



Student HANDBOOK

DEPARTMENT OF
COMMERCE

**5th EDITION STUDENT HANDBOOKS COMMITTEE
(COMMERCE DEPARTMENT)**

TECHNICAL SUPPORT

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GREETING FROM DIRECTOR...

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

To all my dearest students,

Welcome to Politeknik Tuanku Sultanah Bahiyah, Kulim (PTSB) ~ your first step to a brighter future!



Thank you for choosing PTSB as your higher learning institution. I assure you that you will not regret it. PTSB offers twelve diploma programs; both in engineering and non-engineering fields, all accredited by ETAC and MQA. The programs are highly sought after by industries, and since 2015, we have achieved a graduate employability rate of over 90%. So, if you are looking for a job after completing your diploma, rest assured, you will not be disappointed. If you wish to pursue further studies at a higher level, do not worry, as more than 10% of our students continue their degrees at local universities.

We want you to make the most of your time with us, experiencing and learning as much as possible. Therefore, this Students' Handbook is designed to help you kick-start your quest for knowledge at PTSB with ease and without any trouble. It will also help you to understand how the learning system works. Learning at the polytechnic involves face-to-face interactions as well as online learning. This means, you will not only attend lectures but also engage in hands-on work in the workshops or laboratories. Occasionally, your lecturers may assign certain tasks to be completed online. 'Blended Learning' has become a culture at PTSB, and we believe that learning in this way can be enjoyable. We have CIDOS and MSTeam as official platforms for online learning, but we can always utilize any other online platforms to enrich our resources. Additionally, the Outcome-Based Education (OBE) approach encourages student-centered learning and teamwork, helping develop your leadership and communication skills.

Please make full use of the facilities available on our campus. You are welcome to enjoy the sport center, library, Pusat Islam, canteen and cafeteria. In addition, we provide the Sistem Penasihat Akademik, competent counselors at the Counselling Unit, and friendly Majlis Perwakilan Pelajar (MPP) to help you throughout your study journey.

I sincerely hope that you will enjoy this phase of your learning journey and **I WISH YOU... ALL THE BEST!!**

TN. HJ. MOHD RUZI BIN HAMZAH

Director,

Politeknik Tuanku Sultanah Bahiyah.

1.

ABOUT

POLYTECHNIC OF TUANKU SULTANAH BAHYIAH

Politeknik Tuanku Sultanah Bahiyah (PTSB), formerly known as Politeknik Kulim (PKU) was the 16th established polytechnic under the Ministry of Education Malaysia. PKU commenced on 1st March 2002 at a temporary campus in Politeknik Seberang Prai, Pulau Pinang. On 3rd March 2003, it was relocated to its new premise of 100 acres at Kulim Hitech Park, Kulim, Kedah. This campus is equipped with up-to-date infrastructure which provides a conducive and ambient environment for higher education learning. It enrolled its first batch of 507 students on 9th June 2003.

This campus was officiated by the late Sultan of Kedah, Sultan Al-Mu'tasimu Billahi Muhibbuddin Tuanku Al-Haj Abdul Halim Mu'adzam Shah Ibni Almarhum Sultan Badlishah on 27th March 2007 and rebranded as Politeknik Tuanku Sultanah Bahiyah (PTSB).

PTSB is one of the Politeknik Malaysia under the administration of Jabatan Pendidikan Politeknik dan Kolej Komuniti (JPPKK). It plays its vital role in producing semiprofessional workers for the engineering and commercial industry in the private and public sectors. There are four main academic departments namely Civil Engineering Department, Electrical Engineering Department, Mechanical Engineering Department and Commerce Department.

The teaching and learning processes in these main departments are supported by General Studies Department as well as Mathematics, Science & Computer Department. The teaching and learning processes at PTSB are certified by SIRIM MS ISO 9001:2015. To maintain this certification, surveillance audit will be done every year and recertification for every three years. Apart from SIRIM certification, all engineering programs are accredited by ETAC and all non-engineering programs are accredited by MQA. By complying with the requirements of SIRIM, ETAC and MQA, we guarantee that students are equipped with all the knowledge and skills they need to serve in their respective fields and beyond. Furthermore, skills and knowledge like entrepreneurship as well as other soft skills needed by employers are also nurtured among our students as these qualities are essentials in the current scenario of the working world.



2.

MISSION & VISION

OUR
ORGANISATION


POLITEKNIK
MALAYSIA
TUANKU SULTANAH BAHYAH



PTSB VISION | **To be an outstanding TVET institution**

To provide wide access to quality and recognized TVET programmes **01**

To develop holistic, entrepreneurial and balanced graduates **02**

To capitalise on smart partnerships with stakeholders **03**

To empower communities through life-long learning **04**

PTSB MISSION

UPSPR © 2020
Unit Pengurusan Strategik, Prestasi & Risiko
Politeknik Tuanku Sultanah Bahiyah
09090 Kulim Hi-Tech Park
Kedah Darulaman

3.

PTS B ORGANIZATION CHART



4.

PTS B FLOOR PLAN



- | | |
|---|--|
| 1. ADMINISTRATION | 15. STORE UNIT |
| 2. LIBRARY AND RESOURCE CENTER | 16. DRIVER UNIT |
| 3. TRAINING AND CONTINUOUS LEARNING UNIT | 17. MOSQUE |
| 4. DIGITAL MULTIMEDIA LEARNING CENTER | 18. CAFETERIA |
| 5. MAIN LECTURER HALL | 19. STUDENT HOSTEL BLOCK |
| 6. DEWAN MUADZAM SHAH (MULTI PURPOSE HALL) | 20. DEPARTMENT OF SPORT, CO-CURRICULAR AND CULTURE |
| 7. DEPARTMENT OF MATHEMATICS AND COMPUTER | 21. DIRECTOR RESIDENTIAL |
| 8. DEPARTMENT COMMERCE | 22. STAFF RESIDENTIAL |
| 9. DEPARTMENT OF ELECTRICAL ENGINEERING BLOCK | 23. HOSTEL MANAGEMENT UNIT |
| 10. DEPARTMENT OF STUDENT AFFAIRS AND DEVELOPMENT | 24. WATER TANK |
| 11. DEPARTMENT OF CIVIL ENGINEERING BLOCK | 25. WATER TANK |
| 12. DEPARTMENT OF MECHANICAL ENGINEERING BLOCK | 26. MAIN / SUB STATION HOUSE |
| 13. CANTEEN | |
| 14. DEVELOPMENT AND MAINTENANCE UNIT | |

STUDENT HANDBOOK

PTSB

ACADEMIC TEAM

5.1

CIVIL ENGINEERING DEPARTMENT

Introduction

Civil Engineering Department (CED) is one of the main academic departments in Politeknik Tuanku Sultanah Bahiyah, Kulim, Kedah. CED has organized a wide range of activities in 2015 for students as well as for the staff to strengthen their skills and enhance their knowledge in various fields. It is our main aim to produce graduates that will be able to demonstrate desired behavioral traits such as integrity, teamwork, problem solving



and passion in performing tasks related to their area of specialization. Students are also exposed to entrepreneurial skills that can be contributed to the economic growth in developing the nation towards 2020, especially in the construction industry. It is hoped that more competitive graduates will be produced to accommodate the present global market.

Programs Offered

- Diploma in Civil Engineering (DKA)
- Diploma in Geomatics (DGU)

Facilities

Below are the facilities available at Civil Engineering Department:

- Lecture Theatre
- Lecture Room
- Seminar Room
- CADD Laboratory
- Drawing Studio
- Carpentry Workshop
- Brick Workshop
- Concrete Laboratory
- Pipe Workshop
- Structure Laboratory
- Hydraulic Laboratory
- Geotechnics Laboratory
- Highway Laboratory
- Geomatics' Laboratory
- Photogrammetry Laboratory (Working Area)
- Remote Sensing Laboratory
- Environment Laboratory

5.2

ELECTRICAL ENGINEERING DEPARTMENT

Introduction

Electrical Engineering Department (EED) is one of the academic departments in Politeknik Tuanku Sultanah Bahiyah (PTSB). It offers engineering program in electrical and electronics field for diploma level.

EED offers quality efficient education and professional services through a broad-based knowledge within the field of electrical and electronic engineering. The aim is to produce graduates with potential, competent and

competitive as well as highly skilled. In order to achieve a commendable work, EED is comprised of dedicated professional trainers, with sufficient infrastructure.



Programs Offered

- Diploma in Electrical Engineering (DET)
- Diploma in Electronic (Communication) Engineering (DEP)
- Diploma in Electronic (Computer) Engineering (DTK)
- Diploma in Electrical and Electronic Engineering (DEE)

Facilities

- 25 Classrooms
- 1 Lecture hall
- 2 Electrical and Technology Principle Lab (EPT)
- 3 Computer Programming Lab (ECP)
- 2 Electronic Maintenance Lab (EER)
- 2 Electronic Labs (EEL)
- 1 Telecommunication Lab (ETC)
- 1 Communication Data Lab (EDC)
- 1 Measurement Lab (EME)
- 2 Project Labs (BPL)
- 1 Instrumentation Lab (BIN)
- 1 Electrical Wiring Lab (BEI)
- 1 Power System Lab (BPS)
- 1 Power Electronic Lab (BPE)
- 1 CAD Lab (CAD)
- 1 Project Presentation Room (EPP)
- 1 Hi-Tech Lab (BHI)
- 1 Robotics Lab (BRO)
- 1 Electrical Machine Lab (BEM)

5.3

MECHANICAL ENGINEERING DEPARTMENT

Introduction

Mechanical Engineering Department (MED) is one of the major departments at the Politeknik Tuanku Sultanah Bahiyah, Kulim Kedah. As one of the academic departments in PTSB, MED provides a plethora of opportunities to the students to learn by organizing many interesting activities and programmes. Students will possess entrepreneurial skills, practice good work ethics, be able to promote good morality



and behavior, and continuously enhance their knowledge and skills that will allow them to make tangible contributions and meet new technical challenges. The graduates will communicate and interact responsibly and be able to contribute effectively as a team member. They will also be adaptable to new changes at the workplace.

Programs Offered

- Diploma in Mechanical Engineering (DKM)
- Diploma in Mechanical Engineering (Manufacturing) (DTP)
- Diploma in Mechatronics Engineering (DEM)

Facilities

- Machining Workshop
- Welding Workshop
- Fitting Workshop
- Project Workshop
- Foundry Workshop
- Plastics Workshop
- Strength and Material Laboratory
- Mechanics and Machine Laboratory
- Metrology Laboratory
- Robotics Laboratory
- Plant Laboratory
- CAD/CAM Laboratory
- Automation Laboratory
- Electrical Technology Laboratory
- Instrumentation and Control Laboratory

5.4

COMMERCE DEPARTMENT

Introduction

Commerce Department is one of the academic departments in Politeknik Tuanku Sultanah Bahiyah. It operated on 2003 and it previously known as Politeknik Kulim where it offered several courses such as Accounting, Marketing and Business Studies at Diploma level. The first batch consisted of 176 students and 17 lecturers during its first session on 2003.

Commerce Department is moving forward by offering efficient and professional services in its education based on accounting, marketing and business studies in order to produce potential graduates who are hardworking, charismatic and professional. To realize this, Commerce Department has professional, dedicated and experience lecturers and it also has complete infrastructure such as classrooms, lecture hall and computer lab which are fully equip and comfortable for the students to achieve a successful academic.



Programs Offered

- Diploma in Accountancy (DAT)
- Diploma in Marketing (DPR)
- Diploma in Business Studies (DPM)

Facilities

- A lecture Hall
- 16 Classrooms
- A Business Support Room
- A Presentation Seminar Room
- An Entrepreneurship Development Room
- An Accountancy Computer Lab
- A Micro Accountancy Room
- 2 Meeting Rooms
- 2 Entrepreneurship Kiosks
- A Simulation Office

5.5

MATHEMATICS, SCIENCE AND COMPUTER DEPARTMENT

Introduction

Mathematics, Science & Computer Department (MSCD) of PTSB is an ancillary department that consists of Mathematics Unit, Science Unit and Computer Unit. The department works to develop students' knowledge and skills in Mathematics, Science and Computer as the basic for them to learn engineering courses in the main academic. As an ancillary academic department, MSCD is also committed to develop students' competence and professionalism in their field. Since December 2015, MSCD has the intake of Pre-diploma in Science (IPS). Pre-Diploma Science is a program implemented to provide candidates who do not meet the minimum diploma-level qualifications to pursue their studies at Polytechnics as well as provide candidates with a second chance to seize jobs and improve their economic status and family.



Courses Offered

- DBM 10013 Engineering Mathematics 1
- DBM 2013/ DBM 20023 Engineering Mathematics 2
- DBM 3013 Engineering Mathematics 3
- DBM 30043 Electrical Engineering Mathematics
- DBS 10012 Engineering Science
- DBC 20012 Computer Application

Facilities

- 1 Meeting Room
- 7 Tutorial Rooms
- 3 Computer Lab
- 2 Science Lab

5.6

GENERAL STUDIES DEPARTMENT

Introduction

General Studies Department (GSD) of PTSB consists of English Language Unit and Islamic Studies and Moral Education Unit that work on a professional partnership in their quest to take students to greater heights, morally and socially. As an ancillary academic department, GSD is committed in improving the English Language proficiency as well as the teaching of Islamic and Moral Education of undergraduates in the main academic departments.



Courses Offered

- DUE10012 – Communicative English 1
- DUE30022 – Communicative English 2
- DUE50032 – Communicative English 3
- MPU23012 – Pengajian Islam
- MPU21032 – Penghayatan Etika dan Peradaban
- MPU23052 – Sains Teknologi Dan Kejuruteraan Dalam Islam
- MPU23042 – Nilai Masyarakat Malaysia
- MPU22042 – Bahasa Kebangsaan A

Facilities

- 3 Language Labs
- 1 Seminar Room
- 1 Presentation Room
- 1 Meeting Room

5.7

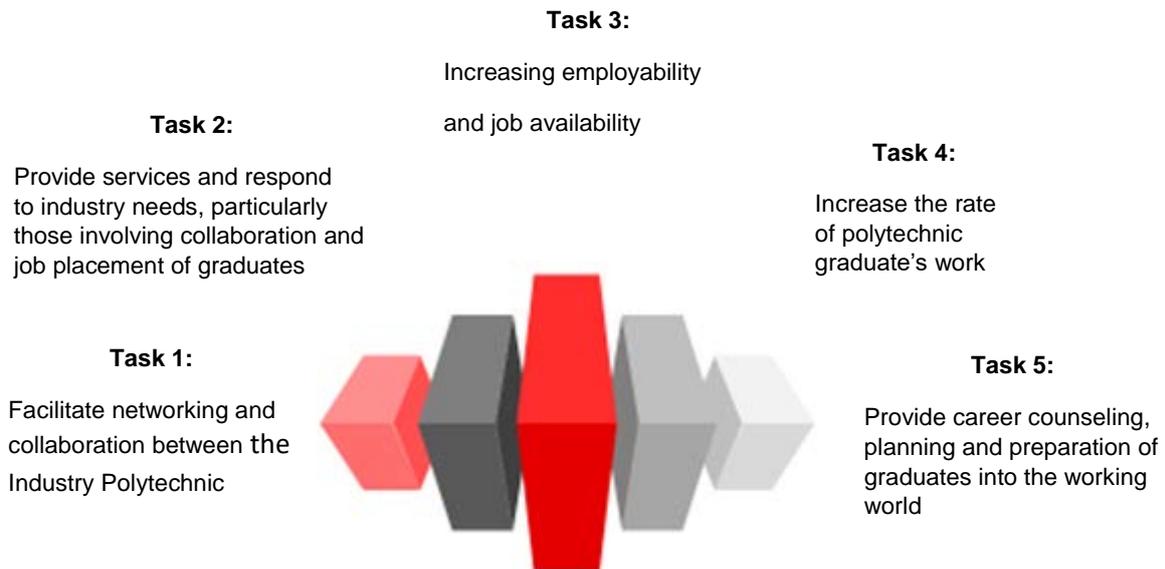
COLLABORATION, INDUSTRIAL SERVICES AND EMPLOYMENT CENTRE (CISEC)

Introduction

Collaboration, Industrial Services and Employability Centre (CISEC) is one of unit was established at Politeknik Tuanku Sultanah Bahiyah (PTSB) with the function to four main areas and Alumni Tracer Study, Careers Advisory Service and Continuing Education, Planning and Preparedness into the working world, as well as industrial relations and placement through the industrial services especially in networking and collaboration

Scope and Function CISEC

Focuses on services to the industry, particularly in terms of networking and collaboration



Alumni PTSB

A group of students who have graduated from PTSB since 2010

Alumni Fund Function

helps to shape **PTSB** today and tomorrow by providing critical funds used by the Polytechnic leadership to meet the most pressing needs of the Polytechnic and students

INDUSTRY COLLABORATION MODEL

INDUSTRY ENGAGEMENT



INDUSTRY DIALOGUE

- Networking
- Inputs
HRD Trends, Curricula, Employment

INDUSTRY ADVISORY

- Inputs
HRD Trends, Curricula, Employment
- Networking

INDUSTRY FOCUS GROUP

- Focus group seminar
- Focus group advisory
- Networking reach out /discussion
New fields, HRD Trends, Curricula, Employment

INDUSTRY COLLABORATION



ACADEMICS

- Student Industry Training
- Staff Industry Attachment
- Industry Lecturers/Fellow
- Curricula Development
- Work Based Learning
- Career/technical advice & support

RESEARCH

- Joint Research /Project
- Consultancy

BUSINESS ENGAGEMENT

- Time Sector Privatization
- CPD & Workforce development
- Specialist Facilities

COLLABORATIVE OUTCOME



NATIONAL AGENDA

*Human Capital Projection
& Planning*

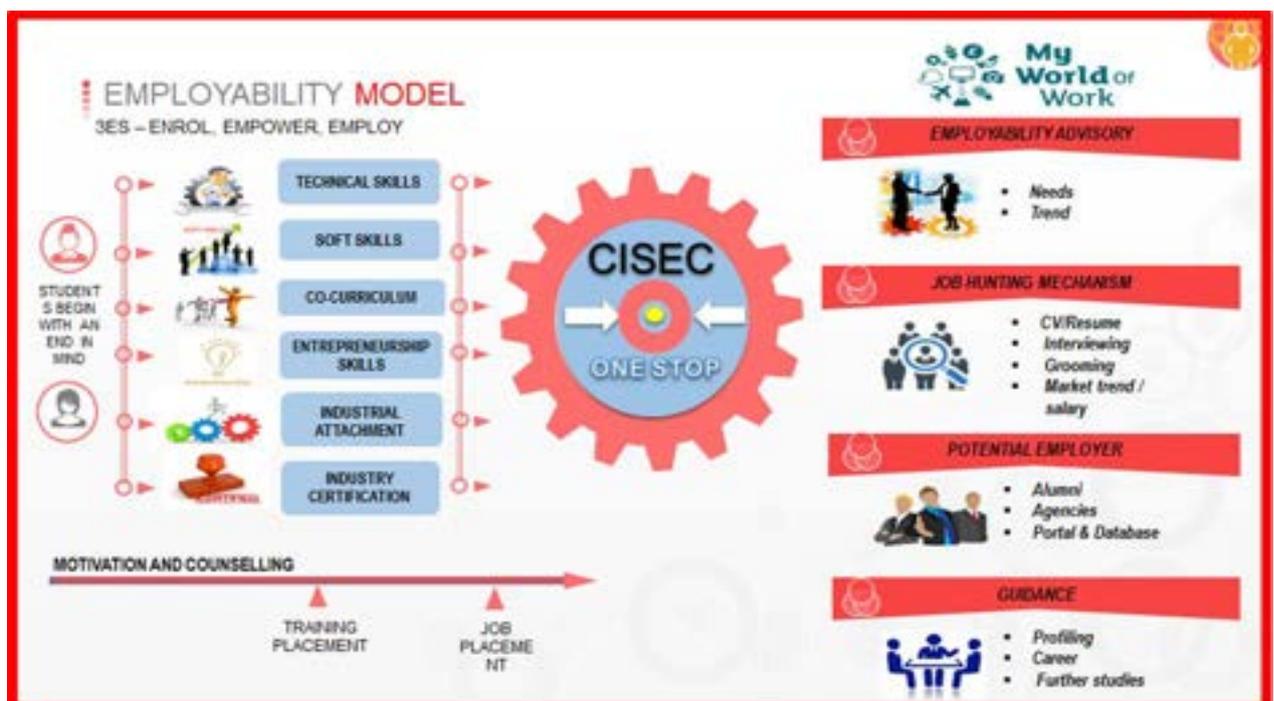
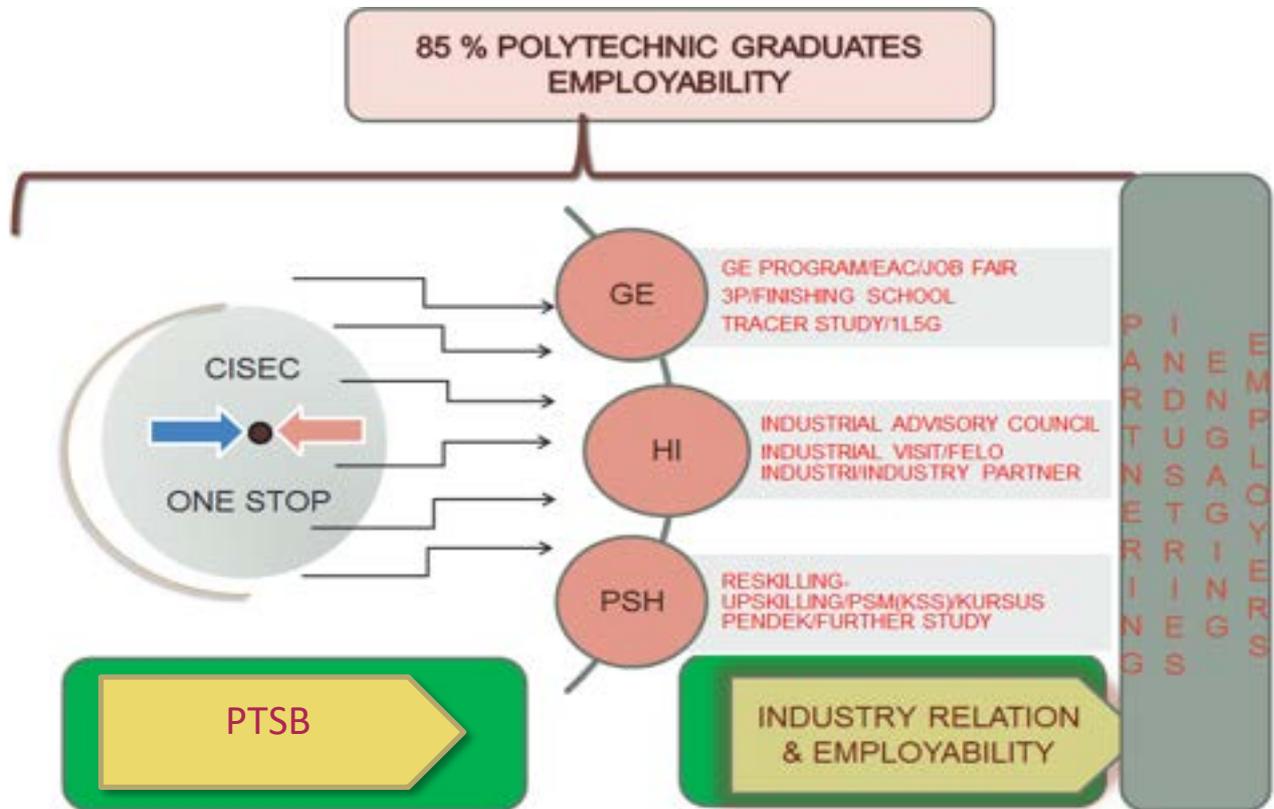
INSTITUTION

*Expertise & Capacity
Competitiveness & Image
Funding Opportunities*

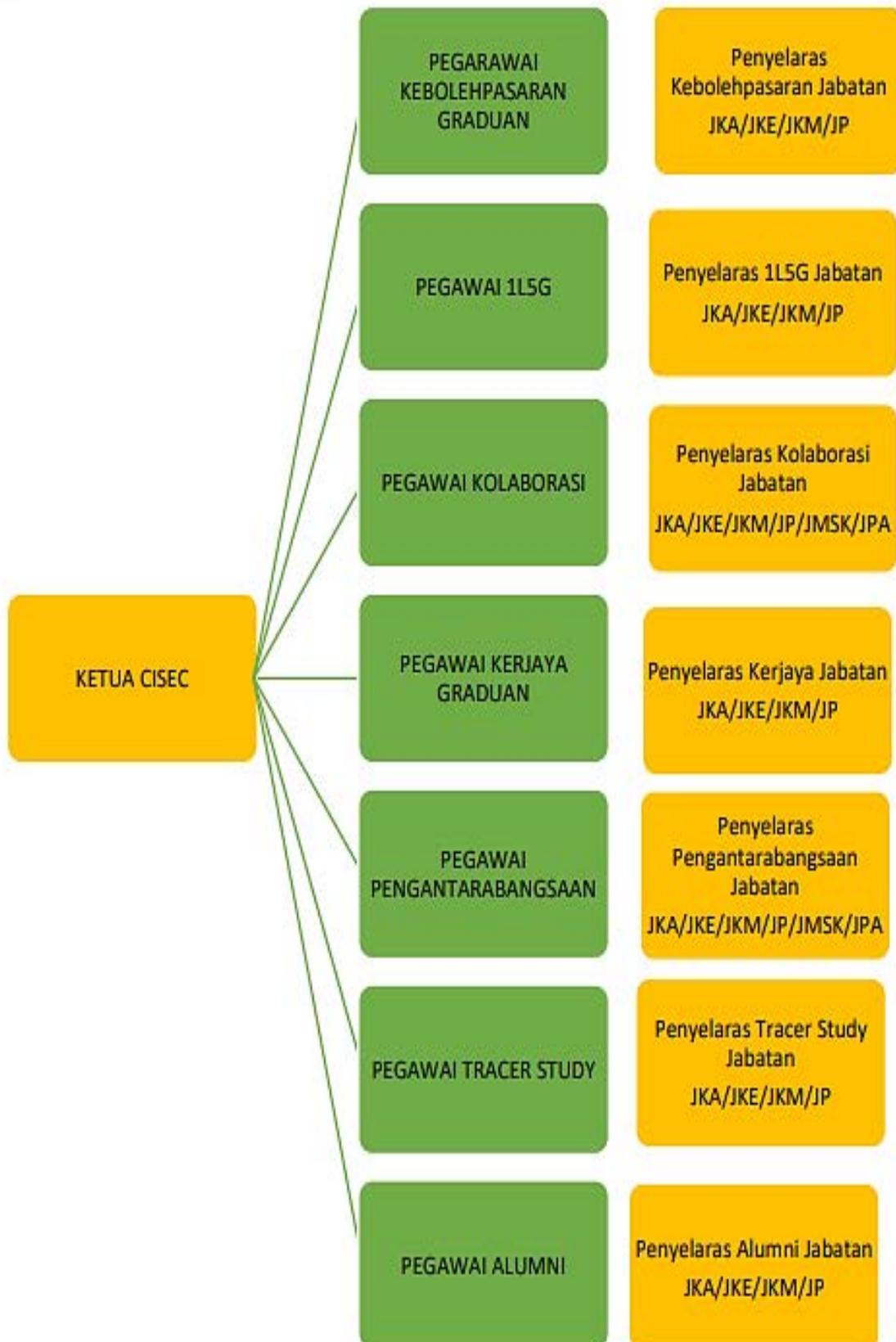
GRADUATES

*Employability
Salary Enhancement*

EMPLOYABILITY MODEL



CISEC ORGANIZATION CHART



5.8

INDUSTRIAL TRAINING AND LIAISON UNIT

Introduction

The Liaison & Industrial Training Unit (UPLI) is responsible for managing students' industrial training affairs. Students will be assigned to a particular organization during their training period based on their respective fields of study.

