



**BUKU PANDUAN  
PELAJAR  
2015/2016**

**FAKULTI EKONOMI DAN PERNIAGAAN**



## TABLE OF CONTENT

1.0	INTRODUCTION .....	5
1.1	FACULTY'S BACKGROUND .....	5
1.2	VISION .....	5
1.3	MISSION.....	5
1.5	FACULTY'S ORGANIZATION STRUCTURE .....	5
2.0	FACULTY'S MANAGEMENT AND ADMINISTRATION .....	7
2.1	FACULTY'S TOP MANAGEMENT .....	7
2.1.2	PROGRAM COORDINATOR .....	8
2.2	ACADEMIC STAFF.....	10
2.2.1	ECONOMICS DEPARTMENT.....	10
2.2.2	ACCOUNTING AND FINANCE DEPARTMENT.....	12
2.2.3	BUSINESS MANAGEMENT DEPARTMENT .....	14
2.3	ADMINISTRATION STAFF.....	16
2.4	FORMER FACULTY MANAGEMENT .....	18
3.0	UNDERGRADUATE ACADEMIC CALENDAR SESSION 2015/2016.....	19
4.0	CURRICULUM STRUCTURE.....	22
4.1	CORE COURSES .....	22
	<b>FACULTY OF RESOURCE SCIENCE AND TECHNOLOGY .....</b>	<b>29</b>
	<b>FACULTY OF LANGUAGE STUDIES .....</b>	<b>30</b>
4.5	SEMESTER SYSTEM .....	31
4.6	COURSE REGISTRATION .....	31
4.7	DURATION OF STUDY .....	31
4.8	TUITION FEES .....	32
WE09	International Economics .....	33
5.0	ECONOMICS DEPARTMENT CURRICULUM STRUCTURE .....	33
5.1	<i>Bachelor of Economics with Honours (International Economics)</i> .....	33
	<i>WE09 International Economics</i> .....	34
5.1.1	Program Content Guide by Semester.....	34
	<i>WE03 Business Economics</i> .....	36
5.2	<i>Bachelor of Economics with Honours (Business Economics)</i> .....	36
	<i>WE03 Business Economics</i> .....	37
5.2.1	Program Content Guide by Semester.....	37
	<i>WE01 Service Economics</i> .....	40
5.3.1	Program Content Guide by Semester.....	40

WE07 Finance.....	42
6.0 ACCOUNTING AND FINANCE DEPARTMENT CURRICULUM STRUCTURE.....	42
6.1 Bachelor of Finance (Honours) .....	42
WE07 Finance .....	43
6.1.1 Program Content Guide by Semester.....	43
WE02 Accountancy.....	46
6.2 Bachelor of Accountancy (Honours) .....	46
WE02 Accountancy.....	47
6.2.1 Program Content Guide by Semester.....	47
WE10 Marketing.....	50
7.0 BUSINESS MANAGEMENT DEPARTMENT CURRICULUM STRUCTURE.....	50
7.1 Bachelor of Business Administration with Honours (Marketing) .....	50
WE10 Marketing.....	51
7.1.1 Program Content Guide by Semester.....	51
WE10 Marketing.....	52
WE13 Corporate Management .....	53
7.2 Bachelor of Business Administration with Honours (Corporate Management) .....	53
WE13 Corporate Management .....	54
7.2.1 Program Content Guide by Semester.....	54
8.0 REQUISITE AND PRE-REQUISITE.....	56
8.1 PRE-REQUISITE .....	56
8.2 REQUISITE .....	56
9.0 EXAMINATION RULES.....	57
9.1 Dress Code.....	57
9.2 Before the Examination .....	57
9.3 During the Examination .....	57
10.0 INDUSTRIAL TRAINING .....	58
11.0 CODE OF ETHICS: SEXUAL HARASSMENT.....	62
12.0 PROHIBITION AGAINST PLAGIARISM .....	63
13.0 MENTOR MENTEE SYSTEM.....	64

## DEAN'S MESSAGE

*Bismillāhirrahmānirrahīm*

Assalamu'alaikum Warahmatullahi Wabarakatuh & Salam Sejahtera

Firstly, all praise and thanks to Almighty Allāh Subḥānahū Wa-ta'ālā for through His grace and mercy you are now on your journey in achieving your dreams to further your studies at a tertiary level. You are now officially a member of UNIMAS and the Faculty of Economics and Business's family. The Faculty of Economics and Business practices the concept of 'ONE FEB ONE COMMUNITY' in order to maintain and strengthen the existing unity and relationship among UNIMAS and FEB community.



Being part of UNIMAS is the starting point for all of you before you carve your way towards acquiring quality education at a higher level. Therefore, it is a great hope that all of you would now set your goals to become an excellent student.

This guidebook shall act as a reference for all of you for the duration of your study here. In this book, you will find the curriculum structure and the courses that you need to take in order to fulfill the needs of your degree. The combination of generic and general elective courses has been carefully selected for you so that you could graduate with great skills and knowledge. In addition, this book will also be the mentor mentee's official book to record the meetings and discussions that you will have with your respective mentors.

I am confident that if the aim of this book is read and understood, it will greatly assist you in adapting your life as a student and it will provide you with the information regarding the program of study that you have signed for.

Finally, let us work together hand in hand to ensure that you succeed and your dreams become a reality. I appeal to you to take full advantage of this opportunity and meet the expectations of your family and country. Please ensure that you graduate successfully within the duration planned and make your family and nation proud. We at the faculty will continue to guide you to the fullest. Therefore, do not waste this opportunity and make those memories memorable. Insyallah.

**Assoc. Prof Dr Rohaya Mohd Nor**

Dean

Faculty of Economics & Business

## **1.0 INTRODUCTION**

### **1.1 FACULTY'S BACKGROUND**

The Faculty of Economics and Business was established on 1st January 1996, in line with the vision, mission and educational goals of UNIMAS. Its aim is to produce excellent graduates who are equipped with high social skills and virtuous values in the field of economics and business as its core knowledge business, in order to support the nation's economical development to be globally competitive. This is to be achieved through the integration of contemporary and effective teaching-learning process. FEB graduates will continue to embody and refresh the role of knowledge, values, and culture of this nation through the process of lifelong learning.

### **1.2 VISION**

Towards regional economics, business, and entrepreneurship scholarship.

### **1.3 MISSION**

To offer economics, business and entrepreneurship scholarship of choice to both students and academics through excellent teaching, learning, research, and consultation strategies.

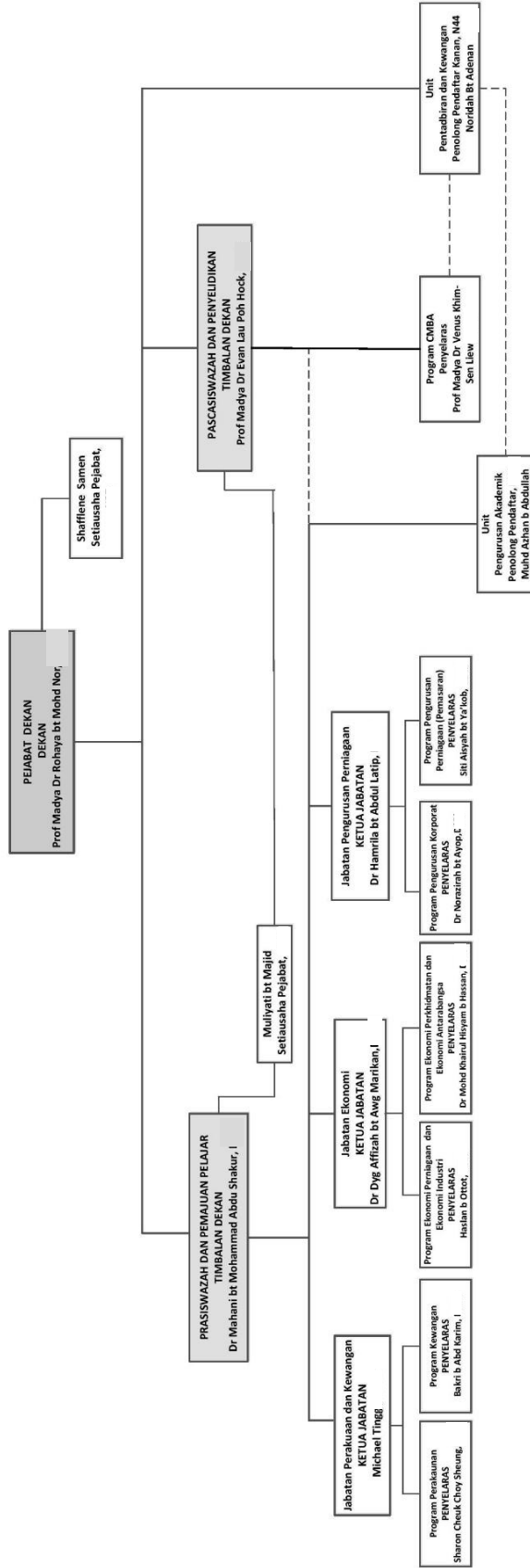
### **1.4 OBJECTIVES**

- a) To offer a contemporary educational programme in priority areas, namely information technology based economics, business and management.
- b) To become a platform for the development of contemporary economics and business knowledge through global approach.
- c) To provide a conducive and constructive teaching, learning and research environment for the supply of competitive human capitals.

### **1.5 FACULTY'S ORGANIZATION STRUCTURE**

The Management in the Faculty of Economics and Business is headed by the Dean with the assistance of two Deputy Deans (Deputy Dean of Undergraduate and Student Development, and Deputy Dean of Postgraduate and Research), Heads of Departments, and Assistant Registrars. Each Departmental Head is assisted by Program Coordinators.

**CARTA ORGANISASI  
FAKULTI EKONOMI DAN PERNIAGAAN  
UNIVERSITI MALAYSIA SARAWAK**



## 2.0 FACULTY'S MANAGEMENT AND ADMINISTRATION

### 2.1 FACULTY'S TOP MANAGEMENT

#### DEAN

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Assoc. Prof. Dr Evan Lau Poh  
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### 2.1.1 HEAD OF DEPARTMENT

<p><b>Economics</b> Dr. Dayang Affizah Awang Marikan</p>	<p><b>Accounting and Finance</b> Mr. Micheal Tinggi</p>	<p><b>Business Administration</b> Dr. Hamrila Abdul Latif</p>
		
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### 2.1.2 PROGRAM COORDINATOR

<p><b>International Economics / Business Economics</b> Dr. Mohd Khairul Hisyam Hassan</p>	<p><b>Service Economics / Industrial Economics</b> Mr. Haslan Ottot</p>	<p><b>Marketing</b> Mrs. Siti Aisyah Ya'kob</p>	<p><b>Corporate Management</b> Dr. Norazirah Ayob</p>
			
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## 2.2 ACADEMIC STAFF

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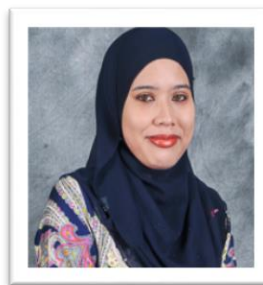
<p><b>Prof. Dr. Shazali Abu Mansor</b></p>	<p><b>Assoc Prof. Dr Puah Chin Hong</b></p>	<p><b>Assoc Prof. Dr Evan Lau Poh Hock</b></p>	<p><b>Assoc Prof. Dr Mohammad Affendy Arip</b></p>
			
