

BACHELOR OF INFORMATION TECHNOLOGY (HONS) IN SOFTWARE ENGINEERING (BSE)
PROGRAMME STRUCTURE (FULL TIME)

YEAR 1: SEMESTER 1

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	ISB10103	Common Core		Principles of Computer Programming	3
2	IGB10403	Common Core		Discrete Mathematics for IT	3
3	INB23503	Common Core		IT Essentials	3
4	ISB16103	Discipline Core		Introduction to Software Engineering	3
5	WEB10302	University Requirement		Fundamental English	2
6	WEB20202	University Requirement		Professional English 1	2
7	MPU3123	National Requirement		Tamadun Islam & Tamadun Asia (TITAS) (L)	3
	MPU3143			Bahasa Melayu Komunikasi 2 (I)	
				TOTAL	19

YEAR 1: SEMESTER 2

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	ISB16003	Common Core	ISB10103 Principles of Computer Programming	Object-Oriented Programming	3
2	IGB20303	Common Core		Probability and Statistics for IT	3
3	IEB20703	Common Core		Object-Oriented System Analysis and Design	3
4	IEB20603	Common Core		Database Management Systems	3
5	ISB16204	Discipline Core		Computer Organization and Operating Systems	4
6	MPU3113	National Requirement		Hubungan Etnik (L)	3
	MPU3173			Pengajian Malaysia 3 (I)	
				TOTAL	19

YEAR 2: SEMESTER 3

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	ISB30503	Discipline Core	ISB16003 Object-Oriented Programming	Data Structures and Algorithms	3
2	ISB26404	Discipline Core		Software Requirements Engineering	4
3	ISB36403	Discipline Core		Interaction Design	3
4	ISB42503	Discipline Core	ISB10103 Principles of Computer Programming IEB20603 Database Management System	Internet Programming	3
5	MPU3333	National Requirement		Isu-isu Kontemporari Muslim di Malaysia (L-M)	3
	MPU3343			Culture and Lifestyle in Malaysia 2 (L-NM & I)	
6	MPU34*2	National Requirement		Co-Curriculum*	2
TOTAL					18

YEAR 2: SEMESTER 4

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	WBB20103	Common Core		Technopreneurship	3
2	ISB26504	Discipline Core	ISB16003 Object-Oriented Programming	Software Design and Integration	4
3	ISB26603	Discipline Core	ISB16003 Object-Oriented Programming	Mobile and Ubiquitous Computing	3
4	WEB20302	University Requirement	WEB10302 Fundamental English WEB20202 Professional English 1	Professional English 2	2
5	W*D10101	University Requirement		Foreign Language 1**	1
6		Elective		Elective BSE 1***	3
7		Elective		Elective BSE 2***	3
TOTAL					19

YEAR 3: SEMESTER 5

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	IDB30102	Common Core		Research Methodology	2
2	IDB30303	Discipline Core		IT Project Management	3
3	IPB49804	Discipline Core		Final Year Project 1	4
4	ISB38104	Discipline Core		Software Testing	4
5	ISB37804	Discipline Core	ISB16003 Object-Oriented Programming	Reuse and Component-Based Development	4
6	W*D10201	University Requirement		Foreign Language 2**	1
TOTAL					18

YEAR 3: SEMESTER 6

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	IPB49906	Discipline Core	IPB49804 Final Year Project 1	Final Year Project 2	6
2	ISB37904	Discipline Core		Software Quality and Configuration Management	4
3	IEB21703	Discipline Core		Computer Network - A Business User's Approach	3
4	MPU3242	National Requirement		Innovation Management	2
5		Elective		Elective BSE 3***	3
TOTAL					18

YEAR 4: SEMESTER 7

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	WIB39909	Industrial Training		Industrial Training	9
TOTAL					9

Additional Module** (Credit not included in Total Credit to Graduate –TCG)**

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	MPU3213	National Requirement		Bahasa Kebangsaan A	3
TOTAL					3

Total Credit to Graduate (TCG) : **120****Co-Curriculum***

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	MPU3412	National Requirement		Career Guidance 2	2
2	MPU3422	National Requirement		Community Service 2	2
3	MPU3442	National Requirement		Rakan Masjid 2	2
4	MPU3452	National Requirement		Siswa Siswi Bomba & Penyelamat 2	2
5	MPU3462	National Requirement		Kor Siswa-Siswi Pertahanan Awam 2	2
6	MPU3472	National Requirement		Sports Management 2	2
7	MPU3482	National Requirement		Personal Financial Management 2	2
8	MPU3492	National Requirement		Askar Wataniah	2
9	MPU34102	National Requirement		Integriti & Anti - Rasuah	2

Foreign Languages 1**

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	WAD10101	University Requirement		Arabic 1	1
2	WFD10101	University Requirement		French 1	1
3	WID10101	University Requirement		Italian 1	1
4	WKD10101	University Requirement		Korean Language 1	1
5	WMD10101	University Requirement		Mandarin 1	1
6	WSD10101	University Requirement		Spanish 1	1
7	WTD10101	University Requirement		Tamil 1	1

Foreign Languages 2**

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	WAD10201	University Requirement		Arabic 2	1
2	WFD10201	University Requirement		French 2	1
3	WID10201	University Requirement		Italian 2	1
4	WKD10201	University Requirement		Korean Language 2	1
5	WMD10201	University Requirement		Mandarin 2	1
6	WSD10201	University Requirement		Spanish 2	1
7	WTD10201	University Requirement		Tamil 2	1

Electives***

NO	COURSE CODE	CATEGORY	PRE - REQ	COURSE NAME	CREDIT
1	ISB42403	Elective		Web Application Development	3
2	ISB37503	Elective	ISB16003 Object-Oriented Programming	Real Time and Embedded Systems	3
3	ISB46703	Elective	ISB16003 Object-Oriented Programming	Principles of Artificial Intelligence	3
4	ISB42603	Elective	ISB16003 Object-Oriented Programming IEB 20603 Database Management Systems	Advanced Programming	3
5	ISB46803	Elective	ISB16003 Object-Oriented Programming	Selected Topics in Software Engineering	3
6	IKB31503	Elective		Information Security Management Systems	3
7	IKB31103	Elective		Business Continuity Planning	3
8	IMB12003	Elective		Digital Graphic Design	3

Note :

1. **Additional Module - MPU3213 Bahasa Kebangsaan A**

- a. For local students without credit in B. Melayu (SPM) only and the credit is not included in program Total Credit to Graduate (TCG).

