

1.	Name of Subject : Introduction To Business Management (For Non-Management Student)					
2.	Subject Code: PBU0045					
3.	Status of Subject: Core					
4.	Stage: Foundation					
5.	Version: Date of Previous Version:- December 2010 Date of Current Version – March 2011					
6.	Name (s) of academic staff : Arifah Hamzah, Noridayu Abdullah Sani, Norzarina Md.Yatim, Kerk Peck Hoon,Kausar Yaakup, Lau Siok Hwa,Zalina Jaafar, Nurul Afidah, Sarinah Suliman, Teo Kim Mui, Rekha Thangatorai					
7.	Rationale for the inclusion of the subject in the programme : To provide students with the understanding of principles of business and management and the ability to identify, formulate and solve business and management related problems.					
8.	Semester and Year offered : Trimester 2 / 3					
	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
9.	L = Lecture T = Tutorial P = Practical O = Others	L 42	T 0	P 0	O 2	Guided = 44 Independent = 120 Total = 164
10.	Credit Value: 4 (164/40 = 4.1)					
11.	Prerequisite (if any) : NIL					
12.	Learning outcomes : Upon completion of this subject, students should be able to: i. describe the business principles and management and distinguish the different forms of business ownership (Cognitive, Level 1 and level 4) ii. apply the knowledge of marketing management and financial management (Cognitive, Level 3) iii. explain the importance of business management, human resources management and business information management (Cognitive, Level 5) iv. conduct a business project and construct a business proposal, personal financial budgets and a project report (Psychomotor, Level 4 and Affective, Level 4)					
13.	Synopsis: This is an introductory subject that covers the main topics of Business and Management. The topics include business environment; management functions and leadership; communication and information system; production, manufacturing and marketing; financial management; and management of human resources.					
14.	Mode of Delivery : Lectures					
15.	Assessment Methods and Types :					
	i. Assignment & Presentation	15 %				
	ii. Project	35 %				
	iii. Final Examination	50 %				
	Total	100%				
16.	Mapping of the course/module to the Programme Learning Outcomes :					% of contribution
	• To acquire social skill and create awareness of social responsibilities					21
	• To understand moral and professional ethics and responsibilities					16
	• To communicate effectively and work independently, as a member/leader of a team in various context					16
	• To acquire analytical and problem-solving skills					16
	• To acquire lifelong learning skills and information management skills					21

	<ul style="list-style-type: none"> To acquire entrepreneurial skills 	10																																											
17.	Content outline of the subject and the SLT per topic :																																												
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19.	<p>Main references supporting the subject : Ebert, R.J. & Griffin, R. W. (2011). <i>Business Essentials</i> (8th ed.). Upper Saddle River, NJ: Pearson Education.</p> <p>Additional references supporting the subject : Robbins, S.P., DeCenzo, D. A. & Coulter, M. (2011). <i>Fundamentals of Management, Essential concepts and applications</i> (7th ed.). Upper Saddle River, NJ: Pearson. Eggland, S.S., Dlabay, L.R. & Burrow, J.L. (2004). <i>Intro to business</i> (5th ed.). Australia: Thomson. Bovee, C.L. & Thill, J.V. (2005). <i>Business in action</i>. Upper Saddle River, NJ: Prentice Hall. Dias, L.P. et.al. (2009). <i>Introduction to business</i>. Boston : McGraw-Hill Higher Education. Jackson, J.H. and Miller, R.L. (1997). <i>Business and Society Today: Managing Social Issues</i>. New York: International Thomson Publishing. Madura, J. (2004). <i>Introduction to business</i> (3rd ed.). Belmont, CA: Thompson/South-Western.</p>																																												