The placement process is finalised before training commences. Students are constantly advised to maintain a high level of discipline. They should abide by the rules and regulations of both the polytechnic and organization. Organizations are advised to consult the polytechnic immediately if there are any disciplinary problems.

Function and Roles



Liaise between students and organization where the students undergo their training

Manage the Industrial Training process for the eligible students



Coordinate Industrial Training activity

Industrial Training Course (DUT40110)

Industrial Training exposes students to related workplace competencies demanded by industries. It also equips students with real work experience, thus helping students to perform as novice workers. Upon completion of this course, students should be able to:

- apply related knowledge and skills at the workplace.
- communicate effectively with others.
- practice teamwork.
- professionally and ethically comply with policies, procedures and rules of the organization.
- explain the tasks assigned (during the industrial training) according to the prescribed format.

- **Assessment**

The course assessment is carried out by Coursework where it's a continuous assessment that measures knowledge, technical skills and soft skills. Student will be evaluate by using a rubric form as:

i. Organization Evaluation (total of 60%)

- Practical Task – 40%
- Reflective Journal – 20%

ii. Lecturer Evaluation (total of 40%)

- Observation – 10%
- Final Report – 20%
- Presentation – 10%

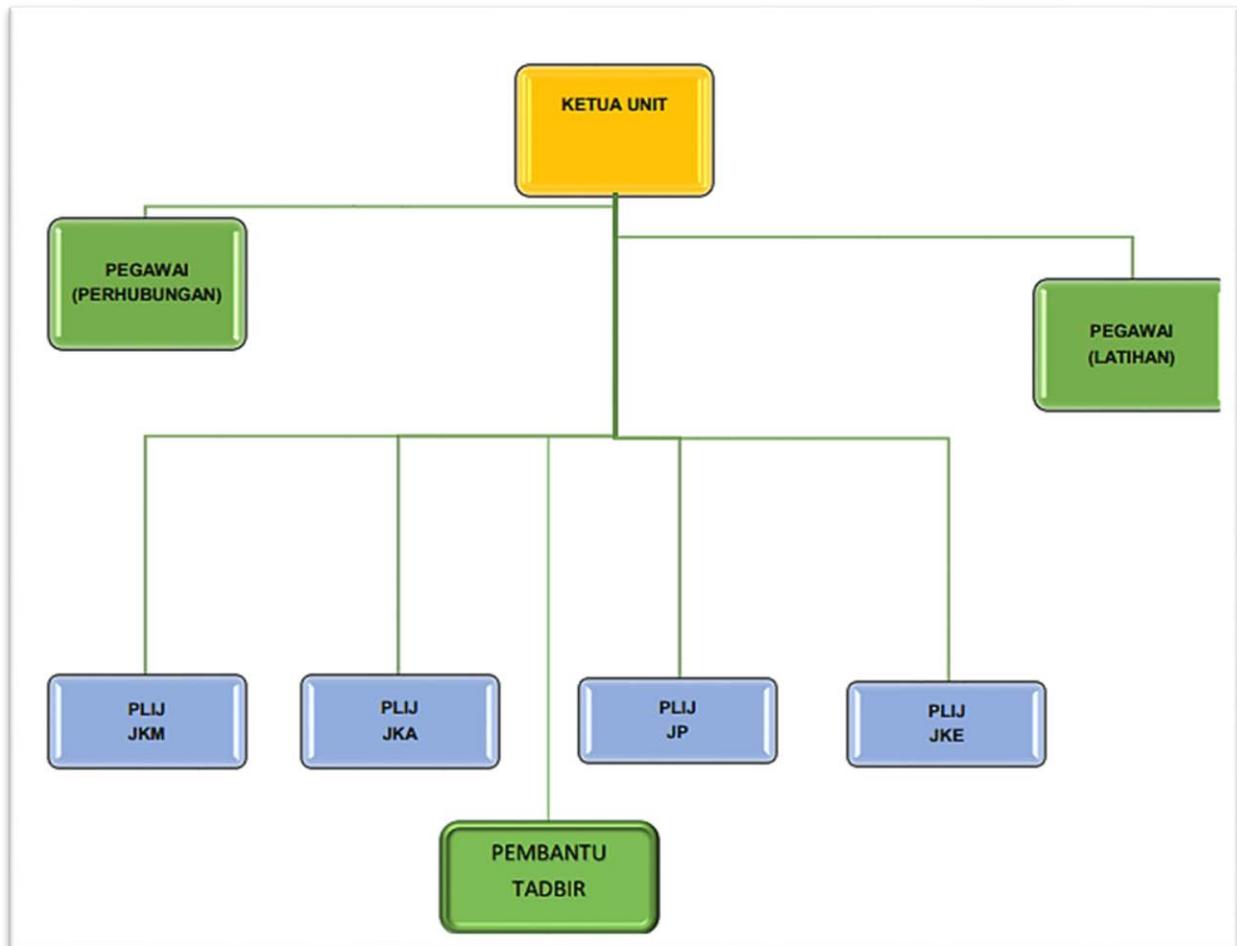
Grading

Industrial Training grade are follow the guideline stated in the Arahan-Arahan Peperiksaan dan Kaedah Penilaian which is approved by the Lembaga Peperiksaan dan Penganugerahan Sijil/ Diploma Politeknik and Dasar Latihan Industri Institusi Pengajian Tinggi which is published by Minister of Higher Education.

Industrial Training DUT40110 are grade as follow:

MARK	RESULT	STATUS
80 – 100	Excellent	Pass
65 – 79	Distinction	
40 – 64	Pass	
0 – 49	Fail	Fail

INDUSTRIAL TRAINING AND LIAISON UNIT ORGANIZATION CHART 14



5.9

ASSESSMENT AND EXAMINATION UNIT

Introduction

Examination Unit is responsible to coordinate and to handle activities regarding final examination and certification. The unit is fully supported by all departments to fulfil the responsibilities given. Examination Officer is responsible to monitor the whole examination process of polytechnic while Examination Coordinator is to manage things regarding examination for their respective departments. Other than that, Examination Unit also cooperate in organizing workshops related to examination such as Assessments and Vetting Workshop which is organized every semester in order to produce high quality examination questions to be applied in the Final Examination of Politeknik KPT. There are rooms in the Examination Unit as the offices of the Examination Officer, Departments' Examination Coordinator, Computer Room, and Vault Room, Examination Materials/Equipment Room and Printing Room.

Function and Roles



Prepare Final Examination Schedule and Invigilation of Final Semester

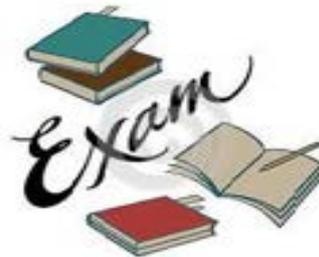
Prepare graduates' Certificates/Diploma and certification matters

Supervise the Final Semester Examination.

Process and prepare documents regarding Final Examination such as Examination Slip, Student's Letters.

Sort and prepare the question for Final Semester Examination.

Questions construction process and organize the workshops for questions construction and vetting.



Repeat Module, Repeat Semester, Fail, Research Data of Examination Result, Board Report, Graduates List and etc.

Prepare examination result transcript

Course Credit

- Credits for each course are as set forth in the Curriculum and Program Structure Document as approved by the Course Curriculum Institution and the Polytechnic Training Program
- The number of credits to be taken by the student for each semester is between 12 to 20 or as specified in the document Curriculum and Program Structure
- The minimum credit amount to be collected by the student before being considered for the award of the certificate is as prescribed in Document Curriculum and Program Structure

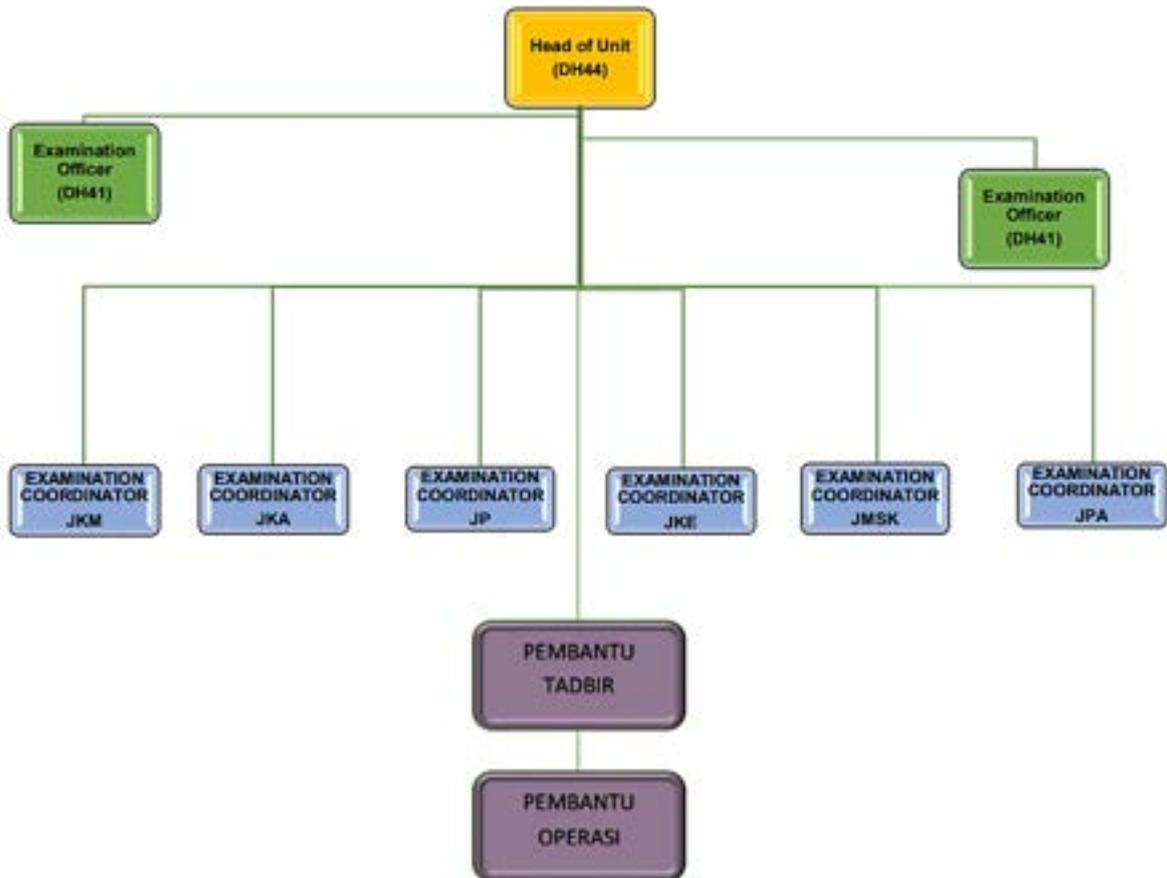
MARKS	POINT OF INTEREST	GREED	STATUS
90 - 100	4.00	A+	Very Excellence
80 - 89	4.00	A	Excellence
75 - 79	3.67	A-	Credit
70 - 74	3.33	B+	Credit
65 - 69	3.00	B	Credit
60 - 64	2.67	B-	Pass
55 - 59	2.33	C+	Pass
50 - 54	2.00	C	Pass
47 - 49	1.67	C-	Pass
44 - 46	1.33	D+	Pass
40 - 43	1.00	D	Pass
30 - 39	0.67	E	Fail
20 - 29	0.33	E-	Fail
0 - 19	0.00	F	Fail

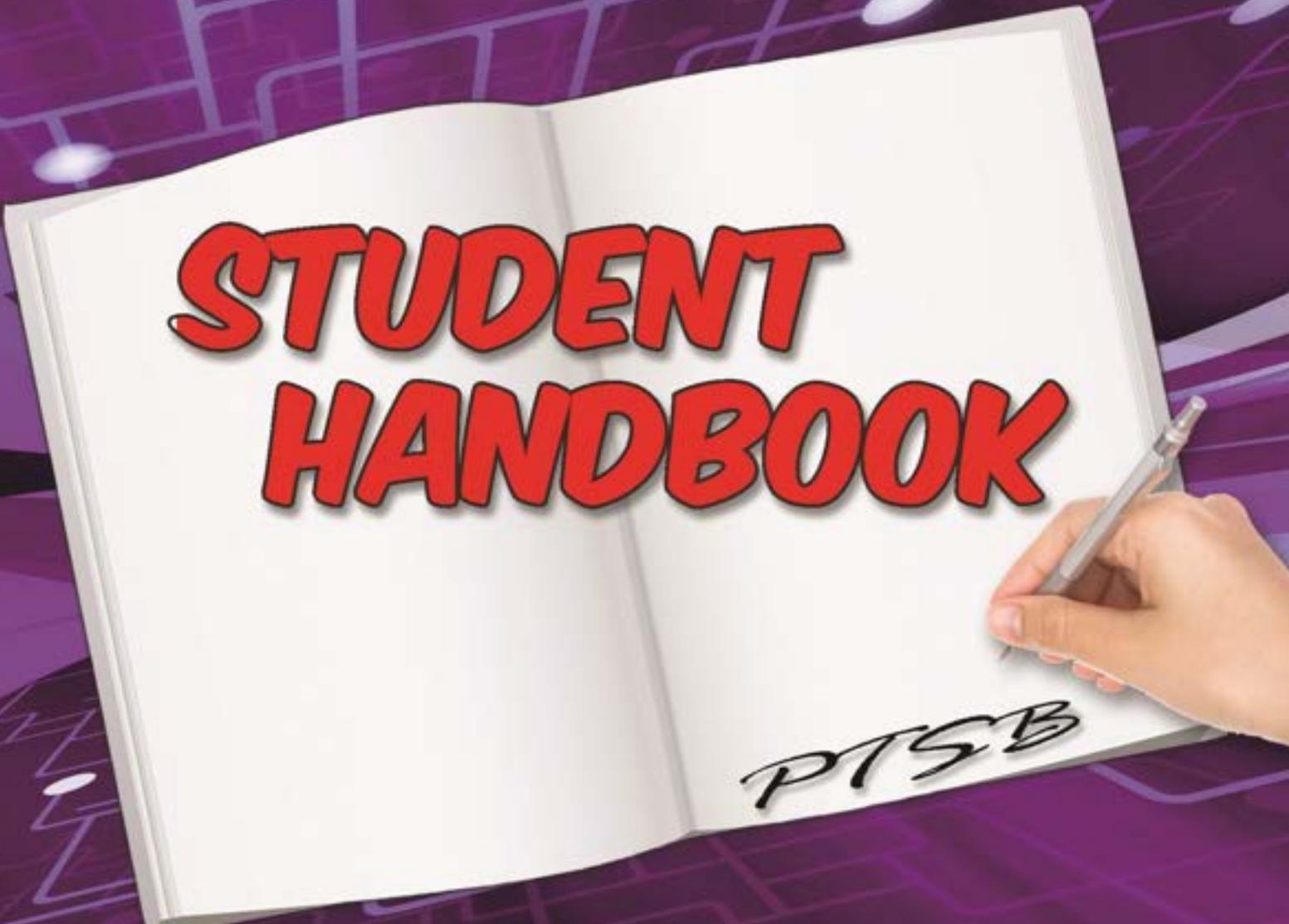
Determination of Passing Mark for Continuous Assessment, Final Assessment, and Final Examination

The requirement or pass marks for both assessments, i.e. Continuous Assessment (CA) and Final Examination / Final Assessment (FE) are used for all courses. The prescribed pass mark is at least:

Continuous Assessment (CA) / Final Assessment = 40%
Final Examination (FE) = 20%
Total Passing Mark = 40%

ASSESSMENT AND EXAMINATION UNIT ORGANIZATION CHART





**STUDENT
HANDBOOK**

PTSB

NON-ACADEMIC TEAM

6.1

STUDENT AFFAIR DEPARTMENT

This unit is structured into three divisions; Data & Intake, Discipline & Welfare and Student Representative Council / Majlis Perwakilan Pelajar (MPP). Each division is led by an officer assisted by other officers and 3 supporting staff in order to manage the particular job scope.



Division of Data & Intake

- Student intake
- New students' registration and seniors' self-report
- Student card application
- Switching polytechnics and courses
- Semester extension
- Students' study letter confirmation
- Students' quit letter confirmation
- Students' data and record

Division of Discipline & Welfare

i. Financial support Management

- Most of the diploma certificate and course students are funded by Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN) and Ministry of Education (MoE). The rests are sponsored by other sponsors such as State Foundation, Baitul Mal, State Zakat and Majlis Amanah Rakyat (MARA).
- Students can get guidance from Scholarship officers regarding procedures and information for financial support.

ii. Students' Welfare Management

- To manage students' insurance
(PTSB students are insured by Syarikat Takaful Malaysia through Group Family Plan)
- To manage students' treatment letter
- To manage students' charity
- To report students' death and accident to particular parties
- To issue a student care letter if necessary
- To manage hostel placement for students
- To provide information about off-campus residential for students

Public Services Department (JPA) RM 5,000	State Foundations RM 2,000 – RM 3,000	Ministry of Higher Education (KPTM) RM 3,000	KUOK Foundation RM 5,000	National Higher Education Fund Corporation (PTPTN) RM 5,000
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iii. Students' Discipline Management

- To provide disciplines planning and management
- To handle cases of misconduct and disciplinary and trial procedures
- The discipline of PTSB Students is subject to ACT 174.

ETIKA PAKAIAN PELAJAR

" Personaliti Membentuk Jatidiri Berkualiti "



PAKAIAN FORMAL

Majlis Rasmi, Mesyuarat & Urusan Rasmi

	
<ul style="list-style-type: none"> • Kemeja lengan panjang bertali leher • Baju semulajasa 'lock-in' • Seluar panjang 'black' • Berkasut pejabat & berstokin • Pakatan kebangsaan • Bersongkok Nizam • Memakai kad matric 	<ul style="list-style-type: none"> • Kemeja lengan panjang • Seluar panjang • Berkasut pejabat & berstokin • Pakatan kebangsaan • Baju kurung • Bertudung (Muslim) • Memakai kad matric

PAKAIAN SEPARA FORMAL

Dewan Kuliah, Tutorial, Perpustakaan, Bangunan Pentadbiran dan Kafeteria

	
<ul style="list-style-type: none"> • Kemeja lengan panjang/pendek • Baju T 'plain' bertali • Baju semulajasa 'lock-in' • Seluar panjang 'black' atau khaki • Baju korporat • Baju bergelintai • Berkasut & berstokin • Memakai kad matric 	<ul style="list-style-type: none"> • Kemeja lengan panjang • Seluar panjang • 'Blouse' lengan & kemaskan • 'Skirt' labuh • Baju kurung • Baju korporat • Baju bergelintai • Bertudung (Muslim) • Berkasut & berstokin • Memakai kad matric



PAKAIAN & PENAMPILAN YANG TIDAK DIBENARKAN SEMASA DI KAWASAN KAMPUS

- Pakatan tidak sepadan
 - Baju T tanpa kolar
 - Seluar 'jeans' / 'jean' jeans
 - Bertudung - memakai kulfang / gelung
 - Rambut berfrenzy seperti 'sbro', 'punk', panjang, berkor atau dibeatkan.
 - Bertatu
 - Bersaligan / bersempah / capak
- 


PAKAIAN SUKAN

Yang Bersesuaian Ketika di Gelanggang/ Dewan Sukan/Bilik Gimnasium/ Padang & Majlis Sukan

 
<ul style="list-style-type: none"> • Baju T lengan panjang / pendek • Seluar 'Track Bottom' • Bertudung (Perempuan Muslim) • Kasut sukan • Berstokin



POTONGAN RAMBUT Semasa Pengajian di Kampus



iv. Student Orientation Week

- To chair and manage new students orientation week



v. Majlis Perwakilan Pelajar (MPP)

- To advise Committee Student Representative



MPP is an abbreviation for the Majlis Perwakilan Pelajar which acts to represent students in all matters and expressed a student's view to a Polytechnic. MPP is also responsible for having an excellent student in skills, academics, sports and so on.

Majlis Perwakilan Pelajar (MPP) was established to develop the personality and ideas of a leader among students. MPP will be formed through learning, management, leadership, implementation of activities, council ethics and motivation to enable them to have different added value to other students. MPP has a role to assist management in identifying the needs and welfare of students. Apart from that, MPP also acted on campus by various agendas and activities for students.



vi. Student Vehicle Registration Management

- To manage matters regarding the registration of students' vehicles in campus
- To take action on traffic offenses according to the education institutions acts and methods

STUDENT AFFAIR DEPARTMENT ORGANIZATION CHART



6.2

SPORTS Co-CURRICULLUM AND CULTURE DEPARTMENT

Sports Co-curriculum and Culture Department (SCCD) of Politeknik Tuanku Sultanah Bahiyah (PTSB) consist of Sports Unit, Co-Curriculum Unit and Culture Unit that is commitment to provide opportunities for student and staff to participate in all types of sports, health and fitness activities. SCCD is responsible for planning, organizing, implementing, coordinating, supervising and monitoring sports, co-curriculum and culture activities at polytechnic. The department also manages the equipment and ensures that facilities are at its best and provides quality service to customers.



Objectives

- To nurture young talents amongst PTSB students and at the same time to develop their potential to a higher level.
- To develop “The thinking athletes” among PTSB students as aligned by the aspiration of Ministry of Higher Education’s sports development policy.
- To promote to the community that the institution does not only emphasize on academic excellence, but is also active in co-curriculum and sports development.
- To encourage sportsmanship, friendship and positive competitive spirits among higher education institutions.

Courses offered

- Extra Curricular (Route1-Sports and Club)
- Extra Curricular (Route2-Uniform)

Facilities

- Football Field
- Rugby Field
- Tennis Courts
- Squasy Court
- Futsal Courts
- Netball Courts
- Badminton Courts
- Volleyball Courts
- Basketball Courts
- Ping Pong
- Gymnasium
- Paintball



KEMENTERIAN PENDIDIKAN TINGGI
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI



CARTA ORGANISASI JABATAN SUKAN KOKURIKULUM DAN KEBUDAYAAN 2023



Tarikh kemaskini : 1 Julai 2023

6.3

PSYCHOLOGY MANAGEMENT UNIT

The Psychology Management Unit provides facilities where the clients (students, staff and community) are encouraged to maximize their potential. The unit also aimed to nurture good mental health among clients of the Politeknik Tuanku Sultanah Bahiyah.



The Psychology Officer is available to the clients to discuss and share information on education, academic purposes, vocational and technical, personal matters, emotions, social and health problems.

The main objective of the Psychology Management Unit is to help clients to get better understanding on themselves so that they can resolve any problems faced. Group activities are also planned from time to time, to develop communication and interaction skills, leadership skills, management and administration skills. Using this approach, it is hoped that the concept of awareness and responsibilities are nurtured to the clients.



Services :

01

Counseling Services are handled through individual or grouped counselling session.

02

Guidance and Enrichment Service is given through talks, seminars, workshops and forums.

03

Prevention activities like health programs covering physical and mental, drugs and AIDS/HIV prevention, stress management and others are organized.

04

Listing final year students to IPTA and IPTS for chances of further studies.