2. Legend :

- a. (L) – For Local Students
b. (I) - For International Students
c. (L-M) – For Local Muslim Students
d. (L-NM) – For Local Non-Muslim Students



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL
SECTION OF: MARKETING

Rev. No.:	001
Date:	
Page No:	2 of 7
COURSE SYLLABUS	

1	Course Name:						
	E MARKETING						
2	Course Code:						
	ECB20403						
3	Course Category (✓):						
			National Requirement			Compulsory Course	
			University Requirement				
			Common Core				
	✓		Discipline Core			Core Course	
			Elective				
			Others				
4	Academic Staff Name(s):						
	Mohd Hisham Bin Hashim						
5	Rationale of Inclusion of Course/Module in the Programme:						
	This course equips students with ability and skills to generate, evaluate, choose feasible E- Marketing plans and how to leverage on ICT to build a strong customer base and manage its related processes.						
6	Year and Semester Offered:						
	Year 1 and Semester 3						
7	Total Student Learning Time (SLT) (hours)	Face to Face (F2F)				Non Face to Face (Non F2F)	Total of F2F + Non F2F
		L	T	P	O		
		42	0	0	0		
8	Credit Value:						
	3						
9	Prerequisite(s), if applicable:						
	None						
10	Course Learning Outcomes:						
	Upon completion of the course, students will be able to: 1) Explain how the internet and information technology advances offer benefits and challenges to consumers, businesses, marketers and society C2 2) Identify the main e-business models at the activity, business process and enterprise levels C4 3) Demonstrate knowledge on how to manage E-Marketing Management in terms of product, price, distribution, communication and CRM C3 4) Conduct a small scale E-Marketing plan to understand consumer online behaviour and apply segmentation and targeting strategies C6 5) Understand the overall view of global E-Marketing issues including ethical and global issues C2						
11	Transferrable Skills:						
	Skill		Skill Development			Skill Assessment	
	Teamwork		Students are required to work in groups to prepare their business marketing ideas.			Teacher's observation-rubric Peer evaluation-rubric	
	Participation & Communication Skills		Written and communications- via written and presenting their business marketing plan.			Teacher's observation	
12	Learning-Teaching and Assessment Strategy:						
	Teaching-learning strategy:						

Effective Date: September Semester 2017



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL
SECTION OF: MARKETING

Rev. No.:	001
Date:	
Page No:	3 of 7
COURSE SYLLABUS	

	Teaching and learning will be via lecture and discussion. Students are also required to do their own self-study through guided marketing assignments and homework. Assessment strategy: Participation during meetings or classes is the main criteria for students to be able to get 'Satisfactory' for this course. The trainers will evaluate students' participation in the activities or tasks carried out.																	
13	Course Synopsis: The module covers the concepts of marketing process, understanding the marketplace and consumers, designing a marketing strategy and marketing mix pertaining to setting up a business.																	
14	Mode of Delivery: Lecture and Class Discussion.																	
15	Assessment Types & Methods:																	
	Assessment Type				Assessment Method				Assessment Weighting									
	Coursework				Mid-term Exams Presentation Final Report				30% 15% 15%									
	Final Examination				Written				40%									
	Alternative Assessments																	
	TOTAL :														100%			
16	Mapping of Course to Programme Educational Objectives (✓):																	
	Course								PEO1		PEO2		PEO3		PEO4		PEO5	
	E MARKETING												✓				✓	
17	Mapping of Course to Programme Learning Outcomes (✓):																	
	CLO	PLO																
		01	02	03	04	05	06											
	1																	
	2																	
	3																	
	4			✓														
	5																	
18	Content Outline of Course and SLT per topic:																	
	Topic								F2F				Non F2F		SLT			
									L	T	P	O						
	1	Chapter 1 Past, Present, and Future E-Marketing Landscape E-Marketing Today: Web 2.0 The Future: Web 3.0							2				4	6				
	2	Chapter 2 Strategic E-Marketing and Performance Metrics Strategic Planning							2				4	6				

Effective Date: September Semester 2017



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL
SECTION OF: MARKETING

Rev. No.:	001
Date:	
Page No:	4 of 7
COURSE SYLLABUS	

	E-Business Models The Balanced Scorecard Measurement Tools						
3	Chapter 3 The E-Marketing Plan 73 Overview of The E-Marketing Planning Process Creating an E-Marketing Plan A Seven-Step E-Marketing Plan	2				4	6
4	Chapter 4 Global E-Markets 3.0 Overview of Global E-Marketing Issues Country and Market Opportunity Analysis Technological Tipping Points Wireless Internet Access: Mobile Phones The Digital Divide Building Inclusive E-Markets Social Networking	3				6	9
5	Chapter 5 Ethical and Legal Issues Overview of Ethics and Legal Issues Privacy Online Expression Emerging Issues	3				5	9
6	Chapter 6 E-Marketing Research Data Drive Strategy Big Data Marketing Knowledge Management Other Technology-Enabled Approaches Real-Space Approaches Marketing Databases and Data Warehouses	3				6	9



