



## STUDENT GUIDELINES

All Students of PBS

We would like to explain the key teaching and learning procedures at PBS to ensure that students understand the following:

### ADMISSION:

1. Please submit to PBS Office the documents listed below:
  - a. Your medical report certified by the Student Health Centre, UPM
  - b. One copy of your colour passport-size photograph.
2. Please register for admission, make the necessary payments and get the admission slip which contains your Matric No. and password to login to Student Portal at:  
<https://pbsportal.upm.edu.my/pbsportal/loginscreen.aspx?usertype=Student>
3. Should you have any problem regarding fee payment, please consult our Finance Executive.

### REGISTRATION OF COURSES FOR NEW STUDENTS:

4. All new students are required to do online course registration. Please login to Student Portal for course registration by following the given instructions. Any queries on the Student Portal, or if you have a problem in logging into the system, please call our System Administrator, Mr. Jasmin Saihon at 03-8946 7441 Extn 127.
5. Full - time non – thesis students are required to register maximum of 12 credit hours per trimester in order to complete the programme in 5 trimesters. However, part – time students are required to register minimum of 6 credit hours per trimester in order to complete the programme in 8 trimesters.
6. Students are advised to register in accordance to the sequence of courses listed in the programme structure and also based on their group / cohort. For your information, our PBS system currently allows students to register in any class provided that the class enrollment is not full. However, as a guide, students should register according to their group / cohort to avoid time table clashes, because the timetables are prepared according to the group / cohort.
7. The targeted number of students per class is up to 35 and Independent Study will be conducted for classes with less than 15 students, or the class may be closed. PBS Office shall advise the students on this.

### **COURSE PRE-REGISTRATION FOR THE FOLLOWING TRIMESTER / SEMESTER**

8. Pre-registration of courses is **compulsory** for all students. This is to give sufficient time for the University to plan for the course registration requirements (e.g., nomination of lecturers and the number of courses to be offered). PBS will not entertain any request for additional courses / classes after the closing date for the pre-registration or during the registration week.
9. Those who have pre-registered for a course will only be confirmed on their class enrollment after they have paid the trimester / semester fee.
10. Students who have not pre-registered will only be allowed to register for the class if the enrollment of the class has not exceeded the maximum. The registration will be carried out on the first - come, first served basis. Priority will be strictly given to those who have pre-registered and have no outstanding fee payments.

### **CASE STUDY AND PROJECT PAPER**

11. As part of the requirements of the MBA programme, every student is required to complete a Project Paper in their final trimester. Each student is required to nominate a supervisor who can assist and advise on the completion of the project paper.
12. Students should complete the nomination form and signed by the supervisor before submitting the nomination form to the PBS Office. However, PBS has the right to change the supervisor should the supervisor is not in the relevant area of specialisation or if the supervisor has already too many supervisees.
13. Three (3) hardbound copies of the Project Paper must be submitted latest by the 17<sup>th</sup> week of the trimester. However, PBS has the right to change the date of submission and shall advise the exact date of submission in every trimester.
14. A student may, if necessary, apply to the PBS Office for an **extension** of submission of Project Paper after the stipulated due date. Upon approval, students are required to pay RM 500 as penalty for late submission. However, students must submit the Project Paper **before** commencement of the following trimester.
15. For any request for **extension** of submission **in the following trimester**, students are required to make full credit fee payment. Please refer to Finance Department for further details.
16. Students who fail to submit the Project Paper by the revised stipulated date will be given an F grade.
17. Any request for submission **deferral** of the Project Paper will not be allowed except on accepted medical grounds.

\*For further details regarding Project Paper, please consult the Director of Non – Thesis Based Programmes or the Academic Registry Office.

## **THESIS BASED PROGRAMME**

18. Each student enrolled in the Master of Science or Doctor of Philosophy programme, shall be assigned an adviser in his/her first semester to provide the necessary academic guidance in his/her study. Please take note that the adviser is not the supervisor. Students have the right to nominate their own supervisors or to maintain their advisers to be their supervisors.
19. A student shall register for the required coursework, as well as starting his/her Master or Doctorate Research concurrently in the First Semester/First Year. Until the Supervisory Committee or Supervisor is appointed, as early by end of the First Semester, the adviser will assess and complete the student's progress report.
20. A student may apply to present papers in international and national seminars or conferences. However, application can only be made after the student has successfully completed his/her Proposal Defence.
21. Students are required to complete the progress report online in the Student Portal latest one month before commencement of the following semester. The supervisor will then grade the student's progress, either Satisfactory or Unsatisfactory, latest 2 weeks before the commencement of the following semester.
22. Students are advised to refer to the flow chart of milestones for the programme. This flow chart is available on the PBS website. Any queries regarding the programmes, please refer to the Director of Thesis - Based Programmes or the Academic Registry Office.

