consumers bring into their purchasing decisions. The psychological applications focuses on the basic aspects of human behaviour that can be used to understand how consumers look for and acquire products. The managerial applications address concerns regarding the identification, formulation and implementation of strategies that most likely achieve the most favourable consumer responses.

Sports Tourism Management (SPC4033)

Prerequisite : None

This course is design to study the important aspects that support the development of sports tourism industry. It provides with the planning, operations and marketing tourism activity to familiarize students with the key issues of tourism development. It will address the nature of tourism and tourists' awareness of the economic, social and environmental issues that can result from their activity and also managing tourism research survey as part of the process.

Sports Facilities and Equipment Management (SPB2013)

Prerequisite : None

The course is intended to provide an introduction to various designs, operation, and function theories related to managing sports facilities and equipment. This course also addresses crisis management in dealing with destructive and unexpected events that threaten to harm an organisation and its stakeholders.

Sports Branding (SPB3053)

Prerequisite : None

This course covers sports identity and its strategic management in relation to sport branding and its sub-components. It focuses on correlations between multiple entities such as identity, image, and reputation towards successful sports branding and sports brand health.

Physical Fitness and Health (SPB2023)

Prerequisite : None

This course will expose the students to the health and wellness concept. Emphasis will be on the guideline to a proper exercise, types and method of training program. This course will also look on the exercise prescription for several health problems and diseases.

Sports Media (SPC3013)

Prerequisite : None

This course is designed to provide students with an understanding of the interrelationship between sports and media in today's society. Students will be

introduced to the roles of media in promoting and nurturing the sports industry for a greater height. They will explore about the traditional and online media as a key tactic in an overall strategic communications program.

Sports Sponsorship (SPC3053)**Prerequisite : None**

This course will provide students with the opportunity to develop an understanding of how sports properties can create effective commercial partnerships with corporations through the creation and execution of sponsorship agreements. Students will learn how to prepare and critically evaluate the strategic implications of sponsorship programs, as well as discuss the relevant topics of the day in the realm of corporate sponsorship

Elective: Management Information System**Digital Technology and Society (ITC2213)****Prerequisite : None**

This course explains the importance of internet and digital technology that give impacts to the individual and society. Current applications and issues related to the misuse of technology are investigated. Ethical and legal aspects are also discussed.

Management Information System (ITC2253)**Prerequisite : None**

This course is designed to introduce students to information systems and demonstrate how these systems are used throughout global organizations.

Decision Support System (ITC3103)**Prerequisite : None**

This course provides knowledge of using system approach method in solving organizational problems. It exposes the importance of information and analysis skill in making decisions within the organization. It provides examples of suitable tools and practical computer based information systems to support organizational decision making activities. The topics include basic theoretical backgrounds and development approach of a decision support system.

E-Business (ITC2243)**Prerequisite : None**

This module focuses on studies of Information Systems (IS), information technologies (IT) and the way they are used by business firms in achieving corporate objectives. The module covers the study of current IS/IT issues, relationship between business and e-business strategies, change management and ethical consideration surrounding IS/IT implementation.

Business Information Management Strategy (ITC2233)**Prerequisite : None**

The course covers three main areas which are strategic planning, role of IS/IT in business and managing change. Topics covered are the role of business planning process and strategic planning analysis tools which includes PESTLE, SWOT and Porter's Frameworks. It also covers management information systems model and business application portfolio.

Web Design Production (MMC2023)**Prerequisite : None**

This course introduces the concepts involved in web design production. It covers web publishing and designing, web tools and techniques, navigation structures, interactivities, development process and website maintenance.

Elective: Islamic Banking and Finance**Islamic Finance (IBF3113)****Prerequisite : None**

This course will expose the students with basic concepts used in Islamic finance. The students will gain knowledge about the Islamic finance regulatory bodies, Islamic financial system development and its environment. This course also offers the overviews of globalization and contemporary issues toward Islamic financial system.

Islamic Banking Management (IBF3123)**Prerequisite : None**

This course encrypts students with the current practice of Islamic banking management and its evolving environment. In addition, students will also be exposed to address Islamic banking management framework.

Risk Management in Islamic Financial Institutions (IBF3133)**Prerequisite : None**

The course covers a wide range of topics in types of risks management, risk management regulatory perspectives and risk management principles associated with Islamic Banking in Financial Institutions. As Islamic Banking and Finance is an integral part of the financial system there is a need to adhere with the principles of Shari'ah that has a different emphasis in risk management. Unique nature of Islamic banking risks associated with the special features of Islamic financial products will be exposed for lifelong learning. Special focus will be on the management of credit risks, management of equity investment risk which is one of the most important risks in Islamic banking, and managing liquidity risk. In addition, students will gain knowledge and understanding of Shari'ah compliance risk, Islamic banking operational risk and Islamic market risks.