6.4

LIBRARY AND RESOURCES CENTRE

The library provides quality and up to date information to everyone in terms of managing and providing access to information resources. Taking the role as a centre of knowledge, the library acts as a catalyst and assist in the teaching and learning and research in the process of producing creative and innovative semi-professional. The library unit is also an instrument in inculcating the reading culture among PTSB and the local communities through an ongoing reading campaign. All staff and students can



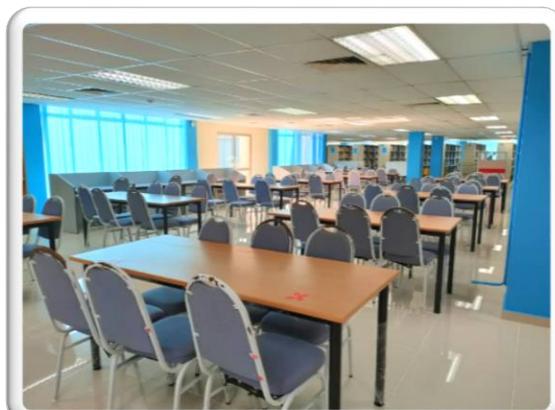
access all resources from the library freely. It also can accommodate up to 600 students at one time. In addition, carrel and discussion rooms as well as referral service, photocopying and internet service are also provided for students. Apart from using the materials in the library as a reference source, library users can also use online reference resources such as e-books and e-journals using smartphones via link <http://www.u-library.gov.my/portal/web/guest/onlinedatabases>.

PTSB Library or Perpustakaan Al-Khawarizmi has been upgraded (floor tiles) using RMK 11 budget and now has a new and refreshing image. Hence, this will attract the students and staff to use the library facilities regularly. The library has conducted many programs to enhance reading among PTSB staff and students since 2020. For example Book Corner competition and the online programs which involve students and staffs such as FB live books review, book review contest and book corner contest. Other than that, library has also taken an initiative to add more academic books collection by organizing book donation program named '1 Staf 1 Buku'.



Library Objectives

- 01 to be the main resource for staff and students in teaching and learning
- 02 to update the book collections and other references that currently needed by staff and students
- 03 to acquire relevant and current information for reference
- 04 to manage a collection of information using a standard system for easy access.
- 05 to provide quality information service and cultivate interest in reading



6.5

STUDENT RESIDENTIAL COLLEGE

The uniquely modern PTSB hostel can easily accommodate a total of 1404 students. Semester one students have the opportunity to benefit the facilities provided in the campus in addition to a comfortable and conducive living environment. Students are placed in the in the hostel to instill good learning habit, moral values integration and friendship among students of different races, religions and culture. Four blocks of which are V1, V2, V3 and V4 are especially for female students, whereas the other two blocks which are V5 and V6 are for male students. Each room is will be occupied by two students and equipped with basic facilities such as bed, mattress, study table, chair and cupboard.



Capacity of PTSB Residence for Students

	Male	Female
Total Block	3	3
Total Rooms	351	351
Total Beds	702	702



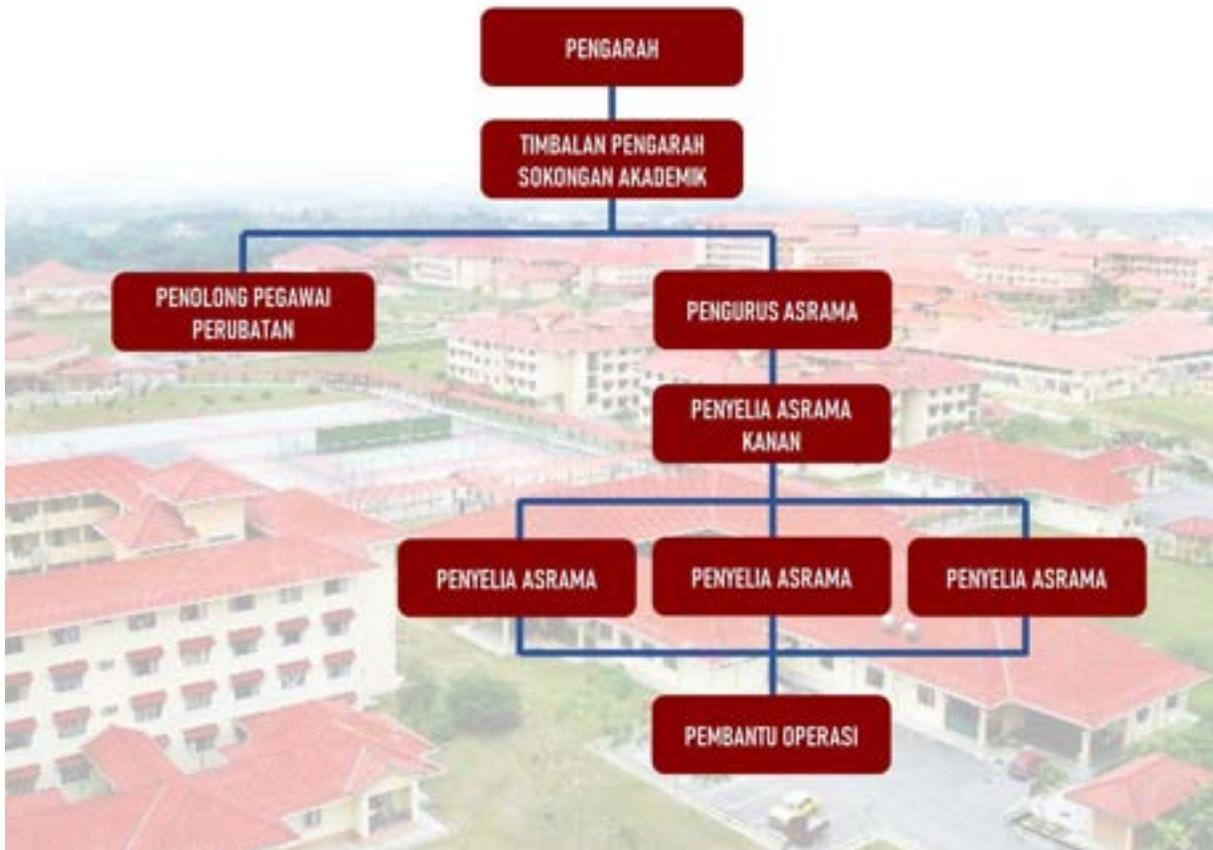
Hostel Facilities

- Hostel Administration Office
- Hostel Warden Office
- Treatment Room
- Recreation and Rest Room
- Laundry Room
- Cafeteria
- Mini Market Under Coop
- Self Service Prepaid Laundry Service

STUDENT RESIDENTIAL COLLEGE ORGANIZATION CHART



CARTA ORGANISASI UNIT PENTADBIRAN KAMSIS POLITEKNIK TUANKU SULTANAH BAHYAH



6.6

ENTREPRENEURSHIP UNIT

Entrepreneurship Unit (UKES) acts as the main driver in increasing the level of innovation, creativity and competitiveness of a country. Entrepreneurship field has been recognized as a catalyst for economic development in Malaysia. In order to realize the vision and mission of the Entrepreneurship Development Policy for Institutions of Higher Learning, Politeknik Tuanku Sultanah Bahiyah has established the Entrepreneurship unit.

Service Function :

- 01** Provide opportunities for students in the business world
- 02** Organize the program that aims to provide basic exposure to students so that more polytechnic graduates becomes entrepreneurs.
- 03** Attract students to become entrepreneurs and be the job creator for the society.
- 04** Achieve the KPI of institution every year

Entrepreneurship Activities :

- 01** Bazar MyAgrosis Ptsb 
- 02** Program My Best Buy PTSB Bersama FAMA Kulim 
- 03** Program Bisnes Pitching 
- 04** Karnival Street Sale 
- 05** Entrepreneur Explorace IR 4.0 Bersama Mentor Alumni Dan PTime Resources 
- 05** Workshop: Mini Project DIY Soap Using Recycled Cooking Oil 



6.7

STUDENTS EXCELLENCE UNIT

The Student Skills and Excellence Unit (SSEU) is a unit that plays a role in regulating and improving Student Skills and Excellence at Polytechnic Tuanku Sultanah Bahiyah (PTSB). It is divided into 5 important subunits;

1. Academic Counseling,
2. Student Excellence,
3. Polyskill,
4. Fira and,
5. External Competition

SEU Functions :





STUDENTS EXCELLENCE UNIT ORGANIZATION CHART



CARTA ORGANISASI UNIT KEMAHIRAN & KECEMERLANGAN PELAJAR POLITEKNIK TUANKU SULTANAH BAHYIAH



6.8

INFORMATION AND TECHNOLOGY UNIT

INTRODUCTION

The Information Technology & Communication Unit (UTMK) is a unit that plays a role in maintaining ICT hardware and software, administering and updating application and data systems and providing computer network infrastructure at the Tuanku Sultanah Bahiyah Polytechnic campus (PTSB).

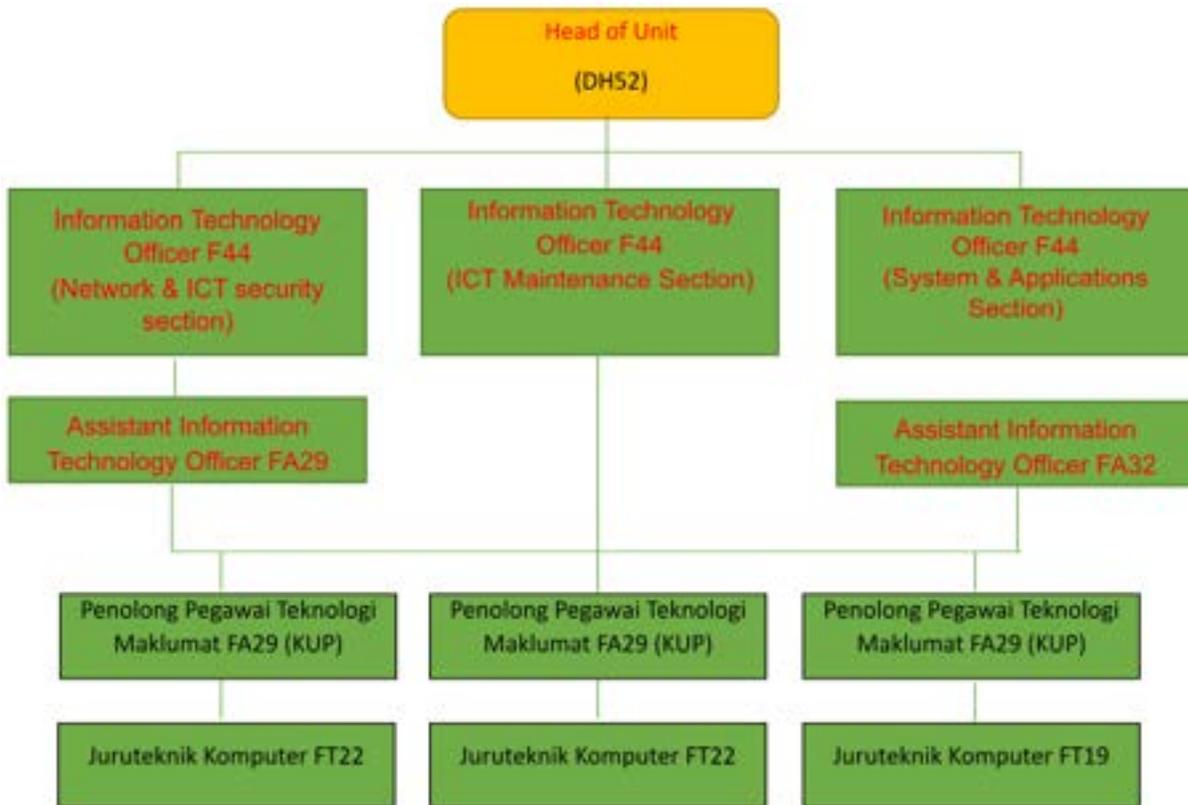


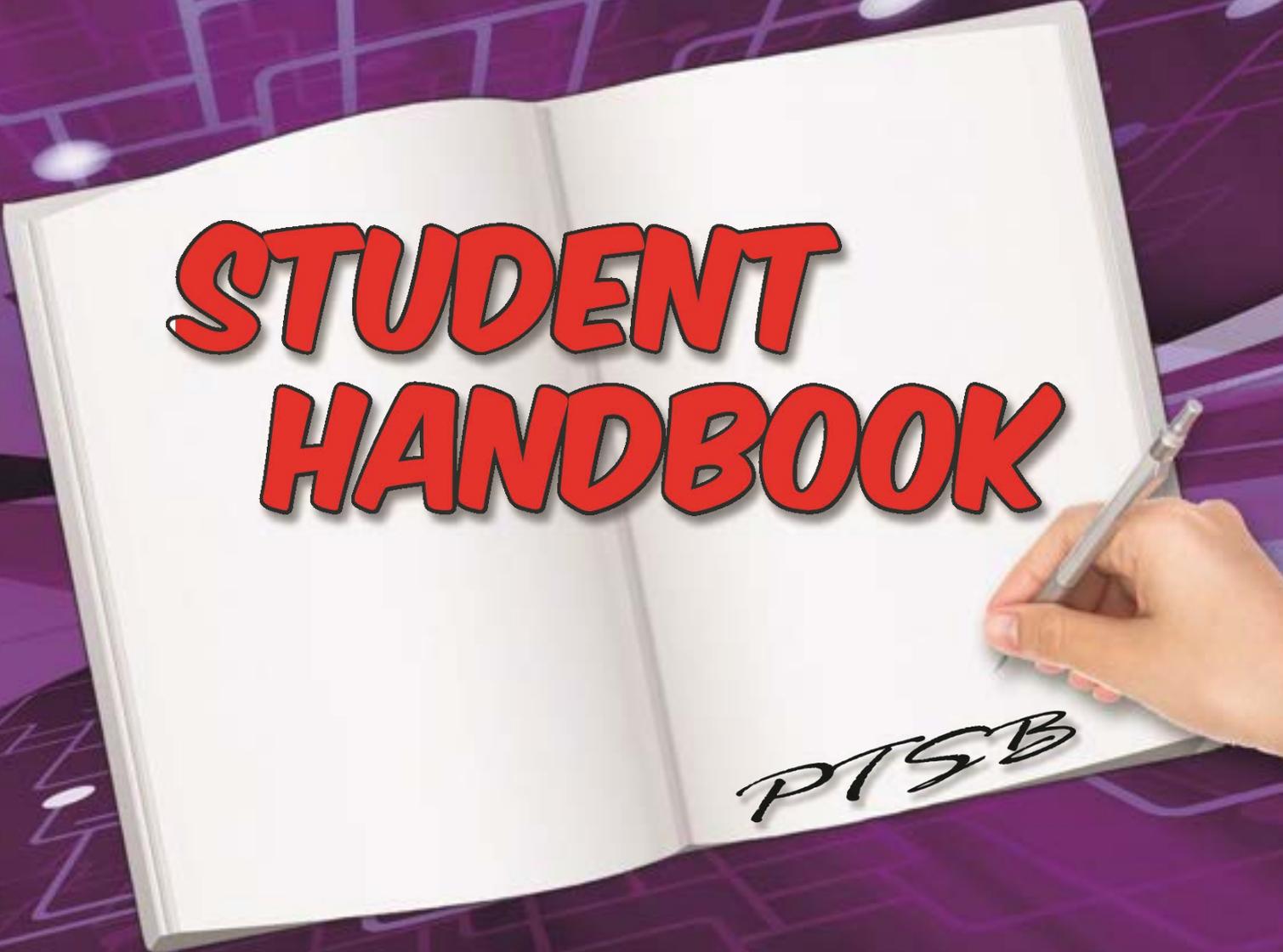
FUNCTIONS & ROLE OF UTMK

Manage and implement maintenance of ICT hardware and software as well as application system

- I. Planning and implementing the procurement of spare parts, assets and ICT facilities
- II. Develop, administer and update online systems and applications
- III. Manage server administration, ICT security and campus network
- IV. Manage the adoption and implementation of new systems and applications
- V. Planning and managing the implementation of training and inculcating the use of ICT for PTSB staff

INFORMATION AND TECHNOLOGY UNIT ORGANIZATION CHART





**STUDENT
HANDBOOK**

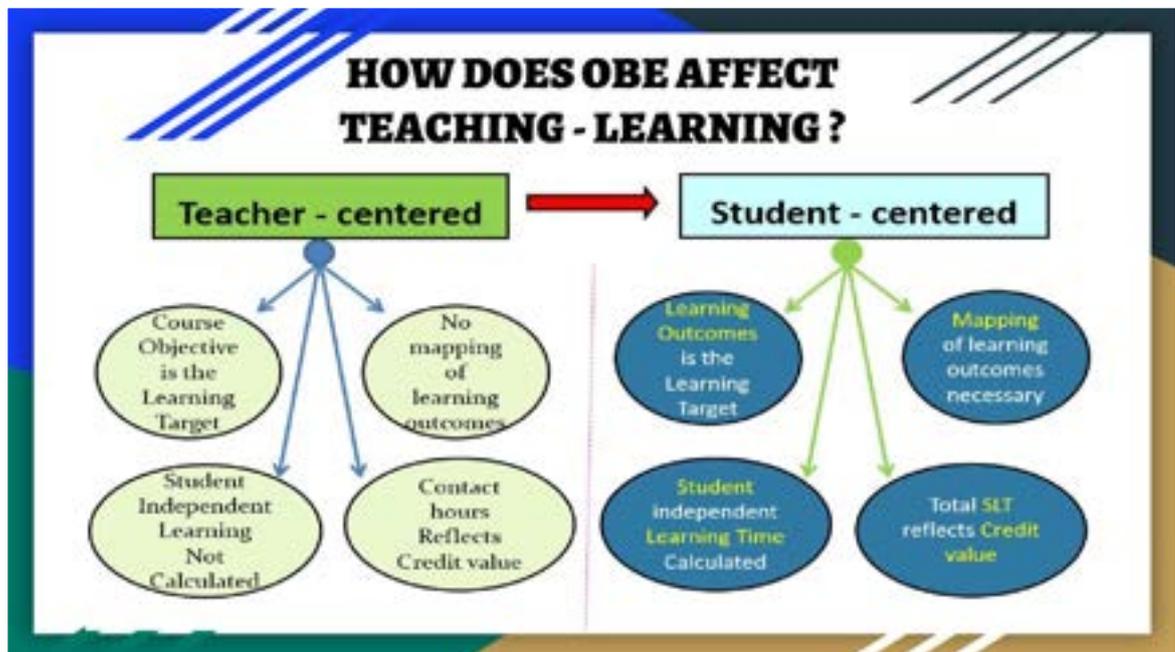
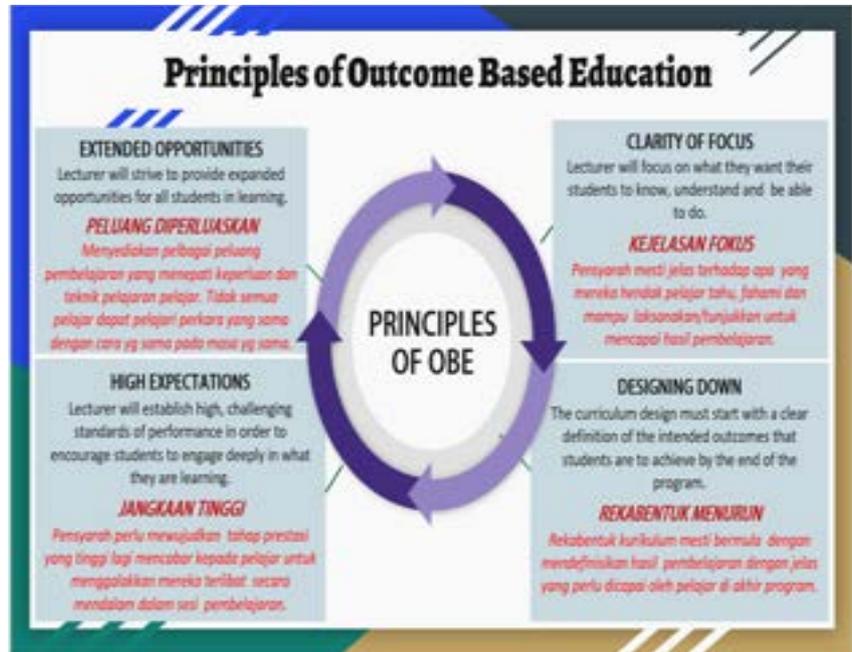
**OUTCOME BASED
EDUCATION**

7.1

WHAT IS OBE?

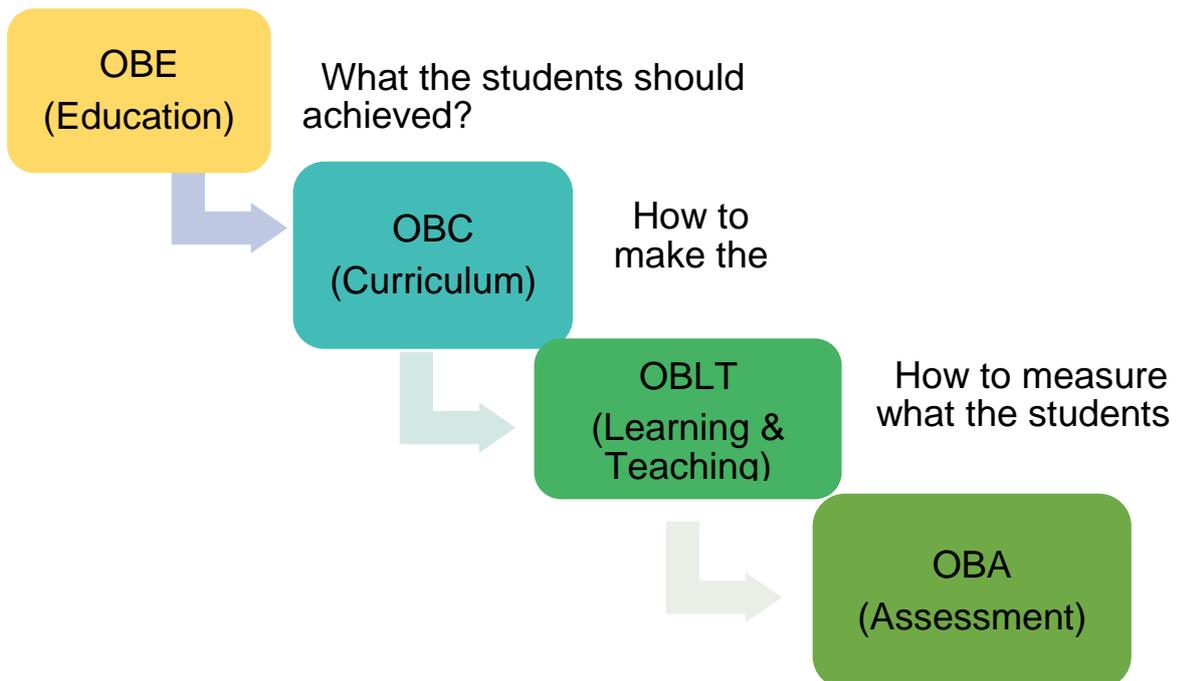
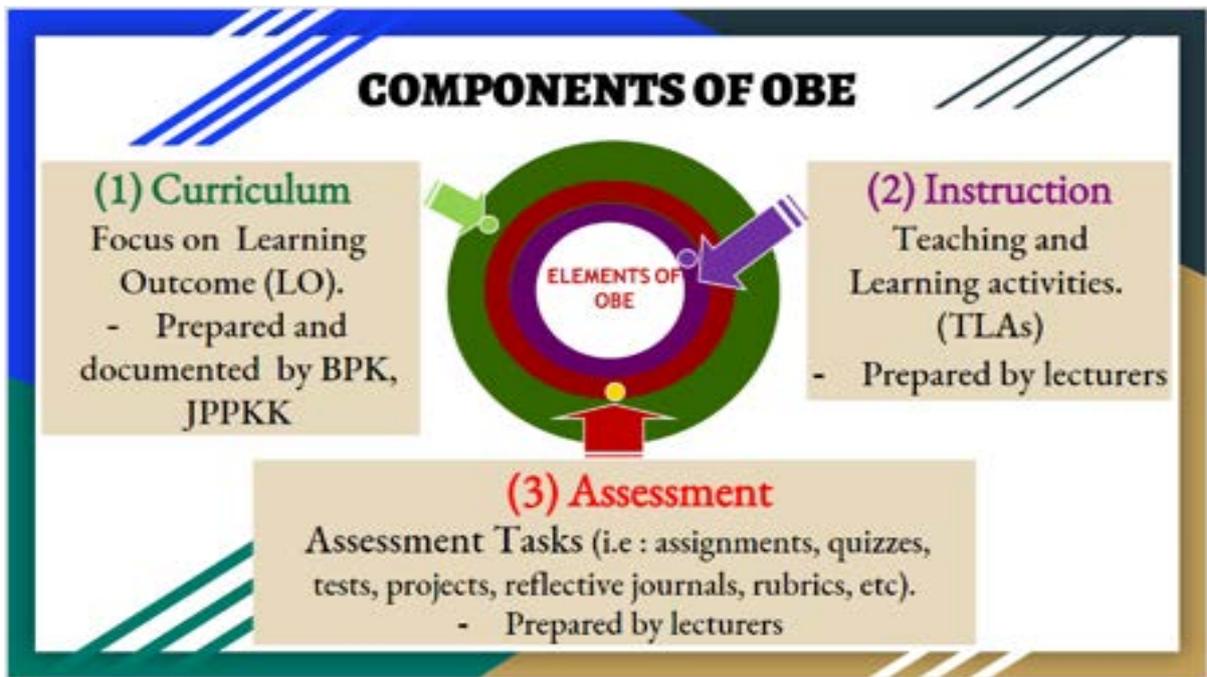
OBE is a holistic method to develop a student based on defined goals and desired outcomes. Hence, it is...

- a method of curriculum design and teaching that focuses on what students can actually **DO** after they are taught.
- Focusing on the outcomes of program implementation.
- Implemented to ensure that our academic programs, curriculum, delivery system, assessment methods and our graduates meet the requirement of international standards.



7.2

COMPONENTS OF OBE?