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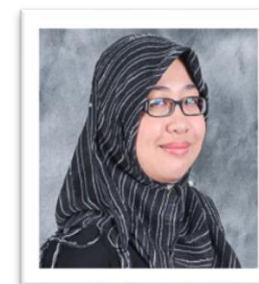
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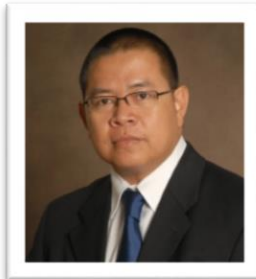
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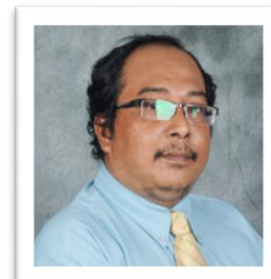
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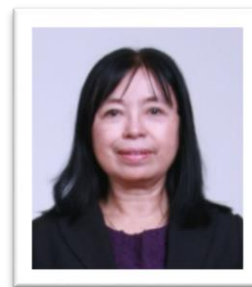
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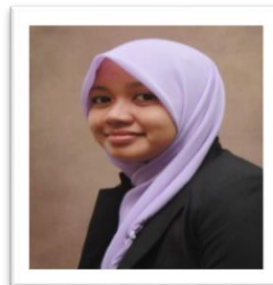
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## 2.4 FORMER FACULTY MANAGEMENT

	<p><b>DEAN</b> Prof. Dr. Shazali Abu Mansor</p> <p>From 19 Januari 2015 to 31 Disember 2016</p>
	<p><b>DEPUTY DEAN (Undergraduate and Student Development)</b> Assoc. Prof. Dr. Kartinah Ayupp</p> <p>From 17 April 2015 to 16 April 2016</p>
	<p><b>DEPUTY DEAN (Postgraduate and Research)</b> Assoc. Prof. Dr. Puah Chin Hong</p> <p>From 31 Disember 2014 to 31 Disember 2016</p>
	<p><b>Service Economics Program Coordinator</b> Assoc. Prof. Dr. Rossazana Ab. Rahim</p> <p>From 01 April 2015 to 31 Mac 2016</p>
	<p><b>Business Economics Program Coordinator</b> Mr. Dzul Hadzwan Husaini</p> <p>From 01 Mac 2015 to 29 Februari 2016</p>
	<p><b>Marketing Program Coordinator</b> Dr. Norizan Jaafar</p> <p>From 01 April 2015 to 31 Mac 2016</p>
	<p><b>Accounting Program Coordinator</b> Assoc. Prof. Shahrudin Jakpar</p> <p>From 01 April 2015 to 31 Mac 2016</p>

### 3.0 UNDERGRADUATE ACADEMIC CALENDAR SESSION 2015/2016

ACTIVITY	SEMESTER 1	
	DATE	DURATION
<b>New students registration</b>	12 Aug 2015 – 31 Aug 2015	20 days
<b>College registration</b>	1 Sept 2015 – 2 Sept 2015	2 days
<b>Minggu Aluan Pelajar</b>	3 Sept 2015 – 6 Sept 2015	4 days

ACTIVITY	SEMESTER 1	
	DATE	DURATION
<b>Current students registration</b>	31 Aug 2015 – 6 Sept 2015	1 week
<b>Lectures 1,2&amp;3</b>	7 Sept 2015 – 6 Nov 2015	9 week
<b>Mid semester break 4</b>	7 Nov 2015 – 15 Nov 2015	1 week
<b>Lectures</b>	16 Nov 2015 – 18 Dis 2015	5 week
<b>Study week 5&amp;6</b>	19 Dis 2015 – 27 Dis 2015	9 days
<b>Exam week 7</b>	28 Dis 2015 – 16 Jan 2016	3 week
<b>Semester break 8</b>	17 Jan 2016 – 21 Feb 2016	5 week

ACTIVITY	SEMESTER 2**	
	DATE	DURATION
New students registration	11 Jan 2016 – 12 Feb 2016	5 week
College registration	13 Feb 2016 – 14 Feb 2016	2 days
Minggu Aluan Pelajar	15 Feb 2016 – 21 Feb 2016	1 week

\*\*Semester 2 2015/2016 admission is upon approval of UNIMAS Senate.

ACTIVITY	SEMESTER 2	
	DATE	DURATION
Current students registration	15 Feb 2016 – 21 Feb 2016	1 week
Lectures	22 Feb 2016 – 8 Apr 2016	7 week
Mid semester break	9 Apr 2016 – 17 Apr 2016	1 week
Lectures <b>9,10&amp;11</b>	18 Apr 2016 – 3 Jun 2016	7 week
Study week <b>12</b>	4 June 2016 – 12 June 2016	1 week
Exam week <b>13</b>	13 June 2016 – 2 July 2016	3 week
Semester break <b>14</b>	3 July 2016 – 4 Sept 2016	9 week

ACTIVITY	INTERSESSION	
	DATE	DURATION
Current students registration	27 June 2016 – 1 July 2016	5 days
Lectures <b>14</b>	4 July 2016 – 26 Aug 2016	8 weeks

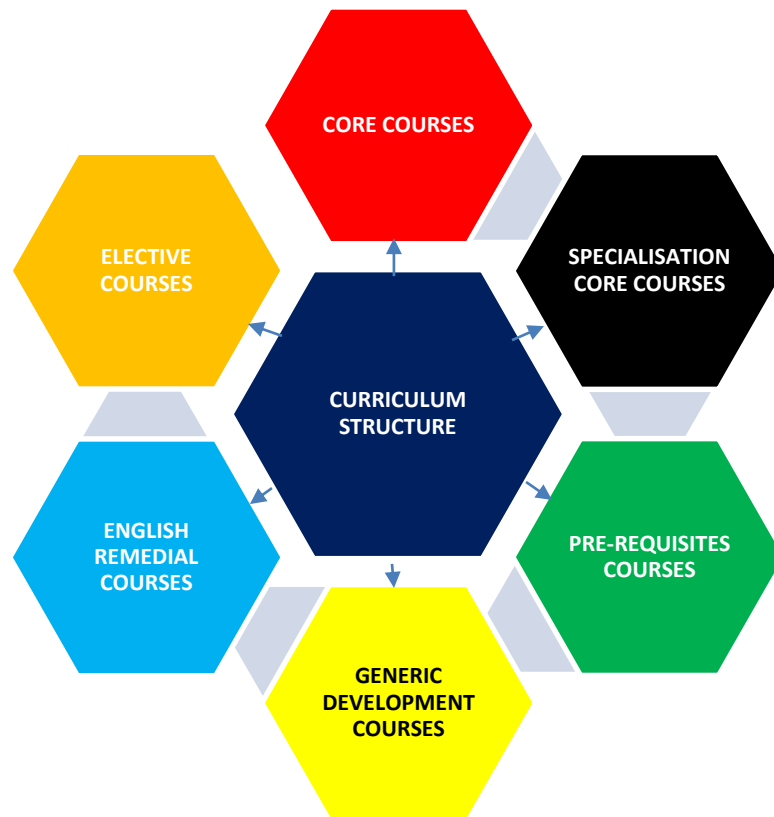
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|------------|-------------------|---|
| <b>1-</b>  | 16 September 2015 | Hari Malaysia   |
| <b>2-</b>  | 24 September 2015 | Hari Raya Qurban ( <i>Eid Al-Adha</i> )               |
| <b>3-</b>  | 14 October 2015   | Awal Muharram 1436 Hijrah ( <i>Maal Hijrah</i> )      |
| <b>4-</b>  | 10 November 2015  | Hari Deepavali  |
| <b>5-</b>  | 24 December 2015  | Maulidur Rasul ( <i>Prophet Muhammad's Birthday</i> ) |
| <b>6-</b>  | 25 December 2015  | Hari Krismas ( <i>Christmas</i> )                     |
| <b>7-</b>  | 1 January 2016    | Tahun Baharu 2016 ( <i>New Year</i> )                 |
| <b>8-</b>  | 8 & 9 Feb 2016    | Tahun Baru Cina ( <i>Chinese New Year</i> )           |
| <b>9-</b>  | 1 May 2016        | Cuti Hari Pekerja ( <i>Labour Day</i> )               |
| <b>10-</b> | 21 May 2016       | Cuti Hari Wesak ( <i>Wesak Day</i> )                  |
| <b>11-</b> | 1 & 2 June 2016   | Hari Gawai ( <i>Gawai Day</i> )                       |
| <b>12-</b> | 4 June 2016       | Hari Keputeraan Yang DiPertuan Agong                  |
| <b>13-</b> | 7 June 2016       | Awal Ramadhan   |
| <b>14-</b> | 7 & 8 July 2016   | Hari Raya Aidilfitri                                  |

Prepared by;  
 Unit Pengambilan Dan Kemasukan  
 Bahagian Pengajian Prasiswazah  
 Pejabat Pendaftar  
 Universiti Malaysia Sarawak  
 28 Januari 2015

**Nota:**

1. Subject to change.
2. Approved in Mesyuarat Senat Bil.01/2015 ke-138.

## 4.0 CURRICULUM STRUCTURE



### 4.1 CORE COURSES

Undergraduate Degree Programme core courses are specially designed for each programme. The courses are made up of coherent courses with a wide overview, to enable students to gain an in depth knowledge of their field. Besides, the function of the core courses is to strengthen students understanding in contemporary economics and business knowledge. The total number of credits is subject to respective programme's requirement.

The Core Courses at FEB are classified into:

- i. Programme Core Courses (i.e. Economics, Business Management, Accounting and Finance), including Specialization Core Course.
- ii. Industrial Training
- iii. Final Year Project

Credits distribution for each Core Course are available in the respective programme structure:

- WE09 International Economics – Page 33
- WE03 Business Economics – Page 36
- WE25 Service Economics – Page 39
- WE07 Finance – Page 42
- WE02 Accountancy – Page 46
- WE10 Marketing – Page 50
- WE13 Corporate Management – Page 53

**Specialization courses** are compulsory to all students registered in a particular programme. These courses are designed to enhance student's knowledge on their programme specialisation. The specialization courses are not applicable to all programmes in the faculty. Please refer to the respective programmes to find more information about this specialization courses.

#### 4.2 GENERIC DEVELOPMENT COURSES

Generic development courses are general university courses aimed to develop students mind, attitude and personality. Students are **required to complete** a total of **14 credit hours**. Please refer to Table 1 for the choices of the Generic Development Courses available:

**TABLE 1: LIST OF GENERIC DEVELOPMENT COURSES**

CODE	COURSE NAME	CREDIT	TARGET GROUP	INFO
PBI1102	Academic English	2	Students with MUET band 3 (and passed PBI1112 and PBI1122).	Students with result as mentioned <b>MUST</b> take both courses throughout their study period.
PBI1072	English for Profesional Communication	2	**International Students : International students (conditional offer) with grade C+ and C for PBI 0040.	These courses <b>MUST</b> be taken by students who get MUET Band 1 and 2 and passed PBI1112 and PBI1122.

CODE	COURSE NAME	CREDIT	TARGET GROUP	INFO
<b>PBI1082</b>	English for Occupational Purposes	2	Students with MUET band 4, 5 and 6.  **International Students : International students (direct intake) with IELTS 5.5	PBI 1102 will only be offered for students with <b>MUET Band 3</b> starting <b>Semester 1, 2015/16</b> . PBI1072 will only be offered starting <b>Semester 1, Sesi 2016/17</b> .  PBI 1072 <b>is not offered for Medical students</b> . They will be taking PBI 1082 English for Occupational Purposes.
<b>PBI1092</b>	English for Academic Purpose	2	International students (conditional offer) with grade B+, B and B- for PBI 0040 (and passed PBI 1112 and PBI 1122).	
<b>TMX1022</b>	ICT Competency	2	Effective for 2015/2016 intake	
<b>PBM2022</b>	Bahasa Malaysia	2	For Malaysian students	Not offered for International students.



