WELCOME MESSAGE FROM THE FACULTY DEAN

A very warm welcome to Faculty of Business and Finance (FBF), UTAR.

The Faculty offers various undergraduate and postgraduate programmes which are specifically designed to produce qualified and trained personnel in various areas of expertise such as accounting, finance, business administration, banking and finance, entrepreneurship, economics and marketing. The programmes offered by the Faculty are as follows:-

1) Bachelor of Commerce (Hons) Accounting
2) Bachelor of Business Administration (Hons)
3) Bachelor of Marketing (Hons)
4) Bachelor of Business Administration (Hons) Entrepreneurship
5) Bachelor of Economics (Hons) Financial Economics
6) Bachelor of Business Administration (Hons) Banking and Finance
7) Bachelor of Finance (Hons)
8) Master of Philosophy
9) Doctor of Philosophy

In line with the University's Vision and Missions that emphasises on the holistic development of individuals for nation building, FBF is mindful of its responsibility in offering education that supports the personal and professional development of students. The Faculty revises syllabus constantly to suit industry demand based on feedback from various collaborative partners and associates such as the industrial advisors, adjunct faculty members, external examiners and researchers.

Since our undergraduate programmes have met the global benchmark for competency, ethics and professional practice standards in accounting, business administration and financial planning services, we have received various recognitions and exemptions by a wide number of professional bodies. Among others, these professional bodies include:

- The Association of Chartered Certified Accountants (ACCA)
- The Chartered Institute of Management Accountants (CIMA)
- The Institute of Chartered Secretaries and Administrators (ICSA)
- Certified Practicing Accountants (CPA) Australia
- Malaysian Institute of Chartered Public Accountants (MICPA)
- The Chartered Tax Institute of Malaysia (CTIM)
- Financial Planning Association of Malaysia (FPAM) - Certified Financial Planner (CFP)

We provide a supportive and challenging environment for students to develop the essential knowledge and skills required to success in the rapidly changing business world.

Come and join us to realise your full potential today.

Dr. Choong Chee Keong
Dean / Professor
Professorial Chair (Tan Sri Dato’ Sri Dr Teh Hong Piow Chair in Banking and Finance)
Faculty of Business and Finance
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INTRODUCTION
1.0 INTRODUCTION

1.1 Background of the Faculty

Faculty of Business and Finance

This Faculty was officially established in June 2008 for the Kampar campus. The courses offered at this relatively new faculty were inherited from the Faculty of Accountancy and Management.

With a humble beginning, the Faculty established 3 departments with initial staff force of 22 full time academic staff. The Faculty received 512 undergraduate students registered in 6 undergraduate courses back to year 2008.

As of today, the Faculty has more than 150 full time academic staff in 6 respective departments. The total students registered in 7 courses are more than 5000 students.

The Faculty provides education for undergraduate studies with the vision of developing competent and highly motivated individuals who possess critical thinking skills and good work ethics.

The mission of FBF is to be a centre of academic excellence dedicated to meeting the educational needs of the various communities in Malaysia. The Faculty is focused to build and sustain the leading learning community in business, economics, finance, marketing and accounting in Malaysia and beyond. The Faculty is committed to providing a University education that is at the cutting edge of knowledge, that is intellectually rigorous, and that has contemporary and professional relevance.

The Faculty aims to create a conducive environment of scholarship and high academic achievements in teaching and research. We are to ensure quality and impact of our research and teaching for the business community and promote strong linkages with alumni and industry.
### 1.2 Key Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Room</th>
<th>Tel:</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr Choong Chee Keong</td>
<td>Dean</td>
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<td><a href="mailto:choongck@utar.edu.my">choongck@utar.edu.my</a></td>
</tr>
<tr>
<td></td>
<td>Professorial Chair (Tan Sri Dato’ Sri Dr Teh Hong Piow Chair in Banking and Finance)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dr Lee Thean Chye</td>
<td>Deputy Dean (R&amp;D and Postgraduate Programmes)</td>
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</tr>
<tr>
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<td>Deputy Dean (Academic Development &amp; Undergraduate Programmes)</td>
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<td><a href="mailto:shtan@utar.edu.my">shtan@utar.edu.my</a></td>
</tr>
<tr>
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</tr>
<tr>
<td>Mr. Mahendra Kumar a/l Chelliah</td>
<td>Head of Department Department of Commerce &amp; Accountancy</td>
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<td>Head of Department Department of Business</td>
<td>H1-129</td>
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<td><a href="mailto:kuekty@utar.edu.my">kuekty@utar.edu.my</a></td>
</tr>
<tr>
<td>Mr. Chua Beng Hui @ Bobby Chai Boon Hui</td>
<td>Head of Department Department of Marketing</td>
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<tr>
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<td>Head of Department Department of Entrepreneurship</td>
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<td>(605) 468 8888 (Ext: 4573)</td>
<td><a href="mailto:oonkh@utar.edu.my">oonkh@utar.edu.my</a></td>
</tr>
<tr>
<td>Mr. Wong Chin Yoong</td>
<td>Head of Department Department of Economics</td>
<td>H1-135</td>
<td>(605) 468 8888 (Ext: 1035)</td>
<td><a href="mailto:wongcy@utar.edu.my">wongcy@utar.edu.my</a></td>
</tr>
<tr>
<td>Mr. Woo Kok Hoong</td>
<td>Head of Department Department of Finance</td>
<td>H1-133</td>
<td>(605) 468 8888 (Ext: 1025)</td>
<td><a href="mailto:khwoo@utar.edu.my">khwoo@utar.edu.my</a></td>
</tr>
<tr>
<td>Dr Chong Yee Lee</td>
<td>Head of Programme (Postgraduate Degree Programmes)</td>
<td>H1-132</td>
<td>(605) 468 8888 (Ext: 1038)</td>
<td><a href="mailto:chongyl@utar.edu.my">chongyl@utar.edu.my</a></td>
</tr>
<tr>
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<td>Senior Assistant Manager Faculty General Office</td>
<td></td>
<td>(605) 468 8888 (Ext: 2509)</td>
<td><a href="mailto:ngsm@utar.edu.my">ngsm@utar.edu.my</a></td>
</tr>
</tbody>
</table>
1.3 Professional Accreditation

FBF continually seeks for accreditation and/or recognition for its programmes from professional bodies where relevant to the respective fields of studies. Accreditation or recognition by professional bodies provides FBF and its programmes with international recognition.

1. The Association of Chartered Certified Accountants (ACCA)
2. The Chartered Institute of Management Accountants (CIMA)
3. The Institute of Chartered Secretaries and Administrators (ICSA)
4. The Chartered Tax Institute of Malaysia (CTIM)
5. Malaysia Institute of Chartered Public Accountants (MICPA)
6. CPA Australia
7. Certified Financial Planner (CFP)
1.4 Undergraduate Programme External Examiners

As part of UTAR's commitment to high quality, standards and rigour in its academic programmes, the University has established a panel of External Examiners comprising well-known academicians and professionals in their respective fields.

The following eminent academicians/professors have been appointed:

Prof Dr Binshan Lin  
*Louisiana State University in Shreveport, United States of America*  
Department of Management & Marketing  
College of Business Administration (AACSB Accredited)  
for Bachelor of Business Administration (Hons)

Prof Dr Nava Subramaniam  
*Deakin University, Australia*  
Faculty of Business and Law  
School of Accounting, Economics and Finance  
Melbourne Campus at Burwood  
for Bachelor of Commerce (Hons) Accounting

Prof Dr Kevin Iyk Nnamdi Ibeh  
*University of Strathclyde, United Kingdom*  
Department of Marketing  
for Bachelor of Marketing (Hons)
Prof Dr Gerard Leonard Gannon  
_Deakin University, Australia_  
Faculty of Business and Law  
School of Accounting, Economics and Finance,  
Melbourne Campus at Burwood  
for _Bachelor of Business Administration (Hons) Banking and Finance_  

---

Prof Dr Mohamed Ariff  
_Bond University, QLD 4229_  
Department of Finance  
(Room 4114 School of Business)  
Australia  
for _Bachelor of Finance (Hons)_  

---

Prof Dr Chew Soon Beng  
_Nanyang Technological University_  
School of Humanities and Social Sciences  
14 Nanyang Drive  
for _Bachelor of Economics (Hons) Financial Economies_  

---

**Adjunct Professor**  

Prof. Dr Lai Yew Wah  
_Universiti Sains Malaysia_  
School of Management  
Malaysia
1.5 **Industrial Advisory Panel**

In line with the University efforts in benchmarking its professional degree programme curriculum against the current industry standards, the University has established a panel of Industry Advisor to help ensure the quality assurance and holistic development of UTAR degree programmes.

The following prominent experts/professional representatives have been appointed:

1. **Bachelor of Commerce (Hons) Accounting**  
   *Dato’ Lee Ow Kim*  
   Senior Consultant cum Company Secretary of the Toray Malaysia Group of Companies

2. **Bachelor of Business Administration (Hons)**  
   *Mr. Eddie Chee Tai Kong*  
   Active Retiree, former Chief Information Officer (CIO) of General Electric Company, Asia Pacific

3. **Bachelor of Marketing (Hons)**  
   *Mr. James Ng Chan Choy*  
   President of XINFEI Group (Consumer appliance company affiliated to Hong Leong Asia)

4. **Bachelor of Business Administration (Hons) Entrepreneurship**  
   *Mr. Soo Joo Heng*  
   Founder cum Managing Director of J Heng Group of Companies

5. **Bachelor of Economics (Hons) Financial Economics**  
   *Dr. Ronald Leong*  
   General Manager of Ho Hup Construction Company Berhad

6. **Bachelor of Business Administration (Hons) Banking and Finance**  
   *Ms. Chow Oi Li*  
   Professional Development - Head, Institute of Bankers Malaysia (IBBM)

   *Ms. Alice Ng Bee Leng*  
   Head of Department and Senior Manager, OCBC (e2Power Sdn Bhd)

7. **Bachelor of Finance (Hons)**  
   *En. Arman Bin Sa’at*  
   Vice President (Investment) of Bank Simpanan Nasional (BSN) Treasury and Investment Department
1.6 Contact Information

The contact details are listed below:

FACULTY OF BUSINESS AND FINANCE
UNIVERSITI TUNKU ABDUL RAHMAN
(PERAK CAMPUS)
JALAN UNIVERSITI, BANDAR BARAT
31900 KAMPAR,
PERAK DARUL RIDZUAN,
MALAYSIA

GENERAL INQUIRIES
Telephone : (605) 468 8888 Ext 1031
Facsimile : (605) 466 7407
Email : fbfinfo@utar.edu.my

FEEDBACK/COMMENTS

We welcome any feedback or suggestions that you want to share with us.

Telephone : (605) 468 8888 Ext 1031
Facsimile : (605) 466 7407
Email : fbffeedback@utar.edu.my
GOVERNANCE AND ADMINISTRATION
2.0 GOVERNANCE AND ADMINISTRATION

The Faculty is governed by Faculty Management Committee. The day-to-day operations of academic programmes are overseen by Head of Department, Departments and Programmes.

2.1 Faculty Management Committee

Dean
Prof Dr Choong Chee Keong

Deputy Dean
(R&D and Postgraduate Programmes)
Dr Lee Thean Chye

Deputy Dean
(Academic Development & Undergraduate Programmes)
Mr. Peter Tan Sin Howe

Deputy Dean
(Student Development and Industrial Training)
Mr. Yew King Tak

Head
Department of Commerce & Accountancy
Mr. Mahendra Kumar a/l Chelliah

Head
Department of Business
Mr. Kuek Thiam Yong

Head
Department of Marketing
Mr. Chua Beng Hui @ Bobby Chai Boon Hui

Head
Department of Entrepreneurs
hip
Mr. Oon Kam Hoe

Head
Department of Economics
Mr. Wong Chin Yoong

Head
Department of Finance
Mr. Woo Kok Hoong

Head of Programme
(Postgraduate Degree Programmes)
Dr Chong Yee Lee
2.2 Departments and Programmes

The Faculty established six departments to administer seven undergraduate programmes.

Department
1. Department of Commerce and Accountancy
2. Department of Business
3. Department of Marketing
4. Department of Entrepreneurship
5. Department of Economics
6. Department of Finance

Undergraduate Programme (Full-time Degree) – Perak Campus
1. Bachelor of Commerce (Hons) Accounting
2. Bachelor of Business Administration (Hons)
3. Bachelor of Marketing (Hons)
4. Bachelor of Business Administration (Hons) Entrepreneurship
5. Bachelor of Economics (Hons) Financial Economics
6. Bachelor of Business Administration (Hons) Banking and Finance
7. Bachelor of Finance (Hons)

Undergraduate Programme (Part-time Degree) – PJ Campus
1. Bachelor of Commerce (Hons) Accounting
2. Bachelor of Business Administration (Hons)

Postgraduate Programme
1. Master of Philosophy
2. Doctor of Philosophy
ACADEMIC CALENDAR,
DEPARTMENTS AND PROGRAMMES
### 3.0 ACADEMIC STRUCTURE, PROGRAMMES AND SCHEDULES

#### 3.1 Academic Calendar Year 2013

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<th>January Intake</th>
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DEPARTMENTS AND UNDERGRADUATE PROGRAMMES
DEPARTMENT OF COMMERCE AND ACCOUNTANCY
3.2 Departments and Undergraduate Programmes

3.2.1 DEPARTMENT OF COMMERCE AND ACCOUNTANCY

The department of Commerce and Accountancy started from Jan 2008 in Perak campus with only 7 academic staff and now we have 36 academic staff. In these 5 years the department has grown in terms of number of student’s enrollment and academic staff.

Bachelor of Commerce (Hons) Accounting

The Bachelor of Commerce (Honours) in Accounting is specifically designed to produce qualified and trained personnel in the areas of accounting, finance and business administration and other related services/professions to support and promote the nation’s growth and to achieve its goal as a developed nation by the year 2020.

Recognition of Professional Bodies

1. The Institute of Chartered Secretaries and Administrators (ICSA)
2. The Association of Charted Certified Accountants (ACCA)
3. The Chartered Institute of Management Accountants (CIMA)
4. CPA Australia
5. CTIM
6. Malaysia Institute of Chartered Public Accountants (MICPA)

External Examiner

Prof Dr Nava Subramaniam
Deakin University
Faculty of Business and Law
School of Accounting, Economics and Finance
Melbourne Campus at Burwood, Australia

Industry Advisor

Dato’ O.K. Lee (Lee Ah Chien @ Lee Ow Kim)
Senior Consultant cum Company Secretary of the Toray Malaysia Group of Companies

Academic and Research Activities

The department members have been actively involved in academic research activities since its establishment. Numerous articles were published in reputable journals which include Journal of Corporate Ownership and Control, Journal of Ecotoxicology and Environmental Monitoring, European Journal of Social Sciences, Interdisciplinary Journal of Contemporary Research in Business American Journal of Scientific Research, International Journal of Social Sciences Journal of Accounting, Business and Management, The Review of Financial and Accounting Studies and others. The members also hold several external research grants, and have been regularly participating in local and international conferences and workshops to disseminate research findings to the research community.

Career Opportunities

Upon successful of this programme, graduates can opt to work as accountants, auditors, tax consultants, company secretaries, management consultants, corporate care specialists, corporate recovery / insolvency specialists, mergers and acquisitions consultants, corporate finance officers, or corporate treasury officers.
ACADEMIC STAFF

Head:
Mr. Mahendra Kumar
Master of Business Administration, Universiti Malaya (Accounting)
Bachelor of Business Administration (Hons), Universiti Tun Abdul Razak (UNITAR) (Accounting)
Diploma in Business Studies, Kolej Tunku Abdul Rahman, KL (Accounting)
Certificate in Accounting with Business Computing, Kolej Tunku Abdul Rahman, KL
Email: mahendra@utar.edu.my

Senior Lecturer:
Mr. Yew King Tak
Master of Information Technology, Charles Sturt University
Bachelor of Commerce & Administration, Victoria University of Wellington
Professional Qualification: MACS & PCP
Email: yewkt@utar.edu.my

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Professional Qualification: MCAD
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Bachelor of Business and Commerce, Monash University (Accounting and Economics)
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Bachelor of Commerce (Hons) Accounting

List of Units for the Programme

1. Compulsory Units (18 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
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<tbody>
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<td>Pengajian Islam / Pendidikan Moral</td>
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<tr>
<td>MPW2153</td>
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<tr>
<td>MPW2133</td>
<td>Pengajian Malaysia</td>
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<td>Co-curriculum</td>
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<td>MPW2113 /</td>
<td>Bahasa Kebangsaan (A)* / Bahasa Kebangsaan (B)** /</td>
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<td>MPW2123*</td>
<td>Foreign Language***</td>
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*For Malaysian only; **For Non-Malaysian only
*** Students who are exempted from taking MQA compulsory subjects, MPW2113 Bahasa Kebangsaan (A) / MPW2123 Bahasa Kebangsaan (B), are required to take any one of the following language subjects such as UALF1003 Introduction to French, UALJ2013 Introduction to Japanese, UALM1003 Introduction to Tamil Language, UALT1003 Introduction to Thai Language.

2. Major Units (78 Credits)

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<td>Management Principles</td>
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<td>UBAF1163</td>
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<td>UBAF1013</td>
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<td>UBAM1013</td>
<td>Financial Information For Management</td>
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<td>Human Resource Management</td>
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<td>UBAF2023</td>
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<td>UBAF3013</td>
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<td>UBAF2113</td>
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<td>Advanced Taxation</td>
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<td>UBAZ3016</td>
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<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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<td>UBAF3023</td>
<td>Corporate Reporting and Current Issues</td>
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<td>UBAM3033</td>
<td>Management Accounting Decision Making</td>
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UBFF3243  International Finance  3
UBML3033  Corporate Governance  3
UBMM3376  Industrial Training  Earned 50 credit hours (Not including University wide or MQA subjects)  6

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3. Minor Units (18 Credits)

4. Elective Units (6 Credits)

Group I

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<td>UBML3023/</td>
<td>Malaysian Company Secretarial Practice/</td>
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<tr>
<td>UBTM1013</td>
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Group II

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<td>UBEA3033</td>
<td>International Trade</td>
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</table>
Programme Objectives

The Bachelor of Commerce (Hons) in Accounting is specifically designed to produce qualified and trained personnel in the areas of accounting, and other related services/professions to support and promote the nation’s growth and to achieve its goal as a developed nation by the year 2020.

1. To provide graduates with sufficient knowledge related to Commerce and Accounting.
2. To produce graduates who are able to analyze issues and problems, model and implement appropriate solutions at macro and micro level in Commerce and Accounting.
3. To equip students with in-depth knowledge of accounting concepts, theories and applications in the context of the Malaysian environment at the same time looking at a global context.
4. To train students to be professional managers and accountants.

Programme Learning Outcomes

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

2. Translate their theoretical knowledge into practical applications under the tutelage of experienced accountants. Handle job with competence and experience.
3. Apply critical thinking skills and communicative, leadership and entrepreneurial skills in the business environment.
4. Handle accounting related tasks that require technological competency such as computer and internet knowledge.
5. Apply financial knowledge and principles that are relevant to the industry.
6. Contribute management accounting skills to the management for decision-making.
7. Demonstrate the ability to write analysis report for decision making.
8. Demonstrate a comprehensive understanding of the multidisciplinary fundamental concepts in global economics.
9. Demonstrate an understanding and awareness of basic commercial, ethical, legal and social issues related to global economics.
10. Conduct basic guided research in primary and secondary data.
11. Demonstrate team spirit and work effectively in multi-disciplinary teams.
12. Demonstrate the ability to apply theoretical knowledge into real work application through industrial training.
13. Possess leadership, managerial and entrepreneurial skills in managing and leading in a multidimensional business environment.
14. Recognize and practise the concept of life long learning for continuous improvement.
Bachelor of Commerce (Hons) Accounting

List of Units According to Year (Planning of units)

<table>
<thead>
<tr>
<th>Full-time</th>
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**Electives**
- Principles of Marketing
- Business and Society
- Malaysian Company Secretarial Practice
- E-Commerce
- International Trade

**MQA Subjects**
- Bahasa Kebangsaan A/B*
- Pengajian Malaysia
- Pengajian Islam/Pendidikan Moral

*With effect from the January 2009 intake, students who are exempted from Bahasa Kebangsaan (A) have to take one foreign language that is offered, such as Thai, French, Tamil or Japanese. All foreign students (non-Malaysians) have to take Bahasa Kebangsaan (B).

**University Subjects**
- Sun Zi’s Art of War and Business Strategies
- Co-curricular Units

*NOTE: Units offered are subject to change.*

For more information, please refer to your course structure guide in UTAR portal.
UNIT SYNOPSIS

MAJOR UNITS

UBAF1013
Financial Accounting Framework I
This paper provides a broad introduction and overview of the financial accounting process. The syllabus covers all the essential aspects, without reaching the depth of complexity or variety of applications of later stages.

UBAF1163
Financial Accounting Framework II
This paper provides a broad introduction and overview of the financial accounting process. The syllabus covers all the essential aspects, without reaching the depth of complexity or variety of applications of later stages.

UBMM1013 Management Principles
This unit is designed to develop the student’s knowledge and understanding of the principles and theories of management in business organisation. The unit begins with an introduction to the organisation and management, management level, functions, skills and managerial roles. The students enrolled in this unit learn about planning, organizing, leading and controlling which are very relevant and useful in today business environment.

UBAM1013
Financial Information for Management
It covers basic methods and techniques of cost accounting and their use in practice. It also introduces quantitative techniques which provide the essential background techniques for higher managerial accounting and finance units.

UBMH2013
Human Resource Management
The context of human resource management in this unit includes human resource management and strategic human resource management, recruitment and placement, training and development, compensation and employee relations, and safety and health law which contributes to organizational success and employee well being.

UBAF2023 Auditing
This paper covers the fundamental concepts in auditing and ensures that students have a thorough knowledge and understanding of auditing principles.