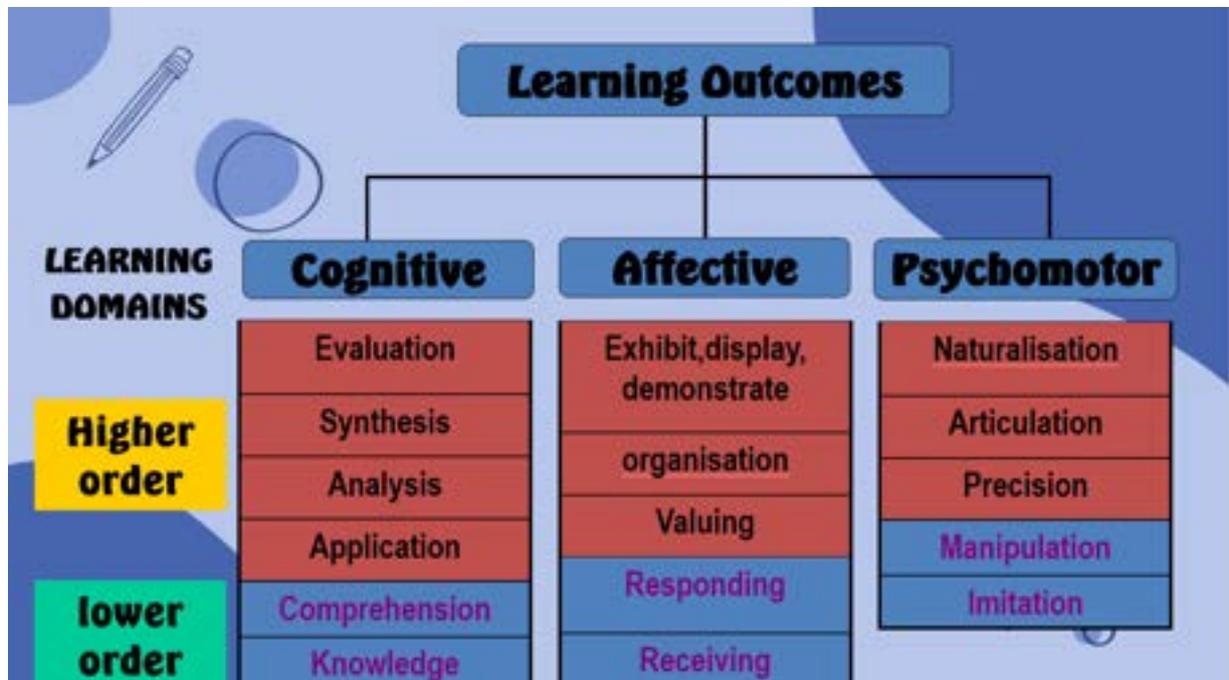


7.3

THE OBE IMPACT

Why are Learning Outcomes important?

- They are essential because they:
- Define the type and depth of learning, students are expected to achieve.
 - Provide an objective benchmark for formative, summative, and prior learning assessment.
 - Clearly communicate expectations to learners.



STUDENT HANDBOOK

PTSB

AWARENESS ON ETAC

8.1

Overview of ETAC



ENGINEERING TECHNOLOGY ACCREDITATION



DUBLIN ACCORD SIGNATORY COUNTRIES



Australia



Korea

Canada



South Africa



Ireland



United Kingdom



New Zealand



United States



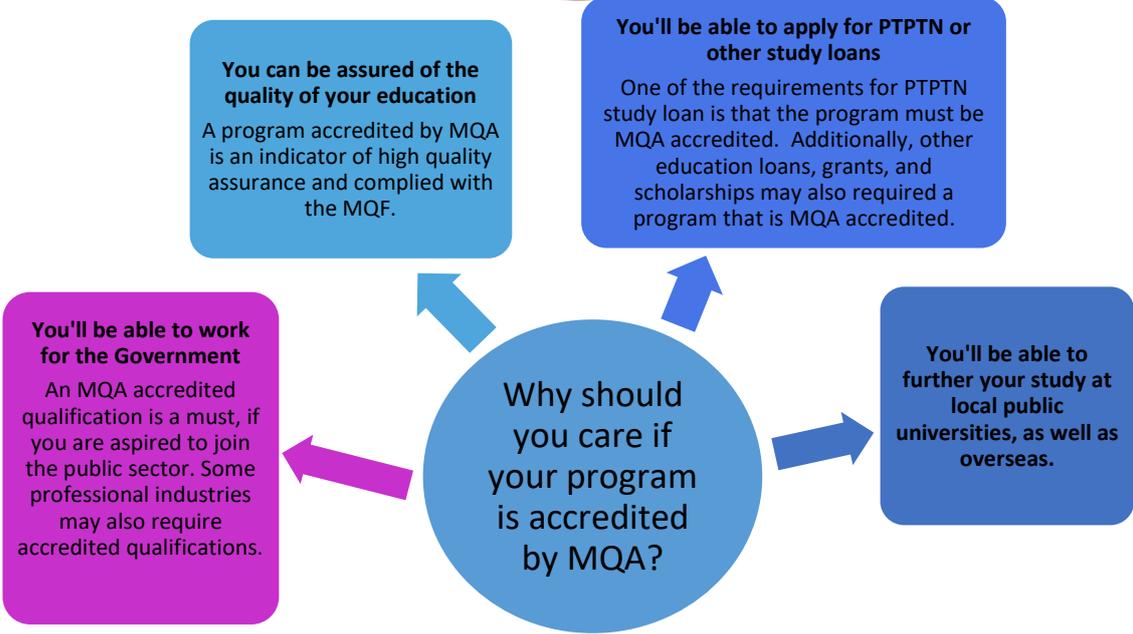
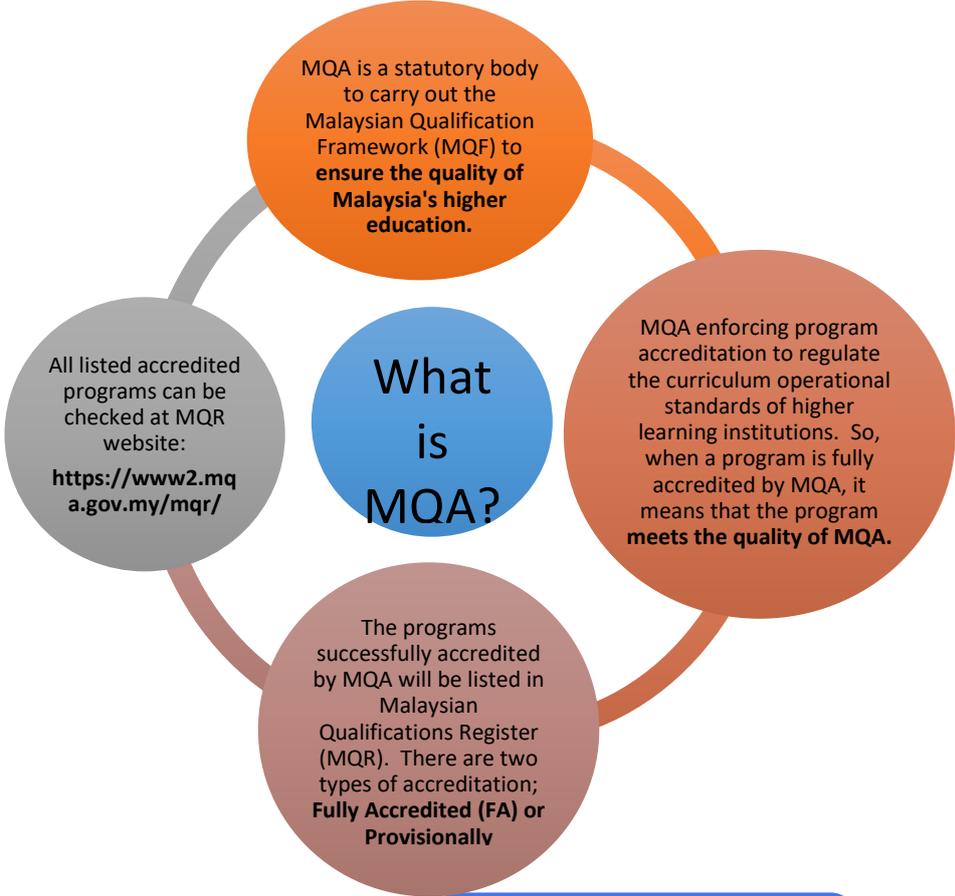
MALAYSIA
(represented by BEM since 2018)

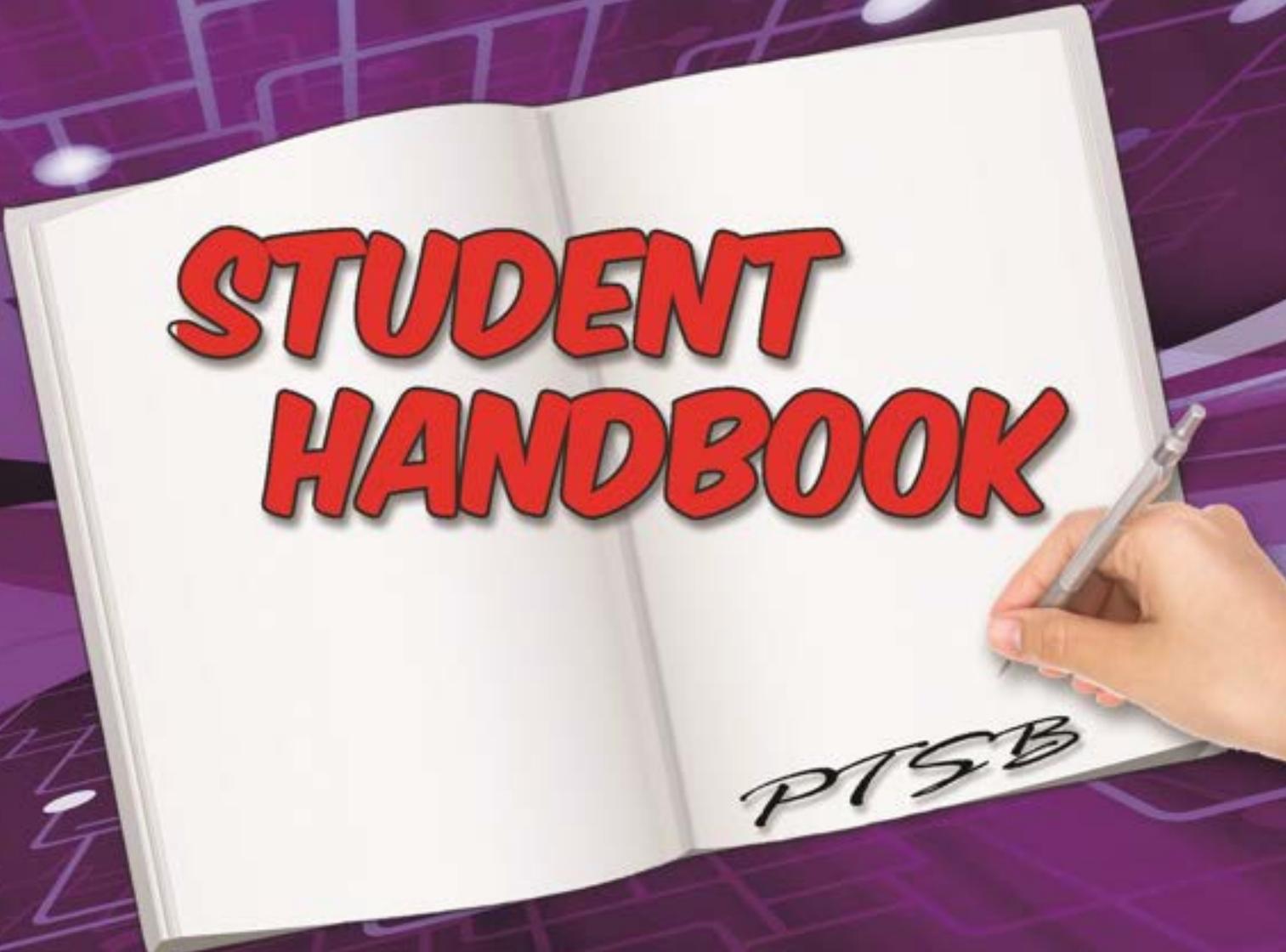


8.2

Overview Of MQA

MALAYSIAN QUALIFICATIONS AGENCY





**STUDENT
HANDBOOK**

PTSB

BLENDED LEARNING

9.1

e-LEARNING & BLENDED LEARNING

WHAT IS e-LEARNING?

In essence, e-Learning is a computer based educational tool or system that enables you to learn anywhere and at any time. e-Learning is the way of learning which connected to electronic media. The courses are available 24 hours a day, 7 days a week, and can be access from anywhere as long as the student has the internet access, and computer or smart phone.

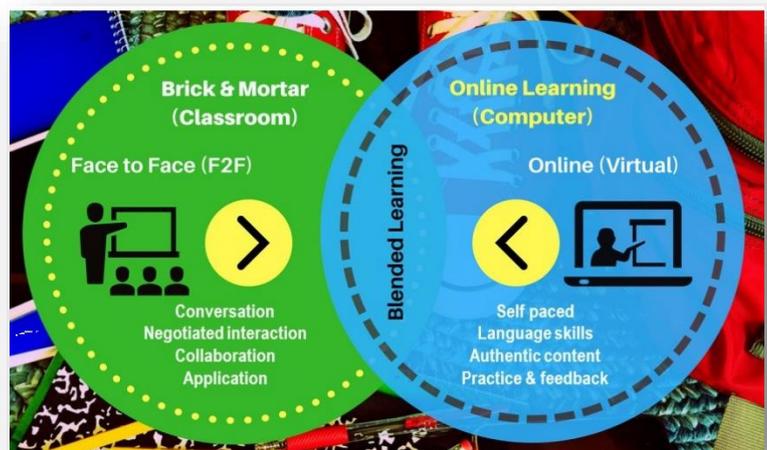
Advantages of Online Learning



Efficiency	Online learning has a number of tools such as videos, PDFs, podcasts, and teachers can use all these tools as part of their lesson plans
Accessibility	Allows students to attend classes from any location of their choice
Interactively	Interactive learning elements, and friendly interface
Flexibility	Able to plan study time around the rest of their day, instead of the other way around

WHAT IS BLENDED LEARNING?

Blended learning combines online delivery of educational content with the best features of classroom interaction and live instruction to personalize learning, allow thoughtful reflection and differentiate instruction from student to student across a diverse group of learners.



Blended learning involves:

- Courses that integrate online with face to face activities.
- Courses that are taught both in the classroom (face to face) and at a distance.
- Mixing or combining instructional technology with actual job tasks, in order to create harmonious effect of teaching and learning.
- Combining computers with traditional teaching. It is also referred to as reverse teaching, flip classroom, backwards classroom, or reverse instruction.



e-Learning
@ ptsb

EMPOWERING DIGITAL LEARNING



Digital Materials

Development and coordination of PTSB digital teaching and learning materials (ebook & TnL video)



CIDOS

Consumption empowerment of Learning Management System (LMS) CIDOS

eDOLA

Involvement and participation of lecturers and students in the CIDOS Inspiring Learning Award (eDOLA) competition



TECC

Use of Technology Enable Collaborative Classroom (TECC) in TnL activities

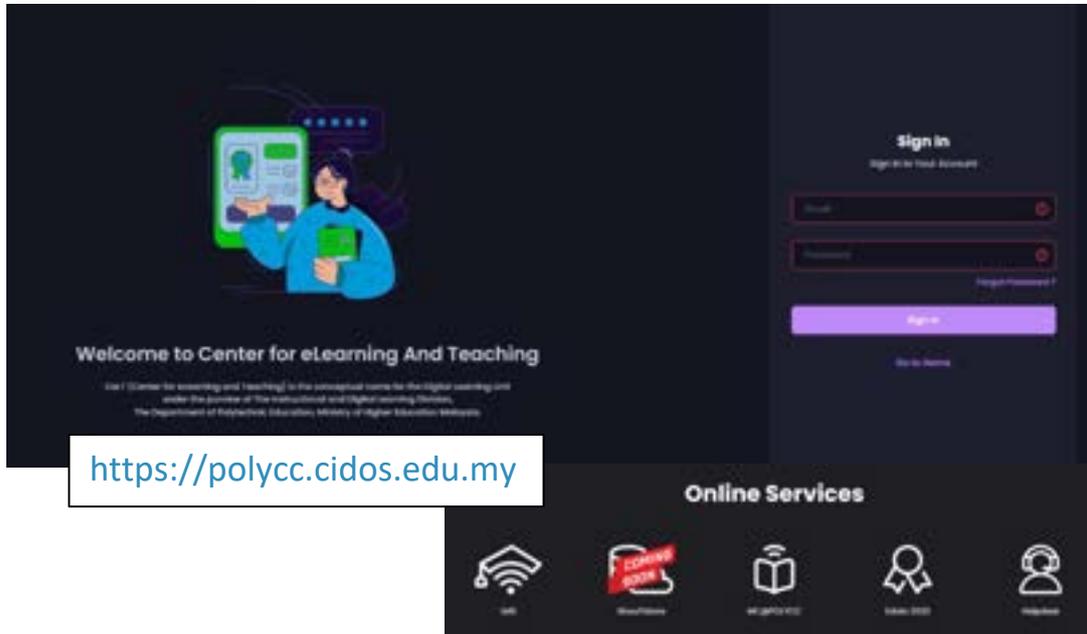
Technology Skills

Improvement of lecturers' skills in the latest technology skills for e-Learning



9.2

PORTAL CIDOS LMS MALAYSIA POLYTECHNIC



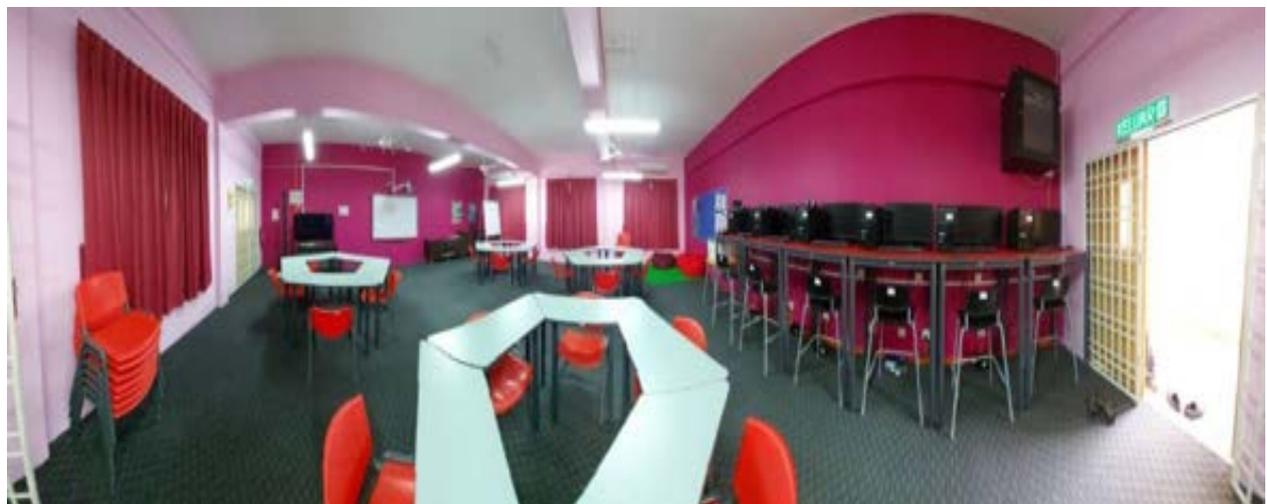
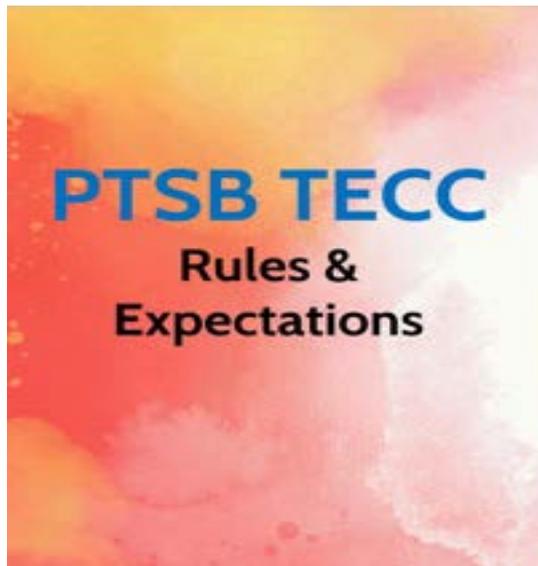
<https://polycc.cidos.edu.my>



9.3

TECHNOLOGY ENABLED COLLABORATIVE CLASSROOM (TECC)

Collaborative classrooms are another tool in the educator’s resource to achieve their mission of improving learning outcomes. The design of the collaborative classroom emphasizes group learning. Collaborative designs are extremely flexible and fully compatible with emerging styles of learning, including personalized learning, flipped classroom, and gamification.

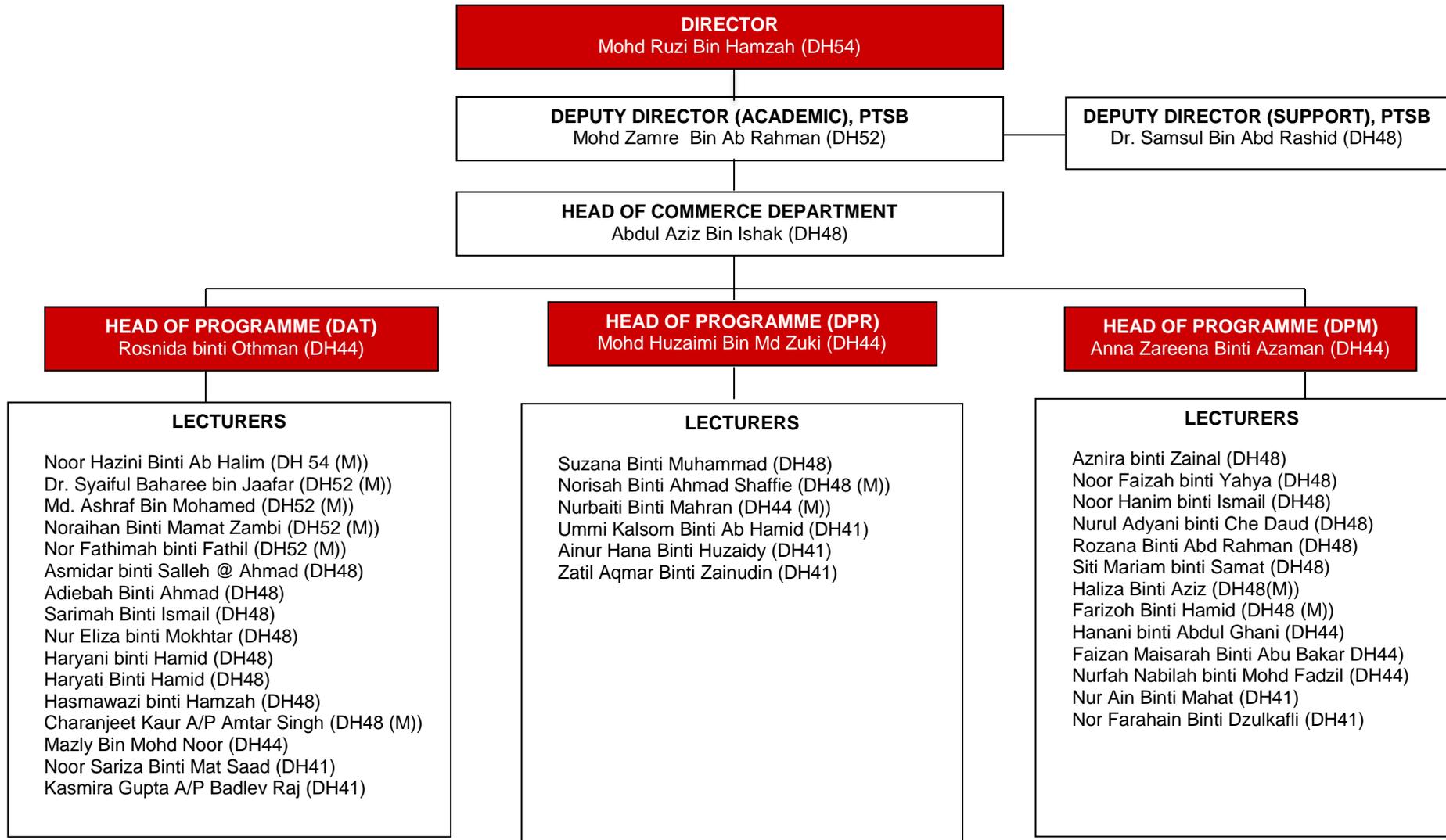


STUDENT HANDBOOK

PTSB

DEPARTMENT OF COMMERCE

10.1 ORGANIZATION CHART



10.2 LIST OF LECTURERS

No.		Name	Code	Designation	E-mail
1.		Abdul Aziz Bin Ishak	PZIZ	Head of Commerce Department	abaziz@ptsb.edu.my
2.		Mohd. Huzaimi Bin Md. Zuki	PMHZ	Head of Programme DPR	huzaimi@ptsb.edu.my
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4.		Anna Zareena Binti Azaman	PANA	Head of Programme DPM	annazareena@ptsb.edu.my
5.		Noor Hazini Binti Ab. Halim	PHAH	DH54	hazini@ptsb.edu.my
6.		Dr. Syaiful Baharee Bin Jaafar	PSBJ	DH52	baharee@ptsb.edu.my
7.		Md. Ashraf Bin Mohamed	PASH	DH52	ashraf@ptsb.edu.my

No.		Name	Code	Designation	E-mail
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18.		Adiebah Binti Ahmad	PDIB	DH48	adiebah@ptsb.edu.my
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20.		Noor Faizah Binti Yahya	PNFY	DH48	faizah@ptsb.edu.my
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28.		Farizoh Binti Hamid	PZOH	DH48	farizoh@ptsb.edu.my

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31.		Nurbaiti Binti Mahran	PBAI	DH44	nurbaiti@ptsb.edu.my
32.		Faizan Maisarah Binti Abu Bakar	PFAI	DH44	faizan@ptsb.edu.my
33.		Umni Kalsom Binti Ab Hamid	PUMI	DH41	ummi@ptsb.edu.my
34.		Ainur Hana Binti Huzaidy	PAHH	DH41	ainur@ptsb.edu.my
35.		Nur Ain Binti Mahat	PNAM	DH41	nur.ain@ptsb.edu.my

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38.		Kasmira Gupta A/P Baldev Raj	PKGB	DH41	kasmira@ptsb.edu.my
39.		Noorsariza Binti Mat Saad	PNSS	DH41	noorsariza@ptsb.edu.my

STUDENT HANDBOOK

PTSB

DIPLOMA IN ACCOUNTANCY (DAT)

11.0 DIPLOMA IN ACCOUNTANCY (DAT)

11.1 INTRODUCTION

The Diploma in Accountancy is divided into 6 semesters with emphasis on interdisciplinary approaches to accounting. Students are expected to accomplish their studies in 3 years. A career in accounting profession offers an excellent job prospect and great opportunity for career advancement. This profession is highly in demand as they are required in all sectors. The body of knowledge in accounting is to develop and communicate the financial information to stakeholders and other related parties for the purpose of decision making.