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL
SECTION OF: MARKETING

Rev. No.:	001
Date:	
Page No:	5 of 7
COURSE SYLLABUS	

	Data Analysis and Distribution						
	Knowledge Management Metrics						
7	Chapter 7 Connected Consumers Online Consumers in the Twenty-First Century Consumer Behavior Online Inside the Internet Exchange Process	3				6	9
8	Chapter 8 Segmentation, Targeting, Differentiation, and Positioning Strategies Segmentation and Targeting Overview Three Markets: Business, Government and Consumer Market Targeting Online Customers Differentiation Online Online Positioning Bases	3				6	9
9	Chapter 9 Product: The Online Offer Many Products Capitalize on Internet Properties Creating Customer Value Online E-Marketing Enhanced Product Development	3				5	8
10	Chapter 10 Price: The Online Value The Internet Changes Pricing Strategies Buyer and Seller Perspectives Payment Options Pricing Strategies	3				5	8
11	Chapter 11 The Internet for Distribution Distribution Channel Overview Online Channel Intermediaries Distribution Channel Length and Functions	3				5	8

Effective Date: September Semester 2017



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL
SECTION OF: MARKETING

Rev. No.:	001
Date:	
Page No:	6 of 7
COURSE SYLLABUS	

	Channel Management and Power Distribution Channel Metrics						
12	Chapter 12 E-Marketing Communication: Owned Media E-Marketing Communication Owned Media Content Marketing Sales Promotion Offers Coordinating Internet and Traditional Media IMC Plans Owned Media Performance Metrics	3				5	8
13	Chapter 13 E-Marketing Communication: Paid Media Paid Media Trust in Paid Media Internet Advertising Trends Paid Media Formats Social Media Advertising Mobile Advertising Paid Search Which Media to Buy? Paid Media Performance Metrics	3				5	8
14	Chapter 14 E-Marketing Communication: Earned Media Earned Media User Engagement Levels Engaging Individuals to Produce Earned Media Who Should a Company Engage? Techniques for Engaging Users Collaborative Content Creation by Consumers How Do Companies Entice Engagement? Reputation Management Online	3				5	8

Effective Date: September Semester 2017



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL
SECTION OF: MARKETING

Rev. No.:	001
Date:	
Page No:	7 of 7
COURSE SYLLABUS	

	Earned Media Performance Metrics						
15	Chapter 15 Customer Relationship Management Building Customer Relationships, 1:1 Relationship Marketing Defined Stakeholders Three Pillars Of Relationship Marketing Customer Relationship Management (CRM 1.0) Social Customer Relationship Management (CRM 2.0) CRM Building Blocks Ten Rules For CRM Success	3				6	9
	Mid-term Exams						
	Presentation						
	Project Report						
	Final Exam						
	Total Student Learning Time:	42	0	0	0	78	120
19	References:						
	Main Reference	1. Strauss,J. & Frost,R. (2014) <i>E-Marketing</i> , (7 th ed.) Boston, Pearson Prentice Hall, ISBN 13: 978-1-292-00041-1					
	Additional References	1. Clarke,I. & Flaherty,T. (2005). <i>Advances in Electronic Marketing</i> . (eds). Idea Group, London. ISBN: 1-59140-322-7. 2. Ward,H. And Kalyanam,K. (2007) <i>Internet Marketing & e-Commerce</i> . Thomson: South-Western, Ohio, ISBN: 0-324-07477-8.					



UNIVERSITI KUALA LUMPUR
INSTITUTE OF PRODUCT DESIGN & MANUFACTURING
SECTION OF:
DESIGN ENGINEERING TECHNOLOGY

Rev. No.:	Rev01/eff- Jan 2017/v1
Date:	7 April 2016
Page No:	3 of 5
COURSE SYLLABUS	

11	Transferrable Skills:		
	Skill	Skill Development	Skill Assessment
	1. Teamwork	Students are required to work in team of two or three to develop a product during lab sessions.	Teacher's observation – rubric
	2. Communication	Written communication skills- via written reports, presentation and assignment	Teacher's evaluation – Student presentation skills
12	Learning-Teaching and Assessment Strategy:		
	<p>Teaching and learning will be via lectures, group discussion and through guided questions or assignments. Students will also be required to do their own self-study and research for certain topics, homework, and assignments</p> <p>Besides written tests and laboratory reports, Students will also be require to form a team to carry out a project to design a product of their choice.</p> <p>a) Written examinations: Theory based on the respective sub-modules: individual</p> <p>b) Assignments: individual</p> <p>c) Tests: individual</p> <p>d) Project: Team</p> <p>Details are defined in the examination regulations</p>		
13	Course Synopsis:		
	<p>The topics that will be covered in this subject include the design process, Need Identification and Problem Definition, Product Design Specification (PDS), Concept Generation and Evaluation, Product Architecture, Prototyping and Human Engineering Consideration in Product Design.</p>		
14	Mode of Delivery:		
	Lecture and Tutorial		
15	Assessment Types & Methods:		
	Assessment Type	Assessment Method	Assessment Weighting
	Assignment	Report 1 Report 2 Report 3	40%

Effective Date: January Semester 2017



UNIVERSITI KUALA LUMPUR
INSTITUTE OF PRODUCT DESIGN & MANUFACTURING
SECTION OF:
DESIGN ENGINEERING TECHNOLOGY

Rev. No.:	Rev01/eff-Jan 2017/v1
Date:	7 April 2016
Page No:	4 of 5
COURSE SYLLABUS	

	Test	Test 1 & Test 2												20%					
	Final Examination	Written test												40%					
	TOTAL :													100%					
16	Mapping of Course to Programme Aims (✓):																		
	Course												PEO1	PEO2	PEO3	PEO4	PEO5		
	Product Design												✓	✓	✓				
17	Mapping of Course to Programme Learning Outcomes (✓):																		
	CLO	PLO																	
		01	02	03	04	05	06	07	08	09	10	11	12						
		1		✓															
		2				✓													
		3					✓				✓								

18	Content Outline of Course and SLT per topic							
	Topic		F2F				Non F2F	SLT
			L	T	P	O		
1.	The Design Process 1.1 What is Creativity/Innovation 1.2 What is Design Process? 1.3 Stage of Design Process?		2	1			3	6
2.	Need Identification and Problem Definition 2.1 What is Problem Definition? 2.2 What is Market Strategy 2.3 Market Analysis		2	1			3	6
3	Quality Function Deployment 3.1 Determine the Customers' requirement 3.2 Steps of House of Quality 3.3 Evaluate House of Quality		3	2			5	10
4	Product Design Specification(PDS) 4.1 What is Product Characteristics? 4.2 What is Functional Requirements? 4.3 What is Constraints and Performance Metric? 4.4 Building a PDS Diagram"		3	2			5	10
5	Concept Generation 5.1 Concept Generation Process 5.2 Types of Ways Gathering Information"		2	1			3	6

