

LIST OF COURSES OFFERED FOR EXCHANGE STUDENTS PROGRAMME (INBOUND MOBILITY)
FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTANCY

UH6345001-ENTREPRENEURSHIP					
NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BB20103	Creativity, Innovation and Entrepreneurship	The course provides an overview of the concept of creativity and innovation and its relationship with entrepreneurship. The ability to continuously develop successful innovative and creative products, services, processes and strategies is essential with the rise of global markets and the intensifying competition for customers, employees and other critical resources. This course enables students to acquire the skills, knowledge and attitudes needed for assessment and evaluation.	3	2/ 1
2	BB30603	Corporate Entrepreneurship	Corporate entrepreneurship refers to the formal and informal process of creating new businesses, products, services, and processes to create value and generate new business growth inside of existing organizations. This course intends to provide an exposure to students to all aspects of corporate entrepreneurship that will include theoretical parts that support the corporate entrepreneurial concepts, the characteristics and nature of entrepreneurship in established organizations, vision and direction of entrepreneurial activity inside organisations and important elements in a supportive environment needed in corporate entrepreneurship.	3	3/1

UH6343001-FINANCIAL MANAGEMENT AND BANKING					
NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BT12103	Financial Management	This course is an introduction course in the field of finance. It covers the main idea in finance that starts with a general background, conceptual framework and techniques to assist in managing financial decisions. The main focuses are towards fundamental principal, exercises and modern financial management procedures. This subject will provide students the guidance in making personal, corporate, financial and investment decisions, as well as giving them the basic understanding in the field of finance.	3	1/2
2	BD31603	Bank Management	Bank Management is a key component of the global economy. As an economic activity, it is central to the flow of capital around the world through provision of loans, the supply of financial advice and its involvement in securities markets. This course will provide an insight of issues arising from the Bank Management, which has been a growing trend since the 1960s. Therefore, the students will acquire a solid understanding of recent development of Bank Management as well as the future.	3	1/2

UH6811001-HOTEL MANAGEMENT					
NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BE33103	Fundamental to Hospitality Management	The introductory course provides initial exposure of the vast scope of the hospitality industry that comprises various food establishments, lodging sectors and recreational and leisure theme parks alike. In addition, students will also be exposed to the structure, nature and operating characteristics of these different sectors of the hospitality industry. The holistic nature of this course provides insights on the nature of various career prospects in the hospitality industry and would assist students in shaping their expectation on the reality of this fascinating industry.	3	3/1
2	BE33203	Event Management	The aim of this course is to equip students with essential training skills required to research, design, plan, execute and evaluate special events. This course imparts the logistical know-how and the theoretical understanding needed to take advantage of the countless opportunities in the MICE industry. From developing the event vision, sourcing fund and managing the financials to strategize marketing activities as well as managing operation on the day of the event.	3	3/1

UH6345002-INTERNATIONAL BUSINESS					
NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BA21003	Intro to International Business	This course aims to provide an overall idea of the scope of international business compared to domestic business. Students will analyse the global environment by determining the opportunities, challenges and complexities faced by companies operating in the international arena. Students will conduct country analysis to identify the similarities and differences between countries and determine the opportunities and risks of specific countries. Appropriate entry strategies for companies that plan to go international will also be identified and discussion on how companies that operate internationally are included.	3	2/1
2	BA31103	International Human Resource Management	MNEs that have operations in different cultures need to balance its human resources from home, host or third country in order to achieve competitive advantage. The primary objective of this course is to increase students' understanding of HRM activities as conducted in a global context. The functional areas that will be discussed in this course include recruitment and selection of expatriates, training and development, evaluating performance, reward system for expatriates, and cultural impact on expatriates.	3	3/1

UH6342001-MARKETING					
NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BG20103	Consumer Behaviour	Consumer behavior is a fascinating field that studies individuals, groups and organizations and the processes they use to select, secure and dispose of products, services, experiences or ideas. Consumer behavior blends psychology, sociology, social anthropology, economics and marketing so as to understand the decision-making processes of buyers. This course examines a wide range of consumer behavior concepts, models and emerging trends that are essential to the marketing success of today's commercial firms, non-profit organizations and government institutions alike.	3	2/1
2	BG31903	Integrated Marketing Communications	Provide an overview of Integrated Marketing Communications (IMC) concepts and applications of integrating the elements of advertising, sales promotion, public relations, direct marketing and other essentials of the marketing mix to support the overall marketing strategy. IMC wraps communications around customers and helps them move through the various stages of the buying process. The organisation simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers. This 'Relationship Marketing' cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage.	3	3/1

UH6812001-TOURISM MANAGEMENT					
NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BY30703	e-Tourism Management	ICT has enabled change in both the demand and supply of travel products, travel distribution channels, and how tourism businesses operate in a very competitive market. This course introduces the role of ICT in tourism including the roles of Central Reservation Systems, Global Distribution Systems, as well as Destination Management Systems. The course evaluates the evolving digital tourism landscape which has seen much innovation from both how business is conducted, and how tourists are involved in the marketing of destinations.	3	3/1
2	BY33203	Sustainable Destination Management	The course introduces the students to sustainable destination management by drawing from both the theoretical and applied dimensions from the concepts and principles of sustainability, sustainable development and its relation to tourism destination management; and also from the destination development / DMO (destination marketing organisation) perspectives. Specifically, it takes a destination management approach to tourism and focuses on the planning and management of sustainable destinations. Students identify, discuss and analyse how the principles of sustainability are integrated into a variety of destinations to gain global competitiveness and related issues and problems associated with sustainable destination management. Important topics covered include: the roles and functions of governments and destination management organisations (DMOs); planning and product development; policy and regulation; positioning and branding; resources, networks and partnerships; risk management and disaster recovery and the implementation sustainable tourism	3	3/1