Therefore, the need for graduates with adequate knowledge, skills and values in accounting is essential to fulfil the task. In addition, to meet the demand of producing 60,000 accountants by the year 2030, as part of nation's talent-building agenda, the government will continue to strengthen the education system to ensure graduates are equipped with the right qualities and skills in line with the era of industrial revolution 4.0 (IR 4.0). (ASC, 2018). Department of Polytechnic and Community College Education (DPCCE) takes initiative to meet this demand by offering the Diploma in Accountancy programme. The department hopes this programme will be a platform in providing continuous career advancement in the accounting field.

11.2 SYNOPSIS

The Diploma in Accountancy programme is designed to equip graduates with knowledge and skillsets through integrated educational experience in accounting disciplines including areas and sub-areas of financial and management accounting, auditing, taxation, finance, professional ethics as well as management knowledge, digital information, entrepreneurship, and interpersonal development. The objective of this programme is to provide the accounting education at SME professional level to meet the demands of both the public and private sectors.

This programme is governed by both local and international accounting standards in accordance to requirements of accounting professional and other regulatory bodies in Malaysia to comply with the Programme Standards of Accounting issued by Malaysian Qualification Agency (MQA).

11.3 JOB PROSPECTS

Students graduating from this programme will be able to land various job opportunities either in public or private sector. The knowledge, skills and abilities that the students acquire from the programme will enable them to become:

- Account Assistant
- Account officer/executive
- Accounting Technician
- Audit Assistant
- Custom officer
- Tax Assistant
- Tax Technician
- Finance Assistant
- Entrepreneur

11.4 ENTRY REQUIREMENTS

Malaysia Certificate of Education (SPM) holder (Conventional Polytechnic / METRO)

1. Malaysian citizens
2. Have *SPM* or equivalent
3. Pass Malay Language
4. Pass History (for SPM of 2013 and above)
5. Pass English
6. Obtain **THREE (3)** credits in the following subjects.
 - a. Mathematics
 - b. Any **TWO (2)** other subjects that have not yet been counted in the above requirement.

Pre-graduated Polytechnic Diploma

1. Passed Pre-Diploma in Commerce

Graduates other than *SPM* holder

1. Malaysian citizens
2. Having a Malaysia Certificate of education (*SPM*)
3. Pass Malay Language
4. Pass History (*SPM* 2013 and above)
5. Pass English
6. Credit in Mathematics
7. Pass the Certificate level study as follows:

1	Sijil Politeknik Tahap 3, KKM
	<ul style="list-style-type: none">• Sijil Pemasaran• Sijil Pemprosesan Data• Sijil Pengajian Perniagaan• Sijil Penyimpanan Kira
2	Sijil Kolej Komuniti Tahap 3, KKM
	<ul style="list-style-type: none">• Sijil Pengkeranian Akaun• Sijil Perakaunan• Sijil Perakaunan Perniagaan
3	Sijil Kemahiran Malaysia Tahap 3
	<ul style="list-style-type: none">• Account Supervisor (AA-010-3)• Pegawai Pentadbiran Kredit (FB-040-3)• Pegawai Perhubungan Akaun (FB-020-3)• Pembantu Audit (FB-010-3)• Pembantu Audit Dalaman (FB-050-3)• Pembantu Percukaian (FB-080-3)• Penganalisa Kredit (FB-030-3)• Perakaunan (FB-100-3:2012)• Perakaunan Pengeluaran Filem (AC-066-3:2013)

Graduate from APEL

1. Malaysian Citizen
2. Obtain APEL certificate (Accreditation of Prior Experiential Learning) from MQA form entering Diploma (Level 4)
3. Possess working experience in the related fields.

11.5 PROGRAMME AIMS (PAI)

This programme believes every individual has potential to foster accounting skills and responsible accounting professional at SME level in supporting national agenda to achieve competitive and advanced economics driven by high skills resources.

11.6 PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Diploma in Accountancy programme shall produce semi-professionals accounting practitioners who are:

PEO1	PEO2	PEO3	PEO4
Knowledgeable and technically competent in accounting discipline in line with the industry requirement	Able to integrate values, attitudes, professionalism and social skills in engaging with society and stakeholders	Adopt the roles of a leader and a team member, and communicate effectively to provide data driven solutions for accounting problems	Proactively acquire new knowledge and skills for career advancement and innovatively manage resources and information

11.7 PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of this programme, students should be able to:

PLO1	Discuss knowledge of accounting and related field in an organization
PLO2	Apply financial and non-financial information in decision making process
PLO3	Prepare financial statements and internal reports that comply with approved standards and provide tax, audit and other accounting related services
PLO4	Demonstrate effective communication to relevant stakeholders in all aspects of decision making
PLO5	Apply various types of digital application ethically and propose data driven solutions
PLO6	Develop leadership to manage diverse team in order to be effective members in organisation
PLO7	Demonstrate a commitment to continue in professional development and possess entrepreneurial skills
PLO8	Demonstrate positive values, ethics and accountability with professional skepticism in engaging with society and stakeholders

11.8 PROGRAMME STRUCTURE [DAT – 3 YEARS (6 SEMESTER)]

Version: 230419_3_Effective : June2020

CLASSIFICATION	COURSE CODE	COURSE NAME	CONTACT HOURS				CREDIT VALUES	PROGRAMME LEARNING OUTCOME (PLO)								PREREQUISITE / CO-REQUISITE						
			L	P	T	O		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8							
								CLS1 Knowledge & Understanding	CLS2 Cognitive Skills	CLS3a Practical Skills	CLS3b Interpersonal & Communication skills	CLS3c Digital & Numeracy Skills	CLS3d Leadership, Autonomy & Responsibility	CLS4 Personal & Entrepreneurial Skills	CLS5 Ethics & Professionalism							
SEMESTER 1																						
Compulsory	DUE10012	Communicative English 1	1	0	2	0	2					√			√							
	MPU21032	Penghayatan Etika dan Peradaban	1	0	2	0	2								√	√						
	MPU24XX1	Sukan	0	2	0	0	1							√	√							
	MPU24XX1	Unit Beruniform 1																				
Common Core	DPB20053	Business Mathematics	3	0	1	0	3	√	√				√									
	DPB10013	Microeconomics	3	0	1	0	3	√				√			√							
Discipline Core	DPA10013	Financial Accounting 1	2	2	0	0	3	√		√	√											
	DPA10023	Computer Application in Accounting	1	4	0	0	3	√		√	√	√										
TOTAL			25				17															
SEMESTER 2																						
Compulsory	MPU23012	Pengajian Islam*	1	0	2	0	2								√	√						
	MPU23042	Nilai Masyarakat Malaysia**																				
	MPU24XX1	Kelab/Persatuan						0	2	0	0	1						√	√			MPU24XX1
	MPU24XX1	Unit Beruniform 2																				
Common Core	DPB10023	Principles of Management	3	0	1	0	3	√			√		√									
	DPB20033	Macroeconomics	3	0	1	0	3	√				√			√		DPB10013					
	DPB30073	Business Law	3	0	1	0	3	√	√							√						
Discipline Core	DPA20033	Financial Accounting 2	2	2	0	0	3		√	√	√						DPA10013					
	DPA20043	Computerised Accounting System	1	4	0	0	3	√		√	√	√										
TOTAL			26				18															
SEMESTER 3																						
Compulsory	DUE30022	Communicative English 2	1	0	2	0	2				√				√		DUE10012					
Common Core	DPB40103	Organizational Behaviour	3	0	1	0	3	√	√					√								
Discipline Core	DPA30053	Financial Accounting 3	2	2	0	0	3		√	√	√						DPA20033					
	DPA30063	Financial Management 1	2	2	0	0	3		√		√	√										
	DPA30073	Cost and Management Accounting 1	2	2	0	0	3	√		√	√						DPA10013					
	DPA30083	Company Law	3	0	1	0	3	√	√							√						
TOTAL			23				17															

CLASSIFICATION	COURSE CODE	COURSE NAME	CONTACT HOURS				CREDIT VALUES	PROGRAMME LEARNING OUTCOME (PLO)								PREREQUISITE / CO-REQUISITE	
			L	P	T	O		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8		
								CLS1 Knowledge & Understanding	CLS2 Cognitive Skills	CLS3a Practical Skills	CLS3b Interpersonal & Communication skills	CLS3c Digital & Numeracy Skills	CLS3d Leadership, Autonomy & Responsibility	CLS4 Personal & Entrepreneurial Skills	CLS5 Ethics & Professionalism		
SEMESTER 4																	
Compulsory	MPU22012	Entrepreneurship	1	0	2	0	2					√			√		
Discipline Core	DPA40093	Financial Accounting 4	2	2	0	0	3		√	√						√	DPA30053
	DPA40103	Financial Management 2	2	2	0	0	3		√			√	√				DPA30063
	DPA40113	Cost and Management Accounting 2	2	2	0	0	3		√	√			√				DPA30073
	DPA40123	Audit 1	2	2	0	0	3	√			√				√		
	DPA40133	Malaysian Taxation 1	2	2	0	0	3		√	√					√		
TOTAL			23				17										
SEMESTER 5																	
Compulsory	DUE50032	Communicative English 3	1	0	2	0	2					√			√		DUE30022
Discipline Core	DPA50143	Financial Accounting 5	2	2	0	0	3		√	√						√	DPA40093
	DPA50153	Audit 2	2	2	0	0	3		√				√		√		DPA40123
	DPA50163	Malaysian Taxation 2	2	2	0	0	3		√			√		√			DPA40133
	DPA50173	Professional Ethics	2	2	0	0	3	√					√	√	√		
TOTAL			19				14										
SEMESTER 6																	
Industrial Training	DUT60019	Industrial Training	0	0	0	0	9			√	√	√	√	√	√		
TOTAL			0				9										
TOTAL CREDIT VALUE							92										

	Total Credit	%
i. (a) Compulsory	14	15
(b) Compulsory (Bahasa Kebangsaan A) ^b	2 ^b	0
ii. Common Core	18	20
iii. Discipline Core	51	55
iv. Specialization	0	0
Total Credit	83	90
v. (a) Electives	0	0
(b) Free Electives ^c	2 ^a	0
vi. Industrial Training	9	10
Grand Total Credit	92	100

	Total Hours	%
i. Lecture	57	49
ii. Practical	40	34
iii. Tutorial	19	16
Total Contact Hours	116	100

Legend:

L : Lecture, **P** : Practical / Lab, **T** : Tutorial, **O** : Others

(The numbers indicated under L, P, T & O represent the contact hours per week, to be used as a guide for Timetable preparation).

*For Muslim Students

**For Non-Muslim Students

***Rounded to a whole number

Notes:

1. The minimum and maximum credit value of Electives must be referred to the program standard or professional bodies.
2. ^aFree Electives are courses which are not included in any program structure but if taken, will contribute towards students' CGPA, provided that institutions adhere to the Jabatan Pendidikan Politeknik & Kolej Komuniti Free Electives Guidelines.
3. ^bMPU22042 Bahasa Kebangsaan A is **COMPULSORY** for students who did not attain credit in Bahasa Melayu at Sijil Pelajaran Malaysia (SPM) level and will contribute to students' CGPA.
4. Co-curriculum pathways:
 - a. Path 1: Sport and Club
 - b. Path 2: Uniform Unit (Students are required to PASS Uniform Unit 1 as a prerequisite to Uniform Unit 2)
5. MQF Clusters of Learning Outcomes :
 - a. CLS1 : Knowledge & Understanding
 - b. CLS2 : Cognitive Skills
 - c. CLS3A : Practical Skills
 - d. CLS3B : Interpersonal Skills
 - e. CLS3C : Communication Skills
 - f. CLS3D : Digital Skills
 - g. CLS3E : Numeracy Skills
 - h. CLS3F : Leadership, Autonomy & Responsibility
 - i. CLS4A : Personal Skills
 - j. CLS4B : Entrepreneurial Skills
 - k. CLS5 : Ethics & Professionalism

11.9 SYNOPSIS AND COURSE LEARNING OUTCOME (DAT)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
1	DUE10012 COMMUNICATIVE ENGLISH 1	<p>COMMUNICATIVE ENGLISH 1 focuses on developing students' speaking skills to enable them to communicate effectively and confidently in group discussions and in a variety of social interactions. It is designed to provide students with appropriate reading skills to comprehend a variety of texts. The students are equipped with effective presentation skills as a preparation for academic and work purposes.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Participate in a discussion using effective communication and social skills to reach an amicable conclusion by accommodating differing views and opinions. (A3, CLS 3b) 2. Demonstrate awareness of values and opinions embedded in texts on current issues. (A3, CLS 3b) 3. Present a topic of interest that carries identifiable values coherently using effective verbal and non-verbal communication skills. (A2, CLS 4)
1	MPU24XXX1 SUKAN	<p>UNIT BERUNIFORM 1 adalah aktivitas yang mengandung latihan kemahiran berguna secara rekreasi dan peraturan-peraturan tertentu dalam mengejar kecemerlangan bagi penguasaan pengetahuan dan kemahiran khusus secara holistic bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus yang berkaitan. (P2,CLS4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif. (A3,CLS3d)
1	MPU24XX1 UNIT BERUNIFORM 1	<p>UNIT BERUNIFORM 1 adalah aktivitas yang mengandung latihan kemahiran berguna secara rekreasi dan peraturan-peraturan tertentu dalam mengejar kecemerlangan bagi penguasaan pengetahuan dan kemahiran khusus secara holistic bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus yang berkaitan. (P2,CLS4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif.(A3,CLS3d)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
1	MPU21012 PENGAJIAN MALAYSIA	<p>PENGAJIAN MALAYSIA membincangkan sejarah dan politik, perlembagaan Malaysia dan sistem pemerintahan negara, kemasyarakatan dan perpaduan, pembangunan negara dan isu-isu keperihatinan negara. Kursus ini adalah bertujuan untuk melahirkan graduan yang mempunyai identiti kebangsaan dan semangat patriotisme yang unggul.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Menerangkan nilai sejarah bangsa dan negara di Malaysia. (A3,CLS 5) 2. Menghubungkan sikap dan tanggungjawab yang signifikan dengan sistem pemerintahan negara.(A4,CLS 5) 3. Membentuk minda ingin tahu menerusi aktiviti kemasyarakatan atau patriotisme dalam kalangan pelajar.(A4,CLS 5)
1	DPA10013 FINANCIAL ACCOUNTING 1	<p>FINANCIAL ACCOUNTING 1 helps students to develop knowledge and understanding of accounting concepts and principles, as well as to develop the capability to perform the basic accounting function. This course will cover in depth on recording, processing and reporting business transactions and events. Students will be able to prepare trial balance and financial statements in accordance to accounting standard.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Demonstrate precisely complete accounting cycle in accordance with the approved accounting standards. (C3,CLS 1) 2. Prepare accurately financial statement by applying knowledge based on the relevant financial information in accordance with the approved accounting standard. (P2,CLS 3a) 3. Explain comprehensively the basic of accounting concepts in accordance to the appropriate conceptual framework. (A3,CLS 3b)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
1	DPA10023 COMPUTER APPLICATION IN ACCOUNTING	<p>COMPUTER APPLICATION IN ACCOUNTING provides knowledge and skills to students relating to basic components of computer systems, usage of internet and its implication in accounting. This course also exposes students to different types of software applications. The students will be able to produce documents, spreadsheets, charts and presentations concisely.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Acquire the knowledge of computer system and its applications area in the accounting field (C3,CLS 1) 2. Construct the financial data and reports by using an appropriate application tools that relevant to the accounting field. (P3,CLS 3a) 3. Organize the financial information by using an appropriate application tools that relevant to the accounting. (A3,CLS 3b) 4. Perform a presentation of financial report by using an appropriate application tools that relevant to the accounting field (P4,CLS 3c)
1	DPB20053 BUSINESS MATHEMATICS	<p>BUSINESS MATHEMATICS provides knowledge of various basic mathematical concepts, management problems and basic operational research techniques based on financial and quantitative methods. The course emphasizes the application of mathematical concepts and solutions in business and management. This course provides information and exposes the student to basic practices in the world of business and finance.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Calculate business mathematics problems using the various basic equation and formula algebraically or graphically. (C3,CLS 1) 2. Apply accurately the business mathematical concepts and formulation in solving management problem issue. (C3,CLS 2) 3. Clarify precisely the concept of interest on financial and business practices in Malaysia. (A2,CLS 3c)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
1	DPB10013 MICROECONOMICS	<p>MICROECONOMICS provides information on concepts and basic principles related to microeconomics problems. The course emphasises the demand and supply theory, elasticity and production as well as market equilibrium. It also provides information on how to determine the efficiency of a market, and how to evaluate the costs and benefits of government intervention in a market.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain basic theory and concepts of microeconomics. (C2,CLS 1) 2. Apply the knowledge of microeconomics theories to solve the business problems. (C3,CLS 3c) 3. Discuss clearly the impact of economic changes towards market equilibrium. (A2,CLS 4)
2	MPU23012 PENGAJIAN ISLAM	<p>PENGAJIAN ISLAM disediakan untuk melahirkan warganegara yang faham tasawwur (konsep) Islam sebagai satu cara hidup yang bersepadu dan seimbang serta berupaya menghadapi pelbagai masalah dan cabaran. Perbincangan berasaskan kepada konsep-konsep asas Islam, Islam sebagai cara hidup, institusi Islam dan cabaran semasa.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Melaksanakan dengan yakin amalan Islam dalam kehidupan seharian. (A3,CLS 5) 2. Menerangkan etika dan profesionalisme berkaitan Syariah dan Institusi Islam dalam membentuk pembangunan ummah. (A4,CLS 5) 3. Menghubungkan minda ingin tahu dengan Islam dan cabaran semasa di Malaysia. (A3,CLS 4)
2	MPU23042 NILAI MASYARAKAT MALAYSIA	<p>NILAI MASYARAKAT MALAYSIA membincangkan aspek sejarah pembentukan masyarakat, nilai-nilai agama, adat resam dan budaya masyarakat di Malaysia. Selain itu, pelajar dapat mempelajari tanggungjawab sebagai individu dan nilai perpaduan dalam kehidupan di samping cabaran-cabaran dalam membentuk masyarakat Malaysia.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Membincangkan sejarah dan nilai dalam pembentukan masyarakat di Malaysia. (A2,CLS 4) 2. Menerangkan etika dan profesionalisme terhadap konsep perpaduan bagi meningkatkan semangat patriotisme masyarakat Malaysia. (A3,CLS 5) 3. Menghubungkan minda ingin tahu dengan cabaran-cabaran dalam membentuk masyarakat Malaysia. (A4,CLS 4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
2	MPU24XX1 KELAB/ PERSATUAN	<p>KELAB/PERSATUAN memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kompetensi kemahiran kursus yang dipelajari. (P2,CLS 4) 2. Mengorganisasikan aktiviti berdasarkan kemahirankemahiran yang dipelajari. (A3,CLS 3d)
2	MPU24XX1 UNIT BERUNIFORM 2	<p>UNIT BERUNIFORM 2 memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : MPU24XX1 UNIT BERUNIFORM 1</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus berkaitan. (P2,CLS 4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif. (P2,CLS 4)
2	DPB10023 PRINCIPLES OF MANAGEMENT	<p>PRINCIPLES OF MANAGEMENT provide information on basic functions in management which consists of planning, organizing, leading, controlling, staffing and decision making as practiced in the organization. This course emphasizes the principles in management functions to ensure the efficiency and the effectiveness of in the organizations.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain the basic functions of management in an organization. (C2,CLS 1) 2. Demonstrate the theories and functions of management towards the achievements of organisational goals. (C3,CLS 3b) 3. Practice the process of management's four functions: planning, organizing, leading, and controlling. (A2,CLS 3d)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
2	DPB20033 MACROECONOMICS	<p>MACROECONOMICS provides information on the concepts of economics. The course emphasizes the role of economics sectors in determining the GDP. This course also provides information on the importance of government policy to overcome the economic problem.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPB10013 MICROECONOMICS</p>	<ol style="list-style-type: none"> 1. Explain the impact of macroeconomics problems to the economic system in current economic trend. (C2,CLS 1) 2. Relate the national income data and theories to evaluate the performance of an economy. (C3,CLS 3c) 3. Describe the importance of macroeconomic theories to overcome the economic problems. (A2,CLS 4)
2	DPB30073 BUSINESS LAW	<p>BUSINESS LAW provides knowledge regarding legal aspects and conducts of business transactions in Malaysia. The course is related to an introduction to the legal principles in Malaysia, basic principles of contracts, legal aspects of business entities, agency and sale of goods.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Discuss the sources, legal aspects and conducts of business transactions under the Malaysian law. (C2,CLS 1) 2. Apply the concepts and principles of business law in Malaysia in related business activities. (C3,CLS 2) 3. Adopt ethically and professionally the practices of business law in Malaysia. (A3,CLS 5)
2	DPA20033 FINANCIAL ACCOUNTING 2	<p>FINANCIAL ACCOUNTING 2 covers topic on accounting for cash and cash equivalents, inventories, plant, properties and equipment, trade receivables, trade payables, provisions and contingent liabilities / assets, revenues and expenses and also partnership. This course will help student to gain a comprehensive understanding on various category of adjustments. Thus, the students will be able to extract the financial statements in accordance to approved accounting standards.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA10013 FINANCIAL ACCOUNTING1</p>	<ol style="list-style-type: none"> 1. Apply relevant accounting treatment in compliance with Approved Accounting Standards. (C3,CLS 2) 2. Prepare financial statement by interpreting the financial and non-financial information with the relevant Approved Accounting Standards. (P2,CLS 3a) 3. Explain comprehensively the related Approved Accounting Standards in preparing relevant financial statements. (A3,CLS 3b)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
2	DPA20043 COMPUTERISED ACCOUNTING SYSTEM	<p>COMPUTERISED ACCOUNTING SYSTEM is generally a computer-based method for tracking accounting activity in conjunction with information technology resources. It offers skills to use computer as an accounting tool in producing a full set of account. Students will use the computer for recording transaction and producing financial report. The computer will also be used to analyze financial reports by management. In addition, student will be exposed to the latest technology trend in accounting and other external sources attempting to collected information.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA10013 FINANCIAL ACCOUNTING1</p>	<ol style="list-style-type: none"> 1. Provide explanation on the characteristic, role, structure, concept and functions of Accounting Information System (AIS). (C3,CLS1) 2. Explain the appropriate task in analyzing the accounting report with proper technics and procedure. (P2,CLS 3a) 3. Organise financial data to prepare full set of accounts by using computerised accounting system. (P2,CLS 3c) 4. Discuss clearly information system and technology control use in accounting. (A2,CLS 3b)
3	DUE30022 COMMUNICATIVE ENGLISH 2	<p>COMMUNICATIVE ENGLISH 2 emphasises the skills required at the workplace to describe products and services as well as processes and procedures. This course will also enable students to make and reply to enquiries and complaints.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DUE10012 COMMUNICATIVE ENGLISH 1</p>	<ol style="list-style-type: none"> 1. Describe a product or service effectively by highlighting its features and characteristics that appeal to a specific audience. (A3,CLS 3b) 2. Describe processes, procedures and instructions clearly by highlighting information of concern. (A3,CLS 4) 3. Demonstrate effective communication and social skills in handling enquiries and complaints amicably and professionally. (A3,CLS 3b)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
3	DPB40103 ORGANIZATIONAL BEHAVIOUR	<p>ORGANIZATIONAL BEHAVIOUR combines the functions of management with the psychology of leading and managing people. This organizational behaviour course encompasses the study of individual and group behaviour in organizational settings. As a result, students may apply organizational behaviour in many other discipline of organisation.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Interpret the principles, approaches and theories applicable in organizational behaviour. (C2,CLS1) 2. Analyse factors affecting organizational behaviour at all levels of organizational system. (C4,CLS2) 3. Demonstrate social skills and responsibilities on issues related to people and organizations that can be used to enhance organization effectiveness. (A3,CLS 3d)
3	DPA30053 FINANCIAL ACCOUNTING 3	<p>FINANCIAL ACCOUNTING 3 covers topic on Intangible Assets, Equity Share, Issuance, Redemption and Conversion of Loan Instruments, Preparation Financial Statement for Company and Statement of Cash Flows. Thus, the students will be able to extract the financial reporting in accordance to approved accounting standards.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA20033 FINANCIAL ACCOUNTING 2</p>	<ol style="list-style-type: none"> 1. Illustrate financial reporting by applying theoretical knowledge of financial and non-financial information in assisting decision process in accordance with Approved Accounting Standards. (C4,CLS 2) 2. Construct financial reporting by applying relevant Approved Accounting Standards. (P3,CLS 3a) 3. Interpret properly financial information to prepare the relevant financial reporting by following Approved Accounting Standards. (A2,CLS 3b)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
3	DPA30063 FINANCIAL MANAGEMENT 1	<p>FINANCIAL MANAGEMENT 1 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 in the course include financial system, time value of money, risk and return and financial statements analysis.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Analyse properly all information to provide explanation and calculation about financial management concepts based on accepted principles and theories. (C4,CLS 2) 2. Organise accordingly all information to measure time value of money and risk and return based on various techniques. (P2,CLS 3c) 3. Demonstrate precisely the financial statement to analyse the company's performance based on financial ratios. (A3,CLS 3b)
3	DPA30073 COST AND MANAGEMENT ACCOUNTING 1	<p>COST AND MANAGEMENT ACCOUNTING 1 is concerned with the application of accounting and costing principles, methods and techniques in the ascertainment of costs. Students will learn elements of costs involved in manufacturing and servicing industries, costing methods used within production activities and the procedures of controlling in business organizations.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA10013 FINANCIAL ACCOUNTING1</p>	<ol style="list-style-type: none"> 1. Apply the theoretical knowledge, costing method and cost reporting in manufacturing and servicing environment. (C3,CLS 1) 2. Construct the appropriate costing methods to ascertain cost and reporting purposes in manufacturing and servicing environment. (P3,CLS3a) 3. Discuss the theoretical knowledge of cost accounting and element of costs in manufacturing and servicing environment. (A2,CLS 3b)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
3	DPA30083 COMPANY LAW	<p>COMPANY LAW provides knowledge on the principles and the law that need to be adhered by a company. This course emphasizes towards the incorporation of a company, the management and administration, the financial aspects and the winding up process. This enables students to gain comprehensive knowledge on the importance of the provisions under the Companies Act 2016.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain knowledge related with basic principles of law regarding legal aspects affecting the incorporation of a company in compliance with Companies Act 2016. (C2,CLS 1) 2. Provide explanation on principles of law affecting financial resources, administration and management of a company in accordance with rules and regulations provided by Companies Act 2016. (C3,CLS 2) 3. Describe principles of law affecting the financial records and the life-cycle of a corporation in compliance with provisions stated in Companies Act 2016. (A3,CLS 5)
4	MPU22012 ENTREPRENEURSHIP	<p>ENTREPRENEURSHIP focuses on the fundamentals and concept of entrepreneurship in order to inculcate the value and interest in students to choose entrepreneurship as a career. This course can help students to initiate creative and innovative entrepreneurial ideas. It also emphasizes a preparation of a business plan framework through business model canvas.</p> <p>CREDIT(S) : 2 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Propose the value proposition of entrepreneurial idea using Business model Canvas. (A3,CLS 3b) 2. Develop a viable business plan by organizing business objectives according to priorities. (A4,CLS 4) 3. Organise the online presence business in social media marketing platform. (A3,CLS 4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
4	DPA40093 FINANCIAL ACCOUNTING 4	<p>FINANCIAL ACCOUNTING 4 offers a comprehensive coverage of preparation of Financial Statements according to Companies Act 2016 and approved accounting standards. Besides that, students should be able to apply accounting treatment and other accounting information or accounting events in company's financial statement. This course also provides students with knowledge of leases, accounting policies, changes in accounting estimates and errors, borrowing cost and impairment of assets.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA30053 FINANCIAL ACCOUNTING 3</p>	<ol style="list-style-type: none"> 1. Prepare the Financial Statements in accordance with Approved Accounting Standards by using appropriate accounting treatment. (C5,CLS 2) 2. Organize financial and non financial data to construct Financial Statements in accordance with Approved Accounting Standards. (P4,CLS 3a) 3. Explain the accounting treatments in accordance with Approved Accounting Standards. (A3,CLS 5)
4	DPA40103 FINANCIAL MANAGEMENT 2	<p>FINANCIAL MANAGEMENT 2 offers skills in financial management and it emphasis on analyzing and evaluating using tools and instruments given to make financial decisions. Among the topics covered in the course include working capital management, short-term financing, long-term financing, capital budgeting and leverages.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA30063 FINANCIAL MANAGEMENT 1</p>	<ol style="list-style-type: none"> 1. Analyse precisely the company working capital, financing sources, capital budgeting, and leverage based on suitable techniques. (C4,CLS 2) 2. Perform accordingly the computation and interpretation of capital budgeting based on various techniques and criteria. (P4,CLS 3c) 3. Measure properly the company working capital management based on principles and policies. (A4,CLS 3d)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
4	DPA40123 AUDIT 1	<p>AUDIT 1 focuses on providing students with an understanding the technical, professionalism and value skill of audit services. Students will be exposed to the auditing process which includes understanding the management impact on the services in accordance to an approved auditing standard.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Determine precisely the framework of audit profession and its requirement in accordance to approved auditing standards. (C4,CLS 1) 2. Organize accordingly the process in accordance to approved auditing standards. (A4,CLS 3b) 3. Verify clearly the effects of management assertions on auditing process in in accordance to approved auditing standards. (A5,CLS 5)
4	DPA40133 MALAYSIAN TAXATION 1	<p>MALAYSIAN TAXATION 1 covers the overview and administration of Malaysian income tax; the determination of residence status for individual; and the tax chargeability for individual with employment income, investment income and/or business income inclusive of capital allowance, personal reliefs and other deductions under separate assessment and joint assessment.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Write properly the tax administration and the individual's tax computation based on current tax law in Malaysia. (C3,CLS 2) 2. Prepare accurately the capital allowances and the individual's tax computation based on current tax guidelines and regulations in Malaysia. (P2,CLS 3a) 3. Perform properly the personal income tax computation based on current Malaysian tax rules and regulations. (A2,CLS 4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
5	DPA 50143 FINANCIAL ACCOUNTING 5	<p>FINANCIAL ACCOUNTING 5 prepares students to produce relevant financial statements in accordance with the approved accounting standards and Companies Act 2016. Students should also be able to apply the particular transactions, accounting treatment and other accounting information or other financial events in reporting the relevant financial statements. Students will be exposed with the reporting standards for consolidated financial statement, Internal reconstruction, changes in business structure and other related issues in financial accounting and reporting.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA 40093 FINANCIAL ACCOUNTING 4</p>	<ol style="list-style-type: none"> 1. Illustrate the relevant financial statements using appropriate accounting treatment in accordance with the approved accounting standards (C4, PLO2) 2. Organise the relevant financial and non-financial data to formulate decision making in accordance with the approved accounting standards. (P4, PLO3) 3. Demonstrate the development of personal positive values and accountability in responding to the appropriate accounting practices in accordance with the approved. (A3, PLO8)
5	DPA 50153 AUDIT 2	<p>AUDIT 2 is a continuation of Audit 1 which provides further knowledge in completing the audit process, types of non-audit services, ethics and auditors' liability. This knowledge will enhance student ability to develop their leadership, ethics and professional skills.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE (S) : DPA 40123 AUDIT 1</p>	<ol style="list-style-type: none"> 1. Illustrate audit and non-audit services by applying auditor's professional judgment that in accordance to the approved standards (C4, CLS 2) 2. Develop a process on auditing financial statements by applying audit procedures in accordance to the approved auditing standards (A4, CLS 3d) 3. Judging ethically auditing issues in accordance to the approved auditing standards (A5,CLS 5)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING OUTCOME (CLO)
5	DPA 50163 MALAYSIAN TAXATION II	<p>MALAYSIAN TAXATION 2 covers tax computation for partnership and company which includes the deductions of capital allowances and investment incentives as provided under the tax laws and continues with computation of real property gains tax and indirect taxes for taxpayer's tax planning decision.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPA40133 MALAYSIAN TAXATION 1</p>	<ol style="list-style-type: none"> 4. Determine precisely the tax computation for chargeable person under relevant tax rules and regulations (C4, PLO2) 5. Prepare properly the computation of the company's industrial building allowances and income tax payable under current tax legislations (P2, PLO5) 6. Perform accordingly the tax planning computation to reduce the taxpayer's tax liability under tax law provisions and rulings (A2, PLO7)
5	DPA 50173 PROFESSIONAL ETHIC	<p>PROFESSIONAL ETHICS provides students an understanding of the underlying ethical theories, philosophies and values in individual, organizational and professional. Students will be focus on the practical development of skills needed in dealing with ethical issues in accounting and corporate. The application of these ethical principles is best discussed within the framework of good practice of corporate governance, corporate social responsibilities, professional skepticism and code of ethics.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply the theoretical knowledge in discussion relevant ethical theories, concepts, philosophy ethics and corporate governance issues (C3,PLO1) 2. Review the development of ethical values in accounting practices by applying international and organisational codes of ethics and conducts (A5,PLO8) 3. Explain corporate governance and corporate social responsibilities as required by the profession in compliance with appropriate standards (A4,PLO7) 4. Demonstrate commitment to maintain professional development by applying fundamental principles ethical behaviour as required by the profession (A3,PLO6)