UBAF2113
Advanced Financial Accounting
This paper covers the regulatory framework on financial reporting, an in-depth understanding on the accounting treatment of assets and liabilities in the preparation of financial statement.

UBAI2023
Accounting Information Systems
The unit includes the design and operation of an integrated accounting system. It also covers key issues such as analysis, design, implementation and operation of an organisation's accounting information system.

UBFF2013 Business Finance
This course covers the types of finance, the importance of working capital management, the effect of investment decisions or strategies on performance and the risk being undertaken.

UBAF2133 Audit Practice
The unit present systematic approach to the audit process by first introducing the three underlying concepts: audit risk, materiality and evidence. It also presents students with problems which test their skills and sensitivity in dealing with new contexts and unforeseen circumstances. And it also includes competence to practice as a professional accountant in public practice, public sector or in industry and commerce.
UBAM2023 Performance Management
The unit covers standard costing, variance analysis, forecasting techniques for budgeting, alternative approaches to budgeting, transfer pricing, modern business environment, multiproduct CVP analysis, single limiting factor analysis, and performance measurement.

UBAT2113 Taxation
The subject deals with the basic and important concept set out in the Income Tax Act, Service Tax Act and Sales Tax Act. Emphasis is placed on the principles applicable to said taxes and their application. Where relevant, the subject also deals with case law principles and the practice of the Inland Revenue Board. The computational aspect of the taxes will also be taught.

UBFF3313 Strategic Financial Management
This unit covers the concept of strategic financial planning and management. Students will benefit from the environmental analysis, strategic planning process and models, as well as implementation and monitoring of financial strategies. Students would be able to exercise judgement and technique to make commercial value added decisions in strategic financial management and are able to adapt to factors affecting those decisions.

UBAE3023 Business Ethics
This unit provides an understanding of a framework to identify, analyze and control ethical issues in business decision making.

UBAZ3016 Research Methodology and Project
1. To involve the students in writing skills against a set time; the design and development of this project requires a degree of creativity and knowledge of the subject area of the course.
2. To provide an opportunity for the student to select and pursue a topic of personal interest which is normally related to the other main topics of the course.

UBAF3013 Advanced Accounting Practice
This paper extends the understanding of consolidation techniques from paper UBAF 2113 Advanced Financial Accounting. It also covers the principles underlying the changes in organisational structure in companies and to understand basic valuation techniques and their applications.

UBAT3123 Advanced Taxation
The subject involves in-depth understanding of the Malaysian taxation. It covers the taxation of companies with specialised activities, cross-border activities, and tax incentives; and the taxation of special persons. It also includes the computational aspects, general tax planning principles, and tax investigation. The taxation of gains from the disposal of real properties will also be covered.

UBAF3023 Corporate Reporting and Current Issues
The unit covered regulation of corporate reporting, current issues in corporate reporting, public sector reporting, accounting for ethics, social and environment.

UBAM3033 Management Accounting Decision Making
The unit includes introduction to management accounting, risk analysis, external pricing strategy, transfer pricing, international transfer pricing, costing and accounting systems, and investment appraisal.

UBFF3243 International Finance
This course covers the finance role and functions in the international arena and the cultural variables of international business in the international finance environment.
UBML3033 Corporate Governance
The unit includes the scope of corporate governance; the legal and regulatory framework; characteristics, roles and functions of Board of Directors; corporate governance mechanisms; the roles of various committees and shareholders; and financial reporting requirements.

UBAF3376 Industrial Training
During this period, students are encouraged to apply and integrate the accounting principles with other principles (such as management, accounting, economic, communication skills, etc) that have been learned in UTAR to a practical dilemma or problem faced.

MINOR UNITS

UBEQ1013 Quantitative Techniques I
The unit includes mathematical techniques, financial mathematics, descriptive statistical, index numbers and linear programming.

UBEQ1123 Quantitative Techniques II
The unit includes the basic concepts of statistics, data collection, probability distribution, hypothesis testing, anova, chi-square, and non-parametric tests, simple and multiple regression, and decision analysis.

UBML1053 Business Law
This unit is designed to develop the students’ knowledge and understanding of the various statutory and common law principles relating to commercial law in the Malaysian business environment. The unit begins with an introduction into the institutions, processes and doctrines of the Malaysian legal system. The students enrolled in this unit read the law on contract, agency, partnership, hire purchase, consumer protection, dispute resolution which are very relevant and useful in today’s business environment. The unit also allows the students to gain an understanding of the law of business torts with particular emphasis on the area of negligence.

UBEQ1123 Organisational Behaviour
This unit provides students with a management perspective that specifically focuses on the impact that people have on organisational effectiveness and efficiency. The impact of behaviour is considered at three levels. First, at the level of the individual, attributes and processes such as personality, motivation, perception, attitudes, job satisfaction and job
performance are identified and the managerial implications for motivating employees are considered. Second, at the group level, the important attributes of group dynamics are identified and the managerial implications for developing teams, influencing outcomes, and resolving conflicts are considered. Third, at the organization wide level of analysis, structure, culture and change are considered as major challenges to managers for achieving quality outcomes. At the three different levels of analysis, managers are concerned with the behavioural implications for achieving goals on the one hand, and adapting goals so that organisations are relevant to their environments on the other hand. Students are concerned with understanding these behavioural implications. The study of this subject thus be seen as an essential foundation for a professional business education.

UBAI2043 Information Technology for Management
This subject introduces business students to some of the ever increasingly important topics in managing information systems (is), i.e. Applications, management and implementation of is in today’s information economy, and hopefully to get them recognized how is can be a strategic tool in gaining a competitive edge.

ELECTIVE UNITS

UBAE3013 Business and Society
This unit emphasizes on corporate social responsibility in society, and public policy and regulation. Organisations play an important role in responding to environmental and social issues.

UBML3023 Malaysian Company Secretarial Practice
The unit is designed to develop the students understanding, expected milestones in corporate compliance and responsibilities of company secretary in the corporation to enable application and implementation of corporate compliance, safekeeping of statutory records, structure and process in decision making of board, documentation and coordination of performance of duties of auditors, respecting the powers and rights of shareholders, processes involved in raising and issuance of capital, and dealing with restructuring and liquidation of corporation.

UBTM1013 Principles of Marketing
This unit seeks to introduce students to the core concepts of marketing with particular reference to the role and function of marketing in business organisations. Students will also be exposed to the relationship of marketing to organisational management.

UBEA3033 International Trade
It includes the evolution of international trade theory as well as the international trade policy. It includes tariffs and non-tariff barriers, regional trading arrangement and multilateral trading Agreements such as WTO.

UBAI3013 E-Commerce
This unit introduces students to the overview of e-commerce and its infrastructure, software, etc. Areas Covered include security, intellectual property, business models on B2C and B2B.
DEPARTMENT OF BUSINESS
3.2.2 DEPARTMENT OF BUSINESS

The aim of the Department of Business is to produce all rounder in the business education arena and to prepare the students to face all the challenges in their working career. The Department offers Bachelor of Business Administration (Hons.) to cater for students who are interested in the business and management study and enables the future graduate to be versatile and be able to apply knowledge and skills to a variety of business fields. Student pursuing the BBA program will gain knowledge and experience in the business world, such as accounting, taxation, marking, laws, human resources management and etc. The Department’s academicians come from a wide array of academic and industrial experiences. Hence, they are able to share sufficient in – depth knowledge and skills with the student here. This is essential in guiding our undergraduate in their career development and future success.

Bachelor of Business Administration (Hons)

The aim of Bachelor of Business Administration (Hons) program is to produce a new generation of professional with a strong theoretical and practical knowledge and skills in various aspects of business.

Recognition of Professional Body

The Institute of Chartered Secretaries and Administrators (ICSA)

External Examiner
Prof Dr Binshan Lin
Louisiana State University in Shreveport, United States of America
Department of Management & Marketing
College of Business Administration
(AACSB Accredited)

Industry Advisor
Mr. Eddie Chee Tai Kong
Active Retiree, Former CIO (Asia Pacific) of GE Company

Academic and Research Activities

The staffs in the Department are actively involved in conducting research in their respective areas of expertise, such as in human resources management, organizational behavior, strategic management, corporate governance, etc. the results of their past researches were published in internationally acclaimed journals, such as in European Journal of Social Sciences, Australian Journal of Basic and Applied Sciences and International Journal of Business and Society, which have contributed a significant level of understanding in the business field from both the local and international perspective.

The Department is always looking for opportunities to collaborate with industry / education entities. Currently, we are working closely with Malaysian Institute of Chartered Secretaries and Administrators (MAICSA). This is to ensure that such collaboration will benefit the students in their self – development and future career growth.
Career Opportunities
Students graduating with a Bachelor of Business Administration have broad career prospects in various fields. These include careers as Operations Executive, Claims Executives, Administration Executive, Human Resource Manager, Marketing Manager, Business Consultant, General Manager/Chief Executive Officer/Director, Public Relations Manager, Management Consultant, Customer Relations Managers, Services Managers, Sales Managers, Remises Corporate Banking Executives, Corporate Finance Executives, Retailing Executives, Tutors and many more.
ACADEMIC STAFF

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Specialist:
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Professional Qualification: ACIS
Email: leeek@utar.edu.my
### Bachelor of Business Administration (Hons)

**List of Units for the Program**

<table>
<thead>
<tr>
<th>1. Compulsory Units (18 Credits)</th>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
<td></td>
<td>UALE1023</td>
<td>English for Business</td>
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<tr>
<td></td>
<td>UALE2003</td>
<td>English for Management</td>
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<tr>
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<td>MPW2143</td>
<td>Pengajian Islam</td>
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<td>3</td>
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<tr>
<td></td>
<td>MPW2153</td>
<td>Pendidikan Moral</td>
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<tr>
<td></td>
<td>MPW2133</td>
<td>Pengajian Malaysia</td>
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<tr>
<td></td>
<td>UBMM1011</td>
<td>Sun Zi's Art of War and Business Strategies</td>
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<td>1</td>
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<tr>
<td></td>
<td>USCC1XX2</td>
<td>Co-curriculum</td>
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<tr>
<td></td>
<td>MPW2113</td>
<td>Bahasa Kebangsaan (A)*</td>
<td>*For Malaysian only; **For Non-Malaysian only</td>
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<tr>
<td></td>
<td>MPW2123*</td>
<td>Bahasa Kebangsaan (B)**</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Foreign Language***</td>
<td>*** Students who are exempted from taking MQA compulsory subjects, MPW2113 Bahasa Kebangsaan (A) / MPW2123 Bahasa Kebangsaan (B), are required to take any one of the following language subjects such as UALF1003 Introduction to French, UALJ2013 Introduction to Japanese, UALM1003 Introduction to Tamil Language, UALT1003 Introduction to Thai Language.</td>
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<table>
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<tr>
<th>2. Major Units (78 Credits)</th>
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<th>Pre-requisite</th>
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<td></td>
<td>UBAF1033</td>
<td>Business Accounting I</td>
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<td></td>
<td>UBMM1013</td>
<td>Management Principles</td>
<td></td>
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<tr>
<td></td>
<td>UBEQ1013</td>
<td>Quantitative Techniques I</td>
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<td>3</td>
</tr>
<tr>
<td></td>
<td>UBAF1173</td>
<td>Business Accounting II</td>
<td>UBAF1033</td>
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<tr>
<td></td>
<td>UBEQ1123</td>
<td>Quantitative Techniques II</td>
<td>UBEQ1013</td>
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<td></td>
<td>UBTC2013</td>
<td>Consumer Behavior</td>
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<td>UBFF2013</td>
<td>Business Finance</td>
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<td>UBMM2023</td>
<td>Organizational Behavior</td>
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<td>UBMH2013</td>
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<td></td>
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<td>Entrepreneurship</td>
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<td></td>
<td>UBMM3033</td>
<td>Leadership and Team Building</td>
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<tr>
<td></td>
<td>UBAI3013</td>
<td>E-Commerce</td>
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<tr>
<td></td>
<td>UBAE3023</td>
<td>Business Ethics</td>
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<td></td>
<td>UBFF3083</td>
<td>Financial Statement Analysis</td>
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<td></td>
<td>UBMM3023</td>
<td>Organizational Development</td>
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<td>UBAM3013</td>
<td>Management Accounting</td>
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<td></td>
<td>UBML3033</td>
<td>Corporate Governance</td>
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<td></td>
<td>UBFF3283</td>
<td>Portfolio Management</td>
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<td></td>
<td>UBMB3013</td>
<td>International Business</td>
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<td></td>
<td>UBMM3013</td>
<td>Strategic Management</td>
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<tr>
<td></td>
<td>UBMZ3016</td>
<td>Research Project</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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3. Minor Units (18 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
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<td>Information Systems</td>
<td></td>
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<tr>
<td>UBTM1013</td>
<td>Principles of Marketing</td>
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<tr>
<td>UBEA1013</td>
<td>Economics</td>
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<tr>
<td>UBML1013</td>
<td>Corporate and Business Law</td>
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<td>UBAI2013</td>
<td>Managing Information Systems</td>
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<tr>
<td>UBAT3013</td>
<td>Business Taxation</td>
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4. Elective Units (6 Credits)

**Group I**

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<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>UBAF2043 /</td>
<td>Financial Accounting /</td>
<td></td>
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<tr>
<td>UBTI2013 /</td>
<td>International Marketing /</td>
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<tr>
<td>UBMI2023</td>
<td>Recruitment and Resourcing</td>
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**Group II**

<table>
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<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>UBMB3023 /</td>
<td>Managing Innovation /</td>
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<tr>
<td>UBML3023 /</td>
<td>Malaysian Company Secretarial Practice /</td>
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<tr>
<td>UBAE3013 /</td>
<td>Business and Society /</td>
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<tr>
<td>UBML3013</td>
<td>Industrial Relations</td>
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</tbody>
</table>

Program Objectives

The course is designed to provide students with an academically sound and vocationally oriented education, which will prepare them for a career in the business environment.

Program Learning Outcomes

Upon completion of this program, students will be able to:

1. Use corporate strategies for international markets and apply management practices and processes in a business environment.
2. Possess technical skills to analyze and manage business opportunities and policies in today’s increasingly integrated and dynamic world economy.
3. Construct an understanding and awareness of cultural differences and work-force diversity in the modern business organizations and around the world.
4. Generate work processes effectively in order to produce an overall positive impact on society.
5. Build an understanding and awareness of professional, ethical and social issues related to international business.
6. Apply critical thinking skills to evaluate and solve complex business problems in the dynamic marketplace that is comprised of diverse social, cultural, political and legal backgrounds.
7. Use communication skills and team skills effectively within a virtual team environment.
8. Apply management and entrepreneurial skills to analyze how business strategies and policies affect business decisions.
Bachelor of Business Administration (Hons)

List of Units According to Year (Planning of units)

<table>
<thead>
<tr>
<th>Full-time</th>
<th>Part-time</th>
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<tbody>
<tr>
<td><strong>Year 1</strong></td>
<td><strong>Year 1</strong></td>
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<tr>
<td>MPW Elective II</td>
<td>MPW Elective II</td>
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<tr>
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<td>English for Business</td>
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<td>Principles of Marketing</td>
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<td>Organisational Behaviour</td>
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<td><strong>Year 2</strong></td>
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<td>Business Ethics</td>
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<td>Human Resource Management</td>
<td>Organisational Behaviour</td>
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<tr>
<td>Business Research</td>
<td>Human Resource Management</td>
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<tr>
<td>Entrepreneurship</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>Operations Management</td>
<td>National Language/ Other Languages</td>
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<tr>
<td>E-Commerce</td>
<td>E-Commerce</td>
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<tr>
<td>Consumer Behaviour</td>
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<tr>
<td>National Language/ Other Languages</td>
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<td>Pengajian Malaysia</td>
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<tr>
<td>International Business</td>
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<tr>
<td>Leadership and team building</td>
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<td>Elective I</td>
<td>Elective I</td>
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<tr>
<td><strong>Year 3</strong></td>
<td><strong>Year 3</strong></td>
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<td>Financial Statement Analysis</td>
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<tr>
<td>Organisational Development</td>
<td>Entrepreneurship</td>
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<tr>
<td>Management Accounting</td>
<td>Operations Management</td>
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<tr>
<td>Corporate Governance</td>
<td>E-Commerce</td>
</tr>
<tr>
<td>Portfolio Management</td>
<td>Pengajian Malaysia</td>
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<tr>
<td>Business Taxation</td>
<td>International Business</td>
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<tr>
<td>Strategic Management</td>
<td>Leadership and team building</td>
</tr>
<tr>
<td>Research Project</td>
<td>Financial Statement Analysis</td>
</tr>
<tr>
<td>Industrial Training</td>
<td>Management Accounting</td>
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<tr>
<td>Elective I</td>
<td>Elective I</td>
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<td><strong>Year 4</strong></td>
<td><strong>Year 4</strong></td>
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<tr>
<td>Organisational Development</td>
<td>Business Development</td>
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<td>Corporate Governance</td>
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<td>Business Taxation</td>
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<td>Strategic Management</td>
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<td>Strategic Management</td>
<td>Research Project</td>
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<tr>
<td>Research Project</td>
<td>Industrial Training</td>
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<tr>
<td>Industrial Training</td>
<td>Elective II</td>
</tr>
<tr>
<td>Elective II</td>
<td>Elective II</td>
</tr>
</tbody>
</table>
Electives
Financial Accounting
International Marketing
Recruitment and Resourcing
Managing Innovation
Malaysian Company Secretarial Practice
Business and Society
Industrial Relations

MQA Subjects
Bahasa Kebangsaan A/B*
Pengajian Malaysia
Pengajian Islam/Pendidikan Moral

*With effect from the January 2009 intake, students who are exempted from Bahasa Kebangsaan (A) have to take one foreign language that is offered, such as Thai, French, Tamil or Japanese. All foreign students (non-Malaysians) have to take Bahasa Kebangsaan (B).

University Subjects
Sun Zi’s Art of War and Business Strategies

Co-curricular Units

NOTE: Units offered are subject to change.

For more information, please refer to your course structure guide in UTAR portal.
UNIT SYNOPSIS

MAJOR UNITS

UBAF1033 Business Accounting I
This paper to provide a fundamental understanding of the principles, role and scope of accounting in relation to the recording of business transactions.

UBMM1013 Management Principles
This unit is designed to develop the student’s knowledge and understanding of the principles and theories of management in business organization. The unit begins with an introduction to the organization and management, management level, functions, skills and managerial roles. The students enrolled in this unit learn about planning, organizing, leading and controlling which are very relevant and useful in today business environment.

UBEQ1013 Quantitative Techniques I
The unit includes mathematical techniques, financial mathematics, descriptive statistical, index numbers and linear programming.

UBAF1173 Business Accounting II
This paper further develops the knowledge gained in UBAF1033 Business Accounting I. It also covers the interpretation of financial information, preparation of final accounts of limited companies and basic principles in management accounting.

UBEQ1123 Quantitative Techniques II
The unit includes the basic concepts of statistics, data collection, probability distribution, hypothesis testing, ANOVA, chi-square, non-parametric tests, simple and multiple regression, and decision analysis.

UBTC2013 Consumer Behavior
Consumer behavior goes beyond the "act of buying" and presents a balanced and global perspective, grounded in the very latest research, probes the psyche of consumers around the world as it explores their diverse experiences with buying, having, and being. It studies the most current research, real-world examples, global coverage, and managerial applications.

UBFF2013 Business Finance
This course covers the types of finance, the importance of working capital management, the effect of investment decisions or strategies on performance and the risk being undertaken.

UBMM2023 Organizational Behavior
This unit provides students with a management perspective that specifically focuses on the impact that people have on organizational effectiveness and efficiency. The impact of behavior is considered at three levels. First, at the level of the individual, attributes and processes such as personality, motivation, perception, attitudes, job satisfaction and job performance are identified and the managerial implications for motivating employees are considered. Second, at the group level, the important attributes of group dynamics are identified and the managerial implications for developing teams, influencing outcomes, and resolving conflicts are considered. Third, at the organization wide level of analysis, structure, culture and change are considered as major challenges to managers for achieving quality outcomes. At the three different levels of analysis, managers are concerned with the behavioral implications for achieving goals on the one hand, and adapting goals so that organizations are relevant to their environments on the other hand. Students are concerned with understanding these behavioral implications. The study of this subject thus be seen as an essential foundation for a professional business education.
UBMH2013  
**Human Resource Management**  
The context of human resource management in this unit includes human resource management and strategic human resource management, recruitment and placement, training and development, compensation and employee relations, and safety and health law which contributes to organizational success and employee well being.

UBMZ2013  
**Business Research**  
This unit is designed to assist students in developing knowledge of business research methods and statistical techniques, and deriving solutions and recommendations founded on valid data, findings and results which are suitable and helpful for effective business decision making.

UBMM2013  
**Operations Management**  
The Unit is designed to develop the students’ fundamental knowledge of the operation environment, concepts and theories of Operation Management in business/service organization. The Unit encompasses the introduction to operations management, designing and managing operation.

UBTE2013  
**Entrepreneurship**  
Starting and operating a new business involve considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new venture, the entrepreneur assumes the responsibility and risks for its development and survival and enjoys the corresponding rewards. This subject provides an understanding of the entrepreneurial process covering stages such as identify and evaluate the opportunity, develop a business plan, determine the resources required and manage the enterprise. The topics will be delivered via a series of lectures, case studies and group discussions.

UBMM3033  
**Leadership and Team Building**  
This Unit is designed to provide students the theory and practice of organizational leadership together with the concept of team building. The Unit begins with the introduction and evolvement of leadership. Students enrolled in this Unit will learn the use of power, influences and leadership behavior, traits and skills. This Unit also enlightens the linkage between leadership and team building.

UBAI3013  
**E-Commerce**  
This unit introduces students to the overview of e-commerce and its infrastructure, software, etc. Areas covered include security, intellectual property, business models on B2C and B2B.

UBAE3023  
**Business Ethics**  
This unit provides an understanding of a framework to identify, analyze and control ethical issues in business decision making.