CODE	COURSE NAME	CREDIT	TARGET GROUP	INFO
<b>PBM0012</b>	Bahasa Malaysia Persediaan	2	For International students	A pass is not required for conditional offer, but a pass with minimum grade C is required during undergraduate years as part of the requirements for graduation. This course is equivalent to PBM 2022 Bahasa Melayu, which is a compulsory course for all local students.
<b>PBM0022</b>	Bahasa Malaysia Persediaan 2	2	For International students	An alternative to generic university courses (e.g. SSX 0012 TITAS, SSX0022 Hubungan Etnik). The prerequisite for this course is PBM 0012 Bahasa Malaysia Persediaan.
<b>SSX0012</b>	Islamic and Asian Civilization	2	For Malaysian students	Not offered for International students.
<b>SSX0022</b>	Ethnic Relationship	2	For Malaysian students	Not offered for International students.
<b>SSX0032</b>	Appreciation of Malaysian Culture and Ethnicity	2	For International students	Not offered for Malaysian students.
<b>EBX0032</b>	Foundation of Entrepreneurship Cultivation	2	Effective for 2015/2016 intake	
<b>TOTAL</b>	14 credit hours for both Malaysian and International students			

### 4.3 REMEDIAL COURSES

The objectives of the remedial courses are to assist students who are weak in the English (only for those who obtain MUET Band 1 and 2 only) and Information Technology (IT) courses. They will be given extra guidance and opportunity to develop their skills and achievements. Students **MUST** complete **7 credits** for this remedial courses. However only 3 credits from Soft Skills and Credited Co-Curriculum courses will be counted in students' transcript.

**TABLE 2: LIST OF REMEDIAL COURSES**

CODE	COURSE NAME	CREDIT	TARGET GROUP	INFO
<b>PBI 1112</b>	Preparatory English 1	2	Students with MUET <b>Band 1 and 2</b> .	Students with result as mentioned <b>MUST</b> take both credited courses. PBI 1112 is the pre requisite to PBI 1122.  PBI 1112 will only be offered starting <b>Semester 1, 2015/16</b> . PBI 1122 will only be offered starting <b>Semester 2, 2015/16</b> .
<b>PBI 1122</b>	Preparatory English 2	2		
<b>PPD1011</b>	Soft Skills	1		
<b>PPD1032</b>	Credited Co-Curriculum	3		
<b>TOTAL</b>		7 credit hours		

#### 4.4 UNIVERSITY ELECTIVE COURSES

University elective course is a course taken either from other programmes within or outside the faculty. FEB students **MUST complete 9 credits** for this elective courses. However, **Accounting Programme** students **MUST complete 12 credits**. Table 3 represents the lists for the elective courses:

**TABLE 3: LIST OF ELECTIVE COURSES**

##### **FACULTY OF ECONOMICS AND BUSINESS**

###### **2015/2016 Session**

No.	Code	Course	Credit	Semester Offered
1.	<b>EBU 1013</b>	Small Business Management	3	1 & 2
2.	<b>EBU 1023</b>	Managing Small Business Accounts	3	1
3.	<b>EBU 1033</b>	Malaysian Economic Environment	3	1 & 2
4.	<b>EBU 2043</b>	Introduction to Intellectual Property	3	2

##### **FACULTY OF MEDICAL & HEALTH SCIENCES**

###### **2015/2016 Session**

No.	Code	Course	Credit	Semester Offered
1.	<b>MEC1043</b>	Introduction to Medical Entomology	3	1
2.	<b>MEC1063</b>	Learning Disabilities	3	1
3.	<b>MDU1073</b>	Introduction to Biomedical Physiology	3	1
4.	<b>MDU1093</b>	Introduction to Human Cancer	3	1
5.	<b>MEC1013</b>	Basic First Aids	3	2
6.	<b>MEC1023</b>	Introduction to Medical Genetics	3	2
7.	<b>MEC1033</b>	Healthy Lifestyle	3	2
8.	<b>MEC1053</b>	Introduction to Medical Parasitology	3	2
9.	<b>MDU1083</b>	Introduction to Health and Behaviour	3	2
10.	<b>MDU1103</b>	Human dan Nutrition	3	2
11.	<b>MDU1113</b>	Introduction to Medical Fiqh	3	2

**FACULTY OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY****2015/2016 Session**

No.	Code	Course	Credit	Semester Offered
1.	<b>TMU1013</b>	Introduction to Computer Technologies	3	1 & 2
2.	<b>TMU1023</b>	Ethics in Information Technology	3	1 & 2
3.	<b>TMU1033</b>	Mathematics in Daily Application	3	1 & 2
4.	<b>TMU1043</b>	Multimedia Technology	<b>3</b>	1 & 2

**FACULTY OF COGNITIVE SCIENCE & HUMAN DEVELOPMENT****2015/2016 Session**

No.	Code	Course	Credit	Semester Offered
1.	<b>KMU 1033</b>	Helping Relationships	3	1
2.	<b>KMU 1053</b>	Human Computer Interaction : Theories and Concepts	3	1
3.	<b>KMU 1063</b>	Introduction to Mental Health	3	1
4.	<b>KMU 1033</b>	Helping Relationships	3	2
5.	<b>KMU 1023</b>	Manusia Introduction to Human Resource Development	3	2

**FACULTY OF SOCIAL SCIENCES****2015/2016 Session**

No.	Code	Course	Credit	Semester Offered
1.	<b>SSU 1013</b>	Basic of Social Science	3	1
2.	<b>SSU 1033</b>	Introduction to Psychology	3	1
3.	<b>SSU 1023</b>	Basics of Anthropology dan Sociology	3	1
4.	<b>SSU 1043</b>	Introduction to Communication	3	1

**FACULTY OF APPLIED AND CREATIVE ARTS**

2015/2016 Session

No.	Code	Course	Credit	Semester Offered	Not offered to
1.	<b>GKU1013</b>	Modern Malay Drama and Theatre of Malaysia	3	1	WA06
2.	<b>GKU1023</b>	Introduction to Culture and Heritage Studies	3	1	WA59
3.	<b>GKU1033</b>	Digital Photography and Social Media Imaging	3	1	WA32
4.	<b>GKU1043</b>	History of Malaysian Cinema	3	1	WA58 & WA59
5.	<b>GKU1033</b>	Digital Photography and Social Media Imaging	3	2	WA32
6.	<b>GKU1053</b>	History of Drama and Theatre	3	2	WA06
7.	<b>GKU1063</b>	Introduction to Basic Music	3	2	WA05
8.	<b>GKU1073</b>	Introduction to Design History	3	2	WA57

**FACULTY OF RESOURCE SCIENCE AND TECHNOLOGY**

2015/2016 Session

No.	Code	Course	Credit	Semester Offered
1.	<b>STU1013</b>	Introduction to Biotechnology	3	1 & 2
2.	<b>STU1023</b>	Wildlife Photography	3	1 & 2
3.	<b>STU1033</b>	Aquatic Science and Daily Life	3	1 & 2
4.	<b>STU1043</b>	Introduction to Plant Physiology	3	1 & 2
5.	<b>STU1053</b>	Introduction to Biodiversity	3	1 & 2
6.	<b>STU2063</b>	Ecotourism Industry in Malaysia	3	1 & 2
7.	<b>STU2073</b>	Natural Resource Managements	3	1 & 2

**FACULTY OF ENGINEERING****2015/2016 Session**

No.	Code	Course	Credit	Semester Offered
1.	<b>KNU 1013</b>	Introduction to Green Technology	3	1
2.	<b>KNU 1033</b>	Energy, Environment and Society	3	1
3.	<b>KNU 2013</b>	Fundamentals to Green Building	3	1
4.	<b>KNU 2033</b>	Introduction to Solar Photovoltaic System	3	1
5.	<b>KNU 1023</b>	Engineers in Society	3	2
6.	<b>KNU 1053</b>	Safety Management in Workplace	3	<b>2</b>
7.	<b>KNU 2023</b>	Business Management for Construction Industry	3	<b>2</b>
8.	<b>KNU 2043</b>	Introduction to Hydro Power System	<b>3</b>	<b>2</b>

**FACULTY OF LANGUAGE STUDIES****2015/2016 Session**

No.	Code	Course	Credit	Semester Offered
1.	<b>PBA 0033</b>	Arabic Language Level 1	3	1 & 2
2.	<b>PBA 0043</b>	Arabic Language Level 2	3	1 & 2
3.	<b>PBC 0033</b>	Mandarin Language Level 1	3	1 & 2
4.	<b>PBC 0043</b>	Mandarin Language Level 2	3	1 & 2
5.	<b>PBJ 0033</b>	Japanese Language Level 1	3	1 & 2
6.	<b>PBJ 0043</b>	Japanese Language Level 2	3	1 & 2
7.	<b>PBP 0033</b>	French Language Level 1	3	1 & 2
8.	<b>PBP 0043</b>	French Language Level 2	3	1 & 2

#### 4.5 SEMESTER SYSTEM

UNIMAS academic structure is based on the semester system. Each year of study is divided into the following:

- |     |              |          |
|-----|--------------|----------|
| (a) | Semester I   | 14 weeks |
| (b) | Semester II  | 14 weeks |
| (c) | Intersession | 8 weeks  |

#### 4.6 COURSE REGISTRATION

Students **MUST register** for each courses they intend to take. The registration can be done online, through the **Student Management System (SPP)**. It is **students' sole responsibility** to register for all courses for each semester. Students are also fully responsible to ensure the accuracy of the registered courses and to print the temporary registration slip for safe keeping. In case of any errors occurred, students must report to the faculty, the latest by **end of the fifth week (5th) of the semester** for further action.

Only courses that are offered in a particular semester can be registered for that semester. Please refer to the University Academic Calendar for the registration information.

Allowable credits to register:

- Students are allowed to register between 8 to 22 credits for each semester.
- The maximum credit for students who have the status of Conditional Pass (LB) is 12 credits.
- For students with a CGPA of 2.50 and below, the maximum credit allowed is 15 credits.

Registration outside of the range above, including those who wish to take more than 22 credits are required to get the approval from the Faculty of Economics & Business Academic Committee. Your application must be supported by your mentor.

#### 4.7 DURATION OF STUDY

The normal duration of study for a Bachelor's programme is seven (7) semesters. FEB students are required to pass at least 122 credits. However, for Accounting Programme the duration is eight (8) semesters and students are required to pass at least 146 credits.

## 4.8 TUITION FEES

Type	Details	Fees (RM)
<b>Non-recurring Fees</b>	Registration	20.00
	Student Orientation Week	270.00
	Matric Card	10.00
	Alumni	30.00
	Co-curriculum Fee	300.00
	<b>Sub Total</b>	<b>630.00</b>
<b>Annual Fees</b>	Takaful (Group Insurance)	6.00
	<b>Sub Total</b>	<b>6.00</b>
<b>Recurring Fees for Each Semester</b>	Tuition	550.00
	Medical	25.00
	Laboratory	50.00
	Charity Funds	5.00
	Transportation	30.00
	Others	120.00
	<b>Sub Total</b>	<b>780.00</b>
<b>Accommodation / Semester</b>	*Accommodation	393.00

*\*College Fees are based on Sharing-Room rates. Please view the Single-room rates by referring to your respective college manager.*

*\*\*The Overall Total Fees above includes Hostel Fees. For non-college residents, the total payment fees are excluding hostel fees.*

