

1.	Name of Course/Module	Contemporary Management and Entrepreneurship	
2.	Course Code	BCM2010	
3.	Status of Subject	Arts and Humanities for B. Sc Bioinformatics	
4.	MQF Level/Stage	Bachelor Degree – MQF Level 6	
5.	Version (state the date of the last Senate approval)	June 2012	
6.	Requirement for Registration	None	
7.	Name(s) of academic/teaching staff	Tan Choo Kim	
8.	Semester and Year offered	Trimester 3 (Beta level)	
9.	Objective of the course/module in the programme :		
	<p>The course is designed to :</p> <p>i) To develop a holistic perspective of managerial and entrepreneurial situations.</p> <p>ii) To appreciate the exposure of the basic concepts and applications in economics, accounting and management and how will these concepts be applied into the arts of entrepreneurship.</p>		
10.	Learning Outcomes :		
	<p>At the completion of the subject, students should be able to:</p> <p>LO1: Recognize the principles of economics, accounting and management (Cognitive, level 1).</p> <p>LO2: Apply the concepts of economics, accounting and management into entrepreneurship (Cognitive, level 3).</p> <p>LO3: Evaluate the financial positions of business organizations(Cognitive, level 6)</p> <p>LO4: Conduct a market research before doing a business plan (Psychomotor, level 5).</p> <p>LO5: Demonstrate their level of creativity, innovativeness and critical thinking skills through the completion of their assigned tasks (Affective, level 3).</p>		
11.	Synopsis:		
	<p>This course describes the fundamentals of business which are essential for non-business students to understand and apply in their decision-making process. Business evolves in the dynamic environment. Non-business students need to be aware of the elements of economics and the implications of the market structures. Managerial skills are also important particularly the soft skills. As heads of department, they need to have a good foundation in management.</p>		
12.	Mapping of Subject to Programme Outcomes :		
	Programme Outcomes	% of Contribution	
	PO1: Apply soft skills in work and career related activities	28.57	

	PO2: Demonstrate knowledge and understanding of fundamental concepts, principles and best practices	21.43
	PO4: Recognise and pursue continued life-long learning throughout their career	21.43
	PO5: Blend innovative mind and entrepreneurial skills	28.57
13.	Assessment Methods and Types :	
	Method and Type	Description/Details
	Test	Written Test
	Quiz	Written Test
	Assignment	Report & Presentation
	Final Exam	Written Exam
14.	Details of Subject	
	Topics	Mode of Delivery
		Lecture
		Tutorial
	1. Participating in the Dynamic Business Environment New and demographic trends affecting the business environment, Primary features of the world's economic systems, Trends in global competition	2
	2. Understanding Evolving Economic Systems and Competition Definition of economics, and how are the three sectors of the economy linked, Economic growth, full employment, inflation, basic microeconomic concepts of demand and supply, Four types of market structures, Trends are reshaping micro- and macroeconomic environments	6
	3. Entrepreneurship : Starting and Managing your own business Types of business ownership, Strengths and weaknesses of sole proprietorship, partnership and company Reasons why do people become entrepreneurs, Different types of entrepreneurs, Characteristics successful entrepreneurs share, Small businesses contribution towards the economy, The advantages and disadvantages facing owners of small businesses. Business plan, design and layout	6
	4. Understanding the Customer and Creating Marketing Strategy The concept of marketing and relationship building, Creating a marketing strategy, The marketing mix, Consumers and organizations buying decisions, Five basic forms of market segmentation, Marketing research and marketing decision making	4

	<p>5. Competing in the Global Marketplace Importance of global trade and how is it measured, Reasons why nations trade, Barriers to international trade, Fostering world trade, Reasons why companies enter the global marketplace, Threats and opportunities exist in the global marketplace, The advantages of multinational corporations, Trends in the global marketplace</p>	2	0
	<p>6. Making Ethical Decisions and Managing a Social Responsible Business Philosophies and concepts shape personal ethical standards, Organizations encourage ethical business behavior, Definition of social responsibility, Businesses meet their social responsibilities to various stakeholders, Global and domestic trends in ethics and social responsibility</p>	2	0
	<p>7. Management and Leadership in Today's Organisations The role of management, The four types of planning, The primary responsibilities of managers in organizing activities, Leadership styles and corporate culture, Roles managers take on in different organizational settings, Set of managerial skills is necessary for managerial success</p>	2	0
	<p>8. Motivating Employees and Creating Self-Managed Teams Basic principles of Frederick Taylor's concept of scientific management, Hawthorne studies and motivation, Maslow's hierarchy of needs, and how do these needs relate to employee motivation, McGregor's Theories X and Y and Ouchi's Theory Z and motivation, Basic components of Herzberg's motivator-hygiene theory</p>	2	0
	<p>9. Achieving World-Class Operations Management Importance of production and operations management in both manufacturing and service firms, Types of production processes are used by manufacturers and service firms, Decisions and choices on production facilities, Resource-planning tasks like inventory management and supplier relations, Project Management – defined and importance</p>	4	0
	<p>10. Using Financial Information and Accounting Importance and users of financial reports and accounting information, The differences between public and private accountants, and are public accountants subject to new regulations, Six steps in the accounting cycle, Ratio analysis.</p>	8	0

	11. Managing the Firm's Finances Finance and the financial manager play in the firm's overall strategy, Developing its financial plans, including forecasts and budgets, Types of short-term and long-term expenditures, The main sources and costs of unsecured and secured short-term financing, Two primary sources of long-term financing compare, The major types, features, and costs of long-term debt.		4	0
	12. Principles in Action - Market Research - Business Venture - Project Management		0	14
	Total		42	14
15. Laboratory / Practical Sessions	None			
16.	Total Student Learning Time (SLT)	Face to Face (Hour)	Total Guided and Independent Learning	
	Lecture	42	42	
	Tutorials	14	14	
	Laboratory/Practical			
	Presentation			
	Assignment (2 times)	-	24	
	Mid Term Test	1	5	
	Final Exam	0	0	
	Quizzes	0	0	
	Sub Total	57	85	
	Total SLT	$142/40 = 3.55 \Rightarrow 4$		
17.	Credit Value	4		
18.	Reading Materials :			
	Textbook	Reference Materials		
	1.Gitman, L.J. and McDaniel, C. (2005) The Future of Business, 5th Edition, South Western Cengage Learning.	1. Zimmerer, T.W. and Scarborough, N.M. (2007) Essentials of Entrepreneurship and Small Business Management. 5th Ed. Prentice Hall. USA 2. Shanmugam, B, Indra Devi and Mudiarsan (2007) Introduction to Economics, Accounting and Management. Insight Network Sdn Bhd 3. Boone, L.E. and Kurtz, D. L. Contemporary Business, Thomson 4. Khalid, K. , Kaur, S., Lai, F.W., Salleh, R., Molek, S., Abd Rahman, R. and Ibrahim, I. (2008) Business Management: A Malaysian Perspective. Oxford		

19.	Appendix (to be compiled when submitting the complete syllabus for the programme) : <ol style="list-style-type: none">1. Mission and Vision of the University and Faculty2. Mapping of Programme Objectives to Vision and Mission of Faculty and University3. Mapping of Programme Outcome to Programme Objectives4. Programme Objective and Outcomes (Measurement and Descriptions)
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