Islamic Capital Market (IBF3143)**Prerequisite : None**

This subject provides an understanding of Islamic capital market practice in financial market. Topics covered including the milestones of Islamic financial industry, Islamic capital market products as well as the regulatory framework.

Islamic Financial Planning and Wealth Management (IBF3243)**Prerequisite : None**

This course introduces the importance of managing finance towards achieving individual's financial objectives. It focuses on different types of financial products and services offered by Islamic financial institutions. Its also covers methods of reducing risk in investment and life uncertainties through Takaful and provides awareness on basic Islamic financial requirement for example zakat, hibah, waqaf and retirement planning.

Money and Banking (ECO3183)**Prerequisite : None**

This course introduces the concepts of money, banking and the working of monetary policy in conventional and Islamic perspectives. It provides an insight into the banking system, other financial institutions and how financial markets works.

Elective: International Business**International Economics (ECO3203)****Prerequisite : None**

This course is a study of economic interactions among sovereign nations. Topics include international trade, financial flows, aid and technical assistance for developing countries and migration; and the challenges they present.

Global Marketing (MKT4173)**Prerequisite : None**

This course covers contemporary global marketing issues, disciplines, competitions and the necessary skills in making strategic decisions. Topics include global marketing environment, approaching global markets, the global marketing mix, and strategic elements of competitive advantage.

International Human Resource Management (HRM4233)**Prerequisite : None**

This course covers a set of activities targeting human resource (HR) management at international level. It comprises of typical HRM functions such as recruitment, selection, training and development, performance and dismissal at international level. It also covers global skills management and expatriate management.

International Finance (FIN4253)**Prerequisite : None**

This course provides theoretical knowledge and concepts of international capital flows and their implications for economic policies. It employs open macroeconomic models

as a basic concept framework for the analysis. This course gives exposure to foreign exchange market that deals with international monetary system and global financial system.

International Trade Policies (BUS4263)**Prerequisite : None**

This course enables students to understand the value and impact of national and bilateral trade policy. It enables the student to strengthening their knowledge on trade policy when dealing with global trade. It also equips students to convey an appropriate strategy in managing global trading and provides creative approach in solving trade issues and identify the international trading opportunities.

Cross-Cultural Management (MGT4363)**Prerequisite : None**

This course exposes the students to the cultural differences across the globe. The topics covered include introduction to cross-culture, business culture differences, the role of culture in organization management, how culture diversity is being managed, and the influence of culture differences on business communication.

Elective: Economics**Managing Business Growth and Maturity (ETR4133)****Prerequisite : None**

This is an undergraduate course, with the aim of developing an understanding of entrepreneurship, particularly on managing business at growth and maturity lifecycle. This course covers from the foundation of growth, ideas for growth, growth strategies and exit strategies for mature businesses. This course also touched on family business and corporate entrepreneurship.

New Venture Planning (ETR4153)**Prerequisite : None**

This course exposes the students to the process of identifying new business opportunities, researching and developing a business concept and analysing the resources and strategies necessary to implement it. The course draws on all of the core disciplines of management, concept design, business model innovation, marketing, financing, organisational development and strategy.

Global Entrepreneurship (ETR4173)**Prerequisite : None**

This course focuses on the increasing importance of international entrepreneurship which is a sub-domain of the entrepreneurship field. It covers differences among national and cultural contexts that create specific types of entrepreneurial opportunities which can be applied in any country across the globe. It examines the international

aspects of entrepreneurial activity, and how firms are embedded within a rapidly changing and increasingly competitive global socioeconomic and political context.

Coaching and Consultancy for Entrepreneurship (ETR4083)

Prerequisite : None

This course provides the students with coaching and consulting ability to help a client or group achieve a specific business goal. Students will help their clients identify personal challenges and become aware of their environments so that they can make the changes that they seek. They help clients to identify and assess business problems, then recommend solutions.

Social Entrepreneurship (ETR4143)

Prerequisite : None

This course will focus on social Entrepreneurship is an emerging and rapidly changing business field that examines the practice of identifying, starting and growing successful mission-driven for profit and non-profit ventures, that is, organizations that strive to advance social change through innovative solutions. This course is designed to provide a socially relevant academic experience in order to help students gain in-depth insights into economic and social value creation across a number of sectors/areas including poverty alleviation, energy, health and sustainability.

