

COURSE SYNOPSIS

Department of Management and Marketing

MGM3101 Principles of Management 3 (3+0)

Prerequisite: None

This course covers theories, principles, techniques and methods of organizational management.

MGM3111 Business and Administrative Communication 3 (2+1)

Prerequisite: MGM 2111/MGM3101

This course includes the functions and importance of communication techniques and strategies in achieving organizational and business goals.

MGM3113 Organizational Behavior 3 (3+0)

Prerequisite: MGM2111/MGM3101

This course covers the behavioral phenomena and issues at the individual, group and the systems or organizational level.

MGM3123 Human Resource Management 3 (3+0)

Prerequisite: MGM3113

The course covers the 'interface' between the human resource managers and other operation managers in implementing the various human resource management activities. Emphasis is given to methods and techniques of improving organizational effectiveness through sound human resource management practices.

MGM3162 Business Statistics 4 (3+1)

Prerequisite: MTH3004

This course covers methods, principles and applications of statistics in the area of business management which include descriptive and inference statistics.

MGM3163 Quantitative Techniques for Business 4 (3+1)

Prerequisite: MTH3004

This course covers the quantitative models as tool for problems solving in business decision making.

MGM3180 Basic Entrepreneurship 3 (2+1)

Prerequisite: None

The course covers various aspects entrepreneurial knowledge and includes techniques to carry out entrepreneurial activities and basic management skills required in a business undertaking.

MGM3191 Information Technology In Business 4 (3+1)

Prerequisite: None

This course covers organization and structure of computer. Emphasis will be given to business application software.

MGM3211 Principles of Marketing 3(3+0)

Prerequisite: MGM2111/MGM3101

This course covers the managerial approach in understanding marketing decision making with emphasis on developing marketing mix and marketing strategies.

MGM3244 Consumer Behaviour 3 (3+0)

Prerequisite: MGM3211

This course includes the economic, sociological and psychological factors that influence consumer behavior and how these factors may be used to enhance the practice of marketing.

MGM3331 Labour And Industrial Relations Law 3 (3+0)

Prerequisite: MGM3351

This course covers the basis of employer-employee relations in the context of relevant laws relating to the management of human resources and the assured rights, examined from the perspective of a free economy.

MGM3341 Intellectual And Industrial Property Law 3 (3+0)

Prerequisite: MGM3351

This course covers the legal aspects of intellectual creativity and industrial inventions where focus is given to the laws of copyright, industrial designs, patent, trade secret, protection of business goodwill and trademark.

MGM3351 Commercial Law 3 (3+0)

Prerequisite: None

This course covers the legal principles relating to the management of particular business, where a review of the legal basis of business law is made, particularly on the aspect of legal rights and liability.

MGM3354 Banking Law 3 (3+0)

Prerequisite: MGM3351

This course covers the legal aspects relating to conventional and Islamic banking transactions.

MGM4105 Business And Management Research Methods 4 (3+1)

Prerequisite: MGM3162

This course covers the research process, result interpretation and writing the research report.

MGM4124 Training And Development Management 3 (3+0)

Prerequisite: MGM3113

The course includes the structural and process consideration in designing training and development programs at the micro level and the main methods that may be adopted to train and develop employees in an organization.

MGM4125 Compensation Management 3 (3+0)

Prerequisite: MGM3113

The course includes discussion on the components of compensation, activities needed to design and implement an effective compensation program, and the factors that influence a compensation decisions.

MGM4126 Employer-Employee Relationship 3 (3+0)

Prerequisite: MGM3113

This course is focusing on issues in employer-employee relationship faced by industrial relations managers that include the formation of trade unions and matters concerned therewith.

3 (3+0)

MGM4127 Employee Recruitment And Selection

Prerequisite: MGM3113

The course includes the sources and methods of employee recruitment and selection process in an organization.

MGM4136 Current Issues In Management 3 (3+0)

Prerequisite: Last Year

This course emphasizes on communication skill by reviewing the relevant articles/cases/topics on current issues in the area of management encompassing social, economic, financial, marketing, operations, entrepreneurial and business environment.