UBFF3083  
**Financial Statement Analysis**  
This unit focuses on the identification of users and their informational needs on the interpretation of financial statements and also the usefulness of financial statement analysis in evaluating acquisitions and mergers.

UBMM3023  
**Organizational Development**  
This unit is designed to develop the students’ knowledge and understanding of the OD. The unit begins with areas of the importance and need of OD to business organizations, OD process, developing excellence in individuals, developing high performance in teams and developing success in organization as well as the various components of OD affecting the success of change in business organizations, now and in the future. The unit also allows the students to gain an understanding of the effective change management activities in the organization.

UBAM3013  
**Management Accounting**  
It covers a selection of appropriate management accounting procedures, techniques, criteria and development.
**UBML3033 Corporate Governance**
The unit includes the scope of corporate governance; the legal and regulatory framework; characteristics, roles and functions of Board of Directors; corporate governance mechanisms; the roles of various committees and shareholders; and financial reporting requirements.

**UBFF3283 Portfolio Management**
Concepts like risk and return, capital market theory, market efficiency, portfolio diversification, fixed income and equity securities, option and future market, mutual funds, managing investment portfolio and their performance measurement would be covered.

**UBMB3013 International Business**
The unit is designed to develop the student’s knowledge and understanding and the unit begins with an introduction of the overview and the challenges of international business. The students enrolled in this unit read the areas of multinational enterprises, the challenges of international trade and business strategic, as well as future challenges of international business.

**UBMM3013 Strategic Management**
To develop the knowledge and understanding of the concept of strategic management, which cover strategic planning process, environmental analysis, as well as implementation and monitoring strategies.

**UBMZ3016 Research Project**
This paper designed to assist students in developing knowledge of research methods, statistical techniques and deriving solutions and recommendations founded on valid which are effective for decision making and problem solving.

**UBMM3376 Industrial Training**
Industrial training provides the impetus for students to appreciate what they discovered and learnt through real-life working experiences and direct participation in industry. Students may realize their ambition and ascertain their career path from the experience gained during industrial training. The attachment provides them the opportunity to meet and network with people in the industry, and the industry the opportunity to identify talents and potential skilled workers. Students may also get the opportunity to specialize in niche areas.

**UBAE3023 Business Ethics**
This unit provides an understanding of a framework to identify, analyze and control ethical issues in business decision making.

**UBTE2013 Entrepreneurship**
Starting and operating a new business involve considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new venture, the entrepreneur assumes the responsibility and risks for its development and survival and enjoys the corresponding rewards.

This subject provides an understanding of the entrepreneurial process covering stages such as identify and evaluate the opportunity, develop a business plan, determine the resources required and manage the enterprise. The topics will be delivered via a series of lectures, case studies and group discussions.

**MINOR UNITS**

**UBEA1013 Economics**
This unit includes topics of the central issues of economics, demand and supply, cost and production, market structure, the theory of distribution, national income computation, macroeconomic objectives and problem, income determination and fiscal policies, money and banking, international economics and the Malaysian economy.
UBML1013 Corporate and Business Law
This Unit is designed to develop the students’ knowledge and understanding of the various statutory and common law principles relating to commercial law in the Malaysian business environment. The Unit covers the Law of Contract, Hire Purchase, Employment Contracts, The Law of Agency, Partnership and Company Law which are very relevant and useful in today’s business environment.

UBTM1013 Principles of Marketing
This unit seeks to introduce students to the core concepts of marketing with particular reference to the role and function of marketing in business organizations. Students will also be exposed to the relationship of marketing to organizational management.

UBAI1113 Information Systems
The unit includes the general information system concepts and technological environment of the modern office. It also includes information concepts, hardware, communications, software and organization.

UBAI2013 Managing Information System
This unit first provides an overview of systems methodologies, techniques and tools, before moving on to discuss system development phases, i.e. systems analysis, systems design and systems implementation, with a special focus on such techniques as ERD, DFD and ELH. This unit also covers some basics of project management.

UBAT3013 Business Taxation
The subject deals with the basic and important concepts set out in the Income Tax Act, Real Property Gains Tax Act, Promotion of Investment Act, Service Tax Act and Sales Tax Act. Tax computations, general tax planning principles, analytical treatment and application of tax principles for individuals and companies will be emphasized.

ELECTIVE UNITS

UBAF2043 Financial Accounting
It covers the principles and concepts of accounting in the preparation of financial and related information to meet internal and external obligations.

UBAF2023 Recruitment and Resourcing
This unit is designed to develop the students’ knowledge and understanding of recruitment and resourcing. The unit begins with an introduction of the importance of recruitment and resourcing as well as external factors, such as the economic and labor market conditions that have a major impact on the recruitment and resourcing activities of an organization. This unit goes into greater depths in understanding the entire recruitment and selection process, beginning with the strategic planning for employee resourcing, to the actual recruitment and selection methods and process. Students will also be exposed to topics on employee introduction and retention, with special emphasis on training as a retention tool. This unit will also introduce the students to the legal aspect of recruitment, with special emphasis on laws governing employment in Malaysia. This unit ends with looking at alternatives to recruitment as well as the release of employees, both voluntarily and involuntarily.

UBAF2013 International Marketing
This unit exposes the student to the international dimension of marketing as opposed to domestic marketing. It examines the scope, concepts, and modes of entry into a foreign market, globalization, marketing mix decisions, international trading blocs, challenges and problems facing an international marketer.
UBAE3013 Business and Society
This unit emphasizes on corporate social responsibility in society, and public policy and regulation. Organizations play an important role in responding to environmental and social issues.

UBML3013 Industrial Relations
This unit will provide a unique insight into the various components of the Malaysian industrial relation system. Students will be equipped with full understanding of the role of the government, trade unions, trade disputes, the Industrial Court and industrial action. It also allows students to examine the employment laws which establish the basic rights for employers and employees, whether or not they belong to the trade union, including the laws on safety and health. At the end of this unit, students will be provided with an up to date industrial relations issues and functions, with special emphasis on the Malaysian environment.

UBML3023
Malaysian Company Secretarial Practice
The Unit is designed to develop the students understanding, expected milestones in corporate compliance and responsibilities of Company Secretary in the Corporation to enable application and implementation of corporate compliance, safekeeping of statutory records, structure and process in decision making of Board, documentation and coordination of performance of duties of Auditors, respecting the powers and rights of Shareholders, processes involved in raising and issuance of capital, and dealing with restructuring and liquidation of Corporation.

UBTE3023 Managing Innovation
This subject provides the student with an understanding of the innovation process by focusing on the following areas: the critical behavior that must occur within a firm to conceive and eventually implement technological and market changes, the radical shift from innovating within a firm’s own resources to collaborating with external partners who provide technological, marketing, distribution, and manufacturing capabilities and the perspectives on how emerging technologies can be applied to drive the innovative process.
DEPARTMENT OF MARKETING
3.2.3 DEPARTMENT OF MARKETING

Bachelor of Marketing (Hons) officially started in June 2008 for the Kampar campus. The programme was inherited from the Faculty of Accountancy and Management in Bandar Sg. Long campus.

Bachelor of Marketing (Hons)
Marketing is one key organizational function in today’s competitive global business environments. It is, therefore, a significant and vital discipline to ensure the success of every business. This programme emphasises the development of professional knowledge and skills, and the latest marketing techniques and tools for successful implementation in a wide range of business scenarios. In addition to the classroom-based delivery of knowledge, students will be exposed to seminars and other co-curricular activities. These approaches will enable the students to enhance their academic knowledge and skills in a practical context. To cater to the increasing demands of a borderless international business scenario, students are also equipped with the relevant IT knowledge as well as a firm understanding of the nature of international marketing practices and operations.

Recognition of Professional Body
The Institute of Chartered Secretaries and Administrators (ICSA)

External Examiner
Prof Dr Kevin Iyk Nnamdi Ibeh
University of Strathclyde, Glasgow, United Kingdom

Industry Advisor
Mr. Ng Chan Choy, James
President
XINFEI GROUP (Consumer appliance company affiliated to Hong Leong Asia), China

Academic and Research Activities
Among some of our recent and current articles published by our department members in leading journals include Managing Service Quality, Total Quality Management & Business Excellence, Journal of Computer Information Systems, International Journal of Mobile Communications, World Applied Science Journal, Computers in Human Behavior, Industrial Management & Data Systems, International Journal of Academic Research, Technics Technologies Education Management and many others. In addition, members also act as editors, reviewers and referees for international peer-reviewed academic journals, serve as a consultant to academic and commercial organizations, hold several external research grants and are actively involved in disseminating research results at local and international conferences.
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Email: choyjy@utar.edu.my
Bachelor of Marketing (Hons)

List of Units for the Programme

1. Compulsory Units (18 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
<td>UALE1023</td>
<td>English for Business</td>
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<tr>
<td>UALE2003</td>
<td>English for Management</td>
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<tr>
<td>MPW2143 /</td>
<td>Pengajian Islam /</td>
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<tr>
<td>MPW2153</td>
<td>Pendidikan Moral</td>
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<tr>
<td>MPW2133</td>
<td>Pengajian Malaysia</td>
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<tr>
<td>UBMM1011</td>
<td>Sun Zi’s Art of War and Business Strategies</td>
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<tr>
<td>USCC1XX2</td>
<td>Co-curriculum</td>
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<tr>
<td>MPW2113 /</td>
<td>Bahasa Kebangsaan (A)* /</td>
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</tr>
<tr>
<td>MPW2123*</td>
<td>Bahasa Kebangsaan (B)** / Foreign Language***</td>
<td></td>
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</tbody>
</table>

*For Malaysian only; **For Non-Malaysian only
*** Students who are exempted from taking MQA compulsory subjects, MPW2113 Bahasa Kebangsaan (A) / MPW2123 Bahasa Kebangsaan (B), are required to take any one of the following language subjects such as UALF1003 Introduction to French, UALJ2013 Introduction to Japanese, UALM1003 Introduction to Tamil Language, UALT1003 Introduction to Thai Language.

2. Major Units (84 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
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<tbody>
<tr>
<td>UBEA1063</td>
<td>Principles of Microeconomics</td>
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<tr>
<td>UBMM1013</td>
<td>Management Principles</td>
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<tr>
<td>UBEQ1013</td>
<td>Quantitative Techniques I</td>
<td></td>
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<tr>
<td>UBTM1013</td>
<td>Principles of Marketing</td>
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<tr>
<td>UBAI1113</td>
<td>Information System</td>
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<td>UBTC2013</td>
<td>Consumer Behaviour</td>
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<td>UBFF2013</td>
<td>Business Finance</td>
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<td>UBMM2023</td>
<td>Organisational Behaviour</td>
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<td>UBAF1053</td>
<td>Accounting In Practice</td>
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<td>UBT1013</td>
<td>Advertising and Promotion</td>
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<td>UBTC2033</td>
<td>Customer Relationship Management</td>
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<td>UBT2013</td>
<td>Entrepreneurship</td>
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<td>UBT2033</td>
<td>Logistics Management</td>
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<td>UBT2023</td>
<td>Retail Management</td>
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<td>UBTM3203</td>
<td>Marketing Analysis and Decision Making</td>
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<td>UBAE3023</td>
<td>Business Ethics</td>
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<td>UBTI2013</td>
<td>International Marketing</td>
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<tr>
<td>UBTR2113</td>
<td>Marketing Research In Practice</td>
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<td>UBAI3013</td>
<td>E-Commerce</td>
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<td>UBTI3203</td>
<td>Marketing Communication Strategy</td>
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<tr>
<td>UBMM3103</td>
<td>Service Management</td>
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<td>UBMM3013</td>
<td>International Business</td>
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<tr>
<td>Unit Code</td>
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<td>Pre-requisite</td>
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<tr>
<td>UBMM3013</td>
<td>Strategic Management</td>
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<td>UBTM3303</td>
<td>Strategic Marketing Planning and Control</td>
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<tr>
<td>UBTZ3026</td>
<td>Research Project</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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<tr>
<td>UBMM3376</td>
<td>Industrial Training</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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</tbody>
</table>

### 3. Minor Units (12 Credits)

<table>
<thead>
<tr>
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<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
<td>UBEA1073</td>
<td>Principles of Macroeconomics</td>
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<tr>
<td>UBEQ1123</td>
<td>Quantitative Techniques II</td>
<td>UBEQ1013</td>
<td>3</td>
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<tr>
<td>UBMM2013</td>
<td>Operations Management</td>
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</tr>
<tr>
<td>UBML1013</td>
<td>Corporate and Business Law</td>
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### 4. Elective Units (6 Credits)

#### Group I

<table>
<thead>
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<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBEA2053</td>
<td>Malaysian Economy / Product Management / Electronic Marketing</td>
<td></td>
<td>3</td>
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</tbody>
</table>

#### Group II

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBAI2013</td>
<td>Managing Information System / Human Resource Management</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>
Programme Objectives

The course is designed to prepare students to:

1. Develop competent knowledge and skills, and the latest marketing techniques and tools for successful implementation in a wide range of business scenarios
2. Expose to seminars, other co-curriculum activities and industrial training that will enable the students to enhance their academic knowledge and skills in a practical context
3. Cater to the increasing demands of a borderless international business scenario, students are also equipped with the relevant IT knowledge as well as a firm understanding of the nature of international marketing practices and operations
4. Have awareness on legal and societal issues during applications and implementation
5. Possess communication, teamwork, leadership, inter-personal skills, social, ethical and legal responsibilities.

Programme Learning Outcomes

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

1. Show basic understanding, apply marketing concepts and understand the roles of marketing in consumer’s life and business.
2. Demonstrate the knowledge and skills to identify users’ needs through marketing research, product development and new services, promotion, distribution and services in domestic and international environment.
3. Appreciate marketing roles as the integration element in commercial and non-commercial organisations.
4. Bring up and discuss ethical, legislation and social issues related to the development and implication to business and marketing field.
5. Demonstrate basic entrepreneurial skills and practice life-long learning attitude which will enable them to face globalization challenges.
6. Have good communication skills and enhanced soft skills.
Bachelor of Marketing (Hons)

List of Units According to Year (Planning of units)

Year 1
- Pengajian Malaysia
- Principles of Microeconomics
- Quantitative Techniques I
- Management Principles
- Principles of Marketing
- Information Systems
- Principles of Macroeconomics
- Quantitative Techniques II
- Corporate and Business Law
- Consumer Behaviour
- English for Business
- Accounting in Practice
- Advertising and Promotion

Year 2
- English for Management
- Operations Management
- Organisational Behaviour
- Customer Relationship Management
- Logistics Management
- MPW Elective II
- Sun Zi's Art of War and Business Strategies
- Retail Management
- Entrepreneurship
- Marketing Analysis and Decision Making
- Marketing Research in Practice
- Co-Curriculum
- Business Finance
- International Marketing
- Elective I

Year 3
- E-Commerce
- International Business
- Marketing Communication Strategy
- Service Management
- Research Project
- National Language/ Other Languages
- Business Ethics
- Strategic Management
- Strategic Marketing Planning and Control
- Research Project
- Elective II
- Industrial Training
**Electives**
Malaysian Economy
Human Resource Management
Product Management
Managing Information Systems
Electronic Marketing

**MQA Subjects**
Bahasa Kebangsaan A/B*
Pengajian Malaysia
Pengajian Islam/Pendidikan Moral

*With effect from the January 2009 intake, students who are exempted from Bahasa Kebangsaan (A) have to take one foreign language that is offered, such as Thai, French, Tamil or Japanese. All foreign students (non-Malaysians) have to take Bahasa Kebangsaan (B).

**University Subjects**
Sun Zi’s Art of War and Business Strategies

**Co-curricular Units**

*NOTE: Units offered are subject to change.*

For more information, please refer to your course structure guide in UTAR portal.
UNIT SYNOPSIS

MAJOR UNITS

UBAF1053 Accounting in Practice
1. The intuitive way of organizing topics into three major activities (financing, investing and operating), giving students more time to master basic concepts.
3. It first introduces students into a business and then brings the more technical aspects of financial accounting and their application into that business.
4. The unit’s spiral approach shift from traditional accounting paradigm by not talking about accounting and business in the abstract, but by introducing realistic, concrete business case in the classroom environment.

UBAI1113 Information Systems
The unit includes the general information system concepts and technological environment of the modern office. It also includes information concepts, hardware, communications, software and organization.

UBEA1063 Principles of Microeconomics
This unit consists of the following topics: an analysis of market: supply and demand; consumer behaviour; firm behaviour; costs of production and profit maximisation; behaviour of firms in different market structures

UBEQ1013 Quantitative Techniques I
The unit includes mathematical techniques, financial mathematics, descriptive statistical, index numbers and linear programming.

UBFF2013 Business Finance
This course covers the types of finance, the importance of working capital management, the effect of investment decisions or strategies on performance and the risk being undertaken.

UBMM1013 Management Principles
This unit is designed to develop the student’s knowledge and understanding of the principles and theories of management in business organisation. The unit begins with an introduction to the organisation and management, management level, functions, skills and managerial roles. The students enrolled in this unit learn about planning, organizing, leading and controlling which are very relevant and useful in today business environment.

UBTA1013 Advertising and Promotion
This unit is designed to introduce you the field of advertising and promotion. Attention will be given to the studying of advertising and promotion concepts, design, functions, procedures and trends. This unit examines how companies plan, develop and execute advertising and other promotional functions as well as the various factors and considerations that influence this process. Along with that, it also has an overview of media including types, usage factors, scheduling and etc. The environment in which advertising and promotion take place and the various social and economic factors that affect an organization advertising and promotion program will also be discussed.

UBTM1013 Principles of Marketing
This unit seeks to introduce students to the core concepts of marketing with particular reference to the role and function of marketing in business organisations. Students will also be exposed to the relationship of marketing to organisational management

UBMM2023 Organisational Behaviour
This unit provides students with a management perspective that specifically focuses on the impact that people have on organisational effectiveness and efficiency. The impact of behaviour is considered at three levels. First, at the level of the individual, attributes and processes such as personality, motivation, perception, attitudes, job satisfaction and job performance are identified and the managerial implications for motivating employees are considered.
Second, at the group level, the important attributes of group dynamics are identified and the managerial implications for developing teams, influencing outcomes, and resolving conflicts are considered. Third, at the organisation-wide level of analysis, structure, culture and change are considered as major challenges to managers for achieving quality outcomes. At the three different levels of analysis, managers are concerned with the behavioural implications for achieving goals on the one hand, and adapting goals so that organisations are relevant to their environments on the other hand. Students are concerned with understanding these behavioural implications. The study of this subject thus be seen as an essential foundation for a professional business education.

**UBTC2033 Customer Relationship Management**

This unit will focus on explaining underlying concepts, discussing the interrelations between concepts, and illustrating and applying concepts to marketing problems and situations. There will also be opportunities to extend and develop concepts and applications offering students the opportunity to discuss questions raised as well as to apply concepts and models to cases and formal exercises.

**UBTD2023 Retail Management**

This unit will focus on the development and significance of retailing in business management. This unit will equip students with the knowledge on the various aspect of retailing, such as types of retailers, retailing strategy, merchandise management, and store management.

**UBTD2033 Logistics Management**

This unit introduces students to the latest ideas and concepts within the field of logistics and supply chain management and provides an understanding of the management's role in logistics.

**UBTI2013 International Marketing**

This unit exposes the student to the international dimension of marketing as opposed to domestic marketing. It examines the scope, concepts, modes of entry into a foreign market, globalization, marketing mix decisions, international trading blocs, challenges and problems facing an international marketer.

**UBTM3203 Marketing Analysis and Decision Making**

Students are required to apply quantitative and qualitative data for decision-making purpose, and apply the marketing knowledge in different marketing situations.

**UBTR2113 Marketing Research in Practice**

Marketing research comprises one of the most important and fascinating facets of marketing. It is therefore important to give students a comprehensive understanding of this subject as it can aid an organization in the identification of marketing problems and ways to overcome the particular problems.

**UBAE3023 Business Ethics**

This unit provides an understanding of a framework to identify, analyze and control ethical issues in business decision making.

**UBAI3013 E-Commerce**

This unit introduces students to the overview of e-commerce and its infrastructure, software, etc. Areas covered include security, intellectual property, business models on B2C and B2B.

**UBMB3013 International Business**

The unit is designed to develop the student's knowledge and understanding and the unit begins with an introduction of the overview and the challenges of international business. The students enrolled in this unit read the areas of multinational enterprises, the challenges of international trade and business strategic, as well as future challenges of international business.
UBMM3013 Strategic Management
To develop the knowledge and understanding of the concept of strategic management, which cover strategic planning process, environmental analysis, as well as implementation and monitoring strategies.

UBMM3376 Industrial Training
Industrial training provides the impetus for students to appreciate what they discovered and learnt through real-life working experiences and direct participation in industry. Students may realise their ambition and ascertain their career path from the experience gained during industrial training. The attachment provides them the opportunity to meet and network with people in the industry, and the industry the opportunity to identify talents and potential skilled workers. Students may also get the opportunity to specialize in niche areas.

UBTA3203 Marketing Communication Strategy
Students are exposed to the theoretical concepts and frameworks underlying strategic marketing communications and the main factors that shape the promotional strategy. It also aims to help students to be able to build skills associated with the management skills in the justification / recommendation of promotional decisions, including the formulation and implementation of promotional strategy.

UBTE 2013 Entrepreneurship
Starting and operating a new business involve considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new venture, the entrepreneur assumes the responsibility and risks for its development and survival and enjoys the corresponding rewards.

This subject provides an understanding of the entrepreneurial process covering stages such as identify and evaluate the opportunity, develop a business plan, determine the resources required and manage the enterprise. The topics will be delivered via a series of lectures, case studies and group discussions.

UBTM3103 Service Management
The course covers the nature and concept of service and background material in several important areas in service management. This including the characteristics of service, service strategy, service marketing and positioning, design and delivery system, facilities layout, quality and productivity of service, and the tools in service management.

UBTM3303 Strategic Marketing Planning and Control
This unit will enhance students’ knowledge and skills in developing effective planning and control strategies and processes for the preparation of marketing plans.