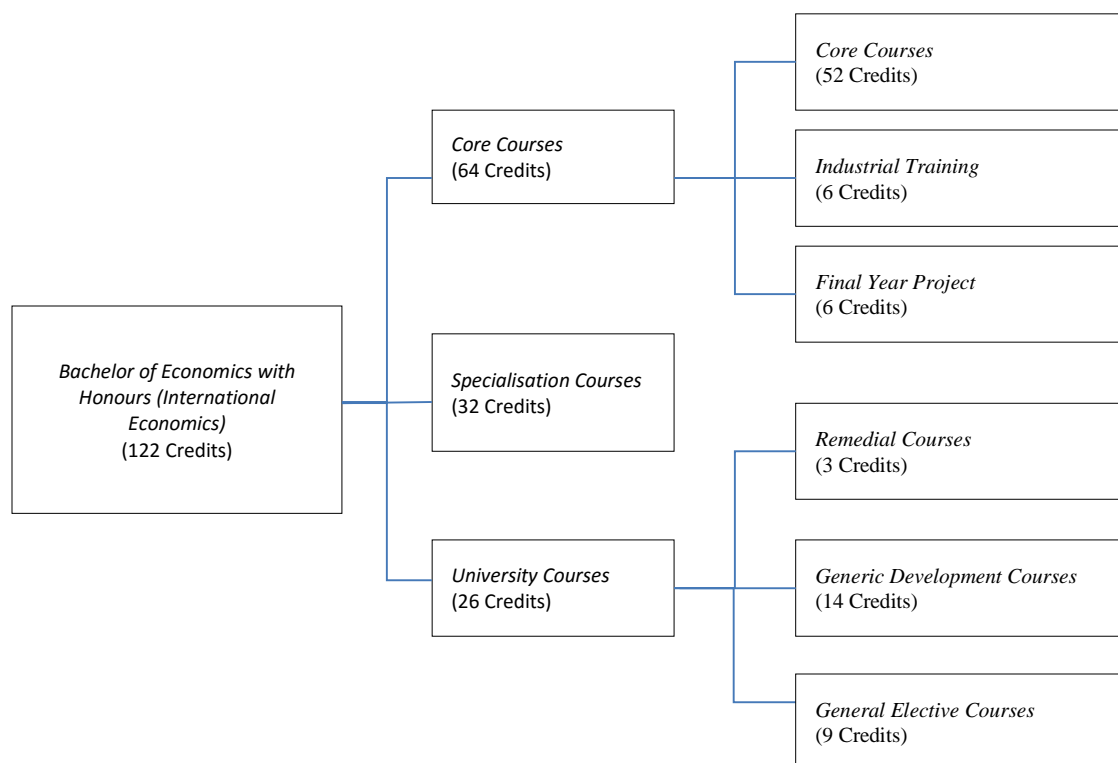


## WE09 International Economics

### 5.0 ECONOMICS DEPARTMENT CURRICULUM STRUCTURE (UPDATED 5 SEPT 2016)

#### 5.1 Bachelor of Economics with Honours (International Economics)

International Economics programme aims to produce paradigmatic professionals who yearn to be competitive in the economic and business fields at the international level. Emphasis is given to the evaluation of the impact and contribution of international business /trade on the economy and business environment in Malaysia. Students will be exposed and equipped with the knowledge and skills in international economics and business, management skills and the application of technology. The courses are designed to increase students' understanding of the business and trade theory and practices that emphasize on topics such as pricing, regulation, competition, financial aspects and investment strategies, business, and multinational corporations behaviors.



Type of Courses	No. of Courses	Credit	% Overall credits (122 credits)
University Courses	12	26	21.3%
Core Courses	19	64	52.5%
Specialisation Courses	10	32	26.2%
<b>Total</b>	<b>41</b>	<b>122</b>	<b>100%</b>

### 5.1.1 Program Content Guide by Semester (UPDATED 5 SEPT 2016)

#### Year 1 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
PBlxx12	English Generic Course	2		Refer Table 1
PPD1011	Softskills	1	-	Refer Table 2
SSX0012	Islamic & Asian Civilization	2	-	Refer Table 1
EBX0032	Foundation of Entrepreneurship Cultivation	2		Refer Table 1
EBE1053	Principles of Economics	3	-	
EBM1013	Management	3	-	
EBQ1053	Algebra & Calculus	3	-	
EBA1013	Principle of Accounting	3	-	
Total Credit Hours		19		

#### Year 1 Semester 2

Code	Course	Credit Hours	Requisites	Remarks
PBlxx22	English Generic Course	2	-	Refer Table 1
SSX0022	Ethnic Relations	2	-	Refer Table 1
TMX1022	ICT Competency	2	-	Refer Table 1
EBE1073	History of Economics Thoughts	3		
EBE1093	Microeconomics	3	EBE1053	
EBE1113	Macroeconomics	3	EBE1053	
EBM1073	Business Communication 1	3		
EBQ1063	Mathematics for Economics	3	EBQ1053	
Total Credit Hours		21		

#### Year 2 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
PPD1032	Credited Co-Curriculum	2		Refer Table 2
EBF1054	Managerial Finance	4		
EBQ2024	Statistics for Economics & Business	4	EBQ1063	
EBI2013	International Economics	3		
EBI2033	International Business	3		
Total Credit Hours		19		

**Year 2 Semester 2**

Code	Course	Credit Hours	Requisites	Remarks
PBM2022	Malay Language	2		Refer Table 1
EBE2043	Managerial Economics	3	EBE1053	
EBE2053	Public Finance	3		
EBQ2054	Research Methodology for Economics & Business	4	EBQ2024	
EBQ2074	Econometric	4	EBQ2024	
EBF3213	International Financial Management	3	EBF1054	
Total Credit Hours		19		

**Year 3 Semester 1**

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
EBI3112	Final Year Project 1	2	EBQ2054	
EBM3113	Business Law	3		
EBI3074	Project Planning & Evaluation	4		
EBQ3084	Modeling in Economics	4	EBQ2024	
EBE3093	Islamic Economics	3		
Total Credit Hours		19		

**Year 3 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Requisites	Remarks
ABCxx23	University's Elective Course	3			Refer Table 3
EBI3114	Final Year Project 2	4	EBI3112		
EBI3133	Regional Economics	3			
EBE3023	Economics Growth & Development	3			
EBI3143	Current Issues in International Economics	3			
EBI3063	Economics Integration & Globalization	3			
Total Credit Hours		19			

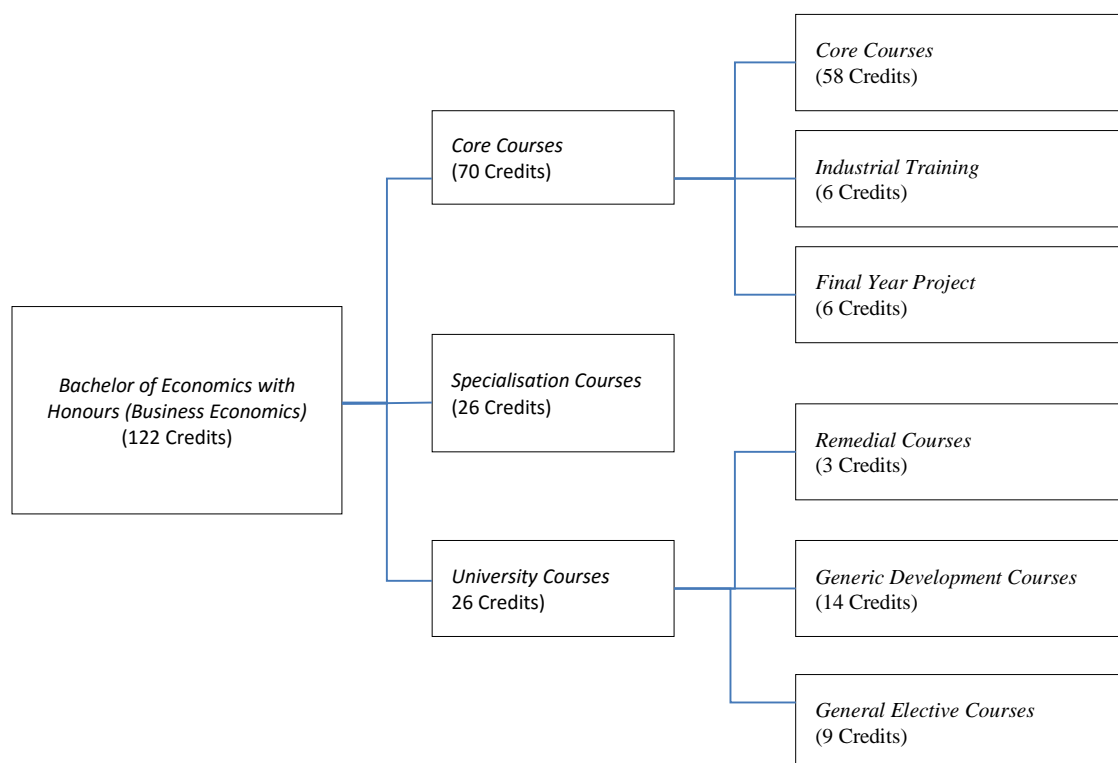
**Year 3 Intersession**

Code	Course	Credit Hours	Requisites	Remarks
EBI3126	Industrial Training	6		
Total Credit Hours		6		

<b>TOTAL</b>	<b>122</b>		
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## 5.2 Bachelor of Economics with Honours (Business Economics) (UPDATED 5 SEPT 2016)

Business Economics programme aims to produce graduates who are knowledgeable and competent in economics and able to apply it on business environment. Business economics uses economic theory and quantitative methods to analyze business, organizational structures and the relationships of firms with labor, capital and product markets. Emphasis is given to aspects such as managerial economics, financial management, public finance, investment and portfolio management analysis. Graduates will be equipped with analytical skills and ability which enable them to analyze and identify economic environment and business. The courses are designed to expose students to fundamental of economic development, the role of government, market structure, labour market and investment flow analysis.



Type of Courses	No. of Courses	Credit	% Overall credits (122 credits)
University Courses	12	26	21.3%
Core Courses	21	70	57.4%
Specialisation Courses	8	26	21.3%
<b>Total</b>	<b>41</b>	<b>122</b>	<b>100%</b>

## 5.2.1 Program Content Guide by Semester (UPDATED 5 SEPT 2016)

### Year 1 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
PBlxx12	English Generic Course	2		Refer Table 1
PPD1011	Softskills	1	-	Refer Table 2
SSX0012	Islamic & Asian Civilization	2	-	Refer Table 1
EBX0032	Foundation of Entrepreneurship Cultivation	2		Refer Table 1
EBE1053	Principles of Economics	3	-	
EBM1013	Management	3	-	
EBQ1053	Algebra & Calculus	3	-	
EBA1013	Principle of Accounting	3	-	
Total Credit Hours		19		

### Year 1 Semester 2

Code	Course	Credit Hours	Requisites	Remarks
PBlxx22	English Generic Course	2	-	Refer Table 1
SSX0022	Ethnic Relations	2	-	Refer Table 1
TMX1022	ICT Competency	2	-	Refer Table 1
EBE1073	History of Economics Thoughts	3		
EBE1093	Microeconomics	3	EBE1053	
EBE1113	Macroeconomics	3	EBE1053	
EBM1073	Business Communication 1	3		
EBQ1063	Mathematics for Economics	3	EBQ1053	
Total Credit Hours		21		

### Year 2 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
PPD1032	Credited Co-Curriculum	2		Refer Table 2
EBF1054	Managerial Finance	4		
EBQ2024	Statistics for Economics & Business	4	EBQ1063	
EBE2043	Managerial Economics	3		
EBD2103	Resource & Environmental Economics	3		
Total Credit Hours		19		

**Year 2 Semester 2**

Code	Course	Credit Hours	Requisites	Remarks
PBM2022	Malay Language	2		Refer Table 1
EBA1063	Cost & Management Accounting	3	EBA1013	
EBE2053	Public Finance	3		
EBQ2054	Research Methodology for Economics & Business	4	EBQ2024	
EBQ2074	Econometric	4	EBQ2024	
EBS2023	Information Economics	3		
Total Credit Hours		19		

**Year 3 Semester 1**

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
EBN3012	Final Year Project 1	2	EBQ2054	
EBM3113	Business Law	3		
EBI3074	Project Planning & Evaluation	4		
EBQ3084	Modeling in Economics	4	EBQ2024	
EBE3093	Islamic Economics	3		
Total Credit Hours		19		

**Year 3 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Requisites	Remark
ABCxx23	University's Elective Course	3			Refer Table 3
EBN3024	Final Year Project 2	4	EBN3012		
EBE3083	Current Issues in Economics	3			
EBF3083	Investment Analysis & Portfolio Management	3			
EBD3043	Stock & Property Market	3			
EBD3113	Industrial Relations	3			
Total Credit Hours		19			