STUDENT HANDBOOK

PTSB

DIPLOMA IN MARKETING (DPR)

12.0 DIPLOMA IN MARKETING (DPR)

12.1 INTRODUCTION

Marketing plays a significant role in today's highly competitive environment. High technology, challenging growth in industry as well as growing demand for highly skilled and knowledgeable workforce has made various industries require more analytical and creative employees to remain in a competitive global marketplace. Therefore, the Department of Polytechnic and Community College Education (DPCCE) has worked collaboratively with the nation's industries in developing the curriculum for the program. This curriculum integrates all activities surrounding the modern and challenging business to foster a more sustainable environment. Thus, it develops students' competency in knowledge, skills and attitudes through a rigorous curriculum that meets the requirements of a knowledge-based economy. This will give the students an added value and ensure that the knowledge and skills acquired from this program are relevant to the needs of the industries.

12.2 SYNOPSIS

Diploma in Marketing aims to enhance the students' ability to perform marketing tasks that encompasses the marketing mix, consumer behaviour, marketing research and decision making, either at the local or international level. Students will be exposed to various environmental forces that affect the marketing activities. This program also includes other related fields such as management, accounting, economics, entrepreneurship, advertising, retailing, legal and information technology. To boost students' self-confidence in communication, all courses will be taught in English as a medium of instruction. In tandem with the government's objective to produce a balanced human capital, this program also includes religious and moral courses.

12.3 JOB PROSPECTS

A graduate with a Diploma in Marketing can look forward to start a rewarding career such as in the area of sales, retailing, procurement, customer services, branding, marketing research and corporate social responsibility. Eventually, the knowledge and skills that the students acquire from the program will enable them to participate in the job market as :

GOVERNMENT	CORPORATE	SELF-EMPLOYED
<ul style="list-style-type: none">• Assistant Manager• Customer Service Assistant• Public Relation Assistant• Assistant Administrative Officer	<ul style="list-style-type: none">• Marketing Executives• Sales Advisor/Promotion Executives• Public Relations Officer• Marketing Researcher• Marketing Coordinator• Media Planner• Brand Ambassador• Social Media Executives• Digital Content Creator/Influencer• Business Copywriter	<ul style="list-style-type: none">• Entrepreneur• Digital Content Creator/Influencer• Business Copywriter

12.4 ENTRY REQUIREMENTS

Malaysia Certificate of Education (*SPM*) holder (Conventional Polytechnic / METRO)

1. Malaysian citizens
2. Have *SPM* or equivalent
3. Pass Malay Language
4. Pass History (for *SPM* of 2013 and above)
5. Pass English
6. Pass Mathematics
7. Obtain FIVE (5) credits in any subject.

Pre-graduated Polytechnic Diploma

1. Passed Pre-Diploma in Commerce

Graduates other than *SPM* holder

1. Malaysian citizens
2. Having a Malaysia Certificate of education (*SPM*)
3. Pass Malay Language
4. Pass History (*SPM* 2013 and above)
5. Obtain at least ONE (1) credit in any subject
6. Pass the Certificate level study as follows:

1	Phase 3 Polytechnic Certificate, KKM
	<ul style="list-style-type: none">• Sijil Pemasaran• Sijil Pemprosesan Data• Sijil Pengajian Perniagaan• Sijil Penyimpanan Kira
2	Certificate of Community College Level 3, KKM
	<ul style="list-style-type: none">• Sijil Dandanan Rambut• Sijil Pengendalian Acara• Sijil Pengkeranian Akaun• Sijil Pengoperasian Perniagaan• Sijil Perakaunan• Sijil Terapi Kecantikan dan Spa
3	Phase 3 Malaysia Skills Certificate
	<ul style="list-style-type: none">• Agriculture & Agro Based Product Sales & Marketing (AF-015-3:2013)• Assistant Chief Cashier (DT-011-3)• Marketing Supervisor (Food Distribution) (Y-090-3)• Operasi Jualan & Pemasaran (FB-018-3:2012)• Operasi Jualan (DT-020-3:2011)• Operasi Pembelian (Jualan Borong) (DT-021-3:2012)• Operasi Perdagangan Runcit (DT-014-3:2014)• Operasi Peruncitan (Jabatan) (DT-010-3:2014)• Perkhidmatan Pengiklanan & Promosi (FB-019-3:2012)• Perkhidmatan Sokongan Pentadbiran SME (FB-050-3:2014)• Perkhidmatan Sokongan Perhubungan Awam (FB-051-3:2014)• Sales Supervisor (DT-010-3)• Sales Supervisor (Food Distribution) (Y-070-3)

Graduate from APEL

1. Malaysian Citizen
2. Obtain APEL certificate (Accreditation of Prior Experiential Learning) from MQA form entering Diploma (Level 4)
3. Possess working experience in the related fields.

12.5 PROGRAMME AIMS (PAI)

This program believes that every individual has potential and the program aims to foster adaptable and responsible marketers in supporting national agenda to modernize, globalize and revolutionize the industry

12.6 PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Within a few years after completing Diploma in Marketing, graduates are able to:

PEO1	PEO2	PEO3	PEO4
Demonstrate competency in solving marketing problems that meet societal needs.	Practice entrepreneurial skills and foster social interaction in global marketing environment.	Capable to analyze numerically and use digital technology for marketing solution.	Demonstrate high professionalism, good leadership qualities and acquire new marketing knowledge for career advancement.

12.7 PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the program, students should be able to:

PLO1	Apply relevant concepts and theories in managing marketing activities.
PLO2	Analyze issues and problems to provide solutions in conducting marketing activities.
PLO3	Perform marketing practical work skills in managing marketing activities.
PLO4	Develop good relationships and interactions with people in working communities.
PLO5	Practice effective communication skills to establish good rapport in managing marketing activities.
PLO6	Practice relevant digital skills in the field of marketing.
PLO7	Analyze numerical and graphical data with relevant tools.
PLO8	Adopt leadership skills to manage diverse team and being responsible within organization.
PLO9	Develop personal skills for self-improvement and career development.
PLO10	Demonstrate entrepreneurial skills in marketing activities.
PLO11	Display professionalism, positive attitudes and values with society and stakeholders in managing marketing activities.

12.8 PROGRAMME STRUCTURE [DPR – 3 YEARS (6 SEMESTER)]

Version:13062023_1_Effective: Session_1_2023/2024

CLASSIFICATION	COURSE CODE	COURSE NAME	CONTACT HOURS				CREDIT VALUES	PROGRAMME LEARNING OUTCOME (PLO)											PREREQUISITE / CO-REQUISITE
			L	P	T	O		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	
								CLS1 Knowledge & Understanding	CLS2 Cognitive Skills	CLS3A Practical skills	CLS3B Interpersonal Skills	CLS3C Communication Skills	CLS3D Digital Skills	CLS3E Numeracy Skills	CLS3F Leadership, Autonomy & Responsibility	CLS4A Personal Skills	CLS4B Entrepreneurial Skills	CLS5 Ethics & Professionalism	
SEMESTER 1																			
Compulsory	MPU21032	Penghayatan Etika dan Peradaban	1	0	2	0	2										√	√	
	DUE10012	Communicative English 1	1	0	2	0	2				√	√					√		
	MPU24XX1	Unit Beruniform 1	0	2	0	0	1										√	√	
	MPU24XX1	Sukan																	
Common Core	DBC20012	Computer Application	1	2	0	0	2					√	√				√		
	DPB10033	Business Accounting	2	2	0	0	3	√		√								√	
	DPB10053	Microeconomics	2	2	0	0	3			√							√		
	DPB10063	Principles of Management	3	0	1	0	3	√									√	√	
TOTAL			23				16												
SEMESTER 2																			
Compulsory	MPU23012	Pengajian Islam*	1	0	2	0	2										√	√	
	MPU23042	Nilai Masyarakat Malaysia**																	
	MPU24XX1	Kelab/Persatuan	0	2	0	0	1										√	√	
	MPU24XX1	Unit Beruniform 2																	
	DUU10042	Kursus Integriti dan Anti Rasuah	1	0	2	0	2										√	√	
Common Core	DPB20073	Macroeconomics	2	2	0	0	3			√				√				√	
	DPB20093	Business Mathematics	2	2	0	0	3		√				√	√					
	DPM20033	Fundamentals of Marketing	3	0	1	0	3	√			√	√							
Discipline Core	DPM20043	Effective Presentation Skills	1	3	0	0	3			√		√						√	
TOTAL			24				17												
SEMESTER 3																			
Compulsory	DUE50032	Communicative English 3	1	0	2	0	2				√	√					√		
Common Core	DPB20082	Business Communication	1	2	0	0	2		√	√		√							
	DPB30093	Quantitative Methods	2	2	0	0	3			√			√	√					
	DPB20042	Management Information System	1	2	0	0	2	√				√						√	
Discipline Core	DPM30063	Product and Service Marketing	3	1	0	0	3	√		√								√	
	DPM30073	Integrated Marketing Communications	2	2	0	0	3		√	√		√							
	DPM30083	Pricing	3	0	1	0	3		√		√		√						
TOTAL			25				18												
SEMESTER 4																			
Common Core	DPB40113	Business Ethics	3	0	1	0	3		√		√							√	
	DPB40123	Business Finance	1	3	0	0	3		√			√	√						
	DPB40133	Business Process Management	3	1	0	0	3			√			√	√					
	DPB40143	Organizational Behaviour	2	2	0	0	3		√	√				√					
Discipline Core	DPM40113	Consumer Behaviour	2	2	0	0	3		√									√	
	DPM40123	Marketing Research and Analytics	1	3	0	0	3		√	√		√							
TOTAL			24				18												

CLASSIFICATION	COURSE CODE	COURSE NAME	CONTACT HOURS				CREDIT VALUES	PROGRAMME LEARNING OUTCOME (PLO)											PREREQUISITE / CO-REQUISITE
			L	P	T	O		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	
								CLS1 Knowledge & Understanding	CLS2 Cognitive Skills	CLS3A Practical skills	CLS3B Interpersonal Skills	CLS3C Communication Skills	CLS3D Digital Skills	CLS3E Numeracy Skills	CLS3F Leadership, Autonomy & Responsibility	CLS4A Personal Skills	CLS4B Entrepreneurial Skills	CLS5 Ethics & Professionalism	
SEMESTER 5																			
Common Core	DPB30063	Introduction to Human Resource Management	2	2	0	0	3	√		√							√		
	DPB40103	Digital Entrepreneurship	1	3	0	0	3			√		√					√		
	DPM50143	International Marketing	3	1	0	0	3		√	√							√		
Discipline Core	DPM50153	Introduction to Retailing	2	2	0	0	3	√		√			√						
	DPM50163	Sales Management	2	2	0	0	3		√	√						√			
	DPM50173	Marketing Project	1	3	0	0	3		√	√						√	DPM40123 Marketing Research and Analytics		
TOTAL			24				18												
SEMESTER 6																			
Industrial Training	DUT60019	Industrial Training	0	0	0	0	9			√	√	√	√	√	√	√	√		
TOTAL			0				9												
TOTAL CREDIT VALUE							96												

FREE ELECTIVES^a																	
1	DUD10012	Design Thinking	1	0	0	1	2		√		√						
2	DPA10212	Personal Financial Management	2	0	1	0	2		√							√	

	Total Credit	%
i. (a) Compulsory	12	13
(b) Compulsory (Bahasa Kebangsaan A) ^b	2 ^b	0
ii. Common Core	48	50
iii. Discipline Core	27	28
iv. Specialization	0	0
Total Credit	87	91
v. (a) Electives	0	0
(b) Free Electives ^a	2 ^a	0
Industrial Training	9	9
Grand Total Credit	96	100

	Total Hours	% ^{***}
i. Lecture	54	53
ii. Practical	42	42
iii. Tutorial	5	5
Total Contact Hours	101	100

^{***}Rounded to whole number

Legend:

L : Lecture, **P** : Practical / Lab, **T** : Tutorial, **O** : Others

(The numbers indicated under L, P, T & O represent the contact hours per week, to be used as a guide for Timetable preparation).

*For Muslim Students

**For Non-Muslim Students

***Rounded to a whole number

Notes:

6. The minimum and maximum credit value of Electives must be referred to the program standard or professional bodies.
7. ^aFree Electives are courses which are not included in any program structure but if taken, will contribute towards students' CGPA, provided that institutions adhere to the Jabatan Pendidikan Politeknik & Kolej Komuniti Free Electives Guidelines.
8. ^bMPU22042 Bahasa Kebangsaan A is **COMPULSORY** for students who did not attain credit in Bahasa Melayu at Sijil Pelajaran Malaysia (SPM) level and will contribute to students' CGPA.
9. Co-curriculum pathways:
 - a. Path 1: Sport and Club
 - b. Path 2: Uniform Unit (Students are required to PASS Uniform Unit 1 as a prerequisite to Uniform Unit 2)
10. MQF Clusters of Learning Outcomes :
 - a. CLS1 : Knowledge & Understanding
 - b. CLS2 : Cognitive Skills
 - c. CLS3A : Practical Skills
 - d. CLS3B : Interpersonal Skills
 - e. CLS3C : Communication Skills
 - f. CLS3D : Digital Skills
 - g. CLS3E : Numeracy Skills
 - h. CLS3F : Leadership, Autonomy & Responsibility
 - i. CLS4A : Personal Skills
 - j. CLS4B : Entrepreneurial Skills
 - k. CLS5 : Ethics & Professionalism