UBTZ3026 Research Project
This unit provides an opportunity for the students to design and enact an individual or group research project at the undergraduate level, and present it in the form of a dissertation.

MINOR UNITS

UBEA1073 Principles of Macroeconomics
This course covers the measurement of macroeconomic variables, AD & AS, fiscal & monetary policies, money, international trade and exchange rate.

UBEQ1123 Quantitative Techniques II
The unit includes the basic concepts of statistics, data collection, probability distribution, hypothesis testing, ANOVA, chi-square, non-parametric tests, simple and multiple regression, and decision analysis.

UBML1013 Corporate and Business Law
This Unit is designed to develop the students’ knowledge and understanding of the various statutory and common law principles relating to commercial law in the Malaysian business environment. The Unit covers the Law of Contract, Hire Purchase, Employment Contracts, the Law of Agency, Partnership and Company Law.
UBMM2013 Operations Management
The Unit is designed to develop the students’ fundamental knowledge of the operation environment, concepts and theories of Operation Management in business/service organization. The Unit encompasses the introduction to operations management, designing and managing operation.

ELECTIVE UNITS

UBEA2053 Malaysian Economy
This course provides an overview of the economic development in Malaysia, with focus on post-independence economic development. This course includes the critical evaluation of the policies such as NEP, heavy industrialization policy, financial liberalization and privatization policy.

UBTM2213 Product Management
The course covers three major areas of product manager responsibilities, and uses the marketing plan guide as a process that integrates the three areas. The three areas or tasks are analyzing the market, developing objectives and strategies for the product or service in question, and making decisions about price, advertising, promotion, channels of distribution, and service.

UBTM3123 Electronic Marketing
This module introduces key marketing principles, trends and development of the electronic marketing of goods and services. Students will be aware of opportunities and issues pertaining to the adaptation of marketing mix programmes for the electronics marketplace. The module covers the different online marketing communications tools, website traffic-building technologies and strategies and the marketing and delivery of e-products through the electronic marketing channels. Other specific topics are domain branding and the formulation of a strategic Internet marketing plan. Electronic marketing strategies and new technologies for Business-to-Business and Business-to-Consumer marketing are included.

UBAI2013 Managing Information Systems
This unit first provides an overview of systems methodologies, techniques and tools, before moving on to discuss system development phases, i.e. systems analysis, systems design and systems implementation, with a special focus on such techniques as ERD, DFD and ELH. This unit also covers some basics of project management.

UBMH2013 Human Resource Management
The context of human resource management in this unit includes human resource management and strategic human resource management, recruitment and placement, training and development, compensation and employee relations, and safety and health law which contributes to organizational success and employee well being.
DEPARTMENT OF ENTREPRENEURSHIP
3.2.3 DEPARTMENT OF ENTREPRENEURSHIP

The first intake of students for Bachelor of Business Administration (Hons) Entrepreneurship program started in UTAR Sungai Long Campus in January 2005. This program was later transferred to UTAR Perak Campus via phase-in phase-out process since January 2008. Currently, the Department has 13 academic staff each with years of teaching experience, research interest, and industry exposure. The team members are ready to share their knowledge and expertise in the field of entrepreneurship contributing to the development of entrepreneurial society at all levels.

Bachelor of Business Administration (Hons) Entrepreneurship

Entrepreneurship is an exciting and dynamic programme. It is geared towards not just producing qualified graduates but also cultivating in them the spirit of entrepreneurship. This is in tandem with the aspirations of our nation to develop business people who are entrepreneurial, innovative and versatile. This programme incorporates aspects such as the fundamentals of entrepreneurship and the management of a small enterprise that will culminate in an entrepreneurial business project in the final year of study. The syllabi will stress the application of real-life business and entrepreneurial skills as many of the teaching faculty members have vast corporate and industrial experience to add to the extra dimension of providing actual work experience to the programme.

Recognition of Professional Body

The Institute of Chartered Secretaries and Administrators (ICSA)

Industry Advisor
Mr. Soo Joo Heng
Founder and Managing Director
J Heng Group of Companies

Academic and Research Activities

All staff in the Department have been actively involved in teaching, research, and consultancy assignments since its establishment. Their dedicated scholastic activities can be evidenced by the outstanding teaching performance evaluation they received from students and the research articles they published in the internationally reputable journals indexed by ISI and Scopus, respectively. Each and every staff also actively participates in local and international conferences, proceedings, and workshops for further research skills enhancement.

Career Opportunities

Students graduated with BBA (Hons) Entrepreneurship are the future corporate entrepreneur, company founder, SME owner-manager, business development manager, entrepreneurship trainer and consultant. Given the increasing governmental supports on SME development and industry demand for entrepreneurial workforce across industries, the career prospect of entrepreneurship graduates is both promising and rewarding.
ACADEMIC STAFF

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Bachelor of Business Administration (Hons) Entrepreneurship

List of Units for the Programme

1. Compulsory Units (18 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
</tr>
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<tbody>
<tr>
<td>UALE1023</td>
<td>English for Business</td>
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<td>3</td>
</tr>
<tr>
<td>UALE2003</td>
<td>English for Management</td>
<td></td>
<td>3</td>
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<tr>
<td>MPW2143 /</td>
<td>Pengajian Islam /</td>
<td></td>
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<tr>
<td>MPW2153</td>
<td>Pendidikan Moral</td>
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<tr>
<td>MPW2133</td>
<td>Pengajian Malaysia</td>
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</tr>
<tr>
<td>UBMM1011</td>
<td>Sun Zi’s Art of War and Business Strategies</td>
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<tr>
<td>USCC1XX2</td>
<td>Co-curriculum</td>
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<tr>
<td>MPW2113 /</td>
<td>Bahasa Kebangsaan (A)* /</td>
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<tr>
<td>MPW2123*</td>
<td>Bahasa Kebangsaan (B)** /</td>
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</tr>
<tr>
<td></td>
<td>Foreign Language***</td>
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</tbody>
</table>

*For Malaysian only; **For Non-Malaysian only
*** Students who are exempted from taking MQA compulsory subjects, MPW2113 Bahasa Kebangsaan (A) / MPW2123 Bahasa Kebangsaan (B), are required to take any one of the following language subjects such as UALF1003 Introduction to French, UALJ2013 Introduction to Japanese, UALM1003 Introduction to Tamil Language, UALT1003 Introduction to Thai Language.

2. Major Units (69 Credits)

<table>
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<tr>
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<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tr>
<td>UBAF1033</td>
<td>Business Accounting I</td>
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<tr>
<td>UBAF1113</td>
<td>Management Principles</td>
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<tr>
<td>UBAF1173</td>
<td>Information Systems</td>
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<td>UBTM2101</td>
<td>Principles of Marketing</td>
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<td>UBAM2033</td>
<td>Managerial Accounting</td>
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<td>UBFF2013</td>
<td>Business Finance</td>
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<td>UBMM2023</td>
<td>Organisational Behaviour</td>
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<td>UBMM2013</td>
<td>Human Resource Management</td>
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<td>UBTZ2013</td>
<td>International Marketing</td>
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<td>Operations Management</td>
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<td>UBTM2213</td>
<td>Product Management</td>
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<td>UBAI3013</td>
<td>E-Commerce</td>
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<tr>
<td>UBFB3143</td>
<td>Personal Financial Planning and Management</td>
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<tr>
<td>UBTE3013</td>
<td>Small Business Management</td>
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</tr>
<tr>
<td>UBTE3023</td>
<td>Managing Innovation</td>
<td></td>
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<tr>
<td>UBMB3013</td>
<td>International Business</td>
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<tr>
<td>UBMM3013</td>
<td>Strategic Management</td>
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<tr>
<td>UBTZ3016</td>
<td>Entrepreneurship Project</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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<tr>
<td>UBMM3376</td>
<td>Industrial Training</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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### 3. Minor Units (27 Credits)

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<th>Pre-requisite</th>
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<tbody>
<tr>
<td>UBEQ1013</td>
<td>Quantitative Techniques I</td>
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<td>UBEQ1123</td>
<td>Quantitative Techniques II</td>
<td>UBEQ1013</td>
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<tr>
<td>UBEA1013</td>
<td>Economics</td>
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<tr>
<td>UBML1013</td>
<td>Corporate and Business Law</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UBTC2013</td>
<td>Consumer Behavior</td>
<td></td>
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<tr>
<td>UBTD2023</td>
<td>Retail Management</td>
<td></td>
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<tr>
<td>UBTLE2033</td>
<td>Negotiation Skills</td>
<td></td>
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<tr>
<td>UBTLD2033</td>
<td>Logistics Management</td>
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<tr>
<td>UBAE3023</td>
<td>Business Ethics</td>
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### 4. Elective Units (6 Credits)

#### Group I

<table>
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<th>Pre-requisite</th>
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<tbody>
<tr>
<td>UBEA2053/</td>
<td>Malaysian Economy/</td>
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<tr>
<td>UBTA1013</td>
<td>Advertising and Promotion</td>
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#### Group II

<table>
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<th>Unit Code</th>
<th>Unit Name</th>
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<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBML3013/</td>
<td>Industrial Relations/</td>
<td></td>
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</tr>
<tr>
<td>UBTC2033/</td>
<td>Customer Relationship Management/</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UBTM3103</td>
<td>Service Management</td>
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</tr>
</tbody>
</table>
Programme Objectives

This programme aims to produce a new generation of young Malaysians and Asian entrepreneurs that will be:

1. Equipped with the knowledge that is essential to start up a new business venture.
2. Equipped with the ability to capture business opportunities both locally and globally.
4. Able to start their business in the mid 20s.
5. Ready to succeed family business.
6. Trained to achieve excellent result in the global business world.

Programme Learning Outcomes

Upon completing this course, students will be able to:

1. Identify corporate strategies for international markets and apply management practices and processes in a business environment.
2. Apply technical skills to analyse and manage business opportunities and policies in today’s increasingly integrated and dynamic world economy i.e. to prepare a viable business plan and use it as a tool to attract start-up capital.
3. Construct an understanding and awareness of cultural differences and work-force diversity in the modern business organizations and around the world.
4. Generate work processes effectively in order to produce an overall positive impact on society.
5. Illustrate an understanding and awareness of professional, ethical and social responsibility issues related to entrepreneurship.
6. Apply critical thinking skills to evaluate and solve complex business problems in the dynamic marketplace that is comprised of diverse social, cultural, political and legal backgrounds.
7. Demonstrate communication skills and team skills effectively within a virtual team environment.
8. Apply management and entrepreneurial skills to analyse how business strategies and policies affect business decisions.
9. Apply lifelong learning attitudes in today’s business environment.
Bachelor of Business Administration (Hons) Entrepreneurship

List of Units According to Year (Planning of units)

Year 1
National Language/ Other languages
Management Principles
Quantitative Techniques I
Quantitative Techniques II
Business Accounting I
Business Accounting II
Information Systems
English for Business
Economics
Principles of Marketing
Corporate and Business Law
Consumer Behaviour
International Marketing
Pengajian Malaysia

Year 2
Operations Management
Entrepreneurship
Retail Management
Product Management
Business Finance
English for Management
International Marketing
Managerial Accounting
Negotiation Skills
Organisational Behaviour
Personal Financial Planning and Management
Sun Zi’s Art of War and Business Strategies
Co-curriculum
MPW Elective II
Elective I

Year 3
Small Business Management
E-Commerce
Logistics Management
Entrepreneurial Project
International Business
Managing Innovation
Strategic Management
Human Resource Management
Business Ethics
Industrial Training
Business Ethics
Elective II
Electives
Malaysian Economy
Advertising and Promotion
Customer Relationship Management
Industrial Relations
Service Management

MQA Subjects
Bahasa Kebangsaan A/B*
Pengajian Malaysia
Pengajian Islam/Pendidikan Moral

*With effect from the January 2009 intake, students who are exempted from Bahasa Kebangsaan (A) have to take one foreign language that is offered, such as Thai, French, Tamil or Japanese. All foreign students (non-Malaysians) have to take Bahasa Kebangsaan (B).

University Subjects
Sun Zi’s Art of War and Business Strategies
Co-curricular Units

NOTE: Units offered are subject to change.

For more information, please refer to your course structure guide in UTAR portal.
UNIT SYNOPSIS

MAJOR UNITS

UBAF1033 Business Accounting I
This paper provides a fundamental understanding of the principles, role and scope of accounting in relation to the recording of business transactions.

UBMM1013 Management Principles
This unit is designed to develop the student's knowledge and understanding of the principles and theories of management in business organization. The unit begins with an introduction to the organization and management, management level, functions, skills and managerial roles. The students enrolled in this unit learn about planning, organizing, leading and controlling which are very relevant and useful in today business environment.

UBAI1113 Information Systems
The unit includes the general information system concepts and technological environment of the modern office. It also includes information concepts, hardware, communications, software and organization.

UBAF1173 Business Accounting II
This paper further develops the knowledge gained in UBAF1033 Business Accounting I. It also covers the interpretation of financial information, preparation of final accounts of limited companies and basic principles in management accounting.

UBTM1013 Principles of Marketing
This unit seeks to introduce students to the core concepts of marketing with particular reference to the role and function of marketing in business organizations. Students will also be exposed to the relationship of marketing to organizational management.

UBAM2033 Managerial Accounting
This paper is designed to gather, select, analyze and prepare information for control, assessing and reporting on performance and for decision making.

UBFF2013 Business Finance
This course covers the types of finance, the importance of working capital management, the effect of investment decisions or strategies on performance and the risk being undertaken.

UBMM2023 Organizational Behaviour
This unit provides students with a management perspective that specifically focuses on the impact that people have on organisational effectiveness and efficiency. The impact of behaviour is considered at three levels. First, at the level of the individual, attributes and processes such as personality, motivation, perception, attitudes, job satisfaction and job performance are identified and the managerial implications for motivating employees are considered. Second, at the group level, the important attributes of group dynamics are identified and the managerial implications for developing teams, influencing outcomes, and resolving conflicts are considered. Third, at the organization-wide level of analysis, structure, culture and change are considered as major challenges to managers for achieving quality outcomes. At the three different levels of analysis, managers are concerned with the behavioural implications for achieving goals on the one hand, and adapting goals so that organizations are relevant to their environments on the other hand. Students are concerned with understanding these behavioural implications. The study of this subject thus be seen as an essential foundation for a professional business education.
UBMH2013 Human Resource Management
The context of human resource management in this unit includes human resource management and strategic human resource management, recruitment and placement, training and development, compensation and employee relations, and safety and health law which contributes to organizational success and employee well being.

UBTI2013 International Marketing
This unit exposes the student to the international dimension of marketing as opposed to domestic marketing. It examines the scope, concepts, modes of entry into a foreign market, globalization, marketing mix decisions, international trading blocs, challenges and problems facing an international marketer.

UBMM2013 Operations Management
The Unit is designed to develop the students’ fundamental knowledge of the operation environment, concepts and theories of Operations Management in business/service organization. The Unit encompasses the introduction to operations management, designing and managing operation.

UBTE2013 Entrepreneurship
Starting and operating a new business involve considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new venture, the entrepreneur assumes the responsibility and risks for its development and survival and enjoys the corresponding rewards. This subject provides an understanding of the entrepreneurial process covering stages such as identify and evaluate the opportunity, develop a business plan, determine the resources required and manage the enterprise. The topics will be delivered via a series of lectures, case studies and group discussions.

UBTM2213 Product Management
The course covers three major areas of product manager responsibilities, and uses the marketing plan guide as a process that integrates the three areas. The three areas or tasks are analyzing the market, developing objectives and strategies for the product or service in question, and making decisions about price, advertising, promotion, channels of distribution, and service.

UBAI3013 E-Commerce
This unit introduces students to the overview of e-commerce and its infrastructure, software, etc. Areas covered include security, intellectual property, business models on B2C and B2B.

UBFB3143 Personal Financial Planning and Management
The course commences with an introduction to personal financial planning and then explores the most important components in wealth management – setting financial plans, career planning, money management, banking services, consumer credits, investment strategies, purchasing decisions, insurance, and retirement planning.

UBTE3013 Small Business Management
The course covers planning and management of small business, including choosing the right form of entrepreneurship; strategic marketing, financing and placing for a successful entrepreneurship; as well as managing the operations, profit, legal and human resources of the small business.
**UBTE3023 Managing Innovation**  
This subject provides the student with an understanding of the innovation process by focusing on the following areas: the critical behaviour that must occur within a firm to conceive and eventually implement technological and market changes, the radical shift from innovating within a firm’s own resources to collaborating with external partners who provide technological, marketing, distribution, and manufacturing capabilities and the perspectives on how emerging technologies can be applied to drive the innovative process.

**UBMB3013 International Business**  
The unit is designed to develop the student’s knowledge and understanding and the unit begins with an introduction of the overview and the challenges of international business. The students enrolled in this unit read the areas of multinational enterprises, the challenges of international trade and business strategic, as well as future challenges of international business.

**UBMM3013 Strategic Management**  
To develop the knowledge and understanding of the concept of strategic management, which cover strategic planning process, environmental analysis, as well as implementation and monitoring strategies.

**UBTZ3016 Entrepreneurship Project**  
The course emphasis is on the identification of entrepreneurial opportunities and development of the entrepreneurial skills in the students. A practical approach is taken on the entrepreneurial process, from the initial planning and management of new business venture, including the identification of business opportunity, selection of the appropriate business entity; to the presentation of the business plan.

**UBMM3376 Industrial Training**  
Industrial training provides the impetus for students to appreciate what they discovered and learnt through real-life working experiences and direct participation in industry. Students may realize their ambition and ascertain their career path from the experience gained during industrial training. The attachment provides them the opportunity to meet and network with people in the industry, and the industry the opportunity to identify talents and potential skilled workers. Students may also get the opportunity to specialize in niche areas.

**MINOR UNITS**

**UBEQ1013 Quantitative Techniques I**  
The unit includes mathematical techniques, financial mathematics, descriptive statistical, index numbers and linear programming.

**UBEQ1123 Quantitative Techniques II**  
The unit includes the basic concepts of statistics, data collection, probability distribution, hypothesis testing, ANOVA, chi-square, non-parametric tests, simple and multiple regression, and decision analysis.

**UBEA1013 Economics**  
This unit includes topics of the central issues of economics, demand and supply, cost and production, market structure, the theory of distribution, national income computation, macrэконом objectives and problem, income determination and fiscal policies, money and banking, international economics and the Malaysian economy.

**UBML1013 Corporate and Business Law**  
This Unit is designed to develop the students’ knowledge and understanding of the various statutory and common law principles relating to commercial law in the Malaysian business environment. The Unit covers the Law of Contract, Hire Purchase, Employment Contracts, The Law of Agency, Partnership and Company Law which are very relevant and useful in today’s business environment.
UBTC2013 Consumer Behaviour
Consumer behavior goes beyond the "act of buying" and presents a balanced and global perspective, grounded in the very latest research, probes the psyche of consumers around the world as it explores their diverse experiences with buying, having, and being. It studies the most current research, real-world examples, global coverage, and managerial applications.

UBTD2023 Retail Management
This unit will focus on the development and significance of retailing in business management. This unit will equip students with the knowledge on the various aspect of retailing, such as types of retailers, retailing strategy, merchandise management, and store management.

UBTE2033 Negotiation Skills
This subject provides the student with an understanding of the nature of negotiation and the negotiation process of strategizing, framing and planning including strategy and tactics of distributive bargaining and integrative negotiating. The subject also covers the negotiation sub-processes of perception, cognition and communications and negotiation leverage as well as ethics in negotiation. Global negotiation and the different approaches to managing difficult negotiation are also included. The topics will be delivered via a series of lectures, case studies and group discussions.

UBTD2033 Logistics Management
This unit introduces students to the latest ideas and concepts within the field of logistics and supply chain management and provides an understanding of the management's role in logistics.

UBAE3023 Business Ethics
This unit provides an understanding of a framework to identify, analyze and control ethical issues in business decision making.

ELECTIVE UNITS

UBEA2053 Malaysian Economy
This course provides an overview of the economic development in Malaysia, with focus on post-independence economic development. This course includes the critical evaluation of the policies such as NEP, heavy industrialization policy, financial liberalization and privatization policy.

UBTA1013 Advertising and Promotion
This unit is designed to introduce you the field of advertising and promotion. Attention will be given to the studying of advertising and promotion concepts, design, functions, procedures and trends. This unit examines how companies plan, develop and execute advertising and other promotional functions as well as the various factors and considerations that influence this process. Along with that, it also has an overview of media including types, usage factors, scheduling and etc. The environment in which advertising and promotion take place and the various social and economic factors that affect an organization advertising and promotion program will also be discussed.

UBML3013 Industrial Relations
This unit will provide a unique insight into the various components of the Malaysian industrial relation system. Students will be equipped with full understanding of the role of the government, trade unions, trade disputes, the Industrial Court and industrial action. It also allows students to examine the employment laws which establish the basic rights for employers and employees, whether or not they belong to the trade union, including the laws on safety and health. At the end of this unit, students will be provided with an up to date industrial relations issues and functions, with special emphasis on the Malaysian environment.
UBTC2033
Customer Relationship Management
This unit will focus on explaining underlying concepts, discussing the interrelations between concepts, and illustrating and applying concepts to marketing problems and situations. There will also be opportunities to extend and develop concepts and applications offering students the opportunity to discuss questions raised as well as to apply concepts and models to cases and formal exercises.