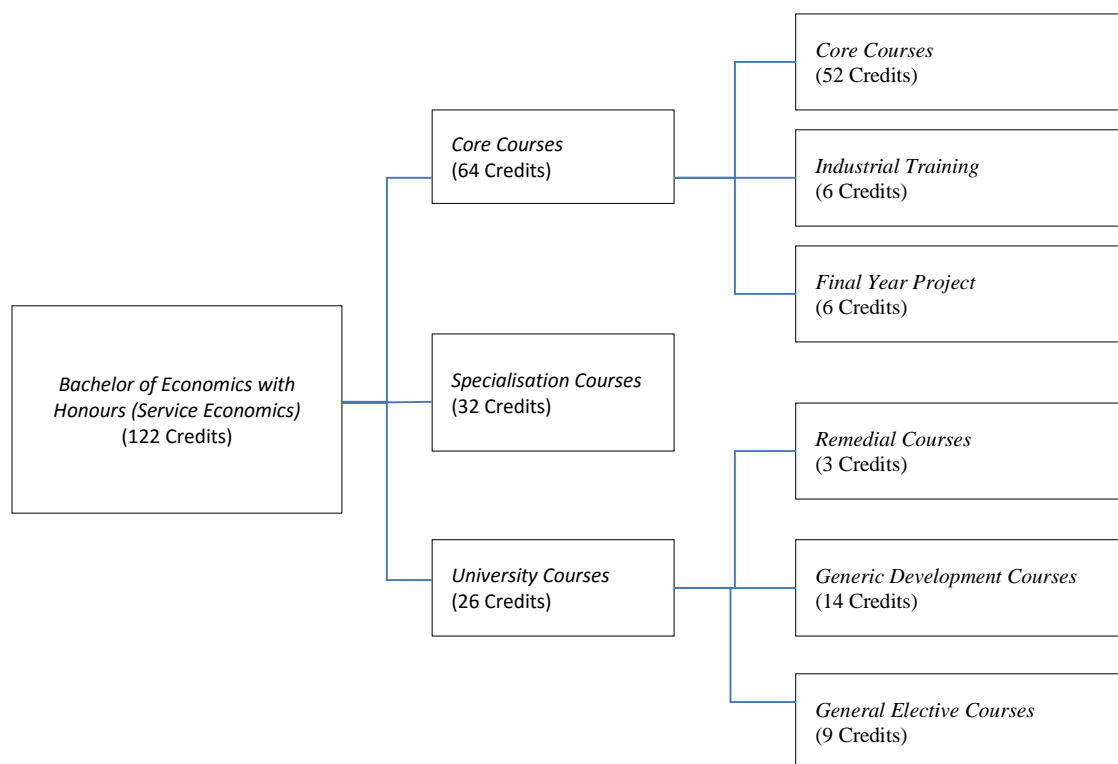
**Year 3 Intersession**

Code	Course	Credit Hours	Requisites	Remarks
EBN2016	Industrial Training	6		
Total Credit Hours		6		

<b>TOTAL</b>		<b>122</b>		
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### 5.3 Bachelor of Economics with Honours (Service Economics) (UPDATED 5 SEPT 2016)

UNIMAS has become the first university in this country to offer Service Economics programme that meet the national and international demand for professional workers in the service industry. This is coherent with the national economic transformation, that moving towards a service driven economic country. Students will be equipped with theories and business practices in health, knowledge, transportation, and recreational services. Emphasized will be given on the principles of services economics to preparing them with skills that required in solving economics and services management issues.



Type of Courses	No. of Courses	Credit	% Overall credits (122 credits)
University Courses	12	26	21.3%
Core Courses	20	69	56.6%
Specialisation Courses	8	27	22.1%
<b>Total</b>	<b>40</b>	<b>122</b>	<b>100%</b>

### 5.3.1 Program Content Guide by Semester (UPDATED 5 SEPT 2016)

#### Year 1 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
PBlxx12	English Generic Course	2		Refer Table 1
PPD1011	Softskills	1	-	Refer Table 2
SSX0012	Islamic & Asian Civilization	2	-	Refer Table 1
EBX0032	Foundation of Entrepreneurship Cultivation	2		Refer Table 1
EBE1053	Principles of Economics	3	-	
EBM1013	Management	3	-	
EBQ1053	Algebra & Calculus	3	-	
EBA1013	Principle of Accounting	3	-	
Total Credit Hours		19		

#### Year 1 Semester 2

Code	Course	Credit Hours	Requisites	Remarks
PBlxx22	English Generic Course	2	-	Refer Table 1
SSX0022	Ethnic Relations	2	-	Refer Table 1
TMX1022	ICT Competency	2	-	Refer Table 1
EBE1073	History of Economics Thoughts	3		
EBE1093	Microeconomics	3	EBE1053	
EBE1113	Macroeconomics	3	EBE1053	
EBM1073	Business Communication 1	3		
EBQ1063	Mathematics for Economics	3	EBQ1053	
Total Credit Hours		21		

#### Year 2 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
PPD1032	Credited Co-Curriculum	2		Refer Table 2
EBF1054	Managerial Finance	4		
EBQ2024	Statistics for Economics & Business	4	EBQ1063	
EBS2023	Information Economics	3		
EBV2023	Health Economics	3		
Total Credit Hours		19		



**Year 2 Semester 2**

Code	Course	Credit Hours	Requisites	Remarks
EBQ2054	Research Methodology for Economics & Business	4	EBQ2024	
EBQ2074	Econometrics	4	EBQ2024	
EBV2014	Recreational Economics	4		
EBV2044	Transportation Economics	4		
EBE2043	Managerial Economics	3	EBE1053	
Total Credit Hours		19		

**Year 3 Semester 1**

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
EBV3062	Final Year Project 1	2	EBQ2054	
EBE2053	Public Finance	3		
EBI3074	Project Planning & Evaluation	4		
EBQ3084	Modeling in Economics	4	EBQ2024	
EBS3073	Knowledge Management	3		
Total Credit Hours		19		

**Year 3 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Requisites	Remarks
ABCxx23	University's Elective Course	3			Refer Table 3
PBM2022	Malay Language	2			Refer Table 1
EBV3094	Final Year Project 2	4	EBV3062		
EBE3083	Current Issues in Economics	3			
EBV3074	Market & Financial Services	4			
EBV3083	Service Industries-Policies & Regulation	3			
Total Credit Hours		19			

**Year 3 Intersession**

Code	Course	Credit Hours	Requisites	Remarks
EBV2056	Industrial Training	6		
Total Credit Hours		6		

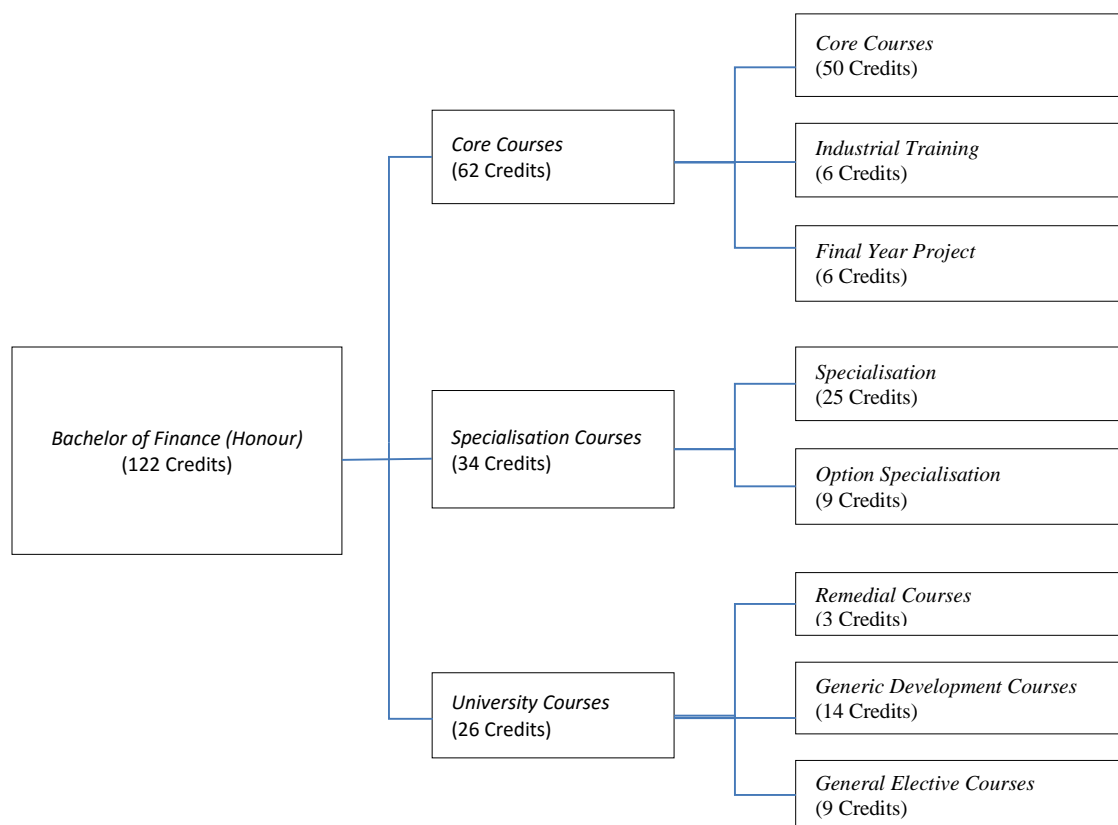
<b>TOTAL</b>		<b>122</b>		
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## WE07 Finance

### 6.0 ACCOUNTING AND FINANCE DEPARTMENT CURRICULUM STRUCTURE

#### 6.1 Bachelor of Finance (Honours)

This program aims to produce professionals with analytical thinking; who are able to work in groups and have the constant desire to compete internationally in the fields of finance and business. The courses will provide theoretical and practical understanding of finance and business, in which focus is given to theories related to financial systems and instruments, operations, corporate structure and control, funding sources, competitions, strategic management, and investment mechanism at national and international levels. In addition, this program will also equip students with an understanding on international financial institutions operations, international business agreements, and behaviour of corporations including transnational and multinationals corporations.



Type of Courses	No. of Courses	Credit	% Overall credits (122 credits)
University Courses	12	26	21.3%
Core Courses	18	62	50.8%
Specialisation Courses	11	34	27.9%
<b>Total</b>	<b>41</b>	<b>122</b>	<b>100%</b>

### 6.1.1 Program Content Guide by Semester (UPDATED 5 SEPT 2016)

#### Year 1 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
PBlxx12	English Generic Course	2		Refer Table 1
PPD1011	Softskills	1	-	Refer Table 2
SSX0012	Islamic & Asian Civilization	2	-	Refer Table 1
EBX0032	Foundation of Entrepreneurship Cultivation	2		Refer Table 1
EBE1053	Principles of Economics	3	-	
EBM1013	Management	3	-	
EBQ1043	Business Mathematics	3	-	
EBA1013	Principle of Accounting	3	-	
Total Credit Hours		19		

#### Year 1 Semester 2

Code	Course	Credit Hours	Requisites	Remarks
SSX0022	Ethnic Relations	2	-	Refer Table 1
TMX1022	ICT Competency	2	-	Refer Table 1
EBF1054	Managerial Finance	4		
EBP1013	Marketing	3		
EBS1013	Information Systems & Business Organization	3		
EBA1063	Cost & Management Accounting	3	EBA1013	
EBM1073	Business Communication 1	3		
Total Credit Hours		20		

#### Year 2 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
ABCxx13	University's Elective Course	3		Refer Table 3
PBlxx12	English Generic Course	2		Refer Table 1
PPD1032	Credited Co-Curriculum	2		Refer Table 2
EBQ2024	Statistics for Economics & Business	4	EBQ1043	
EBF2203	Financial Institutions, Capital & Money Markets	3		
EBF2153	Islamic Finance	3		
Total Credit Hours		20		

**Year 2 Semester 2**

Code	Course	Credit Hours	Requisites	Remarks
PBM2022	Malay Language	2		Refer Table 1
ABCxx23	University's Elective Course	3		Refer Table 3
EBQ2054	Research Methodology for Economics & Business	4	EBQ2024	
EBF2064	Corporate Finance	4	EBF1054	
EBF3213	International Financial Management	3	EBF1054	
EBA2093	Corporate Financial Statement Analysis	3	EBA1013	
Total Credit Hours		19		

**Year 3 Semester 1**

Code	Course	Credit Hours	Requisites	Remarks
EBF3232	Final Year Project 1	2	EBQ2054	
EBM3113	Business Law	3		
EBQ2074	Econometrics	4	EBQ2024	
EBXXXX	Core option course	3		
EBXXXX	Core option course	3		
EBF3084	Investment Analysis & Portfolio Management	4		
Total Credit Hours		19		

**Year 3 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Requisites
EBF3234	Final Year Project II	4	EBF3232	
EBF3193	Investment Law	3		
EBF3183	Finance Seminar	3		EBF2064
EBF3103	Derivatives & Risk Management	3		EBF2064
EBF3113	Mergers, Acquisitions & Corporate Control	3		
EBXXXX	Core option course	3		
Total Credit Hours		19		

**Year 3 Intersession**

Code	Course	Credit Hours	Requisites	Remarks
EBF3246	Industrial Training	6		
Total Credit Hours		6		

<b>TOTAL</b>		<b>122</b>		
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### 6.1.2 Core Option

Option courses are part of the compulsory core courses taken by students. Students can pick and choose from any courses offered.