MGM4137 Corporate Social Policy 3 (3+0)

Prerequisite: Last Year or Senior

This course covers the relationship between business and society, social responsibility, business ethics and the relationship between government and business including aspects of managing and controlling the corporate social performance.

MGM4139 Strategic Management 3 (3+0)

Prerequisite: Last Year or Senior

This course covers a general knowledge on scientific approaches in strategic planning, the applications of several strategic decision making methods and introducing strategy implementation and evaluation concepts.

MGM4144 Quality Management 3 (3+0)

Prerequisite: MGM4147

This course covers the basic concepts and theories in quality management and also its principles and philosophies. Several contemporary quality approaches will be introduced in the process to win competitive advantage for business organizations.

MGM4197 Management Information System I

Prerequisite: MGM2111/ MGM3101, MGM2191/ MGM3191 and MGM3113

This course covers the management and usage of information systems for business operation, management decision-making, and strategic advantage.

MGM4204 Service Marketing

3 (3+0)

Prerequisite: MGM3211

This course covers the basic concepts and unique characteristics of services marketing as compared to the marketing of tangibles.

MGM4219 Marketing Strategy and Management

3 (3+0)

Prerequisite: MGM3211

This course covers the practical guide to marketing decision making and the development of a marketing strategy, which takes an interdisciplinary approach.

MGM4224 Direct Marketing

3 (3+0)

Prerequisite: MGM3211

This course covers the key aspects of direct marketing, selection and segmentation process, strategy formulation and execution, as well as decision making on the important aspects of direct marketing.

MGM4254 Retail Management

3 (3+0)

Prerequisite: MGM3211

This course covers retail management planning, retail problems, principles and practices of retail policy establishment as well as domestic and international retail strategies.

MGM4264 Marketing Research

3 (3+0)

Prerequisite: MGM3211 and MGM3162

This course covers basic theories and procedures in identifying and solving various marketing problems, decisions models, data analysis and preparation of research reports in the context of business environment.

MGM4273 International Marketing

3 (3+0)

Prerequisite: MGM3211

This course emphasizes on the analysis of local and international business environment, strategic planning process and identification on international marketing strategies in conducting business.

MGM4284 Promotion Management

3 (3+0)

Prerequisite: MGM3211

This course covers with planning development and the use of promotion management in a company as well as problem solving in promotion management.

control, marketing and human resources management are also discussed.

HPR4101 Hospitality, Tourism And Recreational Marketing 3 (3+0)

Prerequisite: HPR3100

This course covers the marketing process in the hospitality and recreation industry. Marketing research, as well as market analysis, planning and distribution, apart from advertising, promotions and branding are also discussed.

HPR4106 Planning & Development Of Hospitality, Tourism & Recreation Resources 3 (3+0)

Prerequisite: None

This course covers hospitality, tourism and recreation development which also discusses the principles and techniques of resource distribution.

HPR4211 Front Office Management 3 (3+0)

Prerequisite: HPR4100

This course covers the principles of front office management which involves the system of reservation and guest registration.

HPR4314 Event, Convention And Exhibition Management 3(2+1)

Prerequisite: HPR3100

This course covers the management of events and conventions. The role played by event management agencies, hotels, travel agencies and the government is also discussed.

HPR4317 Eco And Agro Tourism 3 (3+0)

Prerequisite: HPR3100

This course covers the development potential of various natural resources. It also focuses on eco-tourist behavior and ethics, as well as sustainable tourism management.

HPR4320 Tourism Planning and Development 3 (3+0)

Prerequisite: HPR3100 and HPR4100

This course covers the principles and methods used for planning and development of tourism destinations.

HPR4405 Outdoor Pursuits: Adventure Program 3 (3+0)

Prerequisite: HPR3100

This course covers program development and the role of outdoor recreation in adventure programs. Resource management, organizational skills, as well as group dynamic planning and leadership are also discussed.