

## FACULTY OF BUSINESS AND ACCOUNTANCY

### List of Courses Offered for University of Malaya Student Exchange (UMSEP) for 2018/2019 Academic Session

No.	Course Code	Topic	Pre-Requisite	Credit	Course Offered		Course Description
					Semester I	Semester II	
<b>Bachelor</b>							
1	CIA1001	Introductory Accounting	NIL	3	√		<p>The course introduces and discusses the basis of accounting which includes the definition of accounting, accounting principles, accounting equation and financial statements, recording and information system of accounting and income and expenditure concept. It also covers accounting for merchandising business, inventory, financial assets, non-current assets, partnership and companies. Other aspects include analysis and interpretation of financial ratios. Relevant ethical issues will also be exposed.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
2	CIX1001	Principles Of Microeconomics	NIL	2	√		<p>This course will expose students to basic principles of economics such as limited resources and choice and how price theory, production theory and distribution theory was developed based on these basic principles. Discussion on price theory covers demand and supply models, elasticity, consumer behavior and the demand curve, firm behavior and the supply curve. Production and cost theory will cover theory of the firm within various market structures, while distribution theory will discuss factors of price determination such as labour and capital.</p> <p>Assessment Methods: Continuous Assessment : 50% Final Examination : 50%</p>
3	CIX1002	Principles Of Macroeconomics	NIL	3	√		<p>This course will expose students to macroeconomic issues and problems and concepts of basic measurements and calculation of a country's economic progress. Students will also be exposed to basic models of income determination for an open and closed economy, and theories explaining the relationship between government expenditure and taxes. The impact of government's fiscal and monetary policies on business activities namely production on capital and consumer goods are extensively covered in this course.</p> <p>Assessment Methods: Continuous Assessment : 50% Final Examination : 50%</p>
4	CIX2001	Financial Management	NIL	3	√		<p>This course discusses the various financial tools employed to effectively manage a company's financial condition. Other topics discussed are financial statement and analysis, time value of money, bonds and stocks, capital budgeting and it's techniques and short-term working capital management</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
5	CFEB3101	Corporate Finance	NIL	3	√		<p>This course will enable the students to understand and deepen their knowledge of corporate finance theories. In addition, it will enable them to understand various advance techniques related to risk and return, capital structure, dividend policy, long term financing instruments such as bonds and equities, risk management and mergers and acquisitions.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>

6	CIF1001	Principles Of Marketing	NIL	3	√	<p>Student will learn amongst others: the basic concept and theories in marketing, the marketing process, forces outside marketing that might influence marketing strategies, marketing research, consumer buyer behavior, the 4 P's of marketing (including product, price, promotion, and place).</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
7	CIF2001	Consumer Behavior	NIL	3	√	<p>The course is divided into four main parts: Part I introduces the model of consumer behaviour in the context of marketing activities. Part II discusses the influence of external factors on the individual consumer. Part III concentrates on the internal factors. The related topics on Part III are: perception, motivation, personality, emotion and attitudes. Consumers usually engage in a process when making a purchase, thus, Part IV expands on this process which is known as consumer decision making. The related topic in this part includes information search.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
8	CID1001	Management Information System	NIL	3	√	<p>The course focuses on the usage of information technology in business enterprise. The course will discuss how companies use information systems applications to coordinate activities, decisions, and knowledge across the enterprise and thus create business value for both customers and suppliers. Supply chain management, customer relationship management, and knowledge management in addition to enterprise systems that firms use today to achieve digital integration will also be discussed. Appropriate real world issues and group projects will enhance student learning in providing an insight to solving real world information systems issues.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
9	CID2001	Operations Management	NIL	3	√	<p>The course is divided into two parts. First part consists of the nature of operation management, forecasting, product, process, and service design, facility capacity, location and layout and operation technologies. The second part consists of quality management, strategic allocation of resources, project management, Just-in-Time and lean manufacturing, production planning, inventory management, resource requirements planning: MRP, and employee productivity</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
10	CIX1003	Business Statistic	NIL	3	√	<p>Topics that will be discussed include definition and uses of statistics, presentation of descriptive data, concept of probability, discrete and continuous random variables. Other topics that will be covered include statistical inference mainly in sampling and hypothesis testing. Other techniques such as chi-squared test, analysis of variance (ANOVA), linear regression and correlation will also be discussed.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
11	CIX1004	Quantitative Analysis For Business	NIL	3	√	<p>This course aims to provide students an exposure to the importance of developing logical thinking especially in business-related problems. Among topics that will be discussed includes introduction to algebra, linear and non-linear functions, exponential functions, differentiation and integration and matrix algebra.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>