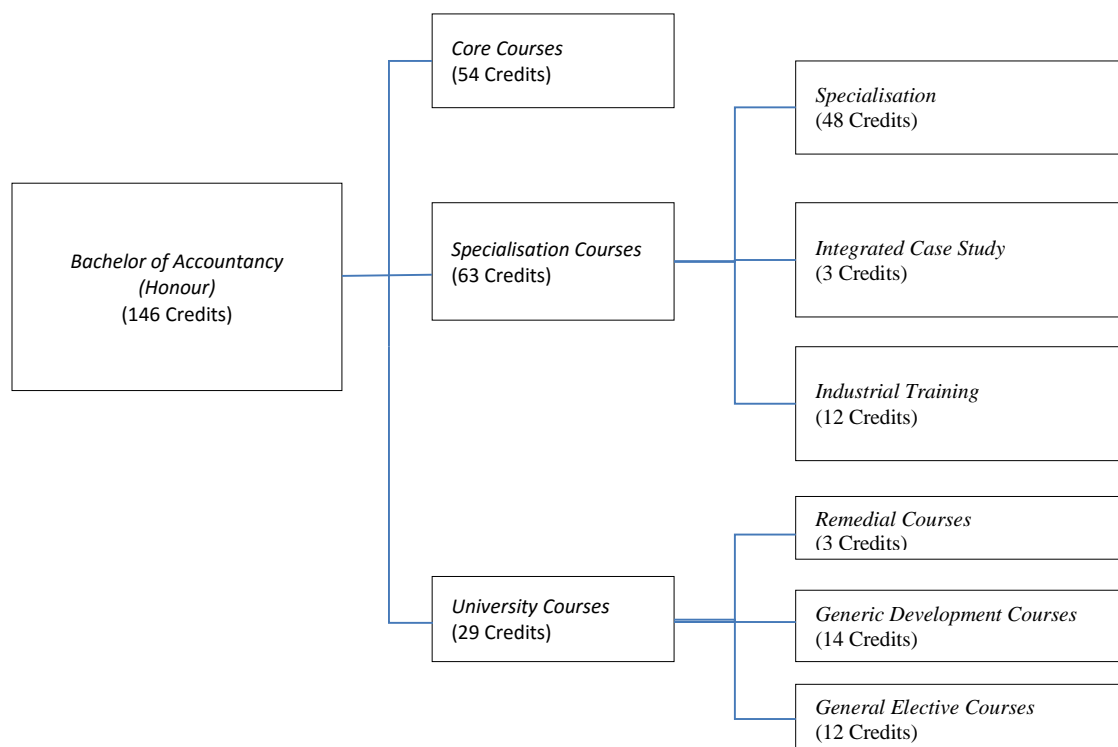
Code	Course	Credit Hours	Requisites	Remarks
EBA3013	Malaysian Taxation	3		
EBF3133	Personal Finance	3		
EBF3143	Entrepreneurship Finance	3		
EBF3163	Principles & Practice of Takaful	3		
EBE2053	Public Finance	3		
EBF3063	Bank Management	3		
EBF3033	Islamic Banking	3		
EBF3053	Credit Analysis & Lending Management	3		
EBF3153	Malaysian Capital Market & Regulations	3		

Note:

- i. Subject will be offered only if the numbers of students are more than 10
- ii. Students should only take 9 credit hours
- iii. Subject to change

## 6.2 Bachelor of Accountancy (Honours)

The Bachelor of Accountancy (Hons.) programme aims to produce knowledgeable scholars who are ethical, capable and competent in accounting. They are foreseen to be able to contribute to national development, society, and humanity as a whole. These scholars will be able to generate enthusiasm in knowledge and be committed to business in general and the accounting profession in particular. They will also acquire leadership qualities and act as a catalyst for change as well as be receptive in performing their duties in various sectors and the environment. They are able to face both current and future challenges. The programme also enables students to become professional accounting practitioners who are recognized by professional bodies such as the Malaysian Institute of Accountants (MIA), and also international professional bodies such as the Association of Chartered Certified Accountants (ACCA) and Chartered Institute of Management Accountants (CIMA).



Type of Courses	No. of Courses	Credit	% Overall credits (146 credits)
University Courses	13	29	19.9%
Core Courses	17	54	37.0%
Specialisation Courses	18	63	43.1%
<b>Total</b>	<b>48</b>	<b>146</b>	<b>100%</b>

## 6.2.1 Program Content Guide by Semester (UPDATED 5 SEPT 2016)

### Year 1 Semester 1

Code	Course	Credit Hours	Pre-Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
PPD1011	Soft skills	1	-	Refer Table 2
SSX0012	Islamic & Asian Civilization	2	-	Refer Table 1
EBX0032	Foundation of Entrepreneurship Cultivation	2		Refer Table 1
EBE1063	Principles of Micro Economics	3	-	
EBM1013	Management	3	-	
EBQ1043	Business Mathematics	3	-	
EBA1023	Introduction to Financial Accounting	3	-	
Total Credit Hours		20		

### Year 1 Semester 2

Code	Course	Credit Hours	Pre-Requisites	Remarks
PBlxx22	English Generic Course	2		Refer Table 1
ABCxx23	University's Elective Course	3		Refer Table 3
SSX0022	Ethnic Relations	2	-	Refer Table 1
TMX1022	ICT Competency	2	-	Refer Table 1
EBP1013	Marketing	3		
EBA1043	Computer Application in Accounting	3		
EBE1083	Principles of Macro Economics	3		
EBA1053	Financial Accounting & Reporting 1	3	EBA1023	
Total Credit Hours		21		

### Year 2 Semester 1

Code	Course	Credit Hours	Pre-Requisites	Remarks
PBM2022	Malay Language	2		Refer Table 1
PBlxx12	English Generic Course	2		Refer Table 1
PPD1032	Credited Co Curriculum	2		Refer Table 2
EBF2054	Financial Management	4		
EBM1023	Organizational Behavior	3		
EBA2013	Financial Accounting & Reporting 2	3	EBA1053	
EBA2023	Cost Accounting	3	EBA1023	
Total Credit Hours		19		

**Year 2 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Remarks
EBM1073	Business Communication 1	3		
EBQ2024	Statistics for Economics & Business	4	EBQ1043	
EBI2033	International Business	3		
EBF3023	Corporate Finance	3	EBF2054	
EBA2033	Management Accounting	3	EBA2023	
EBA2053	Accounting Information System	3		
Total Credit Hours		19		

**Year 3 Semester 1**

Code	Course	Credit Hours	Pre-Requisites	Remarks
EBM3113	Business Law	3		
EBM3083	Strategic Management	3	EBM1013	
EBA3013	Auditing & Assurance	3		
EBA3023	Advanced Financial Accounting & Reporting 1	3	EBA2013	
EBA3043	Advanced Management Accounting	3	EBA2033	
EBA3053	Taxation	3		
Total Credit Hours		18		

**Year 3 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Remarks
EBM3093	Company Law	3		
EBM3053	Corporate Governance & Ethics	3		
EBA3033	Advanced Financial Accounting & Reporting 2	3	EBA3023	
EBA3063	Advanced Taxation	3	EBA3053	
EBA3073	Advanced Auditing	3	EBA3013	
EBA3083	Advanced Accounting Information System	3	EBA2053	
Total Credit Hours		18		

**Year 3 Intersession**

Code	Course	Credit Hours	Pre-Requisites	Remarks
EBA4052	Industrial Training	12	EBA2013/ EBA3013/ EBA3053	
Total Credit Hours		12		



**Year 4 Semester 1**

Code	Course	Credit Hours	Pre-Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
ABCxx13	University's Elective Course	3		Refer Table 3
EBQ2054	Research Methodology for Economics & Business	4	EBQ2024	
EBA4013	Accounting Theory & Practice	3	EBA2013/ EBA2023	
EBA4023	Public Sector Accounting	3	EBA1023/ EBA2033	
EBA4043	Integrated Case Study	3		
Total Credit Hours		19		

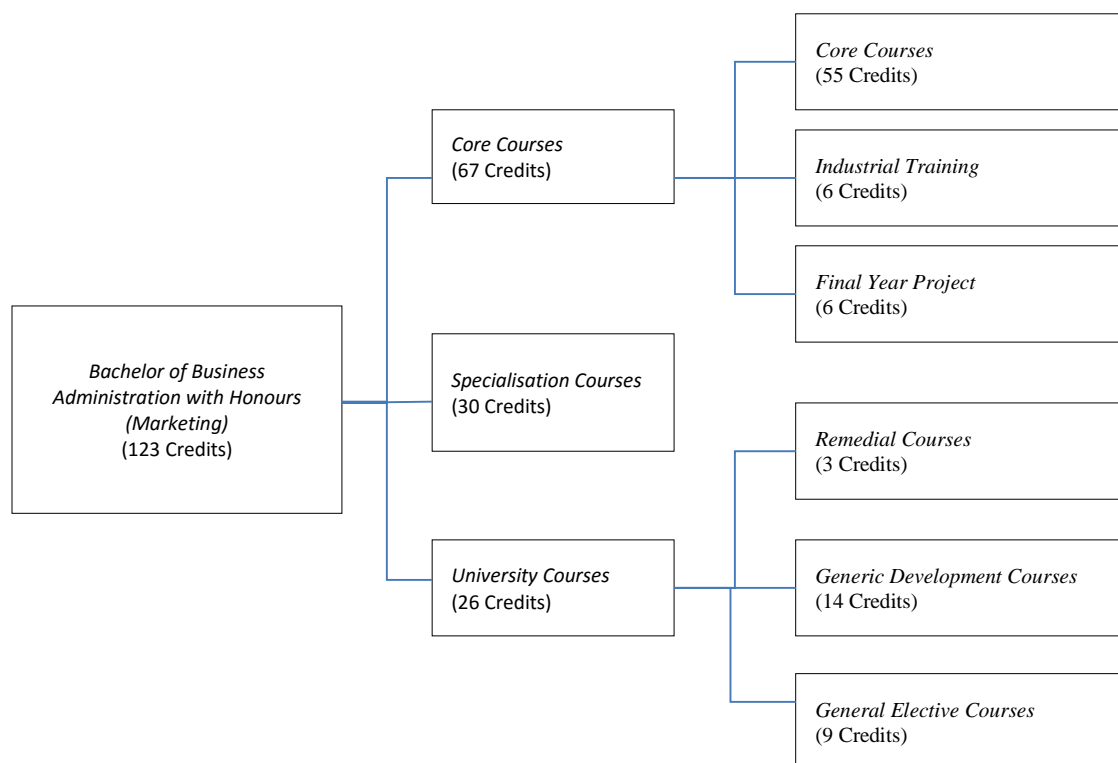
<b>TOTAL</b>		<b>146</b>		
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## WE10 Marketing

### 7.0 BUSINESS MANAGEMENT DEPARTMENT CURRICULUM STRUCTURE

#### 7.1 Bachelor of Business Administration with Honours (Marketing)

Marketing specialization is a program offered to provide students with a comprehensive understanding of the basic marketing concept and its role in managing the operations of an organization. Students' will apply their understanding of the basic comprehensive marketing skills to and will be assessed through case studies and other interactive assignments. The use of techniques and information technology to help graduates to make decisions in qualitative and quantitative fields are encouraged. The main focus shall be the preparation of courses in marketing skills such as promotion, distribution, sales, sales management and other.