UBTM3103 Service Management
The course covers the nature and concept of service and background material in several important areas in service management. This including the characteristics of service, service strategy, service marketing and positioning, design and delivery system, facilities layout, quality and productivity of service, and the tools in service management.
DEPARTMENT OF ECONOMICS
3.2.5 DEPARTMENT OF ECONOMICS

The economic environment has never halted to be evolving and challenging. From Asian Financial Crisis in 1997-98 to Global Recession in 2008, policymaker faces mounting challenges to bring the nation sailing through all the difficulties. In addition, to move Malaysia toward the high-income country status requires design and implementation of efficient growth policy. A promising economic education is thus critically important to produce leaders, researchers, and policymakers that are well-informed for more effective policy and a better national economy. Even issues that are described as social issues, such as health care, education, and the environment, can be better understood by an appreciation of tradeoff and opportunity cost, to name just a very few core economic principles. The choice an individual – as consumer, worker, investor, entrepreneur, and even voter – makes is linked to the society and economy. Therefore, it is beyond doubt that economic and financial literate individuals would make better decisions, benefiting the society and the whole economy. Needless to say also that fast expanding business community is in huge need for graduates who understand market and economy, both domestic and international, and are able to perform strategic planning and quantitative analysis.

The Bachelor of Economics (Hons) Financial Economics thus aims to prepare students with both sound theoretical understanding and empirical ability with respect to economic and finance issues. Throughout, this programme aims to cultivate the critical thinking and analytical skills of the students in analyzing economic issues and phenomenon. The programme provides the opportunities for undergraduates to “do economics”. The learning outcomes of the programme emphasize hugely on the ability of the undergraduates to comprehend the fundamental concepts of economics, and to scientifically apply the theories of economics and finance in understanding real-world economic issues. To attain this goal, the curriculum is thus designed to motivate active participation of students in teaching-learning interaction, and in independent academic writing.

Bachelor of Economics (Hons) Financial Economics

The programme aims to provide students with an understanding of economic and finance theories and its applications in the real-world economic events. Throughout, students are trained to think critically and to develop their analytical skills on both domestic and global economic issues.

Recognition of Professional Body

The Institute of Chartered Secretaries and Administrators (ICSA)

External Examiner
Prof Dr Chew Soon Beng
Professor of Economics
Division of Economics
School of Humanities and Social Sciences
Nanyang Technological University, Singapore.

Industry Advisor
Dr Ronald Leong
General Manager of Ho Hup Construction Company Berhad
Academic and Research Activities
The department members have been actively involved in academic research activities since its establishment. Numerous articles were published in reputable journals which include *International Review of Economics and Finance*, *Economics Letter*, *The North American Journal of Economics and Finance*, *Journal of the Asia Pacific Economy*, *Empirical Economics*, *Japan and the World Economy*, *Singapore Economic Review*, *Economics Bulletin*, and many others. The members also hold several external research grants, and have been regularly participating in local and international conferences and workshop to disseminate research findings to the research community.

Career Opportunities
Students graduated with a degree in economics are hotly demanded in the job markets. Career prospects are bright in many fields, which include but not limited to economic analysis, finance, banking, investment and consultancy
ACADEMIC STAFF

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Bachelor of Economics (Hons) Financial Economics

List of Units for the Program

### 1. Compulsory Units (21 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>UALE1023</td>
<td>English for Business</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UALE2003</td>
<td>English for Management</td>
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<tr>
<td>UALL2023</td>
<td>Academic Writing</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MPW2143 /</td>
<td>Pengajian Islam /</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MPW2153</td>
<td>Pendidikan Moral</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPW2133</td>
<td>Pengajian Malaysia</td>
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</tr>
<tr>
<td>UBMM1011</td>
<td>Sun Zi's Art of War and Business Strategies</td>
<td></td>
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<tr>
<td>USCC1XX2</td>
<td>Co-curriculum</td>
<td></td>
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</tr>
<tr>
<td>MPW2113 /</td>
<td>Bahasa Kebangsaan (A)* /</td>
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</tr>
<tr>
<td>MPW2123*</td>
<td>Bahasa Kebangsaan (B)** /</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Foreign Language***</td>
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</tr>
</tbody>
</table>

*For Malaysian only; **For Non-Malaysian only
*** Students who are exempted from taking MQA compulsory subjects, MPW2113 Bahasa Kebangsaan (A) / MPW2123 Bahasa Kebangsaan (B), are required to take any one of the following language subjects such as UALB1003 Introduction to German Language, UALC1003 Introduction to Chinese Language I, UALC1013 Introduction to Chinese Language II, UALC1023 Introduction to Chinese Language III, UALF1003 Introduction to French, UALJ2013 Introduction to Japanese, UALM1003 Introduction to Tamil Language, UALT1003 Introduction to Thai Language.

### 2. Major Units (78 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
<td>UBEA1063</td>
<td>Principle of Microeconomics</td>
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<td>UBEA2113</td>
<td>Microeconomics I</td>
<td></td>
<td>3</td>
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<tr>
<td>UBEA2143</td>
<td>Microeconomics II</td>
<td>UBEA2113</td>
<td>3</td>
</tr>
<tr>
<td>UBEA1073</td>
<td>Principle of Macroeconomics</td>
<td></td>
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<td>UBEA2123</td>
<td>Macroeconomics I</td>
<td></td>
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</tr>
<tr>
<td>UBEA2133</td>
<td>Macroeconomics II</td>
<td>UBEA2123</td>
<td>3</td>
</tr>
<tr>
<td>UBEQ1013</td>
<td>Quantitative Techniques I</td>
<td></td>
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<td>UBEQ1123</td>
<td>Quantitative Techniques II</td>
<td>UBEQ1013</td>
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<td>UBEQ2013</td>
<td>Basic Econometrics</td>
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<td>UBEQ2123</td>
<td>Econometrics</td>
<td>UBEQ2013</td>
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<tr>
<td>UBEQ3013</td>
<td>Time Series Analysis</td>
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<tr>
<td>UBEZ2013</td>
<td>Research Methods</td>
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<td>UBEA2053</td>
<td>Malaysian Economy</td>
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<tr>
<td>UBEA3033</td>
<td>International Trade</td>
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<tr>
<td>UBEA3013</td>
<td>Industrial Economics</td>
<td>UBEA2113</td>
<td>3</td>
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<tr>
<td>UBMM1013</td>
<td>Management Principles</td>
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<tr>
<td>UBFB2033</td>
<td>Money and Banking Management</td>
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<tr>
<td>UBEA2153</td>
<td>Microeconomic Foundation for Financial Analysis</td>
<td>UBEA2113</td>
<td>3</td>
</tr>
<tr>
<td>UBFF2013</td>
<td>Business Finance</td>
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</tr>
<tr>
<td>Unit Code</td>
<td>Unit Name</td>
<td>Pre-requisite</td>
<td>Credit</td>
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<tr>
<td>UBFB3033</td>
<td>Financial and Monetary System</td>
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<td>UBFF3243</td>
<td>International Finance</td>
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<tr>
<td>UBFF3283</td>
<td>Portfolio Management</td>
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<tr>
<td>UBEZ3026</td>
<td>Undergraduate Project</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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<tr>
<td>UBFF3376</td>
<td>Industrial Training</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
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3. Minor Units (15 Credits)

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<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
<td>UBAI1113</td>
<td>Information Systems</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UBTM1013</td>
<td>Principles of Marketing</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UBAF1033</td>
<td>Business Accounting I</td>
<td></td>
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<tr>
<td>UBAF1173</td>
<td>Business Accounting II</td>
<td>UBAF1033</td>
<td>3</td>
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<tr>
<td>UBML1013</td>
<td>Corporate and Business Law</td>
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</tbody>
</table>

4. Elective Units (6 Credits)

**Group I**

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>UBFB3013</td>
<td>Banking Operations and Treasury Management / Financial Derivatives</td>
<td></td>
<td>3</td>
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<tr>
<td>UBFF3063</td>
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</tbody>
</table>

**Group II**

<table>
<thead>
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<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBFB3123</td>
<td>Islamic Banking / Personal Financial Planning and Management / Risk Management</td>
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<tr>
<td>UBFB3143</td>
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<td></td>
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<tr>
<td>UBFF3293</td>
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</tbody>
</table>
Program Objectives

The course is designed to:

1. Provide students with the exposure to the basic principles of microeconomics, macroeconomics, econometrics, financial management, investment, and international economics.
2. Integrate theoretical foundation into application throughout students’ formative learning, particularly the final year research project and industrial training.
3. Produce both sound theoretical and generative learning in which students are able to appraise and evaluate economic problems, to general viable solutions and help in policy formulation as well as management decision making.

Program Learning Outcomes

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

1. Demonstrate a comprehensive understanding of the fundamental concepts of economics.
2. Apply the theories of economics and finance in analyzing real world’s economic and financial-related issues/problems.
3. Demonstrate an understanding and awareness of basic commercial, ethical, legal and social issues related to economics and finance.
4. Conduct research using scientific methods to collect and analyze primary and secondary data to evaluate and solve economic and financial issues.
5. Demonstrate the ability to write analysis report for decision making.
6. Demonstrate the ability to apply theoretical knowledge into real work application through industrial training.
7. Demonstrate team spirit and work effectively in multi-disciplinary teams.
8. Possess leadership, managerial and entrepreneurial skills in managing and leading in a multidimensional business environment.
9. Recognize and practise the concept of life-long learning for continuous improvement.
Bachelor of Economics (Hons) Financial Economics

List of Units According to Year (Planning of units)

Year 1
National Language/ Other Languages
Principles of Microeconomics
Management Principles
Business Accounting I
Business Accounting II
Quantitative Techniques I
Quantitative Techniques II
English for Business
Corporate and Business Law
Information Systems
Principles of Macroeconomics
Principles of Marketing
Pengajian Malaysia

Year 2
Microeconomics I
Microeconomics II
Basic Econometrics
Econometrics
English for Management
Business Finance
Microeconomics Foundation for Financial Analysis
Money and Banking Management
Malaysian Economy
Academic Writing
Macroeconomics I
Macroeconomics II
Research Methods
Co-curriculum
Sun Zi's Art of War and Business Strategies
MPW Elective II

Year 3
Portfolio Management
International Trade
International Finance
Industrial Economics
Time Series Analysis
Financial and Monetary Systems
Industrial Training
Undergraduate Project
Elective I
Elective II
Electives
Banking operations and treasury management
Financial derivatives
Islamic banking
Personal financial planning and management
Risk management

MQA Subjects
Bahasa Kebangsaan A/B*
Pengajian Malaysia
Pengajian Islam/Pendidikan Moral

*With effect from the January 2009 intake, students who are exempted from Bahasa Kebangsaan (A) have to take one foreign language that is offered, such as Thai, French, Tamil or Japanese. All foreign students (non-Malaysians) have to take Bahasa Kebangsaan (B).

University Subjects
Sun Zi’s Art of War and Business Strategies

Co-curricular Units

NOTE: Units offered are subject to change.

For more information, please refer to your course structure guide in UTAR portal.
UNIT SYNOPSIS

MAJOR UNITS

UBEA1063 Principle of Microeconomics
The unit aims to introduce microeconomic theory and review some principles of economics such as supply and demand theory, and the theory of consumer choice and production and cost functions. It also focuses on the theory of firm in both perfect and imperfect competitive markets.

UBEA1073 Principle of Macroeconomics
This unit gives students an understanding of the macroeconomic theory and how they can be related to the real economy. It emphasizes on the skills needed to evaluate macroeconomic issues facing by policymakers.

UBEQ1013 Quantitative Techniques I
This unit introduces mathematical and statistical techniques that are widely applicable in business and commercial organisation. Emphasis will be placed on the application of the syllabus material to business and commercial data.

UBEQ1123 Quantitative Techniques II
The unit aims to provide understanding and knowledge of the statistical concepts and principles, as well as techniques for conducting statistical analysis, particularly in the areas of business and economics.

UBMM1013 Management Principles
This unit is designed to develop the student's knowledge and understanding of the principles and theories of management in business organization. Students enrolled in this unit learn about planning, organizing, leading and controlling which are very relevant and useful in today business environment.

UBEA2113 Microeconomics I
The unit introduces microeconomic theory, and reviews various principles of economics such as theory of consumer choice and production, and theory of firm in both perfect and imperfect competitive markets.

UBEA2123 Macroeconomics I
This unit elaborates on macroeconomic concepts and analyzes the implications of policies change towards an economy based on two fundamental macroeconomic models (i.e. IS-LM and AD-AS models).

UBEQ2013 Basic Econometrics
The unit aims to provide some understanding of the fundamental concepts and definitions to simple and multiple linear regression methods, including their use in estimating and testing the validity of models in economics, finance and business.

UBFB2033 Money and Banking Management
This unit exposes students to the development of commercial banking industry and the principle of commercial banking management. By paying attention to the role of central bank policies, it discusses the regulatory issues of commercial bank.

UBEA2133 Macroeconomics II
This unit aims to expose students to macroeconomic theory at intermediate and advanced level such that the students will be in a better position to understand and comment critically on current policy debates.

UBEA2143 Microeconomics II
This unit offers students an understanding of the theory and application of factor markets, general equilibrium, welfare economy, public goods, externality, information economy, political economy and behavioural economics.

UBEA2153 Microeconomic Foundation for Financial Analysis
This unit exposes students to various analysis tools that used in common financial decision making in a firm. The aim is on how to determine the best way in utilize financial resources to improve future opportunities to create value for a firm and minimize the impact of financial variation.
UBEQ2123 Econometrics
The unit aims to provide some concepts and techniques of econometrics. It discusses, in advanced, the uses of different regression models in making estimations and forecasting.

UBEZ3013 Research Methods
This unit equips students with the basic knowledge and skill to the study of economics research from research design to techniques of collecting and analyzing data, and research writing.

UBEA2053 Malaysian Economy
This unit sheds lights on the development of Malaysian economy with attention given to the implementation and effectiveness of national economic policies.

UBFF2013 Business Finance
This unit develops an understanding of the theories and principles of finance so as to apply this knowledge to the planning, operating and monitoring of the finance function.

UBEA3033 International Trade
This unit exposes students to the evolution of international trade theory, the use of tariff and non-tariff barriers, and the implications of trade integration at regional and global level.

UBEQ3013 Time Series Analysis
In this unit, the emphasis will be on modeling short-run and long-run dynamics, forecasting and the estimation of vector autoregressive (VAR) model that make up an economy-wide model.

UBEZ3026 Undergraduate Project
This unit provides an opportunity for students to design and enact a project at the undergraduate level. It enables students to gain an in-depth exposure to the economic research process that contributes to knowledge accumulation.

UBFB3033 Monetary and Financial System
This unit introduces the basic concepts of the nature, significance, and cost of money. It focuses on the role and functions of major financial institutions and markets in the presence of financial frictions.

UBEA3013 Industrial Economics
This unit aims to provide the students with the understanding of market structure and the behaviour of firms and industries so that the students can apply them to explain, evaluate and suggest policies to the real world with respect to the industries.

UBFF3243 International Finance
This unit exposes students to cross-border economic activities such as portfolio capital flow. It provides an understanding on balance-of-payments and exchange rate arrangements that could have shaped the economic stability.

UBFF3283 Portfolio Management
This unit sheds light on the issues and strategies needed to function in complex global markets. It aims to provide an understanding on the steps necessary to group different financial assets into a portfolio to solve the asset allocation problem faced by investors, and portfolio performance evaluation.

UBMM3376 Industrial Training
Industrial training provides the impetus for students to appreciate what they discovered and learnt through real-life working experiences and direct participation in industry. Students may realize their ambition and ascertain their career path from the experience gained during industrial training. The attachment provides them the opportunity to meet and network with people in the industry, and the industry the opportunity to identify talents and potential skilled workers. Students may also get the opportunity to specialize in niche areas.
MINOR UNITS

UBAF1033 Business Accounting I
This paper provides a fundamental understanding of the principles, which includes the role and scope of accounting in relation to the recording of business transactions.

UBAF1173 Business Accounting II
This unit further develops the financial accounting knowledge by developing the students’ ability to prepare financial accounts of limited companies, to analyse and interpret financial accounts, and to understand the role of cost accounting and costing principles.

UBTM1013 Principles of Marketing
This unit seeks to introduce students to the core concepts of marketing with particular reference to the role and function of marketing in business organizations. Students will also be exposed to the relationship of marketing to organizational management.

UBAI1113 Information Systems
This unit develops an understanding of general concepts and practices of information system and technological environment of contemporary organization. It further encourages a systemic understanding and a systematic approach to the use of computers in organizations.

UBAI1113 Corporate and Business Law
This Unit is designed to develop the students’ knowledge and understanding of the various statutory and common law principles relating to commercial law in the Malaysian business environment. The Unit covers the Law of Contract, Hire Purchase, Employment Contracts, The Law of Agency, Partnership and Company Law, which are deemed to be very relevant and useful in today’s business environment.

ELECTIVE UNITS

UBFB3013 Banking Operations and Treasury Management
The unit aims to provide fundamental concepts and the scopes of the functions, responsibilities and issues facing a bank’s treasury management of interest rate mismatches, foreign exchange risks, capital and liquidity requirements and various other risks.

UBFF3063 Financial Derivatives
The unit aims to facilitate students understanding of the mechanics of derivative trading. Besides, the unit is also designed to improve the students- analytical ability in analysing and evaluating derivative market instruments.

UBFB3123 Islamic Banking
This unit allows students to comprehend the theories and practices of Islamic banking. Comparisons between Islamic and conventional financial contracts are emphasized.

UBFF3293 Risk Management
This unit aims on risk management issues and therefore focuses on the essential concepts underlying the risk analytics of existing models. It provides knowledge of causes of increased volatility of financial risks, fundamentals of pricing principles, risk management techniques and derivative markets. It details analytics without attempting to provide a comprehensive coverage of each existing model.

UBFB3143 Personal Financial Planning and Management
This unit intends to exposes students with the understanding of mortgages, retirement planning, life and auto insurance, savings and other money topics.
DEPARTMENT OF FINANCE
3.2.6 DEPARTMENT OF FINANCE

The aim of the Department of Finance is to produce all rounder in the business education arena and to prepare the students to face all the challenges in their working career. The Department offers Bachelor of Business Administration (Hons) Banking and Finance; Bachelor of Finance (Hons) to cater for students who are interested in the business and management study and enables the future graduate to be versatile and be able to apply knowledge and skills to a variety of business fields. Student pursuing the program will gain knowledge and experience in the business world, such as Finance, Treasury Management, Banking operation, financial planning, Portfolio Management etc. The Department’s academicians come from a wide array of academic and industrial experiences. Hence, they are able to share sufficient in-depth knowledge and skills with the student here. This is essential in guiding our undergraduate in their career development and future success.

Bachelor of Business Administration (Hons) Banking and Finance

The aim of Bachelor of Business Administration (Hons) Banking and Finance; program is to produce a new generation of professional with a strong theoretical and practical knowledge and skills in various aspects of banking and finance.

Recognition of Professional Bodies

1. Financial planning association of Malaysia (FPAM) for Certified Financial Planner (CFP)
2. The Institute of Chartered Secretaries and Administrators (ICSA)

External Examiner

1. Prof Dr Gerard Leonard Gannon
   Deakin University
   School of Accounting, Economics and Finance. Melbourne Campus, Burwood, Australia.
2. Prof Dr Mohamed Ariff
   Bond University
   Department of Finance
   School of Business, Australia

Industry Advisor

1. Ms. Chow Oi Li
   Professional Development - Head, Institute of Bankers Malaysia (IBBM)
2. Ms. Alice Ng Bee Leng
   Head of Department and Senior Manager, OCBC (e2Power Sdn Bhd)
3. En. Arman Bin Sa’at
   Vice President (Investment) of Bank Simpanan Nasional (BSN) Treasury and Investment Department

Academic and Research Activities

The staffs in the Department are actively involved in conducting research in their respective areas of expertise, such as Islamic banking and Finance, Finance, Technology Management and banking. The results of their past researches were published in internationally conference like: Conference on language Learning and Teaching; International Conference on Public Policy and Social Science; International Conference on Management and Artificial Intelligence; International Conference on Management and Service Science etc.

While journals publication include:
Voice of Academia: The Academia Series; Canadian Social Science; Communication Journal; Journal of Social Sciences; Studies in Sociology of Science; Management Science and Engineering; Canadian Social Science
The contribution also includes participation as conference reviewing team members of international conference (International Business Information Management Association, IBIMA) in periodic basis.

The Department is always looking for opportunities to collaborate with industry / education entities. Currently, we are working closely with CFA in firming up the university partnership with industry benchmark, which will add value in student appearance and visibility when seeking job in related field.

**Career Opportunities**

Students graduating with a Bachelor of Business Administration (Hons) Banking and Finance have broad career prospects in various fields. These include careers as:

i. **Banking and Finance**
   - Corporate finance analyst,
   - Relationship manager,
   - Stockbroker,
   - Financial advisor
   - Fixed income trader

ii. **Research and Strategy**
    - Research analyst,
    - Strategist,
    - Multi-strategy funds analyst,

iii. **Risk and Compliance**
    - Legal and compliance,

iv. **Other career opportunities**
    - Economist,
    - Microfinance,
    - Equity sales
    - Rating agencies,
ACADEMIC STAFF

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Bachelor of Business Administration (Hons) Banking and Finance

List of Units for the Program

### 1. Compulsory Units (21 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
<td>UALE1023</td>
<td>English for Business</td>
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</tr>
<tr>
<td>UALE2003</td>
<td>English for Management</td>
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<tr>
<td>MPW2143 /</td>
<td>Pengajian Islam / Pendidikan Moral</td>
<td></td>
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</tr>
<tr>
<td>MPW2153</td>
<td></td>
<td></td>
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<tr>
<td>MPW2133</td>
<td>Pengajian Malaysia</td>
<td></td>
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<tr>
<td>UBMM1011</td>
<td>Sun Zi's Art of War and Business Strategies</td>
<td></td>
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<tr>
<td>USCC1XX2</td>
<td>Co-curriculum</td>
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</tr>
<tr>
<td>MPW2113 /</td>
<td>Bahasa Kebangsaan (A)* / Bahasa Kebangsaan (B)** / Foreign Language***</td>
<td></td>
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<tr>
<td>MPW2123*</td>
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<tr>
<td>UALL2023</td>
<td>Academic Writing</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

*For Malaysian only; **For Non-Malaysian only
*** Students who are exempted from taking MQA compulsory subjects, MPW2113 Bahasa Kebangsaan (A) / MPW2123 Bahasa Kebangsaan (B), are required to take any one of the following language subjects such as UALF1003 Introduction to French, UAJ2013 Introduction to Japanese, UALM1003 Introduction to Tamil Language, UALT1003 Introduction to Thai Language.