UH6314001-PLANNING AND DEVELOPMENT ECONOMICS

NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BC20203	Fiscal Economics	This course firstly introduces the role of government in economy/public finance in terms of government expenditure and taxation/fiscal policy, and the basic concepts of public finance such as, taxes, government expenditures, subsidies, and inefficiency. An overview of the fiscal policy in Malaysia is provided. The rest of the course contents cover the following: externalities and environment, public goods and political economy, cost-benefit analysis, social security, health insurance, tax incidence and inefficiency, taxes, state and local public finance, education, low income assistance, and lastly, government borrowing.	3	2/1
2	BC33503	Youth & Political Economy	This course focuses on various aspects of youth including the definition of youth and youth organisations, valuation, and evaluation of its contribution from financial perspective, political economy aspects. Several domains are examined to understand youth performance in each domain and that related to the valuation and evaluation of political economy. These domains include self-development, social relationship, identity, self-potential, leisure time, health, media and ICT and deviant behavior. This course also examines the participation of young people in national agenda particularly distinguishing the decision-making process and decision-making. This course also investigates the strength, weaknesses, opportunities, and threats engaging the population of youth. Its analysis offers some guidance to the way forward of young people or youth in Malaysian politics and economy.	3	3/1

UH6314002-FINANCIAL ECONOMICS

NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BF20103	Financial Economics I	This course aims to give a foundation of financial economics by introducing its related concepts and theories and show how to apply the knowledge to current economic issues and problems. This course provides basic knowledge regarding interest rates, the relation between bond and loanable fund markets, portfolio choice, asset valuation, selected financial markets, monetary policy, and international financial system.	3	Year 2 Sem 1/2
2	BF30703	Islamic Financial Economics	This course is the basic introductory to Islamic economics and financial economics especially in the area of finance and banking. It discusses the concept and application in Islamic finance and gives exposure to the students on how Islamic teaching perceives the financial systems and its functions. Among the discussed concepts and issues in this course are scarcity and resources, surplus and deficit sectors, riba, hibah, Trade, al-bay', BBA (Al-Bay Bithaman Al-ajil), Mudharabah, Musyarakah, Islamic capital and bond market, and also Islamic banking and finance products such as al-Tijarah, al-Murabahah, al-Salam, al-wadiah, al-istisna', ar-Rahn, al-Hiwalah, al-wakalah, al-kafalah, takaful dan al-ijarah. This course also discusses the role of Baitul Mal and zakat.	3	Year 3 Sem 1/2

UH6314003-HUMAN RESOURCE ECONOMICS

NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BH30703	International Human Resource Economics	This course introduces the basic theories of international human resource economics. The course is divided into three parts namely the globalisation of the labour market, economics of migration and global unemployment. The features of globalisation including the trend, characteristics and immigration policy will be introduced in this course. The key determinants of migration will be discussed. The effects of immigration to both the host and home country will also be examined. Additionally, the issues in labour market integration will also be explored. Finally, the issues of international human resource economics will be examined by analysing case studies from various countries including Asia, Europe, and Latin America.	3	1/2
2	BH31003	Women and Labour Market	This course provides introductory materials for the economic status of women as compared to men in the labour market. The syllabus is devoted to applications and policy and less formal economic theory and specifically concerned with the economics status of women. Most chapters include case studies (from the United States of America) illustrating how the gender differs in labour market outcomes from an economics perspective. The chapters introduce students to the economist's view of the labour force participation of women, gender wage gap, non-market work, trends in marriage, divorce and overall fertility, labour market discrimination and as well as various antidiscrimination legislations. The economic status and labour force participation of women in both the developed and developing countries will also be discussed.	3	1/2

FACULTY CORE (FOR ALL PROGRAMS)

NO.	COURSE CODE	COURSE NAME	COURSE DESCRIPTION	CREDIT HOUR	YEAR/ SEMESTER
1	BT21303	Organisational Behavior	This course will enrich students' knowledge about the concepts and issues of human behaviours in organisations. Organisational behaviour is closely linked to human behaviour, at individual, group and organisational level. The main goal of the course is to enable students as future managers to understand organisational behaviour as a mechanism to improve productivity, motivation, satisfaction and performance besides to reduce negative work behaviours.	3	2/1
2	BT22303	Human Resource Management	The course is designed primarily for the undergraduate course. It is intended for students who are being exposed to HRM for the first time. The course is designed to get students to be in touch with the field through the use of numerous examples and company material and will reinforce the notion that, by definition, all managers are necessarily involved with HR. The course provides helpful insights for those students who aspire to management positions. The course is divided into six major parts: Part 1: Overview of HRM, Part 2: staffing, Part 3: performance management and training, Part 4: compensation, Part 5: labour & employee relations, safety and health, and Part 6: operating in a global environment.	3	1/2