Type of Courses	No. of Courses	Credit	% Overall credits (123 credits)
University Courses	12	26	21.1%
Core Courses	20	67	54.5%
Specialisation Courses	9	30	24.4%
<b>Total</b>	<b>41</b>	<b>123</b>	<b>100%</b>

**WE10 Marketing****7.1.1 Program Content Guide by Semester  
(UPDATED 5 SEPT 2016)****Year 1 Semester 1**

Code	Course	Credit Hours	Requisites	Remarks
PBlxx12	English Generic Course	2		Refer Table 1
PPD1011	Soft skills	1	-	Refer Table 2
SSX0012	Islamic & Asian Civilization	2	-	Refer Table 1
EBX0032	Foundation of Entrepreneurship Cultivation	2		Refer Table 1
EBE1053	Principles of Economics	3	-	
EBM1073	Business Communication 1	3		
EBM1013	Management	3	-	
EBP1013	Marketing	3	-	
Total Credit Hours		19		

**Year 1 Semester 2**

Code	Course	Credit Hours	Requisites	Remarks
SSX0022	Ethnic Relationship in Malaysia	2	-	Refer Table 1
TMX1022	ICT Competency	2	-	Refer Table 1
PBIXX22	English Generic Course	2		Refer Table 1
EBA1013	Principle of Accounting	3		
EBM1023	Organizational Behavior	3		
EBQ1043	Business Mathematics	3		
EBS1013	Information Systems & Business Organization	3		
EBP1083	Consumer Behavior	3		
Total Credit Hours		21		

**Year 2 Semester 1**

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
PPD1032	Credited Co-Curriculum	2		Refer Table 2
EBA1063	Cost & Management Accounting	3	EBA1013	
EBF1054	Managerial Finance	4		
EBQ2024	Statistics for Economics & Business	4	EBQ1043	
EBP2043	Pricing Strategy	3	EBP1053	
Total Credit Hours		19		

**WE10 Marketing****Year 2 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Remarks
PBM2022	Malay Language	2		Refer Table 1
ABCxx23	University's Elective Course	3		Refer Table 3
EBM2114	Research Methodology for Business	4	EBQ2024	
EBM2123	Management Science	3		
EBP2063	Product Development Strategy	3	EBP1013	
EBP2064	Relational Marketing	4		
Total Credit Hours		19		

**Year 3 Semester 1**

Code	Course	Credit Hours	Pre-Requisites	Remarks
ABCxx33	University's Elective Course	3		Refer Table 3
EBP3192	Final Year Project 1	2	EBM2114	
EBM3113	Business Law	3		
EBM3054	Human Resource Management	4	EBM1013	
EBP3034	Promotion	4	EBP1013	
EBP3134	Strategic Marketing	4	EBP1013	
Total Credit Hours		20		

**Year 3 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Remarks
EBP3194	Final Year Project II	4	EBP3192	
EBM3083	Strategic Management	3	EBM1013	
EBP3043	Marketing Seminar	3	EBP1013	
EBP3163	Online Marketing	3		
EBP3013	International Marketing	3		
EBP3153	Supply Chain Management	3	EBP1013	
Total Credit Hours		19		

**Year 3 Intersession**

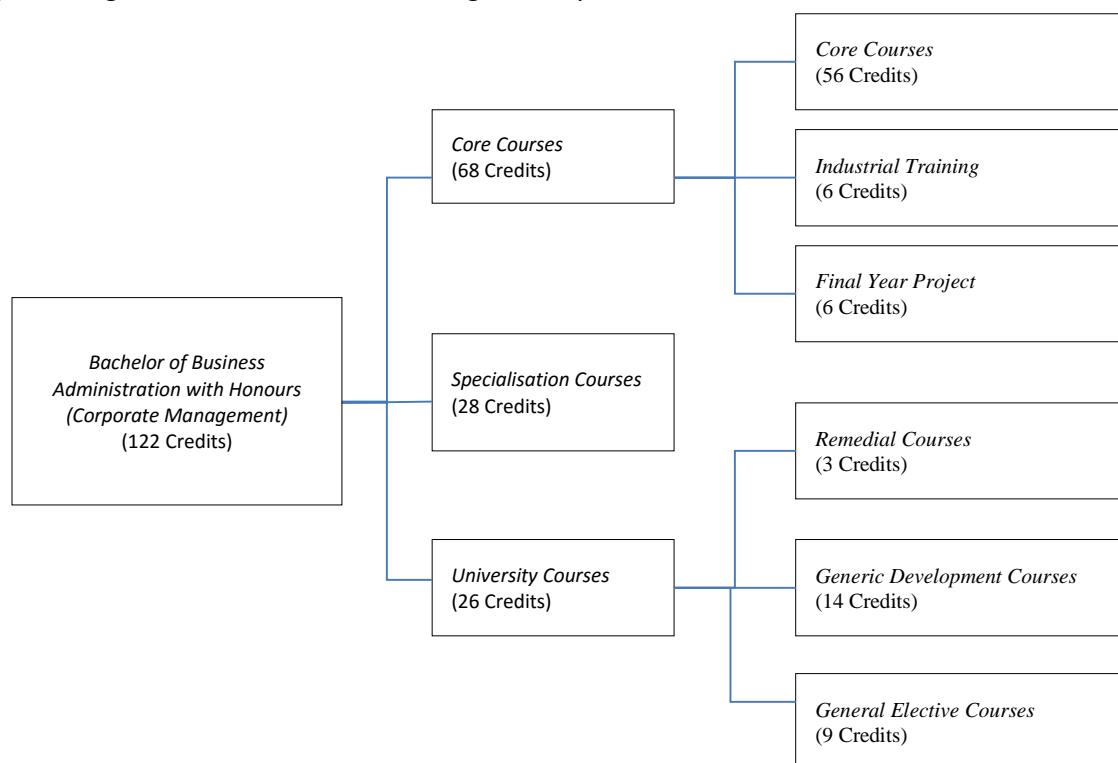
Code	Course	Credit Hours	Pre-Requisites	Remarks
EBP3186	Industrial Training	6		
Total Credit Hours		6		

<b>TOTAL</b>		<b>123</b>		
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## WE13 Corporate Management

### 7.2 Bachelor of Business Administration with Honours (Corporate Management)

Bachelor of Business Administration (Corporate Management) program aims to fulfill the industrial needs towards capable and knowledgeable graduates in corporate management field. Good corporate governance practice and business ethics as based on their specific codes of conduct, will substantially improve the Malaysian corporate sector to compete efficiently as well as to be able to better achievement in the recent current of globalization. In line with the growing demand for high-skilled labor, the courses offered in this program focus specifically on the concepts, theories, and essential skills related to analytical and problem-solving in all aspects of corporate management. The integrated and business multifunctional approaches, comprise of excellent management aspects, inculcating business culture, efficient knowledge management, and managing various managerial functions inter alia (e.g., production, marketing, finance, operational research, strategic planning, human resource management).



Type of Courses	No. of Courses	Credit	% Overall credits (122 credits)
University Courses	12	26	21.31%
Core Courses	21	68	55.74%
Specialisation Courses	9	28	22.95%
<b>Total</b>	<b>42</b>	<b>122</b>	<b>100%</b>

## 7.2.1 Program Content Guide by Semester (UPDATED 5 SEPT 2016)

### Year 1 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
PBlxx12	English Generic Course	2		Refer Table 1
PPD1011	Soft skills	1	-	Refer Table 2
SSX0012	Islamic & Asian Civilization	2	-	Refer Table 1
EBX0032	Foundation of Entrepreneurship Cultivation	2		Refer Table 1
EBE1053	Principles of Economics	3	-	
EBM1073	Business Communication 1	3		
EBM1013	Management	3	-	
EBP1013	Marketing	3	-	
Total Credit Hours		19		

### Year 1 Semester 2

Code	Course	Credit Hours	Requisites	Remarks
SSX0022	Ethnic Relations	2	-	Refer Table 1
TMX1022	ICT Competency	2	-	Refer Table 1
PBIXXXX	English Generic Course	2		Refer Table 1
EBA1013	Principle of Accounting	3		
EBM1023	Organizational Behavior	3		
EBQ1043	Business Mathematics	3		
EBS1013	Information Systems & Business Organization	3		
EBP1083	Consumer Behavior	3		
Total Credit Hours		21		

### Year 2 Semester 1

Code	Course	Credit Hours	Requisites	Remarks
ABCxx13	University's Elective Course	3		Refer Table 3
PPD1032	Credited Co-Curriculum	2		Refer Table 2
EBA1063	Cost and Management Accounting	3	EBA1013	
EBF1054	Managerial Finance	4		
EBQ2024	Statistics for Economics & Business	4	EBQ1043	
EBM2063	Corporate Leadership & Social Responsibility	3		
Total Credit Hours		19		

**Year 2 Semester 2**

Code	Course	Credit Hours	Requisites	Remarks
PBM2022	Malay Language	2		Refer Table 1
ABCxx23	University's Elective Course	3		Refer Table 3
EBQ2054	Research Methodology for Business	4		
EBM2123	Management Science	3		
EBM2124	Corporate Management	4	EBM1013	
EBM2133	Corporate Governance	3		
Total Credit Hours		19		

**Year 3 Semester 1**

Code	Course	Credit Hours	Requisites	Remarks
EBP3192	Final Year Project 1	2	EBQ2054	
EBM3113	Business Law	3		
EBM3054	Human Resource Management	3		
EBM3083	Strategic Management	3		
EBM2072	Business Communication 2	2		
EBF3023	Corporate Finance	3	EBF1054	
EBM2163	Corporate Risk Management	3		
Total Credit Hours		19		

**Year 3 Semester 2**

Code	Course	Credit Hours	Pre-Requisites	Requisites	Remarks
ABCxx23	University's Elective Course	3			Refer Table 3
EBP3194	Final Year Project 2	4	EBP3192		
EBM3143	Corporate Entrepreneurship	3			
EBM2083	Change Management	3			
EBM3063	International Management	3			
EBM3103	Current Issues in Corporate Management	3			
Total Credit Hours		19			

**Year 3 Intersession**

Code	Course	Credit Hours	Requisites	Remarks
EBM3016	Industrial Training	6		
Total Credit Hours		6		

<b>TOTAL</b>		<b>122</b>		
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## 8.0 REQUISITE AND PRE-REQUISITE

Students will see the word requisite and pre-requisite in the respective program curriculum structure for each departments in the previous sections 5, 6 and 7.

The requisite and pre-requisite will starts to take effect starting September 2016, to all students for the intake 2015/2016 and afterwards.

### 8.1 PRE-REQUISITE

- Students **MUST PASS** the pre-requisite course before taking the current course on offer;
- If a student fail the pre-requisite course, he/she **MUST** repeat the course until he/she pass the pre-requisite course in order to take the current course on offer and other consequence courses;
- Starting 2015/2016 intake, the passing grade is C-;
- For Example: Marketing Program
  - Mr. Ansom is in Year 3
  - Mr. Ansom scored D for EBP3192 in Year 3, Sem 1
  - Mr. Ansom **CANNOT** proceeds and register for EBP 3194 in Year 3, Sem 2.
  - Mr Ansom **MUST** repeats and **PASS** EBP 3192 to enable him to register EBP 3194 later.