### 2. Major Units (78 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>UBAF1013</td>
<td>Financial Accounting Framework 1</td>
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<tr>
<td>UBEA1063</td>
<td>Principles Of Microeconomics</td>
<td></td>
<td>3</td>
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<tr>
<td>UBEQ1013</td>
<td>Quantitative Techniques I</td>
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<tr>
<td>UBAF1163</td>
<td>Financial Accounting Framework II</td>
<td>UBAF1013</td>
<td>3</td>
</tr>
<tr>
<td>UBEQ1123</td>
<td>Quantitative Techniques II</td>
<td>UBEQ1013</td>
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<tr>
<td>UBMM2023</td>
<td>Financial Institutions Operations</td>
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<tr>
<td>UBEA1073</td>
<td>Principles Of Macroeconomics</td>
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<tr>
<td>UBEQ2013</td>
<td>Basic Econometrics</td>
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<td>UBFB2023</td>
<td>Credit Analysis And Lending</td>
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<td>UBAI2033</td>
<td>Managing Information In Financial Services</td>
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<td>UBEQ2123</td>
<td>Econometrics</td>
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<td>UBEZ2013</td>
<td>Research Methods</td>
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<td>UBFB2033</td>
<td>Money And Banking Management</td>
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<tr>
<td>UBFF3053</td>
<td>Financial Markets And Regulations</td>
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<tr>
<td>UBFF2013</td>
<td>Business Finance</td>
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<td>3</td>
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<tr>
<td>UBFB3013</td>
<td>Banking Operations And Treasury Management</td>
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<tr>
<td>UBFB3023</td>
<td>Commercial Bank Management</td>
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</tr>
<tr>
<td>UBFB3033</td>
<td>Financial And Monetary Systems</td>
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<tr>
<td>UBFF3063</td>
<td>Financial Derivatives</td>
<td></td>
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<tr>
<td>UBFB3123</td>
<td>Islamic Banking</td>
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</tr>
<tr>
<td>Unit Code</td>
<td>Unit Name</td>
<td>Pre-requisite</td>
<td>Credit</td>
</tr>
<tr>
<td>------------</td>
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</tr>
<tr>
<td>UBFF3243</td>
<td>International Finance</td>
<td></td>
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<tr>
<td>UBFF3293</td>
<td>Risk Management</td>
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<tr>
<td>UBFM30216</td>
<td>Research Project</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
<td>6</td>
</tr>
<tr>
<td>UBFF3376</td>
<td>Industrial Training</td>
<td>Earned 50 credit hours (Not including University wide or MQA subjects)</td>
<td>6</td>
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</table>

3. Minor Units (18 Credits)

<table>
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<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>UBAI1123</td>
<td>Managing Information</td>
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<tr>
<td>UBMM1013</td>
<td>Management Principles</td>
<td></td>
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</tr>
<tr>
<td>UBTM1013</td>
<td>Principles of Marketing</td>
<td></td>
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<tr>
<td>UBAM2033</td>
<td>Managerial Accounting</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UBML2033</td>
<td>Legal Framework Of Banking And Financial Institutions</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UBTC2033</td>
<td>Customer Relationship Management</td>
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</tbody>
</table>

4. Elective Units (3 Credits)

<table>
<thead>
<tr>
<th>Group I</th>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group I</td>
<td>UBFB3143/</td>
<td>Personal Financial Planning And Management/</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>UBFF3283</td>
<td>Portfolio Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Program Objectives

The objective of this course is to:

1. Equip graduates for careers in the banking and financial services sectors - not only in retail or branch banking but also in central functions such as marketing, in corporate and wholesale banking and in other parts of the financial sector, including the capital markets and treasury management.
2. Provide graduates with strong fundamentals in the elements of finance, banking and economics theories.
3. Develop graduates with a broad understanding of managerial, financial, legal, and economic concepts and enable them to gain an awareness of the current practices and problems implicit in modern-day banking, finance and economy.

Program Learning Outcomes

Upon completion of the course, the learner will be able to:

1. Demonstrate a comprehensive understanding of the banking operations and process with the fundamental concepts of economics and finance.
2. Apply the essentials of banking and finance concepts and theories in adapting to the emerging and rapid changes in banking and financial markets.
3. Demonstrate an understanding and awareness of basic commercial, ethical, legal and social issues related to banking and financial markets.
4. Conduct research using scientific methods to collect and analyze primary and secondary data to evaluate or solve banking and financial issues/problems.
5. Demonstrate the ability to write analysis report for decision making and communicate effectively and persuasively, both in writing and orally about finance.
6. Demonstrate the ability to apply theoretical knowledge into real work application through industrial training.
7. Demonstrate team spirit and work effectively in multi-disciplinary teams.
8. Possess leadership, managerial and entrepreneurial skills in managing and leading in a multidimensional business environment.
9. Recognize and practise the concept of life long learning for continuous improvement.
Bachelor of Business Administration (Hons) Banking and Finance

List of Units According to Year (Planning of units)

**Year 1**
Financial Institutions Operations  
Financial Accounting Framework I  
Financial Accounting Framework II  
Quantitative Techniques I  
Quantitative Techniques II  
Principles of Microeconomics  
Management Principles  
Managing Information  
Principles of Marketing  
English for Business  
English for Management  
Principles of Macroeconomics  
Pengajian Malaysia

**Year 2**
MPW Elective II  
Managerial Accounting  
Business Finance  
Credit Analysis and Lending  
Legal Framework of Banking and Financial Institutions  
Customer Relationship Management  
Research Methods  
Money and Banking Management  
Financial Markets and Regulations  
Basic Econometrics  
National language/ Other Languages  
Academic Writing  
English for Business  
Econometrics  
Customer Relationship Management  
Co-curriculum  
Managing Information in Financial Services  
Sun Zi’s Art of War and Business Strategies

**Year 3**
Banking Operations and Treasury Management  
Commercial Bank Management  
Financial Derivatives  
Risk Management  
International Finance  
Islamic Banking  
Research Project  
Financial and Monetary Systems  
Managerial Accounting  
Legal Framework of Banking and Financial Institutions  
Industrial Training  
Elective I
Electives
Personal Financial Planning and Management
Portfolio Management

MQA Subjects
Bahasa Kebangsaan A/B*
Pengajian Malaysia
Pengajian Islam/Pendidikan Moral

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University Subjects
Sun Zi's Art of War and Business Strategies
Co-curricular Units

NOTE: Units offered are subject to change.

For more information, please refer to your course structure guide in UTAR portal.
UNIT SYNOPSIS

MAJOR UNITS

UBAF1013
Financial Accounting Framework I
This paper provides a broad introduction and overview of the financial accounting process. The syllabus covers all the essential aspects, without reaching the depth of complexity or variety of applications of later stages.

UBEQ1013 Quantitative Techniques I
The unit includes mathematical techniques, financial mathematics, descriptive statistical, index numbers and linear programming.

UBEA1063 Principles of Microeconomics
This unit consists of the following topics: an analysis of market: supply and demand; consumer behaviour; firm behaviour; costs of production and profit maximisation; behaviour of firms in different market structures.

UBEQ1123 Quantitative Techniques II
The unit includes the basic concepts of statistics, data collection, probability distribution, hypothesis testing, ANOVA, chi-square, non-parametric tests, simple and multiple regression, and decision analysis.

UBFF2013 Business Finance
This course covers the types of finance, the importance of working capital management, the effect of investment decisions or strategies on performance and the risk being undertaken.

UBAF1163
Financial Accounting Framework II
This paper provides a broad introduction and overview of the financial accounting process. The syllabus covers all the essential aspects, without reaching the depth of complexity or variety of applications of later stages.

UBFB1023
Financial Institutions Operations
This course covers the various products and services offered by financial institutions in addition to rules and regulations concerning these products and services.

UBEA1073
Principles of Macroeconomics
This course covers the measurement of macroeconomic variables, AD & AS, fiscal & monetary policies, money, international trade and exchange rate.

UBEQ2013 Basic Econometrics
Topics covered include the classical assumptions underlying the linear model; the properties of ordinary least squares estimator; probability distributions and their application to interval estimation and hypothesis testing; the problems of heteroscedasticity, serial correlation, multicollinearity and model specifications and diagnostic testing.

UBFB2023 Credit Analysis and Lending
This course covers the theories and practices of credit risk in financial institutions, including measuring and managing credit risk primarily in consumer and business lending.

UBAI2033 Managing Information in Financial Services
This unit first presents the relationship between business strategies and information systems strategies, and then move on to discuss the process of developing an information system. In the context of financial services, this unit also introduces specific discussions on customer relationship management systems as well as delivery channels.
UBEQ2123 Econometrics
The subject focuses on the advanced econometric theory. Topics may include the theory of hypothesis testing with reference to the linear model; non-linear models, qualitative analysis, panel data analysis, simultaneous equation and autoregressive distributed lag model.

UBEZ3013 Research Methods
To involve the students in writing skills against a set time; the design and development of this project requires a degree of creativity and knowledge of the subject area of the course. To provide an opportunity for the student to select and pursue a topic of personal interest which is normally related to the other main topics of the course.

UBFB2033 Money and Banking Management
The subject provides an overview of commercial banking and an introduction to the concepts and issues involved in the decision-making processes of bank management. Topics include banking risks and capital adequacy, liquidity management, lending principles and policies and investment management.

UBFB3053 Financial Markets and Regulations
This subject is divided into 3 core parts. The first section deals with the roles and functions of financial institutions in the financial markets. Students shall be exposed to basic banking concepts such as asymmetric information, moral hazard, adverse selection, bank runs and systemic risk within the financial system. The second section exposes students to 4 core financial markets, namely, bond & money market, equities, foreign exchange and derivatives. The valuation of these financial instruments will be measured from the perspective of time value of money, risk-return analysis, efficient market hypothesis and capital structure. The final part deals with the implementation of international banking regulation standards such Basle II capital adequacy framework, Basle Core Principles of Banking Supervision, Basle Committee Know Your Customer standards on Money Laundering and Bank Deposit Insurance, and its effects on banks.

Knowledge of these international standards is essential for bankers working in the environment of prudent risk management. The main objective of this subject is to equip students with the fundamental knowledge on financial intermediation, valuation of financial instruments and application of risk management international standards in the financial system.

UBFB3013 Banking Operations and Treasury Management
This course covers the basic ideas of principal decision making and control techniques essential to the day to day running of credit analysis and credit operations functions.

UBFB3023 Commercial Bank Management
This course covers the application of bank management decision making techniques in addition to the various factors that affect bank performance and asset and liability management decisions.

UBFB3033 Financial and Monetary Systems
This unit covers the nature and functions of money, the role and functions of major financial institutions and markets. It also covers the nature and functions of the major cash and derivative market financial instruments. In addition, it covers the regulatory environment in which financial institutions operate and the implications of the conduct of monetary policy for financial services industry. It also includes the major factors influencing the determination of interest rates and exchange rates.
UBFF3063 Financial Derivatives
Topics include institutional aspects of how financial derivatives markets operate, use of and factors affecting the price of options in equity, currency and interest rate markets, the pricing of and uses of futures, forward contracts and swaps, operation of financial derivative in Malaysia.

UBFZ3026 Research Project
To involve the students in writing skills against a set time; the design and development of this project requires a degree of creativity and knowledge of the subject area of the course. To provide an opportunity for the student to select and pursue a topic of personal interest which is normally related to the other main topics of the course.

UBFF3376 Industrial Training
Industrial training provides the impetus for students to appreciate what they discovered and learnt through real-life working experience and direct participation in industry. Students may realise their ambition and ascertain their career path from the experience gained during industrial training. The attachment provides them the opportunity to meet and network with people in the industry, and the industry the opportunity to identify talents and potential skilled workers. Students may also get the opportunity to specialize in niche areas.

UBFB3123 Islamic Banking
The unit covers the philosophy and objectives of Islamic banks, he concept of Shariah as the foundation for Islamic Banking laws and regulations, and the uniqueness of financial services provided by the Islamic Banking.

UBFF3243 International Finance
This course covers the finance role and functions in the international arena and the cultural variables of international business in the international finance environment.

UBFF3293 Risk Management
Examines all aspects of financial risk management, from global considerations right down to the fundamental aspects of the management of a particular profit center. It emphasizes the need to understand conceptual and implementation issues of risk management and examines the latest techniques and practical issues.

MINOR UNITS

UBMM1013 Management Principles
This unit is designed to develop the student's knowledge and understanding of the principles and theories of management in business organization. The unit begins with an introduction to the organization and management, management level, functions, skills and managerial roles. The students enrolled in this unit learn about planning, organizing, leading and controlling which are very relevant and useful in today business environment.

UBAI1123 Managing Information
Information and security; Information as a source of competitive advantage; Role of Information Technology; The Information Super Highway; E-commerce and M-commerce.

UBTM1013 Principles of Marketing
This unit seeks to introduce students to the core concepts of marketing with particular reference to the role and function of marketing in business organizations. Students will also be exposed to the relationship of marketing to organizational management.

UBAM2033 Managerial Accounting
To gather, select, analyse and prepare information for control, assessing and reporting on performance and for decision making.
UBML2033 Legal Framework of Banking and Financial Institutions
This unit covers the laws and regulations pertaining to the banking and financial institutions. It also deals with the legal aspects of negotiable instruments, banker-customer relationship, and aspects relating to banking facilities and securities, enforcement of securities, exchange controls, off-shore banking and electronic banking.

UBTC2033 Customer Relationship Management
This unit will focus on explaining underlying concepts, discussing the interrelations between concepts, and illustrating and applying concepts to marketing problems and situations. There will also be opportunities to extend and develop concepts and applications offering students the opportunity to discuss questions raised as well as to apply concepts and models to cases and formal exercises.

ELECTIVE UNITS

UBFF3283 Portfolio Management
The course commences with an introduction to personal financial planning and then explores the most important components in wealth management – setting financial plans, career planning, money management, banking services, consumer credits, investment strategies, purchasing decisions, insurance, and retirement planning.

UBFB3143 Personal Financial Planning and Management
The course commences with an introduction to personal financial planning and then explores the most important components in wealth management – setting financial plans, career planning, money management, banking services, consumer credits, investment strategies, purchasing decisions, insurance, and retirement planning.
Bachelor of Finance (Hons)

List of Units for the Program

1. Compulsory Units (18 Credits)

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Unit Name</th>
<th>Pre-requisite</th>
<th>Credit</th>
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<tbody>
<tr>
<td>UALE1023</td>
<td>English for Business</td>
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</tr>
<tr>
<td>UALE2003</td>
<td>English for Management</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MPW2143 /</td>
<td>Pengajian Islam /</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MPW2153</td>
<td>Pendidikan Moral</td>
<td></td>
<td></td>
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<tr>
<td>MPW2133</td>
<td>Pengajian Malaysia</td>
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<td>3</td>
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<td>UBMM1011</td>
<td>Sun Zi’s Art of War and Business Strategies</td>
<td></td>
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<td>USCC1XX2</td>
<td>Co-curriculum</td>
<td></td>
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</tr>
<tr>
<td>MPW2113 /</td>
<td>Bahasa Kebangsaan (A)* /</td>
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<tr>
<td>MPW2123*</td>
<td>Bahasa Kebangsaan (B)** /</td>
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<td></td>
<td>Foreign Language***</td>
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</table>

*For Malaysian only; **For Non-Malaysian only
*** Students who are exempted from taking MQA compulsory subjects, MPW2113 Bahasa Kebangsaan (A) / MPW2123 Bahasa Kebangsaan (B), are required to take any one of the following language subjects such as UALF1003 Introduction to French, UALJ2013 Introduction to Japanese, UALM1003 Introduction to Tamil Language, UALT1003 Introduction to Thai Language.

2. Major Units (78 Credits)

<table>
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<th>Unit Code</th>
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<th>Pre-requisite</th>
<th>Credit</th>
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<tr>
<td>UBAF1013</td>
<td>Financial Accounting Framework I</td>
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<td>UBEQ1013</td>
<td>Quantitative Techniques I</td>
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<td>UBAF1163</td>
<td>Financial Accounting Framework II</td>
<td>UBAF1013</td>
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<tr>
<td>UBEA1013</td>
<td>Economics</td>
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<tr>
<td>UBEQ1123</td>
<td>Quantitative Techniques II</td>
<td>UBEQ1013</td>
<td>3</td>
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<tr>
<td>UBEQ2013</td>
<td>Basic Econometrics</td>
<td></td>
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<tr>
<td>UBFB3043</td>
<td>Financial Markets and Institutions</td>
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<td>UBFF2033</td>
<td>Financial Investment</td>
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<tr>
<td>UBFF2053</td>
<td>Financial Systems</td>
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<td>UBFF3063</td>
<td>Financial Derivatives</td>
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<td>UBFF3083</td>
<td>Financial Statement Analysis</td>
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<td>UBEQ2123</td>
<td>Econometrics</td>
<td>UBEQ2013</td>
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<td>UBEZ3013</td>
<td>Research Methods</td>
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<td>UBFF3013</td>
<td>Corporate Finance</td>
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<td>UBFF2083</td>
<td>Financial Management</td>
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<tr>
<td>UBFB4094</td>
<td>International Monetary Systems and Banking</td>
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<td>4</td>
</tr>
<tr>
<td>UBFF4014</td>
<td>Fixed Income Securities</td>
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<tr>
<td>UBFF4024</td>
<td>Multinational Finance</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UBFF3283</td>
<td>Portfolio Management</td>
<td></td>
<td>3</td>
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<tr>
<td>UBFF3293</td>
<td>Risk Management</td>
<td></td>
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<tr>
<td>UBFF3363</td>
<td>Islamic Finance</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>UBFZ3026</td>
<td>Research Project</td>
<td>Earned 50 credit hours (Not including University wide or</td>
<td>6</td>
</tr>
</tbody>
</table>
### Program Objectives

This programme is designed to enhance students' knowledge in the field of finance, to provide them with a strong foundation in the principles, theories and practices of modern finance (local and international), and to appreciate related policies and issues involved. It equips students with analytical tools and new skills to form sound bases for financial decision, besides enhancing their management effectiveness within the field. Students will be capable of analyzing and solving complex problems of innovative financing tools in application and assessment, communicating effectively and appreciating internal and external business environments as well as the interaction between legal, ethical, short term and long term business decisions and implications.

### Program Learning Outcomes

Upon completion of the course, the learner will be able to:

1. Demonstrate ability to analyse, synthesise and integrate knowledge and necessary skills to operate within the context of finance.
2. Develop knowledge of alternative financial institutions and instruments and of the economic and finance theories underlying the financial markets.
3. Develop logical and analytical thinking skills.
4. Develop specialized practical skills relevant to the industry’s needs.
5. Understand, speak and apply the language of finance.
6. Conduct basic guided research.
7. Demonstrate understanding and awareness of commercial, ethical, legal and social issues and implications related to finance (local and international).
8. Develop communication skills, and be able to work independently and in groups/teams.
Bachelor of Finance (Hons)

List of Units According to Year (Planning of units)

Year 1
English for Business
Financial Accounting Framework I
Information Systems
Quantitative Techniques I
Management Principles
Co-Curriculum
National Language/ Other Languages
Financial Accounting Framework II
Financial Information for Management
Economics
Quantitative Techniques II
Corporate and Business Law
Pengajian Malaysia
Managing Information
Sun Zi's Art of War and Business Strategies

Year 2
Basic Econometrics
Financial Markets and Institutions
Financial Investment
Financial Systems
Financial Derivatives
Financial Statement Analysis
English for Management
Management Accounting
International Trade
Econometrics
Research Methods
Corporate Finance
MPW Elective II (Pengajian Islam/Pendidikan Moral)
Business Ethics
Financial Management

Year 3
International Monetary Systems and Banking
Fixed Income Securities
Multinational Finance
Research Project
Portfolio Management
Risk Management
Islamic Finance
Research Project
Industrial Training
MQA Subjects

Bahasa Kebangsaan A/B*
Pengajian Malaysia
Pengajian Islam/Pendidikan Moral

*With effect from the January 2009 intake, students who are exempted from Bahasa Kebangsaan (A) have to take one foreign language that is offered, such as Thai, French, Tamil or Japanese. All foreign students (non-Malaysians) have to take Bahasa Kebangsaan (B).

University Subjects

Sun Zi’s Art of War and Business Strategies
Co-curricular Units

NOTE: Units offered are subject to change.

For more information, please refer to your course structure guide in UTAR portal.
UNIT SYNOPSIS

MAJOR UNITS

UBAF1013 Financial Accounting Framework I
This paper provides a broad introduction and overview of the financial accounting process. The syllabus covers all the essential aspects, without reaching the depth of complexity or variety of applications of later stages.

UBEQ1013 Quantitative Techniques I
The unit includes mathematical techniques, financial mathematics, descriptive statistical, index numbers and linear programming.

UBAF1163 Financial Accounting Framework II
This paper provides a broad introduction and overview of the financial accounting process. The syllabus covers all the essential aspects, without reaching the depth of complexity or variety of applications of later stages.

UBEA 1013 Economics
This unit includes topics of the central issues of economics, demand and supply, cost and production, market structure, the theory of distribution, national income computation, macroeconomic objectives and problem, income determination and fiscal policies, money and banking, international economics and the Malaysian economy.

UBEQ1123 Quantitative Techniques II
The unit includes the basic concepts of statistics, data collection, probability distribution, hypothesis testing, ANOVA, chi-square, non-parametric tests, simple and multiple regression, and decision analysis.

UBEQ2013 Basic Econometrics
Topics covered include the classical assumptions underlying the linear model; the properties of ordinary least squares estimator; probability distributions and their application to interval estimation and hypothesis testing; the problems of heteroscedasticity, serial correlation, multicollinearity and model specifications and diagnostic testing.