12	CIX3004	Business Research	NIL	3	√		<p>This course introduces students to various problem situations that occur in business, how these problems are identified and how they are solved by using the different methods in business research.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
13	CIB1001	Management	NIL	3	√		<p>In general, this course will cover the four major principles of management, i.e. planning, organizing, leading and controlling. These four principles make up the management process. Description of management process will be explained in terms of the changes in the environment, particularly the way globalization affect management. In this course, students will also be exposed to other important aspects of management such as ethics and social responsibility, making decisions, organization's culture, etc.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
14	CIB1002	Human Resource Management	NIL	3	√		<p>This course introduces students to the concepts, principles and functions involved in developing human resource systems. These systems include staffing, training and development, performance appraisal, compensation as well as benefits and services.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
15	CIX1005	Business Communication: Critical Thinking Approach	NIL	3	√		<p>This course is based on the conviction that thinking is an ability that can be developed and improved through guidance and practice. It is designed to help develop fundamental thinking abilities such as clarifying, analysing and evaluating arguments; and developing attitudes of open-mindedness and curiosity. These are needed for success in academic courses, in solving problems and making informed decisions in life. The course integrates the development of both critical (evaluation) and creative (synthesis) thinking abilities within communication situations such as emphasizing empathy between speaker and the audience, interpersonal communication, the use of language and nonverbal messages.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
16	CIB2002	Business Law	NIL	3	√		<p>Throughout, this course, the students shall be able to apply, discuss, explain and identify the relevant provisions of law.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
17	CIB2001	Organizational Behavior	NIL	3	√		<p>This course is an introductory to explore issues in organizational behaviour in the context of work environment in business organization. Students will be exposed to various theories in organizational behaviour. Among topics covered include group dynamic, negotiation, motivation, leadership and organizational politics.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>