Year 3 Semester 2

Code	Course	Credit Hours	Pre-Requisites
EBP3194	Final Year Project II	4	EBP3192
EBM3083	Strategic Management	3	
EBP3043	Marketing Seminar	3	
EBP3163	Online Marketing	3	
EBP3013	International Marketing	3	
EBP3153	Supply Chain Management	3	
Total Credit Hours		19	

### 8.2 REQUISITE

- Students **MUST** have a **GRADE** for the requisite course before taking the current course on offer;
- Students can still register and enroll for the current course on offer even though he/she fail the requisite course
- However, students **MUST PASS ALL** courses in order to graduate.
- Hence, students who fail the requisite courses can repeat the failed courses anytime it is offered by the faculty throughout his/her study in UNIMAS
- Starting 2015/2016 intake, the passing grade is C-.
- Example: Marketing Program
  - Mr. Gojez is in Year 2
  - Mr. Gojez scored D for EBA 1013 in Year 1, Sem 2
  - Mr. Gojez can proceed and register for EBA 1063 in Year 2, Sem 1.
  - However, Mr. Gojez **MUST** repeat and **PASS** EBA 1013 in order to graduate
  - Mr. Gojez can repeat the EBA 1013 anytime it is offered by the faculty throughout his study in UNIMAS.

Year 2 Semester 1

Code	Course	Credit Hours	Requisites
ABCxx13	University's Elective Course	3	
PPD1032	Credited Co Curriculum	2	
EBA1063	Cost & Management Accounting	3	EBA1013
EBF1054	Managerial Finance	4	
EBQ2024	Statistics for Economics & Business	4	EBQ1043
EBP2043	Pricing Strategy	3	EBP1013
Total Credit Hours		19	



## 9.0 EXAMINATION RULES

### 9.1 Dress Code

- i. Any students who are not properly attired / comply according to the University Dress Code will not be allowed to enter the examination hall;
- ii. Slippers, miniskirts, shorts, sleeveless shirts **are not allowed at all**;
- iii. The Chief Invigilator reserves the right to ask any candidate to change their clothes if it does not comply with the University Dress Code.

### 9.2 Before the Examination

- i. Students are advised to come 15 minutes before an examination starts. Any students who comes 30 minutes after the exam starts, will not be admitted for the exam;
- ii. Students are required to bring your **examination slip** and **matric card** for each examination. It must be placed at the top right corner of the examination desk for the verification of identity;
- iii. Students are not allowed to sit for the final examinations if they fail to produce the Final Examination Slips;
- iv. Items that are **not allowed** to be bring inside the examination hall (the invigilators have the right to take those items if caught):
  - a. Cell phone
  - b. Smart devices
  - c. Notes
  - d. Bag
- v. Students' attendance will be recorded. If the student fail to turn up for an exam without concrete reason the result is considered as **fail**;
- vi. Students who fail to attend an examination due to health or other emergency cases, should send official evidence to the Dean or Deputy Dean (Undergraduate) no later than 48 hours after the exam is conducted;

### 9.3 During the Examination

- i. Candidates are not permitted to leave the examination hall during the first 30 minutes after the examination has started and the last 30 minutes before the end of the examination;
- ii. Students may be permitted to leave an exam hall for toilet breaks and must be accompanied by the invigilator;
- iii. Students are not allowed to communicate with other candidates or give nor receive any such materials.
- iv. A candidates who try to make an attempt or suspected of cheating in examination is liable for disciplinary action. All materials and/or devices which are found to violate any examination rules and regulations will be confiscated.

## 10.0 INDUSTRIAL TRAINING

Industrial training is one of the important courses in the curriculum for the undergraduate program of the Faculty of Economics and Business. Industrial training is compulsory for all students in the Faculty. This course is a graduation requirement for the Bachelor Degree students of the Faculty. The Industrial Training course codes for each programme are as follows:

Code	Programme	Credits
EBF3246	Finance	6
EBA4052	Accountancy	12
EBP3186	Marketing	6
EBM3016	Corporate Management	6
EBI3126	International Economics	6
EBN2016	Business Economics	6
EBV2056	Service Economics	6

### 10.1 Objectives

Industrial training is conducted to achieve these objectives:

Expose students to practice, problems and challenges of real work and as a source of reference;

- i. Engender students to become outstanding graduates who are open minded, innovative, effective communicators, and competitive;
- ii. Shape a positive attitude towards the field of employment options in the market;
- iii. Encourage graduates of UNIMAS to consider permanent job opportunities in the relevant agencies in the future;
- iv. Provide experience for the students to learn problem solving techniques encountered during work, and to be able to contribute valuable ideas to the organization;
- v. Create awareness among industries, government, and private organizations of the abilities and potentials of UNIMAS graduates;
- vi. Provide opportunities for the organization to train and identify the credibility of local university graduates.

## 10.2 Benefits Obtained

It is hoped that both parties (the students and organizations) will obtain the following benefits from this industrial training program:

### 10.2.1 Benefits for the students:

- i. Acquire and improve workplace skills;
- ii. Increase occupational networking opportunities;
- iii. Practice the academic knowledge in the outside world;
- iv. Enhance individual innovation ability in the field of entrepreneurship.

### 10.2.2 Benefits for the organization:

- i. Foster a good relationship with the faculty, as well as UNIMAS;
- ii. Become one of the future sources for human resource for organisational development;
- iii. To apply students' current knowledge for the benefit of the industry.

## 10.3 Background of Industrial Training

The industrial training comprises of 2 components:

- i. Students undergo industrial training in private / government organizations;
- ii. Students prepare an industrial training report (including log books).

### 10.3.1 Introduction

In order to effectively implement the industrial training, several aspects should be considered, such as the ability of the agency to provide an effective work program during the placement. Selected agency should be able to provide a capable and experienced supervisor to guide students involved in the industrial training programs.

### 10.3.2 Period and Duration

The time frame required to undergo industrial training is twelve (12) weeks, during the Seventh Semester for Economics, Marketing and Finance Programme. As for the Accountancy Program, the industrial training is held for 6 months in 7<sup>th</sup> semester.

### **10.3.3 Method of Application**

Students should write an application letter for placement by using the faculty prepared format. Students could choose the organization from the list of organizations posted on faculty notice boards, or identify their own preferred organization. Students must notify the Industrial Training Coordinator if they have obtained their placement within a certain period of time. Students need to update the information of the organization after a week of starting their industrial training.

### **10.3.4 Suitable Organization**

Students and faculty will work together to find a suitable organization for placement. Students are encouraged to apply for placement in an organization related to their respective field of academic study. Students must undergo industrial training only in organizations that offer formal working hours and atmosphere. Works that just focus on selling, teaching, and the likes are not allowed. Finance Program students are required to undergo industrial training only in firms and organizations related to finance. As for the accounting students, they are required to undergo their industrial training only in firms and organizations related to accountancy.

### **10.3.5 Placement Briefing**

An industrial training placement briefing will be conducted normally three weeks before the 4th Semester end. All students involved are required to attend.

### **10.3.6 Type of Industrial Training**

The type of industrial training taken by the students must be in accordance to the scope of economics and business, finance, marketing, management and accounting. The faculty will contact the organization and determine their suitability.

Students are expected to carry out daily tasks as determined by the organization/ supervisor and additional tasks (if necessary). Some of the obligations of students include observation of the implementation of management systems, sales and marketing, financial management, financial reporting, preparation of financial statement, auditing, human resource requirements, and review of procedures and quality control.

### 10.3.7 Industrial Training Assessment

Industrial training is a 6 credits course for Economics, Marketing, and Finance Programmes and 12 credits for Accountancy Programme and students will be assessed as follows:

Matter	Marks
Training supervisor's report where students undergo their industrial training	30%
Attendance and log book.	30%
Overall report on industrial training prepared by the students.	40%

Based on the distribution of marks, the student will be given a grade of PASS or FAIL only. Students must earn at least 40% of the total distribution of marks mentioned above to obtain the overall pass grade.

## 11.0 CODE OF ETHICS: SEXUAL HARASSMENT

Universiti Malaysia Sarawak (UNIMAS) has specific procedures to address sexual harassment complaints. Sexual harassment is defined as sexual oriented behaviour with unwelcomed, unwanted and undesired sexual elements. Such behavior would cause a person to feel disgusted, insulted and threatened. Sexual harassment can be categorized into five types as follows:

- i. Verbal:  
For example: words and obscene and disgusting jokes, comments, innuendoes and sexual oriented conversation;
- ii. Non-verbal /Body Language:  
For example: ogling, licking lips in a provocative way, hand gestures or sign languages to indicate sexual activity;
- iii. Visual:  
For example: displaying pornographic images, disgusting images, sketches or sexual writings and exposing sexual parts;
- iv. Psychological:  
For example: continued repetition of unwelcomed social invitations;
- v. Physical:  
For example: Uncouth behavior such as touching, patting, pinching, molesting, hugging, kissing, and sexual assault.

The university views the sexual harassment issues seriously. Students are asked not to remain silent if they experienced sexual harassment as described above. The students' courage will help prevent this problem and save others from becoming victims. If you experience sexual harassment, please contact your Mentor / Counselor / Head of Department / Deputy Dean / Dean or any university staff whom you trust. All enquiries and complaints made will be kept confidential and considered in a fair manner.

## 12.0 PROHIBITION AGAINST PLAGIARISM

A student shall not plagiarize any ideas, writing, data or other people's creation. For the purposes of this rule, plagiarism includes:

- i. The act of taking an idea, writing, data or creation of others and claiming that the idea, writing, data is theirs; or
- ii. An attempt to promote or an act of showing off in any way, that he or she is the original source or creator of an idea, writing, data, or invention which is actually taken from other sources.

Without affecting the generality of sub rule, a student plagiarizes when he/she:

- i. Publishes, with oneself as the author of an abstract, scientific or academic papers, or books which are holistically or partly written by others;
- ii. Incorporates oneself or allows oneself to be made a co-author of an abstract, article, scientific or academic paper or book, when one has not made any written contribution to the abstract, article, scientific or academic paper or book;
- iii. Forces another person to include one's name in the list of researchers for a specific research project or as a co-author when one did not make any contribution which may qualify him or her as a researcher or co-author;
- iv. Cites data that is the result of academic research carried out by some other person; such as laboratory findings or results of field work, whether published or not, and combining the data as part of own academic research without giving due acknowledgment to the original source;
- v. Uses research data obtained through collaboration with several other people, regardless the person is a staff or a University student as part of a different academic research; or for publishing using one's own name as a sole author, without obtaining consent from one's fellow researchers before starting one's personal research or before publishing the data;
- vi. Copies an idea or invention that is stored in any form, whether written, printed or made available in electronic form, or in the form of slides, or in any forms of teaching or research instruments, or in any other forms, and declares directly or indirectly that he or she is the creator of those ideas;
- vii. Translates the writing or creation of another person from one language to another whether in whole or in part, and then submits the translation in any form or manner as one's own writing or creation;
- viii. Cites ideas from other's writing or creations and make some modifications without reference to the original sources, and restructures it in such manner as if one is the creator of such ideas.

## **13.0 MENTOR MENTEE SYSTEM**

UNIMAS constantly gives priority to academic excellence and personal development of each student. One approach that may help to materialize that goal is to establish a two-way relationships between students and academics at each faculty through the mentor-mentee system. Through this system, each student (mentee) will be given guidance and advice by an academic (mentor) in various aspects, especially those related to academic affairs.

The system is also emphasizing other guidance required by students to survive the challenges, not only as a student but also as a youth, who faces psychological and identity changes. Mentor plays an important role as advisors as well as example of Positive Role Model to the mentee in many aspects. The effectiveness of this system depends on the commitment and cooperation between both parties.

Implementation of the mentor-mentee system benefits the students, the lecturers and the university. Mentors can be acquainted with students more closely and this interaction process enables them to have mutual understanding and respect for one another.

### **13.1 Mentor's Responsibilities**

- i. Hold a meeting with the mentee, at least 2-3 times a month;
- ii. Monitor current academic progress and development of each mentee;
- iii. Listen and provide guidance to a mentee if problem arises;
- iv. Keep the mentee information confidential;
- v. Refer the mentee to relevant experts in solving specific problems;
- vi. Maintain a good relationship with the mentee so that the implementation of the system will be more effective.

### **13.2 Mentee's Responsibilities**

- i. Make an appointment with a mentor at least 2-3 times a month;
- ii. Ask for advice and guidance from a mentor if there are any concerns;
- iii. Responsible for own academic progress and personal development;
- iv. Follow-up on the recommendations and advice given by a mentor; and
- v. Maintain a good relationship with the mentor so that the implementation of the system will be more effective.





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