UBFB3043 Financial Markets and Institutions
This course provides students with the understanding of the functions and operation of financial markets. The students are well equipped with analytical tools required for the understanding and interpretation of developments in the local and overseas financial markets.

UBFF2033 Financial Investment
This course introduces the students to the principles of finance within the context of financial investments and the markets in which they are traded.

UBFF2053 Financial Systems
This course provides the students with the understanding of the functions and operation of financial systems. The students are well equipped with the knowledge and the analytical tools required for the in depth understanding of the operations of the different markets and institutions. They will also be able to understand the different types of financial system.

UBFF3063 Financial Derivatives
Topics include institutional aspects of how financial derivatives markets operate, use of and factors affecting the price of options in equity, currency and interest rate markets, the pricing of and uses of futures, forward contracts and swaps, operation of financial derivative in Malaysia.
UBFF3083 Financial Statement Analysis
This unit focuses on the identification of users and their informational needs on the interpretation of financial statements and also the usefulness of financial statement analysis in evaluating acquisitions and mergers.

UBEQ2123 Econometrics
The subject focuses on the advanced econometric theory. Topics may include the theory of hypothesis testing with reference to the linear model; non-linear models, qualitative analysis, panel data analysis, simultaneous equation and autoregressive distributed lag model.

UBEZ3013 Research Methods
To involve the students in writing skills against a set time; the design and development of this project requires a degree of creativity and knowledge of the subject area of the course. To provide an opportunity for the student to select and pursue a topic of personal interest which is normally related to the other main topics of the course.

UBFF3013 Corporate Finance
This intermediate course in financial decision-making is a required course for finance majors. Although some of the topics parallel those in UBFF2083 Financial Management, UBFF3013 Corporate Finance goes into more depth than the content of this pre-requisite, with the goal of the students being able to apply, on a detailed and practical level, the decision tools and perspectives that corporate financial managers utilize on a day to day basis. Learning this material will be enhanced by the students being prepared to discuss assigned problems, and by participating in class discussion.

UBFF2083 Financial Management
The matching of the project with the types of finance, the importance of financial management and valuation of securities, the effect of investment decisions or strategies on performance and the risk being undertaken.

UBFB4094 International Monetary Systems and Banking
This course provide the students with the understanding of related issues such as capital flows, currency regimes and the functions and structure of the international financial and banking systems.

UBFF4014 Fixed Income Securities
This unit features a comprehensive overview on bond and bond markets, its investment characteristics, state of art technology for valuing bonds, techniques for quantifying interest rate risk, portfolio strategies and characteristic of other fixed income securities.

UBFF4024 Multinational Finance
This unit focuses on studying the roles and functions of finance in the international arena and the additional risks and opportunities to multinational business within the international finance environment.

UBFF3283 Portfolio Management
Concepts like risk and return, capital market theory, market efficiency, portfolio diversification, fixed income and equity securities, option and future market, mutual funds, managing investment portfolio and their performance measurement would be covered.

UBFF3293 Risk Management
Examines all aspects of financial risk management, from global considerations right down to the fundamental aspects of the management of a particular profit center. It emphasizes the need to understand conceptual and implementation issues of risk management and examines the latest techniques and practical issues.
UBFF3363 Islamic Finance
Explain the philosophy and objectives of Islamic Finance. Understand the concept of Shariah as the foundation for Islamic laws and regulations. Appreciate the uniqueness of financial services provided by the Islamic Finance.

UBMZ3016 Research Project
This paper designed to assist students in developing knowledge of research methods, statistical techniques and deriving solutions and recommendations founded on valid which are effective for decision making and problem solving.

UBMM3376 Industrial Training
Industrial training provides the impetus for students to appreciate what they discovered and learnt through real-life working experiences and direct participation in industry. Students may realize their ambition and ascertain their career path from the experience gained during industrial training. The attachment provides them the opportunity to meet and network with people in the industry, and the industry the opportunity to identify talents and potential skilled workers. Students may also get the opportunity to specialize in niche areas.

MINOR UNITS

UBAI 1113 Information Systems
The unit includes the general information system concepts and technological environment of the modern office. It also includes information concepts, hardware, communications, software and organization.

UBMM1013 Management Principles
This unit is designed to develop the student’s knowledge and understanding of the principles and theories of management in business organization. The unit begins with an introduction to the organization and management, management level, functions, skills and managerial roles. The students enrolled in this unit learn about planning, organizing, leading and controlling which are very relevant and useful in today business environment.

UBAM1013 Financial Information for Management
It covers basic methods and techniques of cost accounting and their use in practice. It also introduces quantitative techniques which provide the essential background techniques for higher managerial accounting and finance units.

UBML 1013 Corporate and Business Law
This unit is designed to develop the students’ knowledge and understanding of the various statutory and common law principles relating to commercial law in the Malaysian business environment. The Unit covers the Law of Contract, Hire Purchase, Employment Contracts, the Law of Agency, Partnership and Company Law which are very relevant and useful in today’s business environment.

UBAI1123 Managing Information
Information and security; Information as a source of competitive advantage; Role of Information Technology; The Information Super Highway; E-commerce and M-commerce.

UBAM 3013 Management Accounting
It covers a selection of appropriate management accounting procedures, techniques, criteria and development.

UBEA3033 International Trade
It includes the evolution of international trade theory as well as the international trade policy. It includes tariffs and non-tariff barriers, regional trading arrangement and multilateral trading agreements such as WTO.
UBAE3023 Business Ethics
This unit provides an understanding of a framework to identify, analyze and control ethical issues in business decision making.
COMMON UNITS
3.2.7 COMMON UNITS

Compulsory Units

UALE1023 English for Business
Develops students’ ability to apply the usage of English for business purposes, emphasizing on the basic conventions of business correspondence, analyzing and interpreting business literature and graphical data, extracting and summarizing information based on business activities.

UALE2003 English for Management
This course will focus on developing students’ ability to communicate in business and management situations. Emphasis will be given to the honing of critical thinking and analytical skills, writing reports, making effective presentations, participating in meetings and attending job interview skills.

UALL1083 Academic Writing
This course will focus on organization and development of ideas to develop fluency, accuracy, and maturity in academic writing. A discussion of basic research skills is included. This course will also incorporate editing skills and a basic grammar review. A variety of common rhetorical modes will be analysed: narrative, descriptive and argumentative essays.

MPW 2133 Pengajian Malaysia
Walaupun Islam ialah agama rasmi bagi negara Malaysia, ramai pelajar Islam sendiri kurang pengetahuan tentang tamadun yang dibina atas asas sistem nilai dan pandangan semesta Islam. Kebanyakan masyarakat Islam mengetahui Islam sebagai agama sahaja dalam pengertian yang sempit (sebagai satu sistem ritual). Tidak kurang banyaknya orang Islam yang mempunyai cara berfikir dan berkelakuan yang bertentangan dengan prinsip-prinsip peradaban Islam. Oleh itu pendedahan kepada tamadun Islam yang bersifat ‘world affirmative’ akan menimbulkan penghayatan yang lebih baik untuk diri sendiri dan untuk menyumbang secara lebih positif kepada usaha untuk memajukan bangsa dan negara.

MPW 2153 Pendidikan Moral
Pendidikan Moral di IPTS memberi tumpuan kepada usaha melahirkan insan yang berakhlak mulia melalui penghayatan nilai-nilai murni secara bersepadu dalam kehidupan sehari-hari. Usaha ini selaras dengan Falsafah Pendidikan Negara yang berhasrat melahirkan insan berilmu pengetahuan, berakhlak mulia, bertanggungjawab dan berkeupayaan mencapai kebahagiaan diri serta memberi sumbangan berkesan kepada kesejahteraan masyarakat atau negara.

MPW 2143 Pengajian Islam
Walaupun Islam ialah agama rasmi bagi negara Malaysia, ramai pelajar Islam sendiri kurang pengetahuan tentang tamadun yang dibina atas asas sistem nilai dan pandangan semesta Islam. Kebanyakan masyarakat Islam mengetahui Islam sebagai agama sahaja dalam pengertian yang sempit (sebagai satu sistem ritual). Tidak kurang banyaknya orang Islam yang mempunyai cara berfikir dan berkelakuan yang bertentangan dengan prinsip-prinsip peradaban Islam. Oleh itu pendedahan kepada tamadun Islam yang bersifat ‘world affirmative’ akan menimbulkan penghayatan yang lebih baik untuk diri sendiri dan untuk menyumbang secara lebih positif kepada usaha untuk memajukan bangsa dan negara.

UBMM1011 Sun Zi’s Art of War and Business Strategies
Sun Zi, a famous ancient Chinese general wrote the classic work on military strategy – Art of War. His treatise shed light on military warfare. There are great similarities between military strategy and business strategy. The central theme is to create a competitive advantage over the opponents and to take advantage of the situation fully.

dengan diri sendiri, masyarakat dan negaranya.
Some of the similarities include:
1. The elements of surprise, uncertainties and complexities
2. The need to compete and gain superiority
3. The need to allocate resources
4. The importance of leadership qualities
5. The need to be flexible

**Co-Curriculum Units**

**USCC1012 Communication Skills (Oral Communication)**
This programme Communication Skills (Oral Communication) provides participants the practical techniques and strategies to perform effective communication at the workplace. The practical and innovative guidelines for both intra and inter-personal communication skills will enhance participants’ confidence in handling difficult people and situations in working environment.

**USCC1022 Communication Skills (Written Communication)**
This programme Communication Skills (Written Communication) provides participants the practical techniques and strategies to sharpen their written communication skills in order to be more effective and productive in their studies and future workplace.

**USCC1032 Critical Thinking**
This programme Critical Thinking provides participants the practical techniques and strategies to think out-of-the-box. Students will also learn different approaches in problem solving and decision making.

**USCC1042 Teambuilding and Leadership Skills**
This programme Teambuilding and Leadership Skills provides participants innovative ideas on how to develop into an efficient, effective and respectable leader in organizations. Students also learns valuable strategies to manage the self in a team; to create working partnerships, to recognize potential of team members, to encourage interdependence between members of a team to achieve the organization objectives.

**USCC1052 Emotional Intelligence at the Workplace**
This programme Emotional Intelligence at Work provides participants the practical techniques and strategies to apply EQ appropriately to handle personal and interpersonal development at work. It also aims to develop capable leaders with strong ability to influence others.

**USCC1062 Professional Ethics and Manners**
This programme Professional Ethics and Manners provides students the strategies to master business and social etiquette to project confidence, competence and credibility at work.

**USCC1072 Theatre**
This programme provides participants the basic knowledge and practical techniques for acting, directing and designing of theatre arts. Students will also learn to be creative and critical thinkers.

**USCC1082 Debate**
This programme aims to teach students the basic debate strategies and how to create dynamic speeches by incorporating alternate forms of expression and thoughts found in culture and arts. Students will also learn to demonstrate discipline, maturity, responsibility and professionalism.

**USCC1092 Martial Arts**
This programme Martial Arts introduces theories of various types of martial arts. Students are offered opportunities to go for in-depth study of some of the martial arts.
**USCC1102 Music**
This programme Music provides opportunities for participants to enhance musical knowledge and skill through participation in practices and performance.

**USCC1112 Dance**
This programme provides opportunities for participants to learn the technique, choreography and performance of a range of dances.

**USCC1132 Language, Culture & Social Study Abroad**
This programme ‘Language, Culture and Social Study Abroad’ opens the door for students to obtain hands-on learning of other culture and to practice the language of other country to develop youth of international outlook.

**USCC1142 Team Work & Collaborative Project**
This programme ‘Team Work & Collaborative Project’ provides students the opportunities to apply time management skills, EQ, teamwork, and communication skills to carry out project of common interest with strangers.

**USCC1152 Managing Personal Finance**
This course provides students with an operational knowledge of personal financial planning and management. It combines theory and applications. It begins with basic concepts including the financial planning process, taxation, investment fundamentals and risk analysis, consumer credit analysis and the valuation process, and other financial topics of interest. It ends by illustrating how specific techniques and decision strategies can be used to maximize the personal finance value at different stages and when facing various events of life.

**USCC1172 Sports**
This unit introduces to students the general rules of selected team sports and methods of assessment. Students also learn to play some of the games, organise sporting events and interact with a variety of people through participating in such events.

**USCC1182 Study Soft Skills and/or Life Skills Abroad**
This programme ‘Study Soft Skills and /or Life Skills Abroad’ provides opportunity for students to learn soft skills and /or life skills in different ways and environment from professionals / facilitators in other countries. This exposes students to different styles of learning and to international outlook.

**USCC 1192 Community Service**
This programme provides opportunities for students to identify a conducive environment to contribute their knowledge and to engage with community in a specific community service project which will further enhance their learning and personal growth. Students will also learn to be creative and critical thinkers during their community service experience.

**National Language/ Other Languages**

**MPW 2113 Bahasa Kebangsaan (A)**
* For Malaysian Only, Without SPM-BM Credit
Sukatan mata pelajaran Bahasa Kebangsaan A untuk kegunaan pelajar warganegara Malaysia mengandungi aspek pembelajaran yang lebih mendalam terutamanya ketatabahasaan. Melalui pengajaran bahasa ini, lepasan-lepasan IPTS akan mampu menyampaikan bidang kemahiran yang dipelajarnya kepada orang lain dengan menggunakan bahasa secara lebih berkesan.

**MPW 2123 Bahasa Kebangsaan (B)**
** For Non-Malaysian Only
Bahasa Kebangsaan B lebih menekankan aspek bahasa komunikasi dan kaedahpenggunaan bahasa yang mudah. Sukatan pelajaran ini yang ditujukan kepada pelajardari luar negara dan akan
dapat digunakan oleh guru-guru IPTS dalam membantu pelajar mereka menggunakan Bahasa Melayu dalam aktiviti kehidupan harian mereka. Pelajar juga akan dapat menggunakanannya untuk membuat rujukan bahan-bahan akademik dalam bahasa Malaysia.

UALB1003 Introduction to German Language
This course is to introduce students to a basic knowledge of the German Language. It deals with details of basic German grammar and also exposes the students to sufficient German vocabulary to communicate in most situations at a basic level.

UALC1003 Introduction to Chinese Language I
This unit introduces students to the basic of Chinese language pronunciation, reading and writing. Students are taught how to conduct casual conversation, and write simple sentences in Chinese at the end of the semester.

UALC1013 Introduction to Chinese Language 2
This unit helps students to manage the Chinese language pronunciation, reading and writing. Students are taught how to write short articles in different forms, analyze Chinese grammar and sentences, able to type in Chinese characters at the end of the semester.

UALC1023 Introduction to Chinese Language 3
This subject is designed to upgrade students’ ability of Chinese usage by covering the following topics: the genres of poetry, prose and fiction; Chinese culture, including Chinese characters, clothing and customs; and Malaysian literature in Chinese. Students will have an overall understanding of core of Chinese culture.

UALF1003 Introduction to French
This course is to introduce students to a basic knowledge of French. Deals with the detail of the basic grammar and also expose the students to vocabulary sufficient to function in most situations at a basic level.

UALJ2013 Introduction to Japanese
This unit introduces students to basic communication skills in Japanese language and Japanese culture. It covers conversation, listening, reading and writing skills.

UALM1003 Introduction to Tamil
This unit introduces students to basic communication skills in the Tamil Language and Indian Culture. The course emphasize mainly on developing oral aural skills in situational context.

UALT1003 Introduction to Thai Language
This course will introduce students to a basic knowledge of the Thai language, and exposé students to vocabulary sufficient to use it in daily life. The approach throughout the course is task-based. All the tasks selected are designed to encourage the students to take part in lively and meaningful role plays in which the learners can practise the language.
GRADUATION REQUIREMENTS
3.2.8 Graduation Requirements

Criteria for award of Bachelor Degree

Candidates who have successfully fulfilled the following requirements shall be awarded the Bachelor Degree:

1. Unless exempted, successfully completed and passed all core and elective units in the course;
2. Unless exempted, successfully completed and passed all MQA compulsory units;
3. Achieved a minimum CGPA of 2.0000 within the maximum duration of his course of study;
4. Accumulated the minimum credits required for the course of study;
5. Fulfilled all other requirements stipulated by the University.
6. Degree classification of the award is based upon CGPA achieved by the candidate in accordance with the table shown below (Amended on 14 Jan 2009):

<table>
<thead>
<tr>
<th>Classification</th>
<th>CGPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honours Degree with Distinction</td>
<td>3.6700 - 4.0000</td>
</tr>
<tr>
<td>Honours Degree with Merit</td>
<td>3.0000 – 3.6699</td>
</tr>
<tr>
<td>Honours Degree</td>
<td>2.0000 – 2.9999</td>
</tr>
</tbody>
</table>

For all Undergraduate programmes with effect from January 2011 Intake, honours classification shall be awarded based upon the cut-off CGPA as shown below with effect from January 2011 Intake (Amended on 2 Nov 2010 and 14 Dec 2010).
POSTGRADUATE PROGRAMMES
3.3 POSTGRADUATE DEGREES OF BUSINESS

“The unexamined life is not worth living”, so said Socrates, a great ancient Greek philosopher. A postgraduate degree obtained through a thesis and viva (or oral) examination is often considered to be of higher level than a taught postgraduate degree. Doing a thesis is like philosophy, a study of truths and pursuit of wisdom.

The conferment of an M.Phil or Ph.D is evident of independent research capability – from the formulation of research problem to research design and articulation of findings. These degree programmes are ideal for those who like independent study, reading, research work, as well as intellectual discussions with their supervisors and peers.

The Faculty of Business and Finance (FBF), through its various departments, is currently offering the Master of Philosophy (M.Phil) and Doctor of Philosophy (PhD) by full research in six areas of business specialization: Business and Management, Banking and Finance, Economics, Accounting, Information Systems and Entrepreneurship. With an M.Phil degree in one of these specialisms, one can work either in the commercial sector or in academia. PhD is the highest-level academic degree.

ACADEMIC STAFF

For Doctorate of Philosophy (PhD) supervision

Professor:
Prof Dr Choong Chee Keong
Doctor of Philosophy, Universiti Putra Malaysia (Financial Economics)
Master of Economics, Universiti Putra Malaysia (Financial Economics)
Bachelor of Economics (Hons), Universiti Putra Malaysia (Financial Economics)
Email: choongck@utar.edu.my

Research interest areas: Applied and monetary economics (public finance, stock market, monetary and fiscal policies) and international economics (private capital flows, exchange rate, remittances, trade) and financial economics (financial sector development and institutional quality).

Assistant Professor:
Dr Chong Yee Lee
Doctor of Philosophy, Universiti Putra Malaysia (Tourism)
Master of Business Administration, Universiti Putra Malaysia (Marketing)
Bachelor of Economics (Hons), Universiti Kebangsaan Malaysia (Economic Analysis and Public Policy)
Email: chongyl@utar.edu.my

Research interest areas: Impact of economics and social cultural of Tourism.

Dr Lee Thean Chye
Doctor of Business Administration, The University of Newcastle (Entrepreneurship)
Master of Business Administration, University of Strathclyde (Business Administration)
Bachelor of Science (Summa Cum Laude), California State University, Fresno (Business Administration - Marketing)
Professional Qualification: FIntSMM, MCIM, MIoEE, MIMC, MMDIS, MMIM
Email: leetc@utar.edu.my

Research interest areas: Mediating & Moderating Relationships between Entrepreneurship and Strategic Management; Competition & Collaboration between Large Enterprises and SMEs; Entrepreneurial Process for SME Success; Marketing Impact on SME Competitive Advantage.
Dr Wong Kee Luen  
Doctor of Education, University of Leicester (Educational Management)  
Master of Business Administration, University of Wales  
Advanced Diploma, Swansea Institute of Higher Education (Business and Management)  
Postgraduate Diploma, University of Wales Associated College (Business Administration)  
Professional Qualification: AMIM  
Email: wongkl@utar.edu.my  

Research interest areas: Business and management education, educational leadership and management, curriculum 3Ds (design, delivery, and development), quality of academic work-life (QAWL), educational service quality, strategic management in education, strategic management accounting vs ERP, managerial learning styles, managerial skills and development, and other related areas.

Dr Eng Yoke Kee  
Doctor of Philosophy, Universiti Putra Malaysia (Financial Economics)  
Master of Science, Universiti Putra Malaysia (Financial Economics)  
Bachelor of Economics (Hons), Universiti Putra Malaysia (Financial Economics)  
Email: engyk@utar.edu.my  

Research interest areas: Applied macroeconomics, application of econometrics analysis on economic issues.

Dr Ko Young Kyung  
Doctor of Philosophy, Korea University (Finance)  
Master of Arts, Yonsei University (Area Studies)  
Bachelor of Arts, Yonsei University (Sociology)  
Email: koyk@utar.edu.my  

Research interest areas: Corporate finance, corporate governance, political economy in Asia.

For Master of Philosophy (M.Phil) supervision

Research area: Management and Marketing

Senior Lecturer:  
Mr. Lee Eng Heng  
Master of Commerce, University of Strathclyde (Marketing)  
Diploma in Marketing, The Institute of Marketing ACIS  
Email: leeeh@utar.edu.my  

Research interest areas: Consumer behaviour, retail marketing and tourism.

Ms. Lam Siew Yong  
Master of Science, Universiti Putra Malaysia (Marketing)  
Bachelor of Science, Universiti Putra Malaysia (Agribusiness)  
Email: lamsy@utar.edu.my  

Research interest areas: Total Quality Management (TQM), market orientation, learning orientation, relationship marketing and service quality.

Mr. Wong Lai Soon  
Master of Business Administration, Universiti Sains Malaysia  
Bachelor of Business Management (Hons), Universiti Sains Malaysia  
Email: lswong@utar.edu.my  

Research interest areas: Brand choice behaviour, international business, vehicle purchasing behaviour in Malaysia, food choice behavior.