18	CIB3001	Business Ethics	NIL	3	√	<p>Issues in corporate governance and ethics are highly topical issues in today's world of business. Governance and ethical issues arise in almost every aspect of corporate life and it is the responsibility of managers to handle these issues. The objective of the course is to sensitise students to these governance and ethical issues in organisations and to provide them with techniques for analysing and resolving those issues. With growing public concern about the roles of owners and managers and issues concerning "stakeholder" participation, the course will discuss the importance of responsible corporate behaviour and good corporate governance.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
19	CIB3002	Strategic Management	NIL	4	√	<p>This is a capstone course, which integrates materials and knowledge acquired from prior courses conducted earlier in the program. This course emphasizes on the strategic management process to chart the future strategies of organizations. This course demonstrates how other areas of study, for instance: management marketing, accounting, law, production/ operations, research and development and information system can be integrated with the latest strategic management tools to achieve organizational success.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
20	CIB1003	International Business Management	NIL	4	√	<p>This course emphasizes the macro aspects of international business, particularly the external environmental factors. In addition, it explains the workings of the multinationals, using the functional approach in elaborating about how multinationals manage the marketing, human resource, production and other relevant functions. All these are within the framework of globalization and the information communications technology which have impacted international business in the last 50 years.</p> <p>Assessment Methods: Continuous Assessment 50% Final Examination 50%</p>
21	CIA3008	Information Technology (IT) Auditing	NIL	3	√	<p>This course enable students to understand and apply the basic concepts and processes of IT auditing. It discusses the importance of IT auditing knowledge in ensuring good corporate governance and risk management. This course also exposes the students to the development of sound control practices in IT environment.</p>
22	CIA3010	Public Sector Accounting	NIL	3	√	<p>This course designed to expose students to the concepts and practices of accounting in public sector together with the underlying legal provisions, rules and procedures. The coverage of the course includes environment of public sector accounting and major issues relating to management accounting and control , budgeting, financial accounting and reporting, auditing and performance measurement. The course also highlights the importance of accountability as well as current developments in public sector accounting.</p>
23	CIC3017	Financial Markets and Institutions	NIL	3	√	<p>This course discusses the various aspects of financial system, including the structure and role of central banks and importance of interest rate as well as the various financial regulatory measures to ensure the integrity and smooth running of the economy.</p> <p>The course also discusses in detail the role of financial markets and financial institutions as the main intermediaries between the demanders and suppliers of funds in ensuring liquidity in the financial system.</p>
24	CID3001	Supply Chain Management	NIL	3	√	<p>This course aims to provide an introductory understanding of supply chain management. The objective is to provide students a managerial knowledge of basic concepts and principles including key supply chain activities, buyer-supplier relationships and supply chain integration. The course also discusses how information technology can improve the competitive position of the entire supply chain.</p>
25	CID3002	Strategic Information System	NIL	3	√	<p>This course focuses on concepts and theories of Strategic Information Systems (SIS) and issues related to it. Approaches in SIS planning are also discussed, taking into consideration the strategic aspects and possibilities.</p>

26	CIF2003	Electronic Marketing	NIL	3		√	This course covers several main aspects in electronic marketing (e-marketing). The first part explains the foundations of online marketing while the second part expands further on e-marketing and planning strategies. This part covers the comparison of traditional electronic tool with e-marketing tools where appropriate examples are provided for online execution. The final part integrates e-marketing in the context of marketing strategy specifically, investigating how (Product, Price, Promotion, Distribution and Customer Relationship Management) can create value for consumers and businesses.
27	CIF3001	Global Marketing	NIL	3		√	This course offers a comprehensive analysis of the environmental forces that influence the global marketing function. Students will acquire and develop knowledge of how the marketing mix is adapted to identify or recognize and satisfy the needs of global and/or regional customer segments. The course covers four broad topics: global marketing concept and issues, global environmental analysis, global marketing research and strategic analysis, approaches of international market entry by firms, and design and management of a global marketing mix.
28	CIF3002	Hospitality Management	NIL	3		√	This course provides an overview of the hospitality industry in terms of what constitutes the industry and the functional departments involved in the management of hospitality organisations. It deals with the major components that serve as the backbone of the industry which includes tourism, lodging/accommodation, restaurants as well as non-commercial food services. The sub-components of hospitality industry will also be presented such as clubs, theme parks and entertainment and catering and event management. The traditional functions of management and how they can be applied in hospitality management situations are discussed. Students will be exposed to trends/current issues in the industry and analyse situations related to hospitality.
29	CIX3001	Islamic Marketing	NIL			√	This course presents an overview of Islamic marketing. Students will be able to understand the difference between conventional marketing and Islamic marketing. Students will acquire knowledge of how the marketing mix is adapted in an Islamic marketing environment. The course covers four broad topics: Islamic marketing within the context of Islamic economy and Islamic business, muslim consumer behaviour, the difference between conventional marketing and Islamic marketing, and the marketing mix (4Ps) within the context of Islamic marketing environment.
30	GIC2002	Internet Business	NIL			√	This course provides an introduction to the Internet Business. It outlines various strategies and applications that can be implemented within the organization. Students will be exposed to the preparation of an Internet Business proposals which has the potential to be implemented in Malaysia.