Effective Date: January Semester 2017



UNIVERSITI KUALA LUMPUR
INSTITUTE OF PRODUCT DESIGN & MANUFACTURING
SECTION OF:
DESIGN ENGINEERING TECHNOLOGY

Rev. No.:	Rev01/eff- Jan 2017/v1
Date:	7 April 2016
Page No:	5 of 5
COURSE SYLLABUS	

6	Concept Selection 6.1 Concept Selection Process 6.2 Evaluation Based on Pugh Method 6.3 Evaluation Matrix	3	1			4	8
7	Design for Safety 7.1 Anthropometry 7.2 Use of Percentiles 7.3 Application of Ergonomics Design Principles"	2	1			3	6
8	Prototyping 8.1 Types of Prototypes 8.2 Rapid Prototyping Technology"	4	9			13	26
	Assignments					18	18
	Test				2	6	8
	Group discussion				4	4	8
	Written test (? hours)						
	Preparation for Mini Project and presentation						
	Exam final				2	6	8
	Total Student Learning Time:	21	18		8	73	120
19	Main Reference	1) Ulrich, K.T., Eppinger, S.D. (2015), Product design and development, McGraw Hill 6 th Edition					
	Additional References	1) Roos van der Schoor, (2013) Delft Design Guide, BIS Publisher 2) Richard Morris (2009), The Fundamentals of Product Design					
20	Other Information						



UNIVERSITI KUALA LUMPUR

INSTITUTE OF PRODUCT DESIGN & MANUFACTURING

SECTION OF: ENGINEERING BUSINESS MANAGEMENT

Rev. No.:

Rev01/eff-
Jan 2017/v1

Date:

7 April 2016

Page No:

3 of 6

COURSE SYLLABUS

11	Transferrable Skills:		
	Skill	Skill Development	Skill Assessment
	Problem solving and Scientific Skills	Collaborative learning in class, assignments and tutorial sessions	Assignment, Test, Final Exam
	Practical skills	Practical skills-via hands on.	Lecturer's evaluation rubric.
	Communication, Leadership and group working skills	Written and verbal communication skills-via written assignments and presentation	Lecturer's evaluation rubric
12	Learning-Teaching and Assessment Strategy:		
	Teaching and Learning will be via lecture, presentation, discussion via tutorials and practical work. Students will also be required to do their own self study and research for certain topics, homework and assignments.		
	An assessment will be both formative and summative. Students learning will be assessed using Assignments, Group presentation, Test, Quiz and Final examination.		
13	Course Synopsis:		
	This subject aims to discuss and expose students to the role of Industrial Engineers in a manufacturing organization. Topics covered include productivity, performance and ethics, work analysis and design, work measurement and time standard, ergonomics and safety, assembly line balancing, production flow strategies, maintenance management and Total Productive Maintenance.		
14	Mode of Delivery:		
	Lecture, Tutorial, Practical work, PBL		
15	Assessment Types & Methods:		
	Assessment Type	Assessment Method	Assessment Weighting
	Coursework	1. Assignment	20%
		2. Test	20%
		3. Presentation	10%
		4. Practical work	10%
	Final Examination	Written	40%
	Alternative Assessments		
	TOTAL :		100%

Effective Date: **January Semester 2017**



UNIVERSITI KUALA LUMPUR

INSTITUTE OF PRODUCT DESIGN & MANUFACTURING

SECTION OF: ENGINEERING BUSINESS MANAGEMENT

Rev. No.:

Rev01/eff-
Jan 2017/v1

Date:

7 April 2016

Page No:

4 of 6

COURSE SYLLABUS

16	Mapping of Course to Programme Aims (✓):																	
	Course									PEO1	PEO2	PEO3	PEO4	PEO5				
	Industrial Engineering									✓	✓	✓						
17	Mapping of Course to Programme Learning Outcomes (✓):																	
	CLO	PLO																
		01	02	03	04	05	06	07	08	09	10	11	12					
	1			✓		✓	✓											
	2					✓	✓				✓							
	3				✓		✓											

18	Content Outline of Course and SLT per topic							
	Topic		F2F				Non F2F	SLT
			L	T	P	O		
1.	Industrial Engineering and Productivity (PBL)		7	0	0	0	7	14
	1.1 The purpose and evolution of industrial engineering.							
	1.2 Productivity improvement through business process engineering.							
1.	1.3 Techniques for activating a Continuous Improvement (Kaizen)							
	Work Analysis and Design		4	1	0	0	5	10
	2.1 Principles of Work Design: The work place							
2.	2.2 Principles of Work Design: Machines and equipment							
	2.3 Principles of Work Design: Tools							
	2.4 Work Environment Design							
2.	2.5 Importance of Ergonomics							
	Work Measurement and Time Standard		6	2	4	0	8	20
	3.1 Introduction to Work Measurement							
3.	3.2 Definition of Standard Time							
	3.3 Diagram, Charts, Tools and Techniques to Time Study Procedure							
	3.4 Measurement and calculation of Standard Time							
3.	3.5 Work Sampling and group Timing Techniques							
	3.6 The MOST Concept							
	Practical 1: To draw out a SOP for a task and determine the standard time.							