Lecturer:  
Ms. Gengeswari a/p Krishnapillai  
Master of Management, Universiti Teknologi Malaysia (Technology)  
Bachelor of Management (Hons), Universiti Teknologi Malaysia (Marketing)  
Email: gengeswarik@utar.edu.my  

Research interest areas: Services marketing, supply chain management, technology management, and consumer behavior.
Mr. Kuek Thiam Yong  
Master of Business Administration, Multimedia University (General Management)  
Bachelor of Business, Victoria University of Technology (Marketing & International Trade)  
Professional Qualification: Affiliate of MAICSA  
Email: kuekty@utar.edu.my  

Research interest areas: E-commerce, Organisational behaviour, human resource management.

Ms. Lai Ka Fei  
Master of Business Administration, Universiti Utara Malaysia  
Bachelor of Management With Education (Hons), Universiti Utara Malaysia  
Email: laikf@utar.edu.my  

Research interest areas: Motivation, leadership, work-life balance, emotional intelligence.

Ms. Lim Yong Hooi  
Master of Business Administration, Universiti Utara Malaysia  
Bachelor of Business Administration (Hons), Universiti Utara Malaysia  
Email: limyh@utar.edu.my  

Research interest areas: Motivation, communication, leadership, service quality, conflict and managing stress.

Ms. Ng Lee Peng  
Master of Business Administration, Universiti Utara Malaysia  
Bachelor of Business Administration (Hons), Universiti Utara Malaysia  
Email: nglp@utar.edu.my  

Research interest areas: Organisational behaviour, human resource management, international business.

Ms. Ng Yin Kuan  
Master of Business Administration, Universiti Putra Malaysia (International Business)  
Bachelor of Science (Hons), Universiti Putra Malaysia (Agribusiness)  
Email: ngyk@utar.edu.my  

Research interest areas: Knowledge management/ cultural/ human resource management / international.

Mr. Peter Tan Sin Howe  
Master of Business Administration, Universiti Utara Malaysia  
Bachelor of Business Administration (Hons), Universiti Utara Malaysia  
Email: shtan@utar.edu.my  

Research interest areas: Knowledge management, human resource management, cultural diversity, strategic management and organisational behaviour.

Ms. Sofiah a/p Kadar Khan  
Master of Business Administration, Universiti Tun Abdul Razak (UNITAR)  
Bachelor of Business Administration (Hons), Universiti Utara Malaysia (Marketing)  
Email: sofiah@utar.edu.my  

Research interest areas: organisational behaviour.

Mr. Tan Luen Peng  
Master of Business Administration, Universiti Putra Malaysia (International Business)  
Bachelor of Science (Business Administration), Central Missouri State University Management)  
Email: tanlp@utar.edu.my  

Research interest areas: Trust and perceived organizational supports.

Mr. Thamil Durai Chelliah  
Master of Arts, Anglia Polytechnic University (Corporate Administration)  
Bachelor of Laws (Hons), Anglia Polytechnic University (Law)  
Professional Qualification: CSA (UK)  
Email: thamildc@utar.edu.my  

Research interest areas: Organization behaviour, company law, business Law, entrepreneurship law, human resources management, business ethics.
**Research area: Banking & Finance**

**Senior Lecturer:**
Mr. Kuar Lok Sin  
Master of Economics, Universiti Malaya  
Bachelor of Economics (Hons), Universiti Utara Malaysia  
Email: kuarls@utar.edu.my

Research interest areas: Personal finance and stock market investment.

**Lecturer:**
Puan Noor Azizah binti Shaari  
Master of Business Administration, Multimedia University (Multimedia Finance)  
Bachelor of Accounting (Hons), Multimedia University  
Email: azizah@utar.edu.my

Research interest areas: Islamic Banking/Finance, Risk management, Capital adequacy of banks in Malaysia, Profitability of banks in Malaysia.

Ms. Theresa Wong Lai Har  
Master of Business Administration, University of Hull (Finance)  
Professional Qualification: FCCA, C(MA), CPA  
Email: wonglh@utar.edu.my

Research interest areas: Finance and global currencies.

Mr. Woo Kok Hoong  
Master of Business Administration, University of Malaya (Finance)  
Bachelor of Business Administration (Hons), Universiti Putra Malaysia (Finance)  
Email: khwoo@utar.edu.my

Research interest areas: Sovereign debt and economic development.

Ms. Yamuna Rani A/P Palanimally  
Master of Business Administration, Universiti Utara Malaysia (Business Administration)  
Bachelor of Accounting (Hons), Universiti Utara Malaysia  
Email: yamunarp@utar.edu.my

Research interest areas: Microfinance and auditing.

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**Research area: Economics**

**Senior Lecturer:**
Mr. Wong Chin Yoong  
Master of Economics, Universiti Malaya (Economics and Administration)  
Bachelor of Economics (Hons), Universiti Malaya (Applied Economics)  
Email: wongcy@utar.edu.my

Research interest areas: Macroeconomics and monetary economics, and international finance.

**Lecturer:**
Puan Juliana binti Abu Bakar  
Master in Economics, Universiti Kebangsaan Malaysia (Monetary)  
Bachelor of Economics (Hons), Universiti Kebangsaan Malaysia  
Email: juliana@utar.edu.my

Research interest areas: International trade, labour economics.

Ms. Lau Lin Sea  
Master of Management, University of Southern Queensland (Human Resource Management)  
Bachelor of Economics (Hons), Universiti Utara Malaysia  
Email: lauls@utar.edu.my

Research interest areas: Economics and quantitative techniques.

Ms. Thavamalar a/p Ganapathy  
Master of Economics, Universiti Kebangsaan Malaysia  
Bachelor of Economics (Hons), Universiti Utara Malaysia  
Email: thavamalar@utar.edu.my

Research interest areas: Labour economics and human resource development.

Mr. Wye Chung Khain  
Master of Economics, Universiti Kebangsaan Malaysia  
Bachelor of Economics, Universiti Kebangsaan Malaysia  
Email: wyeck@utar.edu.my

Research interest areas: Labour Economics (gender wage differentials; productivity-linked wage), human resource development (employability skills; human capital & economic growth; sources of labour productivity), and economics of education (graduate employability).
Research area: Accounting

Senior Lecturer:
Mr. Krishna Moorthy Manicka Nadar
Master of Commerce, Madurai University (Accounting)
Bachelor of Commerce, Madurai University
Postgraduate Diploma in Business Administration, Loyola Institute of Business Administration
Email: krishnam@utar.edu.my

Research interest areas: Management accounting, management, marketing, financial accounting, internal controls,

Lecturer:
Puan Che Siti Lazrina Bt Md Lazim
Master of Business Administration, Universiti Utara Malaysia (Accounting)
Bachelor of Accountancy (Hons), Universiti Utara Malaysia
Email: lazrina@utar.edu.my

Research interest areas: Financial accounting and accounting management.

Ms. Ching Suet Ling
Master of Business Administration, University of Southern Queensland
Bachelor of Accountancy (Hons), Universiti Utara Malaysia
Email: chingsl@utar.edu.my

Research interest areas: Management accounting and consumerism.

Ms. Lee Ah Suat, Cristal
Master of Business Administration, University of New England (Business Administration)
Professional Qualification: ACMA, CA (M)
Email: leeas@utar.edu.my

Research interest areas: Performance management, performance measurement system, management control system, other area of management accounting.

Ms. Lee Voon Hsien
Master of Business, Monash University (Accounting)
Bachelor of Business and Commerce, Monash University (Accounting and Economics)
Email: leevh@utar.edu.my

Research interest areas: Total quality management, HRM practices, supply chain management, organizational learning, knowledge management and technological innovation.

Ms. Yamuna Rani A/P Palanimally
Master of Business Administration, Universiti Utara Malaysia (Business Administration)
Bachelor of Accounting (Hons), Universiti Utara Malaysia
Email: yamunarp@utar.edu.my

Research interest areas: Auditing.

Ms. Theresa Wong Lai Har
Master of Business Administration, University of Hull (Finance)
Email: wonglh@utar.edu.my

Research interest areas: finance and tax.

Research area: Computer-based Business Systems

Senior Lecturer:
Encik Mohd Nizam Bin A. Badaruddin
Master of Management, Universiti Putra Malaysia (Information Technology)
Bachelor of Mass Communication, Universiti Teknologi MARA (Public Relations)
Email: nizamb@utar.edu.my

Research interest areas: Management information systems (MIS), IT management, e-commerce, graduate entrepreneurship, cyber entrepreneurship.

Mr. Yew King Tak
Master of Information Technology, Charles Sturt University
Bachelor of Commerce & Administration, Victoria University of Wellington
Professional Qualification: MACS & PCP
Email: yewkt@utar.edu.my

Research interest areas: Knowledge management, knowledge based system, expert systems, computer-based information system, systems modeling techniques, management information systems, e-commerce and e-business, information systems, decision support systems, expert systems.
Research area: Entrepreneurship

**Senior Lecturer:**
Mr. Choe Kum Lung  
Master of Business Administration, University of Manchester  
Bachelor of Arts (Hons), University of Western Ontario (Business Administration)  
Email: choekl@utar.edu.my

Research interest areas: Business ethics, Chinese values, Chinese family business, entrepreneurship.

**Lecturer:**
Mr Chua Beng Hui @ Bobby Chai Boon Hui  
Master of Business Administration, University of Hull (Strategic Marketing)  
Graduate Diploma in Marketing, The Chartered Institute of Marketing (Marketing)  
Professional Qualification: CFP, RFP, FCIM, MIMM  
Email: chuabh@utar.edu.my

Research interest areas: Business strategy, financial sales management and corporate entrepreneurship.
Doctor of Philosophy (PhD)

Programme Aims:

1. To cater to prospective students who have a "love for wisdom" and intellectual environment and who would normally become faculty members and researchers in premier universities and colleges.
2. To confer by a formal assessment of a written piece of original research thesis and oral examination the highest academic postgraduate degree.

Programme Objectives:

1. To provide students with the necessary knowledge and skills so that they can prepare research proposals and carry out their own individual research.
2. To provide students with supervisors in relevant fields of specialization so that they can be guided in the acquisition of knowledge and completing their research theses.
3. To provide students with the training and experiences of writing, analysing, and presenting their research papers.
4. To require students to participate in the University’s collaborations with other universities, research institutions, and the industry so that the resulting synergies can help to achieve advance of knowledge.
5. To train students to contribute to the increasing importance of global society’s needs for businesses and other institutions to be socially responsible – legally, ethically, and philanthropically.

Programme Learning Outcomes:

At the end of the programme, graduates must be able to:

1. Understand, analyze, as well as synthesise knowledge in their areas of specialisation.
2. Adapt their practical skills to conduct innovative research – whether applied research in the industry or theoretical research in universities.
3. Contribute to societies with their innovative ideas by consulting, writing, lecturing, and presenting papers in conferences.
4. Independently undertake or supervise research by applying their acquired technical and legal knowledge as well as their professional codes of ethics.
5. Communicate effectively – whether in writing or orally – and show leadership skills if necessary when working or collaborating with peers, and other stakeholders.
6. Apply their acquired scientific skills to evaluate problems and find suitable solutions.
7. To contribute to the academia or society through continuous consultancy work, reading, writing, and presenting their research findings, in other words, lifelong learning.
8. Show their specialised intellectual knowledge and research skills by presenting and/or publishing original research finding in internationally refereed publications.
Master of Philosophy (M.Phil)

Programme Aims:

The Master of Philosophy programme aims to cater for:

1. The candidates from the industry who are keen in continuous learning and upgrading their knowledge in the field of management, business administration, marketing, entrepreneurship, banking and finance, accounting and economics, and
2. Fresh graduates who wish to fill positions in academia at universities, research institutes, colleges, and in research department of large public organizations.

Programme Objectives:

1. To produce postgraduate students with knowledge on expertise in key research issues and understand the conflicting requirements of different stakeholders.
2. To equip postgraduates with skills that would demonstrate understanding towards social, cultural, economic, business and ethical issues in the many functional areas in today’s global environment.
3. To produce postgraduate students with trained skills and knowledge that would be able to examine key management issues in greater depth than the focus at the undergraduate level.

This will enable the students to acquire the skills in academic and/or business research and to be competent researchers in their selected social science specialisation.

Programme Learning Outcomes:

At the end of the programme, graduates must be able to:

1. Demonstrate mastery of their areas of study through writing, presentation, and their positions as research supervisors.
2. Integrate theories and apply them into practical research for identifying, anticipating, and solving problems.
3. Understand and relate business issues to various stakeholders of society as well as to the economic, legal, and social responsibility aspects of businesses.
4. Conduct research independently or with minimal supervision in their specialized fields - at all times adhering to the legal, ethical, and their professional code of practice.
5. Represent their institutions or companies to organize research independently or in conjunction with peers of other organizations, as well as to present findings and recommendations in international conferences.
6. Search for and critique current available knowledge or solutions to problems in their own fields; if necessary, to undertake scientific research to devise solutions.
7. To contribute to society by managing knowledge or information in their fields through continuously reviewing existing literature and carrying out necessary research; as a result, developing lifelong learning.

**Doctor of Philosophy and Master of Philosophy**

**List of Units (Planning of units)**

**Programme Structure A: By Research**

- Business Research Methodology
- Quantitative and Qualitative Research Methods
- Thesis
UNIT SYNOPSIS

MAJOR UNITS

MBEA10203 / DBEB10203
Business Research Methodology
The unit exposes, and explores, the philosophies of scientific research in business and the process of preparing a research proposal. In doing so, particular emphasis will be placed on comparing and contrasting positivistic and interpretivist approaches, and on the differences between (and/or potential convergence of) mainstream business research.

MBEA10303 / DBEB10303
Quantitative and Qualitative Research Methods
The unit is aimed at equipping the student with a higher level knowledge of statistical methods including qualitative research techniques, which are widely applicable in business and commercial organisations. Emphasis will be placed on the application of the syllabus material to business and commercial data with computer software applications. The student learns hypothesis testing and uses statistical methods such as one-sample and two-sample tests for means and proportions, chi-square, one-way and two-way analysis of variance, and simple and multiple regression analysis. In addition, the student is also exposed to the various qualitative research techniques including case study method.

The skills learned in this module can be applied to the study of management and business issues, and subsequently help the student to develop and effectively organise, structure and manage a research project on an independent basis.

MBEA10100 / DBEB10100
Thesis
The unit (Dissertation) is designed to enhance candidates' competence in research in a specific area of business with a view towards fostering the development of specific knowledge to assist senior business management in its decision-making. It prepares MPhil students for careers in academia or in business disciplines requiring research background.

The MPhil students will focus on a specialised area and will work to further develop their conceptual and intellectual knowledge and methodological tools necessary to design and conduct independent business related research.
FACULTY RESEARCH CENTRES
4.0 Faculty Research Centre

<table>
<thead>
<tr>
<th>No</th>
<th>Centre Name</th>
<th>Chairperson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Centre for Accounting, Banking and Finance</td>
<td>Mr. Krishna Moorthy Manicka Nadar</td>
</tr>
<tr>
<td>2</td>
<td>Centre for Business and Management</td>
<td>Mr. Garry Tan Wei Han</td>
</tr>
<tr>
<td>3</td>
<td>Centre for Economic Studies</td>
<td>Dr. Eng Yoke Kee</td>
</tr>
</tbody>
</table>

4.1 Centre for Accounting, Banking and Finance (CABF)

**Background**
In line with the vision of Universiti Tunku Abdul Rahman (UTAR) to be a premier university aspires to achieve excellence in the advancement and dissemination of knowledge and expertise; emphasizing nurturing and holistic development of the individual towards national building, the research centre is set up to provide support and facilities to the academic to continue to strive in their research areas. Being the research centre for banking, finance, and accounting this centre will specialize in developing the research in the areas of banking, finance, and accounting and at the same time moving towards broader research priorities. The centre is committed to achieve excellence in research and consultancy and to gain national and international recognitions as the primary research centre both nationally and regionally. The centre will continue to provide support to research activities among the FBF staff through research grants and by encouraging all its academic staff and graduate students to contribute towards a vibrant research culture.

**Vision**
The centre is aimed to become the leading research centre in disseminating knowledge and extends its expertise to the society, local, and worldwide through consultancy and research in line with the university's vision.

**Mission**
The establishment of research centre is aimed at inculcating among the faculty and the academic community a culture of commitment to disseminate knowledge and encourage vigorous scholastic research activities with publications of high international standard. The centre will meet the demand for researchers in the area of banking, finance, and accounting with the hope to incorporate applied research and consultancy works among the academic and the industries.
**Goals**
- To coordinate, encourage and enhance academic research, teaching and consultancy among staff.
- To maintain good contact and collaborative links with local and overseas universities and governments.
- To provide information to staff on the research grants and conferences in the area of banking, finance, and accounting.
- To promote and encourage individual and collaborative research and development activities among the faculty staff.
- To promote and encourage individual and collaborative research and development among academic staff with the industries.

**Research Areas/Interests**
- Equity and derivative valuation;
- Interest rate risk models;
- Statistical analysis of option pricing models;
- Investment and financing strategies;
- Managed fund investment performance;
- Asset pricing and risk;
- Financial products and services;
- Off-balance sheet activities of the banking sector in Asian region and worldwide;
- Banking performance analysis;
- Islamic banking and finance;
- Financial statement analysis;
- Management Accounting;
- Taxation.
4.2 Centre for Business and Management (CBM)

**Background**

In *The Art of War*, Sun Tzu proclaims:

"Know yourself, know your enemy; hundred battles, hundred won.

He who knows the other side (the enemy) and knows himself will not be defeated in a hundred battles.

He who does not know the other side (the enemy) but knows himself will have an even chance of victory or defeat.

He who does not know the other side (the enemy) and himself is bound to be defeated in every battle." ~ Sun Zi

In war, it is critical to realize both where the armed forces are strong and where they are weak. The same principle can be applied in today's business management. Knowing "oneself" is crucial since it allows the company to learn from the historical patterns, to adapt, to change and to improve for the future. Knowing "others" not only help to leverage one's capability to compete in the global environment but also enhances one's sustainable competitive advantage. Over times, research works dedicated by both industry practitioners and academic researchers have been able to identify useful strategies for better organizational performance, at the same time, to generate and further develop ideas and concepts for future study.

**Vision**

To advance knowledge and foster a culture of research in the areas of business and management.

**Mission**

We aim to be a center of excellence for multi-disciplinary research focusing in the areas of business and management. We seek to add value to the university and community through research activities.
**Goals**
In carrying out its mission, the Center is committed to:
- inculcate a strong research culture within a dynamic and efficient team of academic and support staff,
- advance knowledge of business and management practices through high quality research,
- promote the role of UTAR in nation building in which the research findings and practical implications are useful for industry practitioners to better manage their businesses,
- provide the opportunity for faculty staff and students, both undergraduate and postgraduate, to learn and to conduct research,
- serve as a platform for research collaboration between universities and industry,
- attract research funding from external sources by seeking/securing awards from the corporate sector; project, grants or other types of awards,
- organise activities or events to promote journal publications among faculty and students such as having training workshops and seminars.

**Research Areas/ Interests**

<table>
<thead>
<tr>
<th>Research Areas/ Interests</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Operations Management</td>
<td>Total Quality Management, Six-Sigma, Supply Chain Management and Performance, Supply Chain Learning, Value Chain Analysis, Service Management</td>
</tr>
<tr>
<td>Entrepreneurships &amp; SMEs</td>
<td>Small Medium Entrepreneurship (SME), Competition &amp; collaboration between big firms and SMEs, Family Owned Business, Cyber Entrepreneur, Entrepreneurs</td>
</tr>
<tr>
<td>Organizational Behavior</td>
<td>Work related Stress and Stress Management, Corporate Governance, Organizational Culture, Work-family Interface, Work Engagement, Gender and Leadership, Psychological Ownership.</td>
</tr>
<tr>
<td>Marketing</td>
<td>Customer Satisfaction and Customer Behavior, Service Quality, Relationship Marketing, Marketing Strategy, Selling, E-Commerce, Advertising and Promotion</td>
</tr>
</tbody>
</table>
4.3 Centre for Economic Studies (CES)

**Background**
In line with the University’s mission to strengthen its research activities and be more involved in the development of the nation and the region, the research centre is formed to encourage all its academic staff and graduate students to contribute towards a vibrant research culture. The research centre focuses on some key areas or specialization in economics, such as financial economics, monetary economics, international economics, sustainable development and applied macroeconomics. The centre aims to achieve excellence in research and consultancy. Besides, gaining national and international recognitions as the primary research centre is the ultimate goal of its establishment. Thus, support in terms research grants and guidance will be provided to the research activities carried out by the members.

**Vision**
The centre aims to become a leading research centre in dissemination of knowledge by research and consultancy.

**Mission**
The research centre aims to inculcate among the faculty and the academic community a culture of commitment to effective dissemination of knowledge and vigorous scholastic research activities with high international standard publication. The Centre works towards its mission through producing works by researchers in multi-disciplinary areas, especially economics and finance, and in carry out applied research and consultancy works.

**Goals**
- To coordinate, encourage and enhance academic research, teaching and consultancy among members.
- To maintain good contact and collaborative links with local and oversea universities and governments.
- To provide information to members on the research grants and conferences in the areas of economics.
- To promote and encourage research and development activities at individual and collaborative levels amongst faculty staff.
### Research Areas/ Interests

<table>
<thead>
<tr>
<th>Research Group</th>
<th>Research Interest / Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics</td>
<td>Foreign direct investment, private capital flows, exchange rates, trade balances, foreign exchange risk, trade policy, economic integration.</td>
</tr>
<tr>
<td>Macroeconomics and Monetary Economics</td>
<td>Monetary aggregates, macroeconomics policy issues, monetary standards and regimes, central banks and their policies, monetary policy designs, monetary stabilization policy, fiscal policy and economic stabilization, public finance, public sector revenue and expenditure.</td>
</tr>
<tr>
<td>Industrial and Managerial Economics</td>
<td>Industries and markets, environmental economic evaluation, environmental planning, small business enterprise, cost and revenue analysis, corporate governance, role of MNCs and SMEs, productivity analysis, diversification, vertical integration and M&amp; A</td>
</tr>
</tbody>
</table>