**Master**

1	CQX7001	Research Methodology	NIL	3	√	√	This course focuses on concepts in research methodology. The process of doing research, literature review and research design are covered in this course. This course also concentrates on data analysis techniques both parametric and non-parametric using statistical software.
2	CQC7001	Accounting for Business Decision Making	NIL	3	√	√	This course provides understanding of the accounting concepts and methods underlying the preparation of financial statements. Focus is also given on understanding of management accounting information for planning, control and decision-making. The emphasis is on developing critical and analytical skills in using accounting information for business decision-making.
3	CQC7005	Information System & Operation Management	NIL	3	√	√	This course is divided into two main components: Information Systems and Operations Management. The course covers the concepts and issues; and use as well as functions of Information Systems and Operations Management in organizations. It also requires students to make comparison between the different types of Information Systems used in organizations. Students are also exposed to the various types of operations management tools and techniques in organizations.
4	CQC7007	Corporate Strategy	NIL	3	√	√	This course is designed to expose students to the theory and practice of strategic planning and management. Strategic planning and management involve setting goals and effective execution of strategies to attain the pre-determined goals. The course emphasizes students' ability to think conceptually and develop an effective analytical framework for strategic decision making. The use of real cases allows students to test their ability to identify and solve issues or problems that are strategic in nature.
5	CQC7002	Economics for Managers	NIL	3	√	√	This course covers economic issues related to managerial decision-making including consumer demand, supply, elasticity, producer's cost, market structures, aggregate models of macro economy, and government policies including fiscal and monetary policy.

6	CQC7003	Managerial Finance	NIL	3	√	√	This course introduces the fundamentals of a firm's managerial finance. Managerial finance deals with the allocation, management and funding of financial resources. This involves dealing with day-to-day working capital decisions; another part is longer-term, involving major capital investment decisions.
7	CQC7004	Strategic Marketing	NIL	3	√	√	The course introduces students to the theory and application of marketing. It integrates marketing concepts and applies them to the dynamic business environment.
8	CQC7006	Human Capital Management	NIL	3	√	√	The course is divided into two parts, namely: organizational management and human resource management. The first part covers the basic functions and roles of managers in a challenging work environment. It highlights the concepts and practices of planning, organizing, leading, and controlling. The second part of the course examines the practical issues in managing human resources. They include: planning and executing effective staffing strategies, and managing programmes to develop employees' effectiveness and enhance organizational performance.
9	CQC7021	Principles	NIL	3	√		This course introduces an overview of the Islamic financial system including its development, regulations and governance frameworks. The course also discusses the underlying fundamentals of Islamic finance which distinguish it from mainstream financial systems. Emphasis shall be given to the widely used Shariah principles and concepts in the structuring and operations of Islamic financial products.
10	CQC7039	Entrepreneurship	NIL	3	√		This course is designed to prepare students to succeed in the new, global economy by coaching them to think and acts like an entrepreneur. In addition, the course will also touch on the skills required to acquire and manage ventures within and outside corporate environment. Course topics include the entrepreneurial revolution, the business opportunity, venture and growth capital, entrepreneurship beyond start-up and developing a business plan.
11	CQC7035	Services Management	NIL	3	√		This course provides detail understanding of the concepts and theories of services management. It also directs the student on the understanding of the importance issues that need to be examined in designing a new services enterprise. Students are also required to apply the knowledge of services operations.
12	CQC7036	Islamic Perspective in Business & Economics	NIL	3	√		Islam is the religion of the majority of the Malaysian population. It is also the fastest growing religion in many countries including America. Unlike other religions, Islam does not separate the spiritual from mundane and therefore, its teaching cover all aspects of human life – political, economic, social etc. Islam has its own unique perspectives on the fields of economics, business and management based on its Tawhidic framework. The course will clarify how the Tawhidic framework affects the way Muslims view the objectives of life and the objectives of human activities including business and economic activities. The course will also explain some basic Islamic principles, concepts and practices in the fields of economics, business and management.
13	CQC7024	Consumer Behaviour	NIL	3	√		The course will focus on the psychological factors influencing individual consumption behaviour. The major topics covered in this course are: information processing; behavioural learning; personality and psychographics; consumer beliefs, attitudes, and behaviour; consumer decision making process, situational influences, group processes, cultural processes, and global issues in consumer behaviour.
14	CQC7018	Capital Market, Investment & Portfolio Management	NIL	3	√		This course covers the review of capital markets and financial instruments, techniques of analyzing and evaluating individual securities, and constructing optimal portfolios. Other applications considered will include asset pricing models, stock and bond management, and portfolio performance evaluation methods.
15	CQC7030	Strategic Information System	NIL	3	√		This course focuses on concepts and theories of Strategic Information Systems (SIS) and issues related to it. Approaches in SIS planning are also discussed, taking into consideration the strategic aspects and possibilities.
16	CQC7034	Business Ethics and Corporate Governance	NIL	3	√		Issues in corporate governance and ethics are highly topical issues in today's world of business. Governance and ethical issues arise in almost every aspect of corporate life and it is the responsibility of managers to handle these issues. The objective of the course is to sensitize students to these governance and ethical issues in organization and to provide them with techniques for analyzing and resolving those issues. With growing public concern about the roles of owners and managers and issues concerning "stakeholder" participation, the course will discuss the importance of responsible corporate behaviour and good corporate governance.