Effective Date: **January Semester 2017**



UNIVERSITI KUALA LUMPUR

INSTITUTE OF PRODUCT DESIGN & MANUFACTURING

SECTION OF: ENGINEERING BUSINESS MANAGEMENT

Rev. No.:

Rev01/eff-
Jan 2017/v1

Date:

7 April 2016

Page No:

5 of 6

COURSE SYLLABUS

4	Production Flow Problems and Strategies 4.1 Factors affecting the Production Flow 4.2 Principle of efficient Production Flow 4.3 Importance of Line Balancing 4.4 Modelling on Assembly lines 4.5 Sample solution approaches	5	4	6	0	9	24
5	Maintenance Management 5.1 Definition, Purpose, Characteristics and goals of Maintenance Management 5.2 Measures of Reliability: Definition and Calculation of measures of Reliability 5.3 Maintenance Types: Emergency, corrective, preventive, routine, predictive maintenance 5.4 Reliability Centered Maintenance 5.5 Maintenance Planning and Scheduling: work orders, workflow, backlog 5.6 Computerized Maintenance Management system (CMMS) 5.7 Resources Management: personnel, tools, spare parts Practical 2: To produce a work order using CMMS	2	0	8	0	2	12
6	Total Productive Maintenance (TPM) 6.1 TPM definition 6.2 TPM principles 6.3 Eight pillars of TPM 6.4 Benefits of TPM 6.5 Good Maintenance Management Practices and Benefit Practical 3: To conduct a line balancing activity using software	3	0	0	0	3	6
Experiment 1: To draw out a SOP for a task and determine the standard time						1.5	1.5
Experiment 2: To produce a work order using CMMS						0.5	0.5
Experiment 3: To conduct a line balancing activity using software.						2.0	2.0
Written test (hours)					1.5	4.5	6.0
Assignments					0.0	8.0	8.0

Effective Date: **January Semester 2017**



UNIVERSITI KUALA LUMPUR

INSTITUTE OF PRODUCT DESIGN & MANUFACTURING

SECTION OF: ENGINEERING BUSINESS MANAGEMENT

Rev. No.:

Rev01/eff-
Jan 2017/v1

Date:

7 April 2016

Page No:

6 of 6

COURSE SYLLABUS

	Quiz (hours)				0.3	0.8	1.1
	Presentation				0.3	0.8	1.1
	Final Exam				3.0	9.0	12.0
	Group Discussion				1.0	1.0	2.0
	Total Student Learning Time:	27	7	18	6.1	62.1	120.2
19	Main Reference	1) Benjamin Nieble, Andris Freivalds, Methods, Standards and Work Design, McGraw Hill, 13th edition, 2013.					
	Additional References	2) Adedeji B. Badiru, Handbook of Industrial and Systems Engineering , McGraw Hill.2006 3) Joel Levitt, Handbook of maintenance Management, Industrial Press Inc, 2009.					
20	Other Information						



COURSE SYNOPSIS FOR MASTER OF BUSINESS ADMINISTRATION (MBA)

NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
1	Economic Analysis for Business Decisions (PBP 60113)	This course aims to provide students with the essentials of both Microeconomics and Macroeconomics. Managerial concern is to acquaint students with how individual markets deal with the problems of scarce resources and their uses. The essentials of consumer demand, producer supply decisions, market structure, and labor market behavior are introduced and explained. Macroeconomics focuses on the study of the economies at aggregate levels. Macroeconomics looks at how these interactions help to determine the aggregate characteristics of a nation's economy.	1.0 Firm and Its Environments 2.0 Market Structure 3.0 The Macroeconomic Overview 4.0 Fiscal and Monetary Policies 5.0 Aggregate Supply and Aggregate Demand	3	CORE
2	Financial Accounting (PBP 60123)	This course covers financial accounting concepts, principles, and analysis. The course should also help the students to gain an appreciation for the uses of accounting information and the limitations inherent in accounting information. Its major focus is on the understanding, analysis, and use of financial statement information for business decisions.	1.0 Introducing Financial Statements and Transaction Analysis 2.0 Accounting Adjustments and Constructing Financial Statements 3.0 Reporting and Analyzing Operating Income 4.0 Reporting and Analyzing Operating Assets 5.0 Cash Flow Statements 6.0 Reporting and Analyzing Owner Financing and Non Owner Financing 7.0 Financial Statements Analysis and Limitations	3	CORE
3	Corporate Law (PBP 60133)	The Module is included in the programme to prepare students with sufficient knowledge on the Malaysian legal system and how the system of justice is administered in Malaysia before exposing them to the relevant/common legal rules and principles directly affecting the corporate sector such as the law relating to (but not limited) contract, tort, company law, negotiable instruments, insurance, land, intellectual property etc. Thus, preparing a future corporate leader with adequate legal intelligence to deal with international and local trade regulations, structuring and managing business transactions.	1.0 Introduction to the concept of law in Malaysia. 2.0 The Sources of Malaysian Law. 3.0 The Judicial System in Malaysia. 4.0 Introduction to the Law of Contract. 5.0 The Malaysian Law of Tort. 6.0 Malaysian Land Law. 7.0 Malaysian Company Law. 8.0 Partnership Law in Malaysia. 9.0 The Law on Sale of Goods. 10.0 The law of Negotiable Instruments. 11.0 An Introduction to the Malaysian Hire Purchase and Insurance Law 12.0 An Introduction to Intellectual Property Laws and Regulations	3	CORE



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NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
4	Strategic Marketing (PBP 60143)	The module will enhance student's knowledge and skills in strategic marketing. The focus will be on understanding marketing concepts and tools aligned with strategic management. Thus, students are expected to grasp the importance of marketing in strategic management and the importance of strategy in marketing management.	1.0 Market Oriented 2.0 Corporate Strategy Decisions 3.0 Business Strategies & Marketing Implications 4.0 Market Opportunities 5.0 Market Opportunities 6.0 Market Segments 7.0 Differentiation & Brand Positioning 8.0 Formulating Marketing Strategies 9.0 Strategies for growth Market 10.0 Strategies for Mature and Decline Market 11.0 Digital Marketing Strategies 12.0 Organizing and Planning	3	CORE
5	Negotiations and Ethics (PBP 60153)	This course is designed to help students to gain an understanding of negotiation and ethics. Students will contemplate on why it is necessary to negotiate effectively and why ethics is central to good management practice. Effective negotiation requires the understanding of the various techniques of communication. Ethics is concerned with the study of morality and the application of reason to elucidate specific rules and principles that determine right and wrong for any given situation.	1.0 Introduction to the understanding of negotiation/Nature of Negotiation 2.0 Strategy and tactics of distributive bargaining 3.0 Strategy and tactics of Integrative bargaining 4.0 Strategic and planning of Negotiation 5.0 Perception, cognition and Emotion in negotiation. 6.0 Communication in negotiation 7.0 Finding and using negotiation power. 8.0 Ethics in negotiation/ Relationships in negotiation 9.0 Agents, constituencies and audiences 10.0 Coalition in negotiation & Multiple Parties and team in negotiation and managing negotiation impasse and mismatches 11.0 Individual differences: Gender and negotiation/Personality and ability 12.0 International cross-cultural negotiation 13.0 Best Practices in negotiation 14.0 Business ethics, employee's ethics and Social Responsibilities	3	CORE



