

1.	Name of Course/Module/Subject	Fundamentals of Business Management	
2.	Course/Subject Code	PBU0054	
3.	Status of Subject	Foundation	
4.	MQF Level/Stage	N/A	
5.	Version	Date of previous version : February 2012 Date of current version : April 2014	
6.	Pre-Requisite/Requirement for Registration	NIL	
7.	Name(s) of academic/teaching staff	Arifah Hamzah, Cheryl Chan, Kausar Yaakup, Kerk Peck Hoon, Lau Siok Hwa, Sarinah Suliman, Teo Kim Mui, Zalina Jaffar, Siti Munirah, Boey Huey Ming	
8.	Semester and Year offered	Trimester 2	
9.	Objective of the course/module/subject in the programme :		
	To expose students to the basic principles of business and management.		
10.	Justification for including the subject in the programme :		
	To equip students with the ability to identify, formulate, and solve business and management related problems		
11.	Subject Learning Outcomes :	Domain	Level
	LO 1 Describe the business principles and different forms of business ownership	Cognitive	Level 1
	LO2 Explain the main component of business management, marketing management, financial management and human resource management	Cognitive	Level 1
	LO3 Conduct a small business project	Psychomotor	Level 3

12.	Mapping of Learning Outcomes to Programme Outcomes :									
	Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
	LO1								x	
	LO2				x	x				
	LO3		x	x				x	x	
	Percentage	0%	14%	14%	14%	14%	0%	14%	30%	
13.	Assessment Methods and Types :									
	Method and Type	Description/Details						Percentage		
	Quiz	Written quizzes						15%		
	Assignment and Presentation	Group short assignment and presentation (orally)						15%		
	Project and Presentation	Group business project report and presentation						20%		
	Final Examination	Written examination						50%		
14.	Mapping of Assessment Components to Learning Outcomes:									
	Assessment Components	%	LO1	LO2	LO3					
	Quiz	15%	50%							
	Assignment and Presentation	15%	50%	18%						
	Project and Presentation	20%		23%	100%					
	Final Examination	50%		59%						
	Total	100%	100%	100%	100%					
15.	Details of Subject:									
	Topics	Mode of Delivery								
		Lecture				Tutorial				
	Business Environment and Ownership Business and the economy; Business ethics and social responsibility; Business law; Forms of business ownership; International business; Business plan		8				0			
	Business Management Management process; Basic management skills; Organisational structure; Operations management		6				0			
	Human Resource Management HRM activities; Employee satisfaction and motivation		4				0			
	Marketing Management Target marketing and market segmentation; Marketing mix		4				0			
	Financial Management		6				0			

	Accounting information; Financial services; Financing sources		
	Total	28	0
16.	Total Student Learning Time (SLT)	Face to Face	Total Guided and Independent Learning
	Lecture	28	28
	Quizzes	1	3
	Assignment and Presentation	8	8
	Project and Presentation	17	45
	Final Exam	2	20
	Sub Total	56	104
	Total SLT	160	
17.	Credit Value	4	
18.	Reading Materials :		
	Textbook:	Reference Materials:	
	1. Ebert, R.J., & Griffin, R.W. (2011). <i>Business essentials</i> . Upper Saddle River, NJ: Pearson Education.	1. Byrd, M. J., & Megginson, L. C. (2009). <i>Small business management: An entrepreneur's guidebook</i> . New York: McGraw-Hill Irwin. 2. Pheng, Lee Mei. & Detta Ivan Jeron (2011). <i>Business Law</i> . Oxford University 3. Barringer, B. R. (2009). <i>Preparing effective business plans: An entrepreneurial approach</i> . NJ: Pearson Prentice Hall. 4. Dias, L.P. & Shah, A. (2009). <i>Introduction to business</i> . Boston: McGraw-Hill Higher Education. 5. Robbins, S.P., DeCenzo, D.A. & Coulter, M. (2011). <i>Fundamentals of management, essential concepts and applications</i> . Upper Saddle River, NJ: Pearson.	