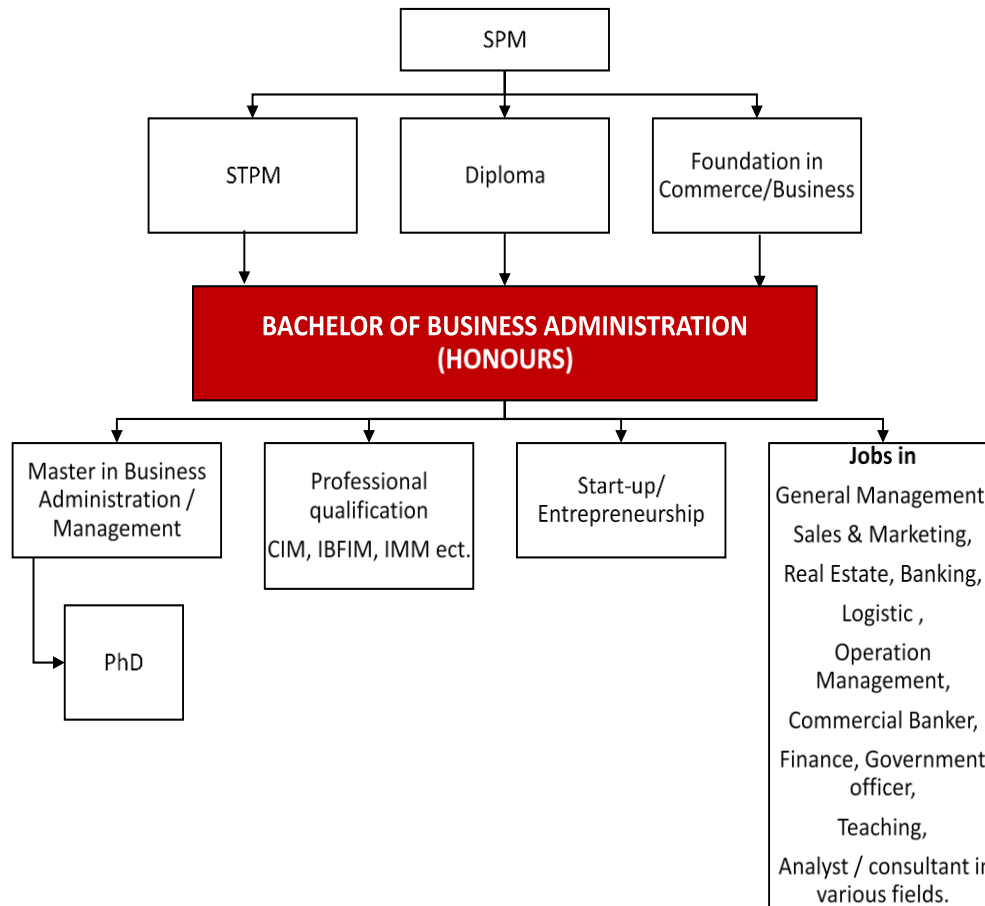
Social Entrepreneurship

Prerequisite : None

This course focuses on the real world marketing challenges involved in launching an entrepreneurial venture. To provide a roadmap for students on how as entrepreneurs, investors or managers in the start-up culture or while consulting with or working at innovation-oriented mature companies they can employ the tools and techniques of entrepreneurial marketing to create a sustainable competitive advantage.

STUDY PATH

BACHELOR OF BUSINESS ADMINISTRATION (AB202)



ACADEMIC PLANNER

ACTIVITY	Long Semester	Short Semester
	Day / Week	Day / Week
Registration (New Students)	Day 1	Day 1
Induction	Day 2	Day 2
Add/Drop Week	Week 4	Week 2
Lectures	Week 1 - 7	Week 1 - 7
Mid-Semester Break	1 Week	
Lectures	Week 8 – 14	
Revision Week	2 Days	2 Days
Final Examination	3 Weeks	1 - 2 Weeks
Semester Break	2 - 3 Weeks	2 - 3 Weeks

Note: Actual academic calendar can be accessed in the UPTM website at www.uptm.edu.my.

- The University reserves the right to make any changes to the academic calendar when necessary. Students are advised to be aware of announcements regarding changes at all times.

ACADEMIC REGULATIONS

- All UPTM students are subjected to the academic rules and regulations as outlined in the **Academic Regulations of Universiti Poly-Tech Malaysia (UPTM) (2023 Amendment)**. A copy of this academic rules and regulations can be accessed in the UPTM website at www.uptm.edu.my.
- All UPTM students pursuing academic programmes in collaboration with professional, local or foreign partner institutions are also subjected to the rules and regulations of the partner institutions. A copy of this handbook can be accessed in the UPTM website at www.uptm.edu.my