12.9 SYNOPSIS AND COURSE LEARNING OUTCOME (DPR)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	DUE10012 COMMUNICATIVE ENGLISH 1	<p>COMMUNICATIVE ENGLISH 1 focuses on developing students' speaking skills to enable them to communicate effectively and confidently in group discussions and in a variety of social interactions. It is designed to provide students with appropriate reading skills to comprehend a variety of texts. The students are equipped with effective presentation skills as a preparation for academic and work purposes.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Participate in a discussion using effective communication and social skills to reach an amicable conclusion by accommodating differing views and opinions. (A3,CLS 3b) 2. Demonstrate awareness of values and opinions embedded in texts on current issues. (A3, CLS 3b) 3. Present a topic of interest that carries identifiable values coherently using effective verbal and non-verbal communication skills. (A2,CLS4)
1	MPU24XX1 SUKAN	<p>UNIT BERUNIFORM 1 adalah aktiviti yang mengandungi latihan kemahiran berguna secara rekreasi dan peraturan-peraturan tertentu dalam mengejar kecemerlangan bagi penguasaan pengetahuan dan kemahiran khusus secara holistic bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus yang berkaitan. (P2,CLS4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif.(A3,CLS3d)
1	MPU24XX1 UNIT BERUNIFORM 1	<p>UNIT BERUNIFORM 1 adalah aktiviti yang mengandungi latihan kemahiran berguna secara rekreasi dan peraturan-peraturan tertentu dalam mengejar kecemerlangan bagi penguasaan pengetahuan dan kemahiran khusus secara holistic bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus yang berkaitan. (P2,CLS4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif.(A3, CLS 3d)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	MPU21032 PENGHAYATAN ETIKA DAN PERADABAN	<p>PENGHAYATAN ETIKA DAN PERADABAN ini menjelaskan tentang konsep etika daripada perspektif peradaban yang berbeza. Ia bertujuan bagi mengenal pasti sistem, tahap perkembangan, kemajuan dan kebudayaan merentas bangsa dalam mengukuhkan kesepaduan sosial. Selain itu, perbincangan dan perbincangan berkaitan isu-isu kontemporari dalam aspek ekonomi, politik, sosial, budaya dan alam sekitar daripada perspektif etika dan peradaban dapat melahirkan pelajar yang bermoral dan profesional. Penerapan amalan pendidikan berimpak tinggi (HIEPs) yang bersesuaian digunakan dalam penyampaian kursus ini.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Membentangkan konsep etika dan peradaban dalam kepelbagaian tamadun. (A2, CLS5) 2. Menerangkan sistem, tahap perkembangan, kesepaduan sosial dan kebudayaan merentas bangsa di Malaysia. (A2, CLS5) 3. Mencadangkan sikap yang positif terhadap isu dan cabaran kontemporari dari perspektif etika dan peradaban. (A3, CLS4)
1	DPB10033 BUSINESS ACCOUNTING	<p>BUSINESS ACCOUNTING enables students to develop knowledge and skills necessary in the operational aspects of accounting system and procedures. Students are able to comply with the approved accounting standards to maintain accounting records in preparation and analysis of financial statements. Students are also able to apply in accounting cycle related to principles and practice of accounting.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain the knowledge and principles of the relevant financial information in accordance with the approved accounting standards for preparation of financial statements (C2 , PLO 1) 2. Prepare the financial statements by applying the practices of the relevant financial information in accordance with the approved accounting standards (P2 , PLO3) 3. Explain the accounting treatments in accordance with the approved accounting standards by referring to the various sources of documents (A3 , PLO11)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	DPB10053 MICROECONOMICS	<p>MICROECONOMICS provides information on the concepts and basic theories related to the economic problems and the best method to allocate scarce resources. The course considers how units in economy (individuals and firms) make decisions and coordinate consumptions and productions. The course emphasizes the demand and supply theory, elasticity as well as market equilibrium. This course also introduces the theory of production and cost, and models of market structure to determine the efficiency in a market.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply analysis data in microeconomics theories for solving economic issues. (C3, PLO 7) 2. Sketches the correct curves by using appropriate formulas in economic concepts. (P3, PLO 3) 3. Propose innovative ideas by bringing microeconomics issues towards market equilibrium. (A3, PLO 10)
1	DPB10063 PRINCIPLES OF MANAGEMENT	<p>PRINCIPLES OF MANAGEMENT provide information on basic functions in management which are planning, organizing, leading, controlling and staffing as practiced in an organization. Also, this course covers the fundamentals of strategic management which serves as a brief introduction to the real-life operation of an organization. Thus, students will be able to apply basic management functions to ensure the efficiency and effectiveness of organizations.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain theories and functions of management towards the achievements of organisational goals. (C2 , PLO 1) 2. Practise leadership skills in conducting project for the efficiency and effectiveness of organisations. (A2 , PLO 8) 3. Propose innovative ideas by applying the process of management functions in organisation operation. (A3 , PLO 9)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	DBC20012 COMPUTER APPLICATION	<p>COMPUTER APPLICATION exposes students to different packages of applications software such as word processor, spreadsheet, presentation, project management, internet security and digital etiquette. This course mainly emphasizes on the practical aspects of using applications software and awareness in digital world activity. Students will develop teamwork and leadership skills to present ideas and organize project. Students are able to use the information and technology skill attained in future.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Display the ability to apply application software in office environment. (P3, CLS4) 2. Perform inquisitive mind to develop lifelong learning skills in information and technology skills (A5, CLS3c) 3. Apply information and technology skills in office environment (C3, CLS3b)
2	MPU23012 PENGAJIAN ISLAM	<p>PENGAJIAN ISLAM disediakan untuk melahirkan warganegara yang faham tasawwur (konsep) Islam sebagai satu cara hidup yang bersepadu dan seimbang serta berupaya menghadapi pelbagai masalah dan cabaran. Perbincangan berasaskan kepada konsep-konsep asas Islam, Islam sebagai cara hidup, institusi Islam dan cabaran semasa.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Melaksanakan dengan yakin amalan Islam dalam kehidupan seharian. (A3, CLS5) 2. Menerangkan etika dan profesionalisme berkaitan Syariah dan Institusi Islam dalam membentuk pembangunan ummah. (A4, CLS5) 3. Menghubungkait minda ingin tahu dengan Islam dan cabaran semasa di Malaysia. (A3, CLS4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
2	MPU23042 NILAI MASYARAKAT MALAYSIA	<p>NILAI MASYARAKAT MALAYSIA membincangkan aspek sejarah pembentukan masyarakat, nilai-nilai agama, adat resam dan budaya masyarakat di Malaysia. Selain itu, pelajar dapat mempelajari tanggungjawab sebagai individu dan nilai perpaduan dalam kehidupan di samping cabaran-cabaran dalam membentuk masyarakat Malaysia.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Membincangkan sejarah dan nilai dalam pembentukan masyarakat di Malaysia. (A2, CLS4) 2. Menerangkan etika dan profesionalisme terhadap konsep perpaduan bagi meningkatkan semangat patriotisme masyarakat Malaysia. (A3, CLS5) 3. Menghubunkait minda ingin tahu dengan cabaran-cabaran dalam membentuk masyarakat Malaysia. (A4, CLS4)
2	MPU24XX1 KELAB/PERSATUAN	<p>KELAB/PERSATUAN memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kompetensi kemahiran kursus yang dipelajari. (P2, CLS4) 2. Mengorganisasikan aktiviti berdasarkan kemahirankemahiran yang dipelajari. (A3, CLS3d)
2	MPU24XX1 UNIT BERUNIFORM 2	<p>UNIT BERUNIFORM 2 memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : MPU24XX1 UNIT BERUNIFORM 1</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus berkaitan. (P2, CLS4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif. (P2, CLS4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
2	DUU10042 KURSUS INTEGRITI ANTI RASUAH	<p>KURSUS INTEGRITI ANTI RASUAH (KIAR) merangkumi konsep asas tentang nilai integriti ; bentuk perbuatan rasuah dan salah guna kuasa dalam kehidupan seharian serta dalam organisasi; dan langkah-langkah pencegahan rasuah</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Membincangkan nilai integriti dalam kehidupan seharian. (A2,CLS 5) 2. Membentangkan nilai integriti dan pencegahan rasuah melalui aktiviti komuniti/masyarakat (A2,CLS4A) 3. Menilai bentuk perlakuan rasuah dan salah guna kuasa dalam kehidupan dan organisasi . (A3,CLS3F)
2	DPB20093 BUSINESS MATHEMATICS	<p>BUSINESS MATHEMATICS exposes students on the concepts of finance and techniques used to manage financial planning of an organization. Students learn the theories and concepts of basic financial as a benchmark and input for consideration, in order to make short and long term financial decisions from the aspect of financing and investment. Apart from that, organization's financial analysis is included to enable students to analyze the organization's financial position.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Calculate accurately using business mathematical concepts and formulas in solving business problems. (C3, PLO 2) 2. Solve business mathematics problems using the various basic equations and formulas. (C3,PLO7) 3. Display business mathematics financial solution by using digital application. (P3, PLO 6)
2	DPB20073 MACROECONOMICS	<p>MACROECONOMICS provides information on the concepts of economies. The course emphasizes the role of economics sectors in determining the Gross Domestic Product (GDP). This course also provides information on the importance of government policy to overcome the economics problem.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPB10053 MICROECONOMICS</p>	<ol style="list-style-type: none"> 1. Apply numerical data in macroeconomics theory for solving current economic issues. (C3, PLO 7) 2. Measure the national income data for evaluating economic performance. (P3, PLO 3) 3. Contribute idea by applying macroeconomic policy in solving economic issues. (A2, PLO 10)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
2	DPM20033 FUNDAMENTALS OF MARKETING	<p>FUNDAMENTALS OF MARKETING provides knowledge to students regarding the concepts and terminologies in marketing. This course focuses the marketing mix with a focus on the consumer and business markets, as well as the environment, segmentation, targeting, and positioning.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain concepts and theories in managing marketing activities. (C2,PLO1) 2. Participate through interaction and relationship within work group in marketing segmentation, targeting and positioning. (A2,PLO4) 3. Propose marketing mix strategies in managing marketing activities. (A3,PLO5)
2	DPM20043 EFFECTIVE PRESENTATION SKILLS	<p>EFFECTIVE PRESENTATION SKILLS develop skills to identify the presentation objectives, the audience needs as well as their expectations. Students also will use the presentation techniques to leverage business presentation and persuasion strategies. Students will be introduced to the use of visual effects and related software to prepare effective presentation notes, handle questions and practice aspects.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Prepare presentation material for effective writing component in marketing. (P2,PLO3) 2. Perform communication skills in presenting the marketing activities (A2,PLO5) 3. Demonstrate entrepreneurial skills in creating visual aids using digital media for future business. (A3,PLO10)
3	DUE50032 COMMUNICATIVE ENGLISH 3	<p>COMMUNICATIVE ENGLISH 3 emphasises the skills required at the workplace to describe products and services as well as processes and procedures. This course will also enable students to make and reply to enquiries and complaints.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : DUE10012 COMMUNICATIVE ENGLISH 1</p>	<ol style="list-style-type: none"> 1. Present gathered data in graphs and charts effectively using appropriate language forms and functions (A2,CLS3b) 2. Prepare a high impact resume and a cover letter, highlighting competencies and strengths that meet employer's expectations (A4,CLS4) 3. Demonstrate effective communication and social skills in handling job interviews confidently (A3,CLS3b)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
3	DPB20082 BUSINESS COMMUNICATION	<p>BUSINESS COMMUNICATION course is designed to provide a fundamental overview of business communications, its principles, its importance, and the written and verbal communication skills that are the latest trends in workplace communication.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain communication principles at workplace. (C2, PLO 2) 2. Explain communication principles at workplace. (C2, PLO 2) 3. Display characteristics of effective communication. (P3, PLO 3)
3	DPB30093 QUANTITATIVE METHODS	<p>QUANTITATIVE METHODS introduce the basic concepts of data analysis and statistical computing. both methods have been used in the social sciences and humanities. The emphasis is on the practical application of quantitative reasoning, visualization, and data analysis. The course also exposes students to using software and conducting their own basic statistical analysis as well as providing an understanding of how to use statistical data in related fields.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Analyze quantitative data using statistical methods obtained from the data collection process. (C4, PLO 7) 2. Organize quantitative data by applying techniques and formulation in solving quantitative issues. (P3, PLO3) 3. Perform suitable quantitative methods in producing graphical data with appropriate software. (P4, PLO 6)
3	DPB20042 MANAGEMENT INFORMATION SYSTEM	<p>MANAGEMENT INFORMATION SYSTEM introduces the fundamental concepts of information systems that are used in modern business operations. This course provides students with the basic knowledge of the role and significance of information systems in general. It also discusses related security and ethical issues in digital era.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain concepts and roles of management information system in modern business operations. (C2,PLO1) 2. Organize data for business Enterprise Reporting using Business Intelligence tools. (P4,PLO6) 3. Clarify ethical and social issues of information systems in current business situation. (A4,PLO11)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
3	DPM30063 PRODUCT AND SERVICE MARKETING	<p>PRODUCT AND SERVICE MARKETING introduces students to new product development and product strategies. Its covers the basic concept of services marketing, service quality, and productivity. This course emphasizes product and service innovation management and information on services marketing.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPM20033 FUNDAMENTALS OF MARKETING</p> <p>CO-REQUISITE : DPM30083 PRICING</p>	<ol style="list-style-type: none"> 1. Ascertain the concept of product management and its decision in marketing for business. (C3,PLO1) 2. Perform effective service marketing program in the service marketing environment. (P3,PLO3) 3. Propose product prototypes based on product development that bring most value in current challenging market. (A3,PLO10)
3	DPM30083 PRICING	<p>PRICING provides overview details on pricing roles, importance of pricing, pricing analysis as well as pricing strategies. This course provides an opportunity for students to gather pertinent information by conducting situational analysis related to setting the prices. It also emphasizes students to be able to demonstrate ideas and concepts of pricing strategies in a dynamic environment. Pricing issues will also be discussed relating to price changes in the marketing environment.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPM20033 FUNDAMENTALS OF MARKETING</p> <p>CO-REQUISITE (IF ANY) : DPM30063 PRODUCT AND SERVICE MARKETING</p>	<ol style="list-style-type: none"> 1. Acquire pricing concept in marketing activities. (C3,PLO2) 2. Detail on pricing analysis in product development activities. (C2,PLO7) 3. Demonstrate interpersonal skills by presenting price change adjustment in marketing. (A3,PLO4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
3	DPM30073 INTEGRATED MARKETING COMMUNICATION	<p>INTEGRATED MARKETING COMMUNICATION provides knowledge on the role of promotional tools. This course examines each of the promotion tools that enable students to understand the effective use of promotion tools. Besides, this course covers the aspect of promotion strategies, budget and the impact of the promotion. It also provides students with the knowledge to develop an Integrated Marketing Communication (IMC) program.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : DPM20033 FUNDAMENTALS OF MARKETING</p>	<ol style="list-style-type: none"> 1. Explain promotion terms, concepts and tools for promotion mix decision in the marketing environment (C3 , PLO2) 2. Organize integrated marketing communication tools for sales maximization. (P4, PLO3) 3. Demonstrate effective communication skills in integrated marketing to its target market. (A3,PLO5)
4	DPB40113 BUSINESS ETHICS	<p>BUSINESS ETHICS examines the personal, professional, and corporate relationships, values, justice, and culture in a national and global business setting. It provides a basic framework for examining the range of ethical issues arising in a business context. This course discusses issues of right and wrong actions or decisions for business reputation in decision-making at all levels. It explains corporate culture, ethical leadership, corporate governance, corporate social responsibility, employee responsibilities, diversity, and discrimination.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply clearly concepts and theories of business ethics in the relevant field. (C3,PLO 2) 2. Organize activities that focus on social responsibility to sustain business reputation. (A4,PLO 4) 3. Explain current issues related to ethics that have an impact in the business field. (A3,PLO11)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
4	DPB40123 BUSINESS FINANCE	<p>BUSINESS FINANCE exposes students on the concepts of finance and techniques used to manage financial planning of an organization. Students learn the theories and concepts of basic financial as a benchmark and input for consideration, in order to make short and long term financial decisions from the aspect of financing and investment. Organization's financial analysis is included to enable students to analyze the organization's financial position.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Provide explanation of theories and concepts of finance in managing financial planning. (C3, PLO2) 2. Display numerical data using appropriate methods and techniques for financial decision. (P4, PLO6) 3. Analyze financial data in assessing organization financial performance. (C4,PLO7)
4	DPB40143 ORGANIZATIONAL BEHAVIOR	<p>ORGANIZATIONAL BEHAVIOR provides an overview of the retail industry and the elements involved in retailing activities in the dynamic retailing environment. This course provides students in gathering relevant information, organizing and managing skills by conducting situation analysis related to retail business and issues.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Integrate the principles, approaches and theories applicable in the organizational behavior. (C4,PLO2) 2. Constructs analysis on factors affecting organizational behavior in organizational system. (P3, PLO3) 3. Demonstrate social skills, responsibilities and leadership on issues related to people and organizations effectively. (A3, PLO8)
4	DPM40123 MARKETING RESEARCH AND ANALYTICS	<p>MARKETING RESEARCH AND ANALYTICS covers the research aspects in marketing. Students will be exposed to the research processes, research design, report preparation and presentation. The knowledge of research format and statistical analysis will also be taught and the student will undergo training on the usage of the research tools in fulfilling the research project requirements.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Prepare research concept in marketing field (C3,PLO2) 2. Organize data into useful information in solving marketing research problems (P4,PLO3) 3. Demonstrate communication skill in managing information by giving the best solution based on findings of the research for decision making (A3,PLO5)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
4	DPM40113 CONSUMER BEHAVIOUR	<p>CONSUMER BEHAVIOUR is social psychology applied to consumption situations. This situation includes buying, selling, using and disposing of consumer goods and services. At the end of the course, students should possess knowledge of attitude, perception, consumer's decision-making process and external factors that influence consumer behavior.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Analyze consumer behavior in making decision on marketing environment. (C4,PLO2) 2. Describe consumer behavior issues within group members. (A3,PLO8) 3. Demonstrate positive values and ethics in consumerism practices in Malaysia. (A3 ,PLO11)
4	DPM40133 BUSINESS PROCESS MANAGEMENT	<p>BUSINESS PROCESS MANAGEMENT provides knowledge of concept in business process management. This course emphasizes overview operations management and productivity, manufacturing and service operation, plant location strategies, work measurement, inventory management, project management and maintenance, supply chain and quality management concept. This course also provides knowledge and skills in planning, decision and control of business process management in organization.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Display the application of quality management concept in operation management (P4, PLO 3) 2. Analyze operation data by using various techniques and methods for operation management decision making (C4,PLO7) 3. Demonstrate leadership skills in planning, decision making and controlling of operation for business improvement. (A3,PLO8)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
5	DPB40103 DIGITAL ENTREPRENEURSHIP	<p>DIGITAL ENTREPRENEURSHIP focuses on the fundamentals and concepts of entrepreneurship to inculcate the value and interest in students to choose entrepreneurship as a career. This course can help students to initiate offline and online business. It also emphasize on the preparation of a business plan using business model canvas. It introduces strategies to develop creativity and innovation and managing risk in starting up a conventional and digital business environment. This course will also guide the students on ways to conduct a business using several online marketing platforms in social media marketing. It also discusses about the application and duplication of artificial intelligence, blockchain and digital currency in digital business.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Construct a business plan using Business Model Canvas. (P4,PLO3) 2. Organize online business using various cyber social tools for digital business. (P4,PLO6) 3. Examine the current issues on selected digital business concepts and application (A4,PLO10)
5	DPB30063 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	<p>INTRODUCTION TO HUMAN RESOURCE MANAGEMENT covers principles and approaches applicable to the human resource management in an organizational. It also offers students an understanding about activities of human resource management department and the statutory requirement regarding the human resource functions. Through this course, students also have the opportunity to have an overview of Malaysian industrial relations practices and problems</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain principles and approaches applicable to human resource management in an organization. (C2,PLO1) 2. Displays the procedures, methods, and processes in managing human resource according to statutory requirements. (P4,PLO3) 3. Demonstrate ethical skills in involving human resource management issues to achieve organizational goals. (A3,PLO11)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
5	DPM50143 INTERNATIONAL MARKETING	<p>INTERNATIONAL MARKETING provides students with an international marketing environment. It applies the significance theoretical knowledge and skills of marketing mix strategies to the international market. This course also focuses on international customer's culture and behavior.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Ascertain theoretical knowledge in managing the international marketing activities. (C3,PLO2) 2. Organize marketing mix strategies in international market (P4,PLO3) 3. Demonstrate international culture and behavior in managing international marketing mix strategies. (A3 , PLO 11)
5	DPM50153 INTRODUCTION TO RETAILING	<p>INTRODUCTION TO RETAILING provides an overview of the retail industry and the elements involved in retailing activities in the dynamic retailing environment. This course provides students in gathering relevant information, organizing and managing skills by conducting situation analysis related to retail business and issues.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE CO-REQUISITE (IF ANY) : NONE</p>	<ol style="list-style-type: none"> 1. Acquire concept of retail management in dynamic retailing environment. (C3 , PLO1) 2. Organize effective retailing marketing program for customer relationship and store management in dynamic retailing environment. (P3 , PLO3) 3. Display the use of digital tools in solving retailing issues. (P4,PLO6)
5	DPM50163 SALES MANAGEMENT	<p>SALES MANAGEMENT course emphasizes the roles and responsibilities of sales personnel as well as sales manager in the ever-changing selling environment. Students will be exposed to the basics of selling skills needed to sell goods and services such as prospecting, approaching, sales presentation, handling objections, and basic negotiation skills in closing. In this course, students will also be exposed to core sales management skills including managing sales force and focus on the ethics and social responsibilities in selling and sales management.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Adapt the elements of sales management in dynamic marketing environment. (C3,PLO2) 2. Perform selling skills in selling activities. (P4,PLO3) 3. Demonstrate salesmanship skills for self-improvement and career development in the sales area. (A3,PLO9)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
5	DPM50173 MARKETING PROJECT	<p>MARKETING PROJECT will provide students with depth understanding of marketing strategies. Students will be involved in a practical application of market research via a group project which will focus on a real market situation. Students will come out with an innovative product idea and creating prototype. Students will be responsible for presenting their findings in both written and oral form to their target clients</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : DPM40123 MARKETING RESEARCH AND ANALYTICS</p>	<ol style="list-style-type: none"> 1. Prepare research concept in marketing field (C3 , PLO2) 2. Organize data into useful information in solving marketing research problems (P4,PLO3) 3. Demonstrate communication skill in managing information by giving the best solution based on findings of the research for decision making (A3 , PLO5)

STUDENT HANDBOOK

PTSB

**DIPLOMA IN BUSINESS
STUDIES (DPM)**

13.0 DIPLOMA IN BUSINESS STUDIES (DPM)

13.1 INTRODUCTION

The Diploma in Business Studies is divided into 6 semesters with the emphasis on interdisciplinary approaches to business. Students are expected to accomplish their studies in 3 years.

13.2 SYNOPSIS

The Diploma in Business Studies aims to increase and enrich students' knowledge across a broad range of business disciplines and help to prepare students for the challenges of a career in contemporary business. This programme dynamically enables students to develop their skills in a wide range of areas such as management, sales, operations, marketing, human resource management, accounting, finance, marketing, insurance, banking and also entrepreneurship. Due to the flexible nature of the framework the courses enable students to select pathways appropriate to their interest, either to enter the job market or to pursue their studies in various business programmes.

13.3 JOB PROSPECTS

Graduates of the Diploma in Business Studies programme are able to work as Executives / Officers / Supervisors / Assistants in the following area:

GOVERNMENT/CORPORATE	SELF-EMPLOYED
<ul style="list-style-type: none">• Assistant Manager• Assistant Human Resource Officer• Assistant Administrative Officer• Assistant Operation Officer• Assistant Marketing/Sales Officer• Personal Assistant Officer	<ul style="list-style-type: none">• Business Owner• Entrepreneurship• Content Creator• Retail Entrepreneur• Freelancer

13.4 ENTRY REQUIREMENTS

Malaysia Certificate of Education (*SPM*) holder (Conventional Polytechnic / METRO)

1. Malaysian citizens
2. Pass English
3. Have *SPM* or equivalent
4. Pass Mathematics
5. Pass Malay Language
6. Obtain FIVE (5) credits in any subject.
7. Pass History (for *SPM* of 2013 and above)

Pre-graduated Polytechnic Diploma

1. Passed Pre-Diploma in Commerce

Graduates other than *SPM* holder

1. Malaysian citizens
2. Having a Malaysia Certificate of education (*SPM*)

3. Pass Malay Language
4. Pass History (SPM 2013 and above)
5. Obtain at least ONE (1) credit in any subject
6. Pass the Certificate level study as follows:

1	Sijil Politeknik Tahap 3, KKM
	<ul style="list-style-type: none"> • Sijil Pemasaran • Sijil Pemprosesan Data • Sijil Pengajian Perniagaan • Sijil Penyimpanan Kira
2	Sijil Kolej Komuniti Tahap 3, KKM
	<ul style="list-style-type: none"> • Sijil Dandan Rambut • Sijil Pengkeranian Akaun • Sijil Pengoperasian Perniagaan • Sijil Perakaunan • Sijil Perakaunan Perniagaan • Sijil Terapi Kecantikan dan Spa
3	Sijil Kemahiran Malaysia Tahap 3
	<ul style="list-style-type: none"> • Human Resource Supervisor (FB-070-3) • Operasi Jualan (DT-020-3:2011) • Operasi Perdagangan Runcit (DT-014-3:2014) • Pemprosesan Data Sumber Manusia (FB-077-3:2013) • Pentadbiran Industri (FB-023-3:2012) • Penyelia Desa (FB-017-3) • Perkhidmatan Sokongan Pembangunan Sumber Manusia (FB-075-3:2012) • Perkhidmatan Sokongan Perundingan Sumber Manusia (FB-076-3:2013) • Perkhidmatan Sokongan Sumber Manusia (FB-070-3:2013)

Graduate from APEL

1. Malaysian Citizen
2. Obtain APEL certificate (Accreditation of Prior Experiential Learning) from MQA form entering Diploma (Level 4)
3. Possess working experience in the related fields.

13.5 PROGRAMME AIMS

This programme believes that every individual has the potential to be adaptable and responsible business practitioners in supporting national agenda to spur the development of industrial activities towards enhancing Malaysia's economic growths and thus becoming a developed nation.

13.6 PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The Diploma in Business Studies programme shall produce semi-professionals who are:

PEO1	PEO2	PEO3	PEO4
Demonstrate competency in solving business problems that meet societal needs.	Practice entrepreneurial skills and foster social interactions in the global business environment.	Capable to analyze numerically and use digital technology advancement for business solutions.	Demonstrate high professionalism, good leadership qualities and acquire new business knowledge for career advancement.

13.7 PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, students should be able to:

PLO1	Apply relevant business discipline knowledge in managing business activities
PLO2	Analyse issues and problems by providing solutions in conducting business activities.
PLO3	Apply business skills in related business activities.
PLO4	Develop good relationships and effective interactions with people in working communities
PLO5	Practice effective communication skills to establish good rapport with others in managing business activities.
PLO6	Apply relevant digital applications in managing business activities
PLO7	Analyse numerical and graphical data with relevant tools.
PLO8	Adopt leadership skills to manage diverse team and be responsible within an organization.
PLO9	Develop personal skills for self-improvement and career development.
PLO10	Demonstrate entrepreneurial skills in business activities.
PLO11	Portray professionalism, positive attitude and values in engaging with society and stakeholders.