## **OTHERS**

23. Kindly be informed that PBS will disseminate all information to students through its website and the Student Portal. Please ensure that you access the PBS homepage and Student Portal regularly for updates.

Your cooperation in observing the above guidelines is greatly appreciated. Thank you.



The vision statement of the Business School is:

***‘To be a leading business school in Malaysia fulfilling global expectations’***

The mission statement of the Business School is:

- ***To produce business graduates who meet the needs of the business community and to develop innovative and socially responsible leaders who are capable of dealing with changes in the global environment;***
- ***To contribute to the advancement of knowledge in the area of business management;***
- ***To develop linkages and to collaborate with institutions, industries and communities at large.***

<b>Master of Business Administration (MBA)</b>	
<b>Learning Goals and Learning Objectives:</b>	
1.	Have disciplinary and cross-disciplinary competencies
a.	Our students will be able to effectively integrate disciplinary and cross-disciplinary competencies to solve business problems.
2.	Be aware of the business environment (local and global)
a.	Our students will have a sound knowledge of the business environment and will be able to identify, analyse, and apply local and global factors to solve business problems.
3.	Demonstrate critical thinking and analytical / problem solving / decision making skills
a.	In a case setting, our students will be able to correctly identify business problems, analyse and solve them using appropriate techniques to help decision making.
4.	Be effective communicators (written and oral)
a.	Our students will be able to produce professional quality business reports.
b.	Our students will be able to deliver professional quality business presentations.
5.	Demonstrate ICT- related skills to aid decision making and communication
a.	Our students will be able to use ICT effectively to aid problem solving and communication.
6.	Have Entrepreneurial and leadership skills
a.	In a case setting, our students will be able to lead a team to perform a specific task.
7.	Have a sound understanding of business from ethical and cultural perspectives
a.	Our students will be able to identify an ethical dilemma in a scenario case and apply an ethics model or framework to propose and defend a resolution.
8.	Have life-long learning skills
a.	In a case setting, our students will be able to retrieve relevant information with little or no assistance.
b.	In a case setting, our students will be able to apply the concepts learned.

<b>Master of Science (MSc)</b>	
<b>Learning Goals:</b>	
1.	Demonstrate research - related skills
a.	Demonstrate the ability to handle research problems using qualitative and /or quantitative tools and IT.
b.	Demonstrate the ability to use IT for written and oral communication.
2.	Demonstrate knowledge of literature in the area of specialisation
a.	Complete a research proposal as a part of the coursework (with focus on literature review).
b.	Defend successfully the thesis proposal (with focus on literature review).
c.	Defend successfully the final thesis (with focus on literature review).
3.	Synthesise and critique research in the area of specialisation
a.	Complete a research proposal as a part of the coursework (with focus on synthesis and critique of research).
b.	Defend successfully the thesis proposal (with focus on synthesis and critique of research).
c.	Defend successfully the final thesis (with focus on synthesis and critique of research).
4.	Design and implement a sound research design
a.	Design and implement a sound research design in a research project.
b.	Defend successfully the final thesis (with focus on research design).
5.	Communicate scholarly work
a.	Disseminate the scholarly work in seminars/conferences/trade journals.
b.	Disseminate the scholarly work in peer-reviewed journals.
6.	Contribute to the body of knowledge and practice
a.	Make significant contribution to the body of knowledge.
b.	Make significant contribution to the body of practice.
7.	Exhibit ethical behavior, professionalism in the conduct and dissemination of research
a.	Conduct research in an ethical and professional way – soliciting information, maintaining confidentiality of information, and following the necessary protocol in obtaining data/information.
b.	Disseminate research in an ethical and professional manner – acknowledge contributions, send for publication after including all the contributors, avoid plagiarising own work and the work of others.
8.	Have life-long learning skills
a.	Demonstrate life-long learning skills in an unstructured environment by being able to retrieve information with little or no assistance.
b.	Demonstrate life-long learning skills in an unstructured environment by being able to apply concepts learned.