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NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
6	Operations Management (PBP 60173)	This course is designed to help students to gain an understanding of how operations management impacts all of the areas of the firm and how managers can improve their competitive position by applying core concepts such as work organization, transformation process, demand forecasting, supply chain and inventory management.	1.0 Introduction to Operations Management 2.0 Competitiveness, Strategy, and Productivity 3.0 Forecasting 4.0 System Design 5.0 Management of Quality 6.0 Quality Control 7.0 Supply Chain Management (SCM) 8.0 Inventory Management and Scheduling 9.0 JIT and Lean Operations 10.0 Project Management 11.0 Management of Waiting Lines	3	CORE
7	Management & Organizational Behavior (PBP 60183)	This course is designed to help students gain an understanding of all aspects of behavior in an organization such as how people perform their tasks, how teams functions, and how organization achieve their goals. It also aims to expose students to important management issues such as globalization and diversity of work force; issues which present many opportunities and challenges for an organization and thus have direct impacts on organizational behavior. Research development in organizational theories and models will also be covered.	1.0 Introduction to the Field of Organizational Behavior 2.0 Individual Behavior, Personality, and Values. 3.0 Perception and Learning in Organizations. 4.0 Workplace Emotions, Attitudes, and Stress. 5.0 Employee Motivation: Foundations and Practices. 6.0 Decision Making and Creativity. 7.0 Team Dynamics. 8.0 Communicating in Teams and Organizations. 9.0 Power and Influence in the Workplace. 10.0 Conflict Management. 11.0 Leadership in Organizational Settings. 12.0 Organizational Structure. 13.0 Organizational Culture. 14.0 Organizational Change.	3	CORE



COURSE SYNOPSIS FOR MASTER OF BUSINESS ADMINISTRATION (MBA)

NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
8	Strategic Management (PBP 60203)	This course is designed to help students to gain an understanding on how to do business locally and globally which is getting more risky and complex than ever. The dynamics of political, economic, and cultural differences across countries directly affect strategic-management decisions. In addition, accelerating use of the Internet to gather, analyse, send, and receive information has changed the way strategic decisions are made.	1.0 Introduction To The Nature of Strategic Management 2.0 Developing Organizational Vision and Mission 3.0 Analysing Organization: External Environment 4.0 Analysing Organization: Internal Environment 5.0 Strategies in Action 6.0 Strategy Analysis and Choice 7.0 Implementing the Management and Operations Strategies 8.0 Implementing the Marketing and Finance/Accounting Strategies 9.0 Reviewing, Evaluating and Controlling the Strategies 10.0 How to prepare and presenting a case analysis 11.0 Case Analysis 12.0 Case Analysis 13.0 Case Analysis 14.0 Case Analysis	3	CORE
9	Corporate Finance (PBP 60243)	The course is designed to equip students with knowledge in financial management, managerial accounting and quantitative techniques. Students are to learn the fundamentals of financial management with the emphasis on both time value analysis and valuation aspects. Important aspects of corporate finance involving risk-return analysis, capital budgeting and company valuation will also be covered. This helps future financial manager to be able to analyze business conditions and to devise right financial tools in order to achieve optimal business results. Ultimately, the students will be able to apply the knowledge of economics, accounting, finance and quantitative techniques in business decision making.	1.0 Introduction to Corporate Finance 2.0 Financial Markets and Analysis 3.0 Time Value of Money Analysis 4.0 Equity and Debt Financing 5.0 Financial Planning and Forecasting	3	CORE
10	Research Methodology (PBP 60413)	The course is designed to emphasize the foundational methods and techniques of research in business management context. Students will be exposed to the main components of the research process i.e., research problem, research question, research objectives, research hypotheses, data collection, ethical issues in research, report writing, and presentation. The main objective of this course is to enable students to understand the research process and conduct research project in an area of their choice.	1.0 Briefing 2.0 Phase 1 3.0 Phase 2 4.0 Phase 3	3	CORE