17	CQC7027	Trade Marketing	NIL	3	√		Marketing Channels represents one of the four key components of the marketing mix (i.e., Distribution/Place) used by organizations to satisfy customer needs and optimize performance. Distribution strategy and deployment are seen as key differentiators in the increasingly competitive marketplace. Therefore, a solid working knowledge of marketing channel development, structure, and operation is requisite for an overall understanding of how marketing strategy is employed in the global economy.
18	CQC7016	International Finance	NIL	3	√		In this course, the students are exposed to various international finance theories and application strategies in decision making. This course provides the understanding on overall international market issues including foreign exchange, foreign exchange determinants, methods of financing and managing international financial risks and portfolio.
19	CQC7032	Supply Chain Management	NIL	3	√		This course focuses on concepts and techniques in supply chain management involving distribution network analysis and configuration. This course also discusses topics related to transportation, logistics planning, procurement and inventory control.
20	CQC7041	Organizational Behaviour	NIL	3	√		This course helps individuals understand individual behavior in an organizational context and develop their interpersonal competencies to effectively work as managers or professionals. This course includes topics such as personality and attitudes, perception and attribution, motivation, communication, work stress, group and team dynamics, leadership, decision making, quality, ethics, job and organization design, conflict management, organizational culture and politics, and organizational change.
21	CQC7043	Training Management	NIL	3	√		The course will enable students to understand the concepts and processes related to training and staff development in the organization. It will expose students to various approaches to instructional design and training methodologies. Students will be trained to analyze individual and organizational training needs, design appropriate training plan for its implementation and evaluate its effectiveness.
22	CQC7028	Integrated Marketing Communications	NIL	3		√	This course provides a managerial examination of the role of communications within the marketing mix, i.e., promotion. It explores all aspects of advertising and promotion in depth and detail, with an emphasis on real-world practice and application. Course topics include setting communication objectives, designing and executing a message strategy, using media, and developing an integrated marketing communication strategy designed to connect with and motivate the consumer toward an intended action or belief.
23	CQC7038	Industrial Relations	NIL	3		√	The course explains the main principles and concepts underlying workplace industrial relations, impacts of industrial relations on Malaysian employees and employers, and employment decisions that could enhance or hinder relationship the relationship between the two stated stakeholders. It also evaluates employment decisions and employment practices that are in line with the industrial relations law and practices.
24	CQC7044	International Business Management	NIL	3		√	The course exposes students to significant features in the environment of international business and discuss theories that seek to explain why firms engage in international business. In addition, students are familiarized with the system and institutions, related to international business. The course also examines approaches, methods and techniques used by managers of the international firms.
25	CQC7008	Internal, Auditing, Governance, Risk & Control	NIL	3		√	This course enables students to understand and apply the basic concepts and processes of internal auditing. It discusses the importance of internal auditing knowledge in ensuring good corporate governance and risk management. Students will also be exposed to relevant ethical issues.
26	CQC7042	Performance Management & Rewards Systems	NIL	3		√	The course introduces to students the general concepts of performance management and reward systems in organisations. It also explores the different types of best practices and trends in managing performance and rewarding employees. This course will enable students to use their knowledge to design an effective performance management and reward system.
27	CQC7015	Derivatives Markets	NIL	3		√	This course will allow students to apply various financial techniques and tools to analyze and price various contracts in derivatives markets.