<b>Doctor of Philosophy (PhD)</b>	
<b>Learning Goals:</b>	
1.	Have research-related skills
a.	Demonstrate the ability to handle research problems using qualitative and /or quantitative tools and IT.
b.	Demonstrate the ability to use IT for written and oral communication.
2.	Make original / distinctive contribution to the body of knowledge and practice
a.	Make significant contribution to the body of knowledge.
b.	Make significant contribution to the body of practice.
3.	Have knowledge of literature in the area of specialisation
a.	Complete a research proposal as a part of the coursework (with focus on literature review).
b.	Defend successfully the thesis proposal (with focus on literature review).
c.	Defend successfully the final thesis (with focus on literature review).
4.	Synthesise and critique research in the area of specialisation
a.	Complete a research proposal as a part of the coursework (with focus on synthesis and critique of research).
b.	Defend successfully the thesis proposal (with focus on synthesis and critique of research).
c.	Defend successfully the final thesis (with focus on synthesis and critique of research).
5.	Design and implement a sound research design
a.	Design and implement a sound research design in a research project.
b.	Defend successfully the final thesis (with focus on research design).
6.	Communicate scholarly work
a.	Disseminate the scholarly work in seminars/conferences/trade journals.
b.	Disseminate the scholarly work in peer-reviewed journals.
7.	Exhibit ethical behavior and professionalism in the conduct and dissemination of research
a.	Conduct research in an ethical and professional way – soliciting information, maintaining confidentiality of information, and following the necessary protocol in obtaining data/information.
b.	Disseminate research in an ethical and professional manner – acknowledge contributions, send for publication after including all the contributors, avoid plagiarising own work and the work of others.
8.	Have life-long learning skills
a.	Demonstrate life-long learning skills in an unstructured environment by being able to retrieve information with little or no assistance.
b.	Demonstrate life-long learning skills in an unstructured environment by being able to apply concepts learned.



### **COURSE SYNOPSIS – CORE COURSES**

Name of Course : **Making Decision with Accountability**  
Course Code : **ACC7101**  
Credit Hours : 3

Synopsis

This course covers the basic accounting concepts for recognition of assets, liabilities and revenue and expenses in the preparation of financial statement. The use of financial statement for analysis for performance, cost concepts and short-term decision making techniques as well as the evaluation of management control systems are discussed.

Name of Course : **Business Economics**  
Course Code : **ECO7101**  
Credit Hours : 3

Synopsis

The course focuses on the application of economic theory and decision science tools to determine the optimal solution to managerial decision problem. The topics to be discussed include demand analysis and forecasting, production and costs, and the pricing and output decision.

Name of Course : **Financing Businesses**  
Course Code : **FIN7101**  
Credit Hours : 3

Synopsis

The course covers the basic elements of financial management, financial analysis, financial forecasting, financial planning and control time value of money, valuating of financial assets, risk and return, and capital budgeting. Issues relating to financial theory and corporate policies will be discussed.

Name of Course : **Human Centrality in Organisations**  
Course Code : **HPM7101**  
Credit Hours : 3

Synopsis

The course focuses on the effects of individual, group, and organisational work behavior and performance. It also focuses on the effects of these factors on organisational effectiveness, with a special focus on personnel—*human potential*.



Name of Course : **Managing Operations of Business**  
Course Code : **MGT7101**  
Credit Hours : 3

Synopsis

This course covers the strategic role of production operations management and how it interfaces with other functions of the organisations. Issues and concepts, management of the operation function, organising and managing provision of goods, and recognising potential areas of improvement in the management of goods and services are discussed.

Name of Course : **Managing Information System**  
Course Code : **MGT7102**  
Credit Hours : 3

Synopsis

This course focuses the use of information systems in the emerging networked organisations and knowledge-based economy. Enhancing managerial decision making with different types of information systems. Building information systems and management of change. Also, developing strategic value and organisational transformation of new information on Communication Technologies (ICT).

Name of Course : **Strategising Decisions**  
Course Code : **MGT7103**  
Credit Hours : 3

Synopsis

This course covers four major components namely the strategic planning and management, evaluation matrix, current issues and new challenges, and the realisation that the map is not the territory.

Name of Course : **Managing Product Visibility**  
Course Code : **MKT7101**  
Credit Hours : 3

Synopsis

The course encompassed an understanding of the basic concepts, strategies, and theories of marketing management. The influence of marketing environment; consumer and organisation buying behavior; decisions and strategies pertaining to marketing mix such as product, price, distribution, and promotion; are strategic marketing planning, implementation, and control of marketing programme; major techniques in gathering information that determine the marketing objectives and strategies of companies are discussed.

Name of Course : **Business Research Methods**  
Course Code : **RSM7101**  
Credit Hours : 3

Synopsis

This course focuses on the analysis of business problems and the use of the scientific approach as a problem solving tool. This encompasses problem identifications, research objectives, and development of theoretical frameworks, appropriate research designs, quantitative versus qualitative approaches, statistical analysis techniques, report writing and presentation.