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NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
11	Business Project 1 (PBP 60193)	The course provides the opportunities for students to apply their management knowledge to the actual entrepreneurial world.	1.0 Briefing 2.0 Phase 1 3.0 Phase 2 4.0 Phase 3	3	CORE
12	Business Project 2 (PBP 60253)	The course provides the vital platform and golden opportunities to share and discuss contemporary issues pertaining to business management at national and international level.	1.0 Briefing 2.0 Phase 1 3.0 Phase 2 4.0 Phase 3	3	CORE
13	Data, Models and Decisions (PBP60213)	This course introduces students to the concepts, principles, methods and basic tools in using data to make informed management decisions. It covers introductory probability, decision analysis, basic statistics, regression, simulation, linear and non-linear optimization, and discrete optimization. This course will show how to analyse in a wide array of business planning and decision problems. In the modeling approach, this course seek to describe the essential structure of a decision problem in terms of objectives, decision variables, uncertainties, outcomes, choice criteria, and feasibility. Throughout the course, analytical software will be used as a modeling and analysis environment.	1.0 Introduction to Quantitative Analysis 2.0 Regression Analysis 3.0 Time Series Analysis and Forecasting 4.0 Optimization Modeling 5.0 Decision Analysis	3	ELECTIVE
14	International Business Management (PBP60203)	The course is designed to provide students with advanced insight into international business. It covers a practical framework for understanding the key elements to be considered in doing business abroad: The World's Marketplaces, International Business Environment, Managing International Business, and Managing International Business Operations.	1.0 Introduction 2.0 The World Marketplaces 3.0 The International Environment I 4.0 The International Environment II 5.0 Global Competitive Strategies 6.0 International Business Strategies/Theories 7.0 Global Product Adaption	3	ELECTIVE
15	Managerial Accounting (PBP60163)	This course covers managerial accounting concepts, methods, and analysis. The course should also help the students to gain an appreciation for the uses of managerial accounting information and its major focus is on the understanding, analysis, and use of managerial accounting information for business decisions.	1.0 Fundamental Concept and Contemporary Development in Managerial Accounting 2.0 Measuring Product Cost, Variable vs Absorption Costing 3.0 Cost Volume Profit Analysis 4.0 Activity - Based Costing and Management 5.0 Profit Planning and Budgeting 6.0 i. Responsibility Centre ii. Relevant Cost For Decision Making 7.0 New Managerial Accounting Techniques	3	ELECTIVE



COURSE SYNOPSIS FOR MASTER OF BUSINESS ADMINISTRATION (MBA)

NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
16	Performance Management (PBP60443)	This course explains how to organize a performance-management program. The topic includes the performance management process, performance management system and measurement approaches, implementing performance appraisal and performance management system,	1.0 Performance Management and Reward Systems 2.0 Performance Management Process 3.0 Performance Management and Strategic Planning 4.0 Defining Performance and Choosing a Measurement Approach 5.0 Measuring Results and Behaviors 6.0 Gathering Performance Information 7.0 Implementing a Performance Management System 8.0 Performance Management and Employee Development 9.0 Performance Management Skills 10.0 Reward Systems and Legal Issues 11.0 Managing Team Performance	3	ELECTIVE
17	Assessment, Recruitment and Selection (PBP60453)	This course is to provide an overview of assessment, recruitment, selection and resourcing process. This practical course embedded with the essential tools for different recruitment and selection methods, explains the legal context of recruitment and selection, and how to select appropriate recruitment channels	1.0 Introduction, Employment Markets and Regulation 2.0 Flexibility, Fairness and Diversity 3.0 Subtopic Human Resource Planning & Job Analysis and Job Design 4.0 Recruitment Advertising & Alternative Recruitment Methods 5.0 Employer Branding 6.0 Selection: The Classic Trio & Advanced Methods of Employee Selection 7.0 The New Employee 8.0 Succession Planning 9.0 Measuring and Analysing Employee Turnover 10.0 Improving Employee Retention 11.0 Retirement & Dismissals 12.0 Redundancy 13.0 Resourcing and Talent Management strategies 14.0 The Future Work	3	ELECTIVE



COURSE SYNOPSIS FOR MASTER OF BUSINESS ADMINISTRATION (MBA)

NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
18	Islamic Banking Operations (PBP60493)	This course discusses banking operation in sharia context. The topics will be selected from the following: Islamic financial system, Islamic banks operation, riba concepts, modes of investment, Islamic banking instruments, central banking and monetary management and Islamic insurance	1.0 Financial System 2.0 Islamic Banking Islamic Economics 4.0 Shariah 5.0 Commercial Banking Operations under Islamic Framework 6.0 Riba 7.0 Modes of Investment under Islamic Mechanism 8.0 Export and Import under Islamic Framework 9.0 Superiority of Islamic Banking 10.0 Accounting 11.0 Islamic Financial Instruments and Institutions 12.0 Central Banking and Monetary Management under Islamic Framework 13.0 Islamic Insurance (Takaful)	3	ELECTIVE
19	Islamic Wealth Management (PBP60523)	This course discusses wealth management in sharia context. The topics will be selected from the following: the landscape for Islamic finance, Islamic funds, wealth management tools, investment strategies, private equity finance, and risk management issues of shariah compliant wealth management and halal product of real wealth.	1.0 Globalization and its impacts on Islamic finance 2.0 The global market of Islamic capital market and Islamic finance hub 3.0 Principles of Islamic finance and instruments for primary market 4.0 Islamic perspective of wealth 5.0 Islamic product of wealth management 6.0 Key trends in Islamic funds 7.0 Shariah compliant mutual funds 8.0 Islamic portfolio and asset allocation 9.0 The applications of takaful to Islamic wealth management 10.0 Islamic banks and sukuk market 11.0 Shariah compliant private equity finance 12.0 Corporate governance in Islamic finance 13.0 Risk management issues of shariah compliant wealth managements	3	ELECTIVE



UNIVERSITY KUALA LUMPUR BUSINESS SCHOOL

COURSE SYNOPSIS FOR MASTER OF BUSINESS ADMINISTRATION (MBA)

