**FACULTY OF BUSINESS AND ACCOUNTANCY**

**List of Courses Offered for University of Malaya**

**Student Exchange (UMSEP) for the 2015/2016 Academic Session**

**Bachelor Of Business Administration**

**Bachelor of Accounting**

**CORE COURSES – OFFERED EVERY SEMESTER**

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| **No.** | **Course Code** | **Topic** | **Pre-Requisite** | **Credit Hours** | **Courses Offered**  **Please Tick ( √ )Where Applicable**  **Sem I Sem II Special Sem** | | | **Course Description (Compulsory be filled up by the Faculty)** | **Pre-Requisite** | **Other Description** |
| 1. | CAEA1101 | Introductory Accounting | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 2. | CBEB1107 | Managerial Economics I | None | 3 | √ | √ | - | 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 theorywill cover theory of the firm within various market structures, while distribution theory will discuss factors of price determination such as labour and capital.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 3. | CBEB1108 | Managerial Economics II | None | 3 | √ | √ | - | 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 inthis course.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 4. | CBEB2102 | Financial Management | None | 3 | √ | √ | - | 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  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 5. | CFEB3101 | Corporate Finance | None | 4 | √ | √ | - | 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 instrumements such as bonds and equitis, risk management and mergers and acquisitions.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 6. | CBEB1106 | Principles of Marketing | None | 3 | √ | √ | - | 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).  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 7. | CBEB2304 | Consumer Behavior | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 8. | CBEB1103 | Management Information System | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 9. | CBEB2103 | Operations Management | None | 3 | √ | √ | - | 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  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 10. | CBEB1109 | Business Statistic | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 11. | CBEB1110 | Quantitative Analysis for Business | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 12. | CBEB2105 | Business Research | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 13. | CBEB1102 | Management | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 14. | CBEB1104 | Human Resource Management | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 15. | CBEB1112 | Business Communication: Critical Thinking Approach | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 16. | CBEB2106 | Business Law | None | 3 | √ | √ | - | Throughout, this course, the students shall be able to apply, discuss, explain and identify the relevant provisions of law.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 17. | CBEB2303 | Organizational Behavior | None | 3 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 18. | CBEB3101 | Business Ethics | None | 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 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 19. | CSEB3101 | Strategic Management | None | 4 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 20. | CSEB3102 | International Business Management | None | 4 | √ | √ | - | 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.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |

**ELECTIVE COURSES – NOT OFFERED EVERY SEMESTER**

**(TO BE CONFIRMED BEFORE THE BEGINNING OF THE SEMESTER)**

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| **No.** | **Course Code** | **Topic** | **Pre-Requisite** | **Credit Hours** | **Courses Offered**  **Please Tick ( √ )Where Applicable**  **Sem I Sem II Special Sem** | | | **Course Description (Compulsory to be filled up by the Faculty)** | **Pre-Requisite** | **Other Description** |
| 1. | CAEA1112 | Financial Accounting & Reporting I | None | 3 |  |  | - | This course discusses accounting concepts and principles, accounting systems and records, bank reconciliation statement, preparation of ﬁnancial statements, which include balance sheet, income statement, cash ﬂow statement and statement of changes in equity. Other topics include accounting for current assets, current liability, equity and retained earnings. Students will be introduced to the relevant MASB approved standards and International Financial Reporting Standards (IFRS). Students will also be exposed to relevant ethical issues and enhance their skills in recording ﬁnancial transactions and preparing ﬁnancial statements.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 2. | CTEB2404 | Basic of Taxation Malaysia | None | 3 |  |  | - | This course is an introduction to taxation. This course covers the basic principles of taxation of income, computation of personal income tax, rights and responsibility of taxpayers and basic principle of indirect tax.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 3. | CBEB2308 | Money & Banking | None | 3 |  |  | - | This course will expose students to the theory of money, money demand, theory of money supply, ﬁnancial policy and inﬂation, aggregate demand and supply, term structure of interest rate and analysis about the ﬁnancial institutions and the exchange rate market.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 4. | CBEB2311 | Financial Econometrics | None | 3 |  |  | - | This course will expose students to the basic concepts of regression analysis, assumption of simple regression analysis, OLS method, estimation and hypothesis testing, forecasting in regression model OLS estimation, multicollinearity, heterocedasticity, autocollinearity, dummy variables, autoregressive, ARIMA & ARMA and their application to ﬁnance and economy.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 5. | CBEB2320 | Treasury Management | None | 3 |  |  | - | Among the topics that will be discussed in this course are the development of the treasury management profession, the organizational aspects of treasury and the main functional areas of treasury (foreign exchange and interest rate risk management). A signiﬁcant emphasis will be placed on techniques employed in the solution of practical problems together with the theories.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 6. | CBEB3302 | Investment | None | 3 |  |  | - | In this course, students are exposed to various topics related to portfolio investment. Some of those topics are portfolio management techniques, security valuation and asset pricing models such as CAPM, APT and Option Pricing Model.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 7. | CBEB3309 | Bank Management | None | 3 |  |  | - | In this course, students will be exposed to the ﬁnancial system in particular the Malaysian banking system. The course covers most of the important topics on bank management such as the roles and services offered by banks, asset-liability management techniques, lending policies and procedures, risk management, capital management and ﬁnancial regulations.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 8. | CBEB3312 | International Finance | None | 3 |  |  | - | Throughout this course students will be exposed to international monetary systems and markets. The focus is on the market for foreign exchange, the determination of exchange rates and the management of foreign exchange exposures. Financial issues faced by multinational companies will also be discussed such as methods of ﬁnancing and management of international portfolio.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 9. | CBEB2310 | Islamic Finance | None | 3 |  |  | - | Throughout the course the students will be exposed to the Islamic ﬁnancial system especially as practiced in Malaysia. The focus shall be made on the forms of contracts used in developing the instruments and products in the banking and non-banking sector and the ﬁnancial markets. Important Syariah concepts relevant to the ﬁnancial system will be discussed.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 10. | CBEB2316 | Electronic Marketing | None | 3 |  |  | - | This course covers several main aspects in electronic marketing (e-marketing). The first part explains the foundations of online research and marketing and draws parallel to the stages of the traditional marketing process (situation analysis, marketing planning and marketing implementation). 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. Students are explained the effective web-site design (through database structures, corporate-wide technologies and external sources to power the site) being an important part of the e-marketing strategies process. The final part integrates emarketing in the context of marketing strategy (the implementation), specifically, investigating how (Product, Price, Promotion, Distribution and Customer Relationship Management) can create value for consumers and businesses. The related topics are Marketing Research on the Web, Personalization/Online Community, Pricing Online, Customer Support and Online Quality, E-Commerce, Business to Business (B2B) Marketing, Advertising/Brand Building and Web promotion.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 11. | CBEB3105 | Global Marketing | None | 3 |  |  | - | This course offers a comprehensive analysis of the environmental forces that influence the marketing function. Students will acquire and develop a thorough knowledge of how the marketing mix is adapted to identify or recognize and satisfy the needs of global and/or regional customer segments. Contemporary customer-focused approaches, such as mass-customization, customer relationship marketing, and integrated marketing communications are embedded in the course to prepare students for the realities of 21st century business management. The course covers three broad topics: global environmental analysis, global marketing research and strategic analysis, and design and management of a global marketing mix.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 12. | CMEB3301 | Hospitality Management | None | 3 |  |  | - | This course provides an overview of hospitality industry in terms of what makes up the industry, the functional departments involved within a hospitality organization and how it is managed. These relate to other subindustries within the flagship of hospitality such as tourism, the hotel business, restaurant operations, recreation, theme park, clubs, entertainment and event management. The functional areas of the hospitality industry is also discussed which include leadership and management, marketing, human resources, accounting, cost control and finance. This course gives students the opportunity to learn about the current issues within this fascinating and competitive industry while at the same time solve managerial related problems through problem-solving activities and class discussions.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 13. | CBEB2317 | Business Data Communication | None | 3 |  |  | - | In general, students will be exposed to the four important components of business data communication; basic concept of data communication, local area network, wide area network, network security and management.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 14. | CBEB3417 | Supply Chain Management | None | 3 |  |  | - | This course is divided into two parts. The first part consists of concepts of the world class supply chain management, purchasing methods, buyer-seller relationships, cross functional teams, quality management in supply chain and e-commerce. The second part consists of new product development and the function of supply management, procurement of equipment, outsourcing decisions, global supply management, pricing, cost analysis before the purchase decision, negotiation, contract management and government procurement.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 15. | CBEB2322 | Legal Aspect of Banking | None | 3 |  |  | - | This course will cover the history and development of the banking system in Malaysia and the role of the Bank Negara Malaysia, the relationship between banker and customer, the types of account holder, negotiable instruments and cheques. This course will also discuss the principles and products of Islamic banking, banker’s securities and letters of credit. Last but not least, there will be discussion on the recent legal developments relating to the banking industry  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 16. | CBEB3210 | Leadership | None | 3 |  |  | - | In this course, the students are exposed to leadership theories, self-management leadership, differences between leaders and managers. In addition, research perspectives on leadership, the personal side of leadership and leader as a social architect are also included in the course.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |
| 17. | CBEB2302 | Entrepreneurship | None | 3 |  |  | - | In this course students are exposed to entrepreneurship principles, business plans and business research. Business process and development as well as personal ethics code are introduced to the students.  Assessment Methods:  Continous Assesment 50%  Final Examination 50% | - |  |