## COURSE SYNOPSIS – SPECIALISATION COURSES

### HUMAN POTENTIAL MANAGEMENT

Name of Course : **Business Environment and Human Resource Management**

Course Code : **HPM7201**

Credit Hours : 3

#### Synopsis

This course will provide an understanding of how managers, HR professionals and employees interact within the contexts of organisations today. It will then examine how leaders respond to the dynamic environmental changes especially the operating environment of an organisation and its impact on HR practices with emphasis on understanding financials in HR in relation to business. It also discusses the requirements of HR professionals on various management theories, past practices and contemporary research behind their competencies in formulating HRM strategies, policies and procedures. The course also discusses HRM at the global level and the need for change to achieve human well-being.

Name of Course : **Workforce Planning Management**

Course Code : **HPM7202**

Credit Hours : 3

#### Synopsis

This course discusses people management and development. It revisits organisational staffing, recruitment, selection and retention more closely while supporting HR initiatives to organisational strategic objective. It further discusses the value of HR Management Systems (HRMS). To achieve strategic employee relations, the course then discusses issues on managing discipline and conflict resolution, effective collective bargaining, and managing harmonious relations.

Name of Course : **HR Development**

Course Code : **HPM7203**

Credit Hours : 3

#### Synopsis

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

Name of Course : **Strategic HR Business Leadership**  
Course Code : **HPM7204**  
Credit Hours : 3

Synopsis

This course starts with orientating students the practice of HR to business where strategic and change management concepts, theories, and tools are discussed and applied. The course will focus on the role of leadership in facilitating developmental change on an individual and organisational level taking into consideration culture, change and globalisation.

Name of Course : **Total Rewards Management**  
Course Code : **HPM7205**  
Credit Hours : 3

Synopsis

This course covers the major strategic and operational decisions that managers should make in designing and implementing an organisation's pay, benefit and incentive programmes. It emphasises the techniques and procedures of conducting job analysis, job evaluation and compensation survey.

## **MARKETING**

Name of Course : **Marketing Research**  
Course Code : **MKT7201**  
Credit Hours : 3

Synopsis

This course focuses on the various research process and techniques (when and how to use them) either for improving in-house research or for evaluating research projects farmed out to external research consulting firms. This course covers:

1. The research process
2. Types of research
3. Qualitative research techniques
4. Quantitative research techniques
5. Sampling
6. Measurement & Scales Purpose
7. Questionnaire Design
8. Data Analysis Purpose
9. Applications

Research report preparation & presentation in Asia.

Name of Course : **Marketing Communication**  
Course Code : **MKT7202**  
Credit Hours : 3

Synopsis

This course focuses on the impact of culture (values and lifestyles) on consumer attitudes towards various marketing communication tools regional and worldwide advertising campaigns. This course covers:

1. The global marketing environment and marketing communications Overview.
2. Advertising: Creative approaches and media selection.
3. Interactive advertising, new media and regulations on marketing Communications.
4. Sales promotion for consumers and trade.
5. Public relations, sponsorship and event marketing.
6. Personal selling and direct marketing.
7. Marketing communications for SMEs, MNCs and public sector.
8. Evaluating integrated marketing communications programmes.

Name of Course : **Marketing Strategy**  
Course Code : **MKT7203**  
Credit Hours : 3

Synopsis

This course focuses on various Asian countries that have implications for a firm's marketing strategies and the different stages of progress the Asian countries are in.

This course covers:

1. Corporate strategic planning
2. Strategic decisions and marketing implication
3. Targeting attractive Market Segments
4. Implementation and delivery of marketing mix in Asia
5. Competitive strategy
6. Brand management across Asia

Name of Course : **Asia Business**  
Course Code : **MKT7204**  
Credit Hours : 3

Synopsis

This course focuses on the ways the rapidly changing economic, political, sociocultural and technological environment affect the operations and characteristics of business in Asian markets. This course covers:

1. Overview of Business in the Asia Region
2. The Economic Environment in the Asia Region
3. The Sociocultural Environment in the Asia Region
4. The Political Environment in the Asia Region
5. The Financial Environment in the Asia Region
6. Foreign Direct Investment in the Asia Region
7. The Technological Environment in the Asia Region
8. Management Practices in the Asia Region
9. Internationalisation of the Asia Region

Name of Course : **Asia Marketing Management**  
Course Code : **MKT7205**  
Credit Hours : 3

Synopsis

This module is a problem-based paper and will, therefore involve hands-on practice in analysing and recommending appropriate course of action for specific marketing case studies

## **ACCOUNTING**

Name of Course : **Governance, Risk and Ethics**  
Course Code : **ACC7201**  
Credit Hours : 3

Synopsis

This course covers:

1. Governance and responsibility
2. Internal control and review
3. Identifying, assessing and controlling risk
4. Professional values and ethics