13.8 PROGRAMME STRUCTURE [DPM – 3 YEARS (6 SEMESTER)]

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CLASSIFICATION	COURSE CODE	COURSE NAME	CONTACT HOURS			CREDIT VALUES	PROGRAMME LEARNING OUTCOME (PLO)										PREREQUISITE / CO-REQUISITE	
			L	P	T		CLS1	CLS2	CLS3A	CLS3B	CLS3C	CLS3D	CLS3E	CLS3F	CLS4A	CLS4B		CLS5
SEMESTER 1																		
Compulsory	DUE10012	Communicative English 1	1	0	2	0	2											
	MPU24XX1	Unit Beruniform 1	0	2	0	0	1											
	MPU24XX1	Sukan																
Common Core	DBC20012	Computer Application	1	2	0	0	2											
	DPB10033	Business Accounting	2	2	0	0	3	√		√							√	
	DPB10053	Microeconomics	2	2	0	0	3			√						√		
	DPB10063	Principles of Management	3	0	1	0	3							√		√		
	DPM20033	Fundamentals of Marketing	3	0	1	0	3	√			√							
TOTAL			24			17												
SEMESTER 2																		
Compulsory	MPU23012	Pengajian Islam*	1	0	2	0	2									√		
	MPU23042	Nilai Masyarakat Malaysia**														√		
	MPU24XX1	Kelab/Persatuan	0	2	0	0	1											
	MPU24XX1	Unit Beruniform 2																
	DUU10042	Kursus Integriti Anti Rasuah (KIAR)	1	0	2	0	2										√	
Common Core	DPB20042	Management Information System	1	2	0	0	2	√									√	
	DPB20073	Macroeconomics	2	2	0	0	3			√						√		
	DPB20082	Business Communication	1	2	0	0	2		√	√								
	DPB20093	Business Mathematics	2	2	0	0	3		√		√	√						
Discipline Core	DPM20043	Effective Presentation Skills	1	3	0	0	3			√						√		
TOTAL			26			18												
SEMESTER 3																		
Compulsory	MPU21032	Penghayatan Etika dan Peradaban	1	0	2	0	2									√		
Common Core	DPP20023	Introduction to International Business	3	1	0	0	3	√		√	√							
	DPB30063	Introduction to Human Resource Management	2	2	0	0	3	√		√							√	
	DPB30093	Quantitative Methods	2	2	0	0	3			√		√	√					
Discipline Core	DPR20043	Retail Customer Service	1	3	0	0	3		√	√		√						
Discipline Core	DPP30053	Fundamentals of Supply Chain Management	3	1	0	0	3	√		√		√						
TOTAL			23			17												
SEMESTER 4																		
Common Core	DPB40103	Digital Entrepreneurship	1	3	0	0	3			√	√						√	
	DPB40113	Business Ethics	3	0	1	0	3		√		√						√	
	DPB40123	Business Finance	3	1	0	0	3		√			√	√					
	DPB40133	Business Process Management	2	2	0	0	3			√		√	√					
	DPB40143	Organizational Behavior	3	1	0	0	3		√	√			√					
Discipline Core	DPM40113	Consumer Behavior	3	0	1	0	3		√				√				√	
TOTAL			24			18												
SEMESTER 5																		
Compulsory	DUE50032	Communicative English 3	1	0	2	0	2				√	√				√		
Discipline Core	DPB50183	Business Project	1	3	0	0	3			√	√						√	
	DPB50193	Human Resource Development	2	2	0	0	3		√	√	√							
	DPB50213	Organizational Management	2	2	0	0	3		√	√			√					
	DPP50113	Principles of Risk Management and Insurance	3	0	1	0	3		√					√	√			
	DPS30153	e-Commerce	1	3	0	0	3		√	√							√	
TOTAL			23			17												
SEMESTER 6																		
Industrial Training	DUT 60019	Industrial Training	0	0	0	0	9			√	√	√	√	√	√	√	√	
TOTAL			0			9												
TOTAL CREDIT VALUE						96												
FREE ELECTIVES																		
1	DUD10012	Design Thinking	1	0	0	1	2		√		√							
2	DPA10212	Personal Financial Management	2	0	1	0	2		√							√		

	Total Credit	%
i. (a) Compulsory	12	13
(b) Compulsory (Bahasa Kebangsaan A) ^b	2 ^b	0
ii. Common Core	48	50
iii. Discipline Core	27	28
iv. Specialization	0	0
Total Credit	87	
v. (a) Electives	0	0
(b) Free Electives ^a	0	0
Industrial Training	9	9
Grand Total Credit	96	100
	Total Hours	%^{***}
i. Lecture	53	53
ii. Practical	43	42
iii. Tutorial	5	5
Total Contact Hours	101	100

***Rounded to whole number

Legend:

L : Lecture, **P** : Practical / Lab, **T** : Tutorial, **O** : Others

(The numbers indicated under L, P, T & O represent the contact hours per week, to be used as a guide for Timetable preparation).

*For Muslim Students

**For Non-Muslim Students

***Rounded to a whole number

Notes:

11. The minimum and maximum credit value of Electives must be referred to the program standard or professional bodies.

12. ^aFree Electives are courses which are not included in any program structure but if taken, will contribute towards students' CGPA, provided that institutions adhere to the Jabatan Pendidikan Politeknik & Kolej Komuniti Free Electives Guidelines.

13. ^bMPU22042 Bahasa Kebangsaan A is COMPULSORY for students who did not attain credit in Bahasa Melayu at Sijil Pelajaran Malaysia (SPM) level and will contribute to students' CGPA.

14. Co-curriculum pathways:

a. Path 1: Sport and Club

b. Path 2: Uniform Unit (Students are required to PASS Uniform Unit 1 as a prerequisite to Uniform Unit 2)

15. MQF Clusters of Learning Outcomes :

a. CLS1 : Knowledge & Understanding

b. CLS2 : Cognitive Skills

c. CLS3A : Practical Skills

d. CLS3B : Interpersonal Skills

e. CLS3C : Communication Skills

f. CLS3D : Digital Skills

g. CLS3E : Numeracy Skills

h. CLS3F : Leadership, Autonomy & Responsibility

i. CLS4A : Personal Skills

j. CLS4B : Entrepreneurial Skills

k. CLS5 : Ethics & Professionalism

13.9 SYNOPSIS AND COURSE LEARNING OUTCOME (DPM)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	DUE10012 COMMUNICATIVE ENGLISH 1	<p>COMMUNICATIVE ENGLISH 1 focuses on developing students' speaking skills to enable them to communicate effectively and confidently in group discussions and in a variety of social interactions. It is designed to provide students with appropriate reading skills to comprehend a variety of texts. The students are equipped with effective presentation skills as a preparation for academic and work purposes.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Participate in a discussion using effective communication and social skills to reach an amicable conclusion by accommodating differing views and opinions. (A3, CLS 3b) 2. Demonstrate awareness of values and opinions embedded in texts on current issues. (A3, CLS 3b) 3. Present a topic of interest that carries identifiable values coherently using effective verbal and non-verbal communication skills. (A2, CLS 4)
1	MPU24XXX1 SUKAN	<p>UNIT BERUNIFORM 1 adalah aktiviti yang mengandungi latihan kemahiran berguna secara rekreasi dan peraturan-peraturan tertentu dalam mengejar kecemerlangan bagi penguasaan pengetahuan dan kemahiran khusus secara holistic bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus yang berkaitan. (P2, CLS 4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif. (A3, CLS 3d)
1	MPU24XX1 UNIT BERUNIFORM 1	<p>UNIT BERUNIFORM 1 adalah aktiviti yang mengandungi latihan kemahiran berguna secara rekreasi dan peraturan-peraturan tertentu dalam mengejar kecemerlangan bagi penguasaan pengetahuan dan kemahiran khusus secara holistic bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif.</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus yang berkaitan. (P2, CLS4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif.(A3, CLS 3d)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	DBC20012 COMPUTER APPLICATION	<p>COMPUTER APPLICATION exposes students to different packages of applications software such as word processor, spreadsheet, presentation, project management, internet security and digital etiquette. This course mainly emphasizes on the practical aspects of using applications software and awareness in digital world activity. Students will develop teamwork and leadership skills to present ideas and organize project. Students are able to use the information and technology skill attained in future.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Display the ability to apply application software in office environment. 2. Perform inquisitive mind to develop lifelong learning skills in information and technology skills 3. Apply information and technology skills in office environment
1	DPB10033 BUSINESS ACCOUNTING	<p>BUSINESS ACCOUNTING enables students to develop knowledge and skills necessary in the operational aspects of accounting system and procedures. Students are able to comply with the approved accounting standards to maintain accounting records in preparation and analysis of financial statements. Students are also able to apply in accounting cycle related to principles and practice of accounting.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain the knowledge and principles of the relevant financial information in accordance with the approved accounting standards for preparation of financial statements (C2, PLO1) 2. Prepare the financial statements by applying the practices of the relevant financial information in accordance with the approved accounting standards(P2, PLO3) 3. Explain the accounting treatments in accordance with the approved accounting standards by referring to the various sources of documents(A3, PLO11)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	DPB10053 MICROECONOMICS	<p>MICROECONOMICS provides information on the concepts and basic theories related to the economic problems and the best method to allocate scarce resources. The course considers how units in economy (individuals and firms) make decisions and coordinate consumptions and productions. The course emphasizes the demand and supply theory, elasticity as well as market equilibrium. This course also introduces the theory of production and cost, and models of market structure to determine the efficiency in a market.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply analysis data in microeconomics theories for solving economic issues. (C3, PLO 7) 2. Sketches the correct curves by using appropriate formulas in economic concepts.(P3, PLO 3) 3. Propose innovative ideas by bringing microeconomics issues towards market equilibrium. (A3, PLO 10)
1	DPB10063 PRINCIPLES OF MANAGEMENT	<p>PRINCIPLES OF MANAGEMENT provide information on basic functions in management which are planning, organizing, leading, controlling and staffing as practiced in an organization. Also, this course covers the fundamentals of strategic management which serves as a brief introduction to the real-life operation of an organization. Thus, students will be able to apply basic management functions to ensure the efficiency and effectiveness of organizations.</p> <p>CREDIT(S) : 3 PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain theories and functions of management towards the achievements of organisational goals.(C2, PLO1). 2. Practise leadership skills in conducting project for the efficiency and effectiveness of organisations. (A2, PLO8) 3. Propose innovative ideas by applying the process of management functions in organisation operation. (A3, PLO9)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
1	DPM20033 FUNDAMENTALS OF MARKETING	<p>FUNDAMENTALS OF MARKETING provides knowledge to students regarding the concepts and terminologies in marketing. This course focuses the marketing mix with a focus on the consumer and business markets, as well as the environment, segmentation, targeting, and positioning.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain concepts and theories in managing marketing activities. (C2,PLO1) 2. participate through interaction and relationship within the work group in marketing segmentation, targeting and positioning.(A2, PLO4) 3. Propose marketing mix strategies in managing marketing activities.(A3, PLO5)
2	DUU10042 KURSUS INTEGRITI ANTI RASUAH	<p>KURSUS INTEGRITI ANTI RASUAH (KIAR) merangkumi konsep asas tentang nilai integriti ; bentuk perbuatan rasuah dan salah guna kuasa dalam kehidupan seharian serta dalam organisasi; dan langkah-langkah pencegahan rasuah</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 4. Membincangkan nilai integriti dalam kehidupan seharian. (A2,CLS 5) 5. Membentangkan nilai integriti dan pencegahan rasuah melalui aktiviti komuniti/masyarakat (A2,CLS4A) 6. Menilai bentuk perlakuan rasuah dan salah guna kuasa dalam kehidupan dan organisasi. (A3,CLS3F)
2	MPU24XX1 KELAB/PERSATUAN	<p>KELAB memfokuskan kepada penguasaan pengetahuan dan kemahiran khusus secara holistik bagi mengukuhkan pembentukan kemahiran insaniah pelajar yang positif</p> <p>CREDIT(S) : 1</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Mempamerkan kemahiran khusus bagi kursus berkaitan (P2, CLS4) 2. Menunjukkan kepimpinan dan kerja berpasukan berdasarkan penguasaan kemahiran dan amalan positif (A3, CLS3d)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
2	DPB20042 MANAGEMENT INFORMATION SYSTEM	<p>MANAGEMENT INFORMATION SYSTEM introduces the fundamental concepts of information systems that are used in modern business operations. This course provides students with the basic knowledge of the role and significance of information systems in general. It also discusses related security and ethical issues in digital era.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain concepts and roles of management information system in modern business operations.(C2, PLO1) 2. Organize data for business Enterprise Reporting using Business Intelligence tools.(P4, PLO6) 3. Clarify ethical and social issues of information systems in current business situation.(A4, PLO11)
2	DPB20093 BUSINESS MATHEMATICS	<p>BUSINESS MATHEMATICS provides knowledge of various basic mathematical concepts, management problems and basic operational research techniques based on financial and quantitative methods. The course emphasizes the application of mathematical concepts and solutions in business and management. This course provides information and exposes the student to basic practices in the world of business and finance.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Calculate accurately using business mathematical concepts and formulas in solving business problems.(C3, PLO 2) 2. Solve business mathematics problems using the various basic equations and formulas.(C3, PLO 7) 3. Display business mathematics financial solution by using digital application.(P3, PLO 6)
2	DPB20082 BUSINESS COMMUNICATION	<p>BUSINESS COMMUNICATION course is designed to provide a fundamental overview of business communications, its principles, its importance, and the written and verbal communication skills that are the latest trends in workplace communication.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain communication principles at workplace. (C2, PLO 2) 2. Demonstrate effective communication skills for organization. (A3, PLO 5) 3. Display characteristics of effective communication. (P3, PLO 3)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
2	DPM20043 EFFECTIVE PRESENTATION SKILLS	<p>EFFECTIVE PRESENTATION SKILLS develop skills to identify the presentation objectives, the audience needs as well as their expectations. Students also will use the presentation techniques to leverage business presentation and persuasion strategies. Students will be introduced to the use of visual effects and related software to prepare effective presentation notes, handle questions and practice aspects.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Prepare presentation material for effective writing component in marketing. (P2, PLO 3) 2. Perform communication skills in presenting the marketing activities (A2, PLO 5) 3. Demonstrate entrepreneurial skills in creating visual aids using digital media for future business. (A3, PLO 10)
3.	MPU21032 PENGHAYATAN ETIKA DAN PERADABAN	<p>PENGHAYATAN ETIKA DAN PERADABAN ini menjelaskan tentang konsep etika daripada perspektif peradaban yang berbeza. Ia bertujuan bagi mengenal pasti sistem, tahap perkembangan, kemajuan dan kebudayaan merentas bangsa dalam mengukuhkan kesepaduan sosial. Selain itu, perbincangan dan perbahasan berkaitan isu-isu kontemporari dalam aspek ekonomi, politik, sosial, budaya dan alam sekitar daripada perspektif etika dan peradaban dapat melahirkan pelajar yang bermoral dan profesional. Penerapan amalan pendidikan berimpak tinggi (HIEPs) yang bersesuaian digunakan dalam penyampaian kursus ini.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Membentangkan konsep etika dan peradaban dalam kepelbagaian tamadun. (A2, CLS5) 2. Menerangkan sistem, tahap perkembangan, kesepaduan sosial dan kebudayaan merentas bangsa di Malaysia. (A2, CLS5) 3. Mencadangkan sikap yang positif terhadap isu dan cabaran kontemporari dari perspektif etika dan peradaban. (A3, CLS4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
3.	DPB30063 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	<p>INTRODUCTION TO HUMAN RESOURCE MANAGEMENT covers principles and approaches applicable to the human resource management in an organizational. It also offers students an understanding about activities of human resource management department and the statutory requirement regarding the human resource functions. Through this course, students also have the opportunity to have an overview of Malaysian industrial relations practices and problems.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain principles and approaches applicable to human resource management in an organization.(C2, PLO1) 2. Displays the procedures, methods, and processes in managing human resource according to statutory requirements.(P4, PLO3) 3. Demonstrate ethical skills in involving human resource management issues to achieve organizational goals. (A3,PLO11)
3	DPB30093 QUANTITATIVE METHODS	<p>QUANTITATIVE METHODS introduce the basic concepts of data analysis and statistical computing both methods have been used in the social sciences and humanities. The emphasis is on the practical application of quantitative reasoning, visualization, and data analysis. The course also exposes students to using software and conducting their own basic statistical analysis as well as providing an understanding of how to use statistical data in related fields.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Analyze quantitative data using statistical methods obtained from the data collection process. (C4,PLO7) 2. Organize quantitative data by applying techniques and formulation in solving quantitative issues. (P3,PLO3) 3. Perform suitable quantitative methods in producing graphical data with appropriate software. (P4,PLO6).

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
3	DPR20043 RETAIL CUSTOMER SERVICE	<p>RETAIL CUSTOMER SERVICE is a multifaceted discipline that involves understanding the concept of customer service, effective communication, and complaint handling. It also encompasses diverse service offerings, customer retention strategies, and the use of technology to enhance the customer experience</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain an effective element of customer service in retail business operations (C2,PLO2) 2. Display the customer service activities in retail business operations (P3,PLO3) 3. Demonstrate an effective communication skill for developing good customer experience and relationship (A3,PLO5)
3	DPP30053 FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT	<p>FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT is a management approach and strategies to increase the efficiency and effectiveness of an organization's operations. Some of the key areas that will be discussed are the activities involved in managing the supply chain. This course is designed for the students to optimize the supply chain management decisions at the operational, tactical and strategic level in this fast-changing business world currently.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain the practices of supply chain management in business environment (C2 , PLO1) 2. Perform the application of forecasting techniques for supply chain planning activities. (P4 , PLO3) 3. Describe the real business issues and problems in global supply chain. (A3 , PLO5)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
3	DPP20023 INTRODUCTION TO INTERNATIONAL BUSINESS	<p>INTRODUCTION TO INTERNATIONAL BUSINESS provides an overview of how international business is conducted by taking into consideration various mechanism for dealing with government and the changing political landscape, different business laws and regulations, local customs and culture. This course fulfills the need to ensure that students are well versed in global operations.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Discuss the external and internal environment factors and forces that related to the operation of international business (C2, PLO1) 2. Explain modes of entry, strategies and cultural differences in international business environment. (A2, PLO4) 3. Display the national differences based on the culture environment over the country. (P3, PLO3)
4	DPB40123 BUSINESS FINANCE	<p>BUSINESS FINANCE exposes students on the concepts of finance and techniques used to manage financial planning of an organization. Students learn the theories and concepts of basic financial as a benchmark and input for consideration, in order to make short and long term financial decisions from the aspect of financing and investment. Organization's financial analysis is included to enable students to analyze the organization's financial position.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Provide explanation of theories and concepts of finance in managing financial planning.(C3, PLO 2) 2. Display numerical data using appropriate methods and techniques for financial decision.(P4, PLO 6) 3. Analyze financial data in assessing organization financial performance. (C4, PLO 7)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
4	DPB40103 DIGITAL ENTREPRENEURSHIP	<p>DIGITAL ENTREPRENEURSHIP focuses on the fundamentals and concepts of entrepreneurship to inculcate the value and interest in students to choose entrepreneurship as a career. This course can help students to initiate offline and online business. It also emphasize on the preparation of a business plan using business model canvas. It introduces strategies to develop creativity and innovation and managing risk in starting up a conventional and digital business environment. This course will also guide the students on ways to conduct a business using several online marketing platforms in social media marketing. It also discusses about the application and duplication of artificial intelligence, blockchain and digital currency in digital business.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) :NONE</p>	<ol style="list-style-type: none"> 1. Construct a business plan using Business Model Canvas. (P4, PLO3) 2. Organize online business using various cyber social tools for digital business. (P4, PLO6) 3. Examine the current issues on selected digital business concepts and application(A4, PLO10)
4	DPB40113 BUSINESS ETHICS	<p>BUSINESS ETHICS examines the personal, professional, and corporate relationships, values, justice, and culture in a national and global business setting. It provides a basic framework for examining the range of ethical issues arising in a business context. This course discusses issues of right and wrong actions or decisions for business reputation in decision-making at all levels. It explains corporate culture, ethical leadership, corporate governance, corporate social responsibility, employee responsibilities, diversity, and discrimination.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply clearly concepts and theories of business ethics in the relevant field. (C3,PLO 2) 2. Organize activities that focus on social responsibility to sustain business reputation. (A4,PLO 4) 3. Explain current issues related to ethics that have an impact in the business field. (A3,PLO 11)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
4	DPB40143 ORGANIZATIONAL BEHAVIOUR	<p>ORGANIZATIONAL BEHAVIOR combines the functions of management with the psychology of leading and managing people. This organizational behavior course encompasses the study of individual and group behavior in organizational settings. As a result, students may apply organizational behavior in many other discipline of organization.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Integrate the principles, approaches and theories applicable in the organizational behavior. (C4,PLO2) 2. Constructs analysis on factors affecting organizational behavior in organizational system. (P3, PLO3) 3. Demonstrate social skills, responsibilities and leadership on issues related to people and organizations effectively. (A3,PLO8)
4	DPB40133 BUSINESS PROCESS MANAGEMENT	<p>BUSINESS PROCESS MANAGEMENT provides knowledge of concept in business process management. This course emphasizes overview operations management and productivity, manufacturing and service operation, plant location strategies, work measurement, inventory management, project management and maintenance, supply chain and quality management concept. This course also provides knowledge and skills in planning, decision and control of business process management in organization</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Display the application of quality management concept in operation management. (P4, PLO 3) 2. Analyze operation data by using various techniques and methods for operation management decision making. (C4, PLO 7). 3. Demonstrate leadership skills in planning, decision making and controlling of operation for business improvement. (A3, PLO 8)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
4	DPM40113 CONSUMER BEHAVIOUR	<p>CONSUMER BEHAVIOUR is social psychology applied to consumption situations. This situation includes buying, selling, using and disposing of consumer goods and services. At the end of the course, students should possess a working knowledge of attitude, perception, consumer's decision making process and external factors that influence consumer behavior.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : PRINCIPLES OF MARKETING</p>	<ol style="list-style-type: none"> 1. Analyze the importance of consumer behavior knowledge to influence the decision making process in the marketing field. (C4, CLS1) 2. Participate as a leader or a member of the group to discuss the factors that influenced consumer behavior in marketing activity. (A2, CLS3d) 3. Display the positive value and ethics in consumerism practices during the marketing activity in class. (A3, CLS5)
5.	DUE 50032 COMMUNICATIVE ENGLISH 3	<p>COMMUNICATIVE ENGLISH 3 aims to develop the necessary skills in students to analyse and interpret graphs and charts from data collected as well as to apply the job hunting mechanics effectively in their related fields. Students will learn to gather data and present them through the use of graphs and charts. Students will also learn basics of job hunting mechanics which include using various job search strategies, making enquiries, and preparing relevant resumes and cover letters. The students will develop communication skills to introduce themselves, highlight their strengths and abilities, present ideas, express opinions and respond appropriately during job interviews.</p> <p>CREDIT(S) : 2</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Present gathered data in graphs and charts effectively using appropriate language forms and functions (A2,CLS 3b) 2. Prepare a high impact resume and a cover letter, highlighting competencies and strengths that meet employer's expectations (A4,CLS4) 3. Demonstrate effective communication and social skills in handling job interviews confidently (A3,CLS 3b)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
5	DPB50183 BUSINESS PROJECT	<p>BUSINESS PROJECT provides students with an opportunity to apply knowledge and skills on how to construct new ideas in order to provide solutions and suggestions for future innovation. Students will be able to apply business concepts and strategies acquired throughout their studies to address a specific business issues in business related fields.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Explain business issues for developing business project. (A3,PLO5) 2. Constructs business project on selected business issues according to appropriate guidelines. (P5,PLO3) 3. Propose the business project in solving business issues (A3,PLO10)
5	DPB50193 HUMAN RESOURCE DEVELOPMENT	<p>HUMAN RESOURCE DEVELOPMENT is a key activity that systematically leads to the growth and development of people in organization, and makes organization more effective. This course explains and demonstrate the contribution of human resource development in an organization and enable student to develop training needs.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Integrate the principles of human resource development for employee's performance according to statutory requirements. (C4,PLO2) 2. Organize training program by implementing appropriate strategies in line with the organization development. (P4,PLO3) 3. Explain the implication of human resource development efforts for employee's performance. (A4,PLO4)

SEMESTER	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
5	DPB50213 ORGANIZATIONAL MANAGEMENT	<p>ORGANIZATIONAL MANAGEMENT introduces students to the concepts, tools and issues of management in organizations of all types. The emphasis is on the role as a supervisor and manager of staff in an open social system, and the relationships necessary with other specialists within the organization. This course aims to provide students with an awareness of the skills required to operate effectively as a manager in the organization.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : PRINCIPLES OF MANAGEMENT</p>	<ol style="list-style-type: none"> 1. Explore the concept of strategy and its possible effect on the structure and management of business organizations.(C4, PLO 2) 2. Display management issues in business organizations for management efficiency. (P4,PLO3). 3. Demonstrate leadership skills and responsibilities on issues related to people and organizations to enhance organizational management effectiveness. (A3,PLO8)
5	DPP50113 PRINCIPLES OF RISK MANAGEMENT INSURANCE	<p>PRINCIPLES OF RISK MANAGEMENT AND INSURANCE imparts knowledge about the concept of risk and insurance for international business. This course emphasizes on the relationship between risk and insurance, classes of insurance and insurance coverage for international trade activities.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply the concept of risk and insurance as a risk transfer mechanism in international business (C3, PLO2) 2. Discuss the basic principles of insurance and the classes of insurance related to entrepreneurship practice in international business. (A2, PLO10) 3. Describe the importance of international trade insurance coverage in international business (A3, PLO9)

S E M E S T E R	COURSE	SYNOPSIS	COURSE LEARNING AUTCOME (CLO)
5	DPS30153 E-COMMERCE	<p>E-COMMERCE is a course that provides students with essential knowledge of running a business through electronics medium. This course allows students to have a good understanding of e-commerce business model and concept, ethical, social and political issues, building an e-commerce website, e-commerce marketing concept and e-commerce security. It also explores the online retailing and services in e-commerce.</p> <p>CREDIT(S) : 3</p> <p>PRE-REQUISITE(S) : NONE</p>	<ol style="list-style-type: none"> 1. Apply the theory and concept in e-commerce and internet marketing to set up an electronic business.(C3, PLO2) 2. Display the problem-solving skills with alternative solution for any e-commerce problem using an open source application (P4, PLO3) 3. Propose entrepreneurial ideas in developing an e-commerce solution to execute an electronic business.(A3, PLO10)

ACTIVITIES AT COMMERCE DEPARTMENT

Team Building JP



Business Online Marketing



BMC Talk



Pra Graduan JP



Iftar Ramadhan JP



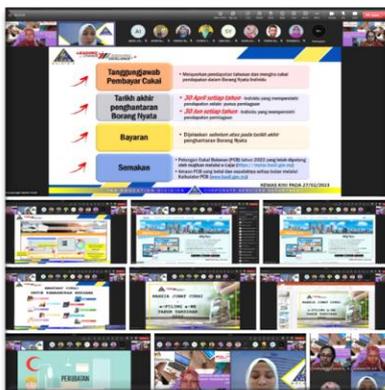
MBOR



Program 3EK JP



Taxation Webinar



Industrial Visit



ACTIVITIES AT COMMERCE DEPARTMENT

Financial Talk



Promotion (Jom Masuk PolyCC)



Polylimpik 2023



ICCE 2023



Lawatan (Indonesia)



Sukan JP



Lawatan Sambil Belajar



Business Ethics Talk



OBE Activity





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