NO	COURSE	SYNOPSIS	TOPIC	CREDIT HOUR	CATEGORY
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1.	Name of Course:	International Business Environment and Institutions				
2.	Course Code:	EEB20903				
3.	Names of Academic Staff:	AP Dr Baharudin Kadir				
4.	Rationale for inclusion of the course in the program: This course introduces students to the various aspects on international business environment and institutions including the international economic activity of the nation (BoP); international monetary system; international financial markets; economic integration; and national trade and investment policies.					
5.	Semester and Year Offered:	Semester: 6 Year: 2				
6.	Total Student Learning Time (SLT): 120 hours	Face to face (F2F): 42 hours				Total guided and independent learning (non F2F): 78 hours
	L= Lecture T=Tutorial P=Practical O=Others	L	T	P	O	
		42	0	0	0	
7.	Credit Value:	3				
8.	Prerequisite:	Nil				
9.	Learning Outcomes: At the end of this course, students should be able to: <ul style="list-style-type: none">• Understand the fundamental principles of how countries measure international business activity, the balance of payments;• Review the history of the international monetary system in order to understand why major world currencies are floating today;• Understand how currencies are traded and quoted on world financial markets in order to understand the linkages between interest rates and exchanged rates;• Review types of economics integration among countries in order to examine the costs and benefits of integrative arrangements; and• Examine how global linkages in trade and investment have made policymakers less able to focus solely on domestic issues.					
10.	Transferable skills:					
	Skills	Development of the skills			Skills assessments	
	1. Analytical skills	Developed through case analysis assigned.			Teacher's evaluation of tasks assigned.	
	2. Communication skills	Developed through discussions and oral presentation tasks given.			Evaluation of oral presentation on collage of international business environment and institutions,	
	3. Research skills	Developed through research done on topics assigned.			Evaluation of student's folio.	
11.	Teaching-learning strategy: Concepts and theories are covered through lectures, on-going research on international business environment and institutions as input for group collage project, keeping a folio of insights on international business environment and institutions and case analyses. Students engage in cooperative learning to gather information on international business environment and institutions. Assessment strategy: Assessment consists of coursework and a final examination. Assessment for the coursework (60%) consists of case analyses, group presentation and class discussion on international business environment and institutions. The final exam (40%) is in the written format and covers the major topics covered.					
12.	Synopsis: This course is designed to help students to gain an understanding of various aspects of international business environment and institutions.					
13.	Mode of Delivery: Lectures, literature survey on international business environment and institutions activities and issues, maintenance of a journal, student-led discussion and forums and cases analysis.					

14.	Assessment Methods and Types: Coursework <i>Individual Assignment</i> 20% <i>Group Project</i> 20% <i>Case Analysis</i> 20% Final Exam 40% TOTAL 100%																																																																																																																													
15.	Mapping of the Course to the Program Aims/ Program Objective: <table><tr><th>Course Name</th><th>PEO1</th><th>PEO2</th><th>PEO3</th><th>PEO4</th><th>PEO5</th></tr><tr><td>International Business Environment & Institutions</td><td>X</td><td>X</td><td></td><td></td><td>X</td></tr></table>										Course Name	PEO1	PEO2	PEO3	PEO4	PEO5	International Business Environment & Institutions	X	X			X																																																																																																								
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17.	Content outline of the course and the student learning time per topic: <table><tr><th colspan="2" rowspan="2">Topic</th><th colspan="4">F2F</th><th rowspan="2">Non F2F</th><th rowspan="2">SLT</th></tr><tr><th>L</th><th>T</th><th>P</th><th>O</th></tr><tr><td>1</td><td>▪ Balance of Payments Accounting</td><td>3</td><td></td><td></td><td></td><td>6</td><td>9</td></tr><tr><td>2</td><td>▪ Balance of Payments Accounts, Total, and as a Reflection of Economic Openness and Development</td><td>3</td><td></td><td></td><td></td><td>6</td><td>9</td></tr><tr><td>3</td><td>▪ Exchange Rates and International Monetary Systems</td><td>4</td><td></td><td></td><td></td><td>7</td><td>11</td></tr><tr><td>4</td><td>▪ Gold Standard, Bretton Woods Agreement</td><td>4</td><td></td><td></td><td></td><td>7</td><td>11</td></tr><tr><td>5</td><td>▪ Floating Exchange Rates and Fixed and Floating Currencies</td><td>4</td><td></td><td></td><td></td><td>7</td><td>11</td></tr><tr><td>6</td><td>▪ Currencies Market and International Money Markets and Capital Markets</td><td>3</td><td></td><td></td><td></td><td>6</td><td>9</td></tr><tr><td>7</td><td>▪ International Banking and Bank Lending ▪ International Securities Market</td><td>4</td><td></td><td></td><td></td><td>7</td><td>11</td></tr><tr><td>8</td><td>▪ Debt Crisis and Currency Earnings ▪ Economic Integration</td><td>3</td><td></td><td></td><td></td><td>6</td><td>9.p</td></tr><tr><td>9</td><td>▪ Economic Integration: An Argument</td><td>4</td><td></td><td></td><td></td><td>7</td><td>11</td></tr><tr><td>10</td><td>▪ European Integration and North American Economic Integration</td><td>3</td><td></td><td></td><td></td><td>6</td><td>9</td></tr><tr><td>11</td><td>▪ Trade and Investment Policies: Rationale and Goals ▪ Global Trade Regulations and Changes in Global Policy Environment</td><td>4</td><td></td><td></td><td></td><td>7</td><td>11</td></tr><tr><td>12</td><td>▪ Policy Response to Changing Conditions ▪ Strategic for Trade and Investment Policies</td><td>3</td><td></td><td></td><td></td><td>6</td><td>9</td></tr><tr><td colspan="2">TOTAL Student Learning Time (h)</td><td>42</td><td></td><td></td><td></td><td>78</td><td>120</td></tr></table>										Topic		F2F				Non F2F	SLT	L	T	P	O	1	▪ Balance of Payments Accounting	3				6	9	2	▪ Balance of Payments Accounts, Total, and as a Reflection of Economic Openness and Development	3				6	9	3	▪ Exchange Rates and International Monetary Systems	4				7	11	4	▪ Gold Standard, Bretton Woods Agreement	4				7	11	5	▪ Floating Exchange Rates and Fixed and Floating Currencies	4				7	11	6	▪ Currencies Market and International Money Markets and Capital Markets	3				6	9	7	▪ International Banking and Bank Lending ▪ International Securities Market	4				7	11	8	▪ Debt Crisis and Currency Earnings ▪ Economic Integration	3				6	9.p	9	▪ Economic Integration: An Argument	4				7	11	10	▪ European Integration and North American Economic Integration	3				6	9	11	▪ Trade and Investment Policies: Rationale and Goals ▪ Global Trade Regulations and Changes in Global Policy Environment	4				7	11	12	▪ Policy Response to Changing Conditions ▪ Strategic for Trade and Investment Policies	3				6	9	TOTAL Student Learning Time (h)		42				78	120
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