Name of Course : **Corporate Reporting**  
Course Code : **ACC7202**  
Credit Hours : 3

Synopsis

This course covers:

1. The professional and ethical duty of the accountant;
2. The financial reporting framework;
3. Reporting the financial performance of entities; Financial statements of groups of entities;
4. Specialised entities;
5. Implications of changes in accounting regulation on financial reporting; The appraisal of financial performance and position of entities
6. Current developments

Name of Course : **Business Analysis**  
Course Code : **ACC7203**  
Credit Hours : 3

Synopsis

This course covers:

1. Strategic position, choices and action;
2. Business process change;
3. Information Technology;
4. Project management;
5. Financial analysis
6. People

CHOOSE 2 OUT OF 4:

Name of Course : **Advanced Financial Management**

Course Code : **ACC7204**

Credit Hours : 3

Synopsis

This course covers:

1. Role and responsibility towards stakeholders
2. Economic environment for multinational organisations
3. Advanced investment appraisal
4. Acquisition and mergers
5. Corporate reconstruction and re-organisation
6. Treasury and advanced risk management techniques
7. Emerging issues in finance and financial management

Name of Course : **Advanced Performance Management**

Course Code : **ACC7205**

Credit Hours : 3

Synopsis

This course covers:

1. Strategic planning and control
2. Economic, fiscal, market and environmental factors
3. Performance measurement systems and design
4. Strategic performance measurement
5. Performance evaluation and corporate failure
6. Current developments and emerging issues in management accounting and performance management.

Name of Course : **Advanced Taxation**

Course Code : **ACC7206**

Credit Hours : 3

Synopsis

This course covers:

1. Tax system
2. Importance of taxation to personal and corporate financial management
3. Impact of relevant taxes on various situations and courses of action
4. Minimising and/or deferring tax liabilities by the use of standard tax planning
5. Measures
6. Communication with clients, the Inland Revenue Board and other professionals in an appropriate manner

Name of Course : **Advanced Audit and Assurance**

Course Code : **ACC7207**

Credit Hours : 3

Synopsis

This course covers:

1. Regulatory environment
2. Professional and ethical considerations
3. Practice management
4. Audit of historical financial information
5. Other assignments
6. Reporting
7. Current issues and development

**FINANCE**

Name of Course : **International Business**

Course Code : **FIN7201**

Credit Hours : 3

Synopsis

The course provides a comprehensive coverage of International Finance theories and concepts. The real world aspects of International finance are explored through research papers, case studies and media report on current events.

Name of Course : **Investment Analysis**

Course Code : **FIN7202**

Credit Hours : 3

Synopsis

The course covers a comprehensive coverage of investment, techniques, concepts and theories. The practical aspects of investments, specifically the current investment practices in the financial markets are discussed through research findings reported in journal papers, consultancy reports and investment reports prepared by brokerage and financial institutions.

CHOOSE 3 OUT OF 5:

Name of Course : **Current Issues in Finance**

Course Code : **FIN7203**

Credit Hours : 3

Synopsis

This course is designed to provide students with an opportunity to apply concepts learned in the first finance course to 'real world' problem in financial issues. This course also examines international dimensions in finance.



Name of Course : **Financial Planning**

Course Code : **FIN7204**

Credit Hours : 3

Synopsis

This course covers financial planning process and an exposure to areas of personal financial planning. Process and analysis of information to construct personal financial statements and a comprehensive financial plan are discussed.

Name of Course : **Islamic Finance**

Course Code : **FIN7205**

Credit Hours : 3

Synopsis

This course examines the Islamic finance theoretical framework, financing and also investment principles in business from the Islamic perspective.

Name of Course : **Security Analysis and Portfolio Theory**

Course Code : **FIN7206**

Credit Hours : 3

Synopsis

The course covers both the theoretical aspect of portfolio management and security analysis and its applications. Specifically, the topics such as risk and return, portfolio theory, Mean-variance efficiency, use of single index model and its application for the formation of the efficient, Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory (APT), fundamental analysis and valuation techniques, technical analysis, efficient capital market theory, performance evaluation methods and portfolio strategies will be discussed.

Name of Course : **Corporate Finance**

Course Code : **FIN7207**

Credit Hours : 3

Synopsis

The course encompasses three basic financial management functions of capital budgeting, capital structure and working capital management. Emphasis is given on capital budgeting strategy, basic capital structure theories, working capital and liquidity management concepts. Merger and acquisition, and corporate restructuring are also discussed.