28	CQC7033	Operations Research	NIL	3		√	Operations Research helps in solving problems in different environments that requires decision making processes. This modul covers topics such as linear programming, network model, integer and dynamic programming. Analitical techniques and computer package that can be used to solve problems faced by business managers in decision makin environment are also discussed
29	CQC7022	Applied Shariah in Islamic Banking & Takaful	NIL	3		√	This course equips the students with a comprehensive understanding of the Islamic principles that govern the Islamic banking and takaful transactions. Emphasis is given to their applications in the structuring and documentations of the products offered by both industries. Comparison between the operation of Islamic banking/takaful and conventional banking/insurance also will be highlighted. The course also exposes the students to various Shariah and other issues pertaining to the Islamic banking and takaful products.
30	CQC7014	Money & Banking Dr	NIL	3		√	This course covers the role of banking institutions and financial markets towards the economic growth of a country. The course focuses on the role of monetary policy in achieving the economic goals for a particular country. The students will learn various tools and study it implications on monetary policy conducted by central banks to achieve the desired economic outcomes.
31	CQC7025	Services Marketing	NIL	3		√	Understanding the field of services marketing is a pre-requisite for those who want to pursue careers in both private and public sectors. Since services possess several unique characteristics that require a distinctive approach to its marketing strategy, this course provides students with the understanding of service offerings, their customers and markets. The rapid diffusion of technology has also created new forms of services that offer opportunities for organisations to engage with customers. Therefore, this course extends the marketing concepts and models, and adapts them to the context of services. It also discusses the application of services marketing mix and the relevant tools in developing strategies.
32	CQC7040	Leadership	NIL	3		√	This course encompasses the history and evolution of leadership research in comparison to traditional leadership theories. The course also looks at contemporary leadership theories such as visionary leadership and learning oriented leadership. The need to relook at tradiitonal leadership theories and embrace new leadership styles can be attributed to the gloabalization process, the introduction to concepts such as learning organization, virtual teams, and the emergence of knowledge workers. The course stars off with a discussion on a leader is responsible in providing direction, developing good quality leader-member exchange, and change orientation.
33	CQC7023	Applied Shariah in Islamic Capital Market Dr	NIL	3		√	This course equips the students with a comprehensive understanding of the Islamic principles and their applications in the development and operations of the Islamic capital market products. The course also highlights various Shariah and legal issues pertaining to the financial products transacted in this market.
34	CQC7026	Global Branding	NIL	3		√	This course will expose students to theory and practice of brand management. The course is divided into four parts: (i) introduce concept of brand and brand management, (ii) identify and establish brand positioning and values, (iii) describes the planning and implementation of brand marketing programmes, and (iv) discusses how brand performance could be measured and interpreted. Particular attention will be given to international issues and global branding strategies.
35	CQC7029	E-Commerce	NIL	3		√	This course focuses on various concepts and theories of electronic commerce such as e-retailing, e-advertising, e-supply chain, e-payment, e-learning, etc. Current issues such as the use of cookies in e-commerce application, taxation issues, intellectual properties and others are also discussed.