## **CORPORATE GOVERNANCE**

Name of Course : **Corporate Governance**  
Course Code : **GOV7201**  
Credit Hours : 3

### Synopsis

This course covers both the theoretical and practical perspectives of corporate governance, focusing on what constitute good governance, the need for a Code in various countries and issues of good governance.

Name of Course : **Corporate Administration**  
Course Code : **GOV7202**  
Credit Hours : 3

### Synopsis

This course will prepare and equip students with knowledge and keys skills in handling the responsibility of corporate administration in both the strategic and functional contexts and also develop competence in advising the Board and leading teams in administrative best practice as well as in ensuring compliance with external regulation and internal procedures.

Name of Course : **Corporate Secretaryship**  
Course Code : **GOV7203**  
Credit Hours : 3

### Synopsis

Discuss the main tasks as a secretary to the Board. The module will highlight the essential knowledge and skills required to perform secretarial duties in the organization of small, medium and large scale. The practice involves a variety of company secretaries of the functionality of the strategic context, to advise the board, ensuring that the appropriate laws and regulations, and effectively communicate the results of the board of both internal and external.

Name of Course : **Corporate Social Responsibility**  
Course Code : **GOV7204**  
Credit Hours : 3

### Synopsis

This course focuses on the ways in which an increasing number of successful companies are attempting to express forms of social and environmental responsibility in their business practice. The course also takes an internal perspective by considering practical reasoning in the context of managerial everyday action in organisations, as managers and employees have responsibility to 'workout' what is ethical behavior.

Name of Course : **Cross Cultural Management**  
Course Code : **ITB7201**  
Credit Hours : 3

Synopsis

The course covers the issues and problems related to the three levels of culture namely intra-cultural, inter-cultural and cross-cultural. It discusses the meaning of culture, cultural influences on management and strategies to address issues related to conflicts caused by cultural differences.

**INTERNATIONAL BUSINESS**

Name of Course : **International Business**  
Course Code : **FIN7201**  
Credit Hours : 3

Synopsis

The course provides a comprehensive coverage of International Finance theories and concepts. The real world aspects of International finance are explored through research papers, case studies and media report on current events.

Name of Course : **Cross Cultural Management**  
Course Code : **ITB7201**  
Credit Hours : 3

Synopsis

The course covers the issues and problems related to the three levels of culture namely intra-cultural, inter-cultural and cross-cultural. It discusses the meaning of culture, cultural influences on management and strategies to address issues related to conflicts caused by cultural differences.

Name of Course : **International Business Management and Policy**  
Course Code : **ITB7202**  
Credit Hours : 3

Synopsis

This course examines theories related to international business in both for international trade and direct investment. It is also covers the complex environmental factors in the areas of marketing, operations, finance and human resources.

Name of Course : **International Marketing**  
Course Code : **ITB7203**  
Credit Hours : 3

Synopsis

In this course, students will be able to analyze the international markets from various dimensions. It also provides students with the ability to understand the various environmental variables that shape the management of international marketing. This leads to the understanding of important strategies related to the management of the marketing mix that are required to meet the demands of true world markets in a dynamic and ever-changing setting.

Name of Course : **International Trade**  
Course Code : **ITB7204**  
Credit Hours : 3

Synopsis

This course provides coverage of market globalization, world trade growth and the effects of global trading. It also explains the importance of neo-classical model and trade theory. Government trade policy, regional integration and customs union are also discussed.



### **PROGRAMME FEES**

- The fee structures shall take effect for students enroll from **3 September 2018 onwards.**
- All fees are subject to change.

<b>DOCTOR OF PHILOSOPHY – INTERNATIONAL (MANAGEMENT, MARKETING, ACCOUNTING, FINANCE, GOVERNANCE, HOSPITALITY &amp; HUMAN POTENTIAL)</b>		
<b><i>BREAK-DOWN OF FEES</i></b>		
Acceptance Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 6 Semesters)	RM	3,000.00
International Student Fee (RM800.00 x 6 Semesters)	RM	4,800.00
Credit Fee (RM500.00 x 9 Credits)	RM	4,500.00
Research Fee	RM	18,700.00
Viva Fee	RM	2,500.00
<b>GRAND TOTAL</b>		<b>34,550.00</b>
<b><i>1<sup>st</sup> Semester</i></b>		
Credit Fee	RM	3,000.00
Research Fee	RM	1,700.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	800.00
Sub-total		7,050.00
<b><i>2<sup>nd</sup> Semester</i></b>		
Credit Fee	RM	1,500.00
Research Fee	RM	3,400.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		6,200.00
<b><i>3<sup>rd</sup> Semester – 7<sup>th</sup> Semester</i></b>		
Research Fee	RM	3,400.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		4,700.00
<b><i>8<sup>th</sup> and subsequent Semesters</i></b>		
Research Fees	RM	2,040.00
Admin Fees	RM	500.00
International Student Fee	RM	800.00
Sub-total		3,340.00
Viva Fee	RM	2,500.00
<b>TOTAL FEE FOR 3 YEARS STUDY (6 SEMESTERS)</b>	<b>RM</b>	<b>34,550.00</b>
<b>TOTAL FEE FOR 4 YEARS STUDY (8 SEMESTERS)</b>	<b>RM</b>	<b>42,590.00</b>

<b>DOCTOR OF PHILOSOPHY – LOCAL (MANAGEMENT, MARKETING, ACCOUNTING, FINANCE, GOVERNANCE, HOSPITALITY &amp; HUMAN POTENTIAL)</b>		
<b><i>BREAK-DOWN OF FEES</i></b>		
Acceptance Fee	RM	300.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 X 6 Semesters)	RM	3,000.00
Credit Fee (RM500.00 X 9 Credits)	RM	4,500.00
Research Fee	RM	11,000.00
Viva Fee	RM	2,500.00
<b>GRAND TOTAL</b>		<b>21,550.00</b>
<b><i>1<sup>st</sup> Semester</i></b>		
Credit Fee	RM	3,000.00
Research Fee	RM	1,000.00
Admin Fee	RM	500.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	300.00
Sub-total		5,050.00
<b><i>2<sup>nd</sup> Semester</i></b>		
Credit Fee	RM	1,500.00
Research Fee	RM	2,000.00
Admin Fee	RM	500.00
Sub-total		4,000.00
<b><i>3<sup>rd</sup> Semester – 7<sup>th</sup> Semester</i></b>		
Research Fee	RM	2,000.00
Admin Fee	RM	500.00
Sub-total		2,500.00
<b><i>8<sup>th</sup> and subsequent Semesters</i></b>		
Research Fee	RM	1,200.00
Admin Fee	RM	500.00
Sub-total		1,700.00
Viva Fee	RM	2,500.00
<b>TOTAL FEE FOR 3 YEARS STUDY (6 SEMESTERS)</b>	<b>RM</b>	<b>21,550.00</b>
<b>TOTAL FEE FOR 4 YEARS STUDY (8 SEMESTERS)</b>	<b>RM</b>	<b>25,750.00</b>

<b>MASTER OF SCIENCE – INTERNATIONAL (MANAGEMENT, MARKETING, ACCOUNTING, FINANCE, GOVERNANCE, HOSPITALITY &amp; HUMAN POTENTIAL)</b>		
<b><i>BREAK-DOWN OF FEES</i></b>		
Acceptance Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 4 Semesters)	RM	2,000.00
International Student Fee (RM800.00 x 4 Semesters)	RM	3,200.00
Credit Fee (RM500.00 x 6 Credits)	RM	3,000.00
Research Fee	RM	6,300.00
Viva Fee	RM	1,000.00
<b>GRAND TOTAL</b>		<b>16,550.00</b>
<b><i>1<sup>st</sup> Semester</i></b>		
Credit Fee	RM	3,000.00
Research Fee	RM	1,200.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	800.00
Sub-total		<b>6,550.00</b>
<b><i>2<sup>nd</sup> Semester -5<sup>th</sup> Semester</i></b>		
Research Fee	RM	1,700.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		<b>3,000.00</b>
<b><i>6<sup>th</sup> and subsequent Semesters</i></b>		
Research Fee	RM	1,020.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		<b>2,320.00</b>
Viva Fee	RM	1,000.00
<b>TOTAL FEE FOR 2 YEARS STUDY (4 SEMESTERS)</b>	<b>RM</b>	<b>16,550.00</b>
<b>TOTAL FEE FOR 3 YEARS STUDY (6 SEMESTERS)</b>	<b>RM</b>	<b>21,870.00</b>



<b>MASTER OF SCIENCE – LOCAL (MANAGEMENT, MARKETING, ACCOUNTING, FINANCE, GOVERNANCE, HOSPITALITY &amp; HUMAN POTENTIAL)</b>		
<b><i>BREAK-DOWN OF FEES</i></b>		
Acceptance Fee	RM	300.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 4 Semesters)	RM	2,000.00
Credit Fee (RM500.00 x 6 Credits)	RM	3,000.00
Research Fee	RM	4,300.00
Viva Fee	RM	1,000.00
<b>GRAND TOTAL</b>		<b>10,850.00</b>
<b><i>1<sup>st</sup> Semester</i></b>		
Credit Fee	RM	3,000.00
Research Fee	RM	700.00
Admin Fee	RM	500.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	300.00
Sub-total		<u>4,750.00</u>
<b><i>2<sup>nd</sup> Semester – 5<sup>th</sup> Semester</i></b>		
Research Fee	RM	1,200.00
Admin Fee	RM	500.00
Sub-total		<u>1,700.00</u>
<b><i>6<sup>th</sup> and subsequent Semesters</i></b>		
Research Fee	RM	720.00
Admin Fee	RM	500.00
Sub-total		<u>1,220.00</u>
Viva Fee	RM	1,000.00
<b>TOTAL FEE FOR 2 YEARS STUDY (4 SEMESTERS)</b>	<b>RM</b>	<b>10,850.00</b>
<b>TOTAL FEE FOR 3 YEARS STUDY (6 SEMESTERS)</b>	<b>RM</b>	<b>13,770.00</b>

**MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL  
(MARKETING & HUMAN POTENTIAL MANAGEMENT)**

***BREAK-DOWN OF FEES***

Acceptance Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 5 Trimesters)	RM	2,500.00
International Student Fee (RM800.00 x 5 Trimesters)	RM	4,000.00
Tuition Fee – Core Courses (RM500.00 x 33 Credits)	RM	16,500.00
Tuition Fee - Specialisation Courses (RM800.00 x 15 Credits)	RM	12,000.00
<b>GRAND TOTAL</b>		<b>36,050.00</b>

***1<sup>st</sup> Trimester***

Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	800.00
Sub-total		8,350.00

***2<sup>nd</sup> Trimester***

Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		7,300.00

***3<sup>rd</sup> Trimester***

Tuition Fee – Specialisation Courses (9 credits)	RM	7,200.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		8,500.00

***4<sup>th</sup> Trimester***

Tuition Fee – Core Course (3 credits)	RM	1,500.00
Tuition Fee – Specialisation Courses (6 credits)	RM	4,800.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		7,600.00

***5<sup>th</sup> Trimester***

Tuition Fee – Project Paper (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		4,300.00

**GRAND TOTAL** 36,050.00

**MASTER OF BUSINESS ADMINISTRATION – FULL TIME LOCAL  
(MARKETING & HUMAN POTENTIAL MANAGEMENT)**

**BREAK-DOWN OF FEES**

Acceptance Fee	RM	300.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 5 Trimesters)	RM	2,500.00
Tuition Fee – Core Courses (RM500.00 x 33 Credits)	RM	16,500.00
Tuition Fee – Specialisation Courses (RM800.00 x 15 Credits)	RM	12,000.00
<b>GRAND TOTAL</b>		<b>31,550.00</b>

**1<sup>st</sup> Trimester**

Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	300.00
Sub-total		<u>7,050.00</u>

**2<sup>nd</sup> Trimester**

Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
Sub-total		<u>6,500.00</u>

**3<sup>rd</sup> Trimester**

Tuition Fee – Specialisation Courses (9 credits)	RM	7,200.00
Admin Fee	RM	500.00
Sub-total		<u>7,700.00</u>

**4<sup>th</sup> Trimester**

Tuition Fee – Core Course (3 credits)	RM	1,500.00
Tuition Fee – Specialisation Courses (6 credits)	RM	4,800.00
Admin Fee	RM	500.00
Sub-total		<u>6,800.00</u>

**5<sup>th</sup> Trimester**

Tuition Fee – Project Paper (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		<u>3,500.00</u>

<b>GRAND TOTAL</b>		<b><u>31,550.00</u></b>
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**MASTER OF BUSINESS ADMINISTRATION – PART TIME LOCAL  
(MARKETING & HUMAN POTENTIAL MANAGEMENT)**

***BREAK-DOWN OF FEES***

Acceptance Fee	RM	300.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 8 Trimesters)	RM	4,000.00
Tuition Fee – Core Courses (RM500.00 x 33 Credits)	RM	16,500.00
Tuition Fee – Specialisation Courses (RM800.00 x 15 Credits)	RM	12,000.00
<b>GRAND TOTAL</b>		<b><u>33,050.00</u></b>

***1<sup>st</sup> Trimester***

Tuition Fee – Core Courses (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	300.00
Sub-total		<u>4,050.00</u>

***2<sup>nd</sup> Trimester - 4<sup>th</sup> Trimester***

Tuition Fee – Core Courses (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		<u>3,500.00</u>

***5<sup>th</sup> & 6<sup>th</sup> Trimesters***

Tuition Fee - Specialisation Courses (6 credits)	RM	4,800.00
Admin Fee	RM	500.00
Sub-total		<u>5,300.00</u>

***7<sup>th</sup> Trimester***

Tuition Fee – Core Course (3 credits)	RM	1,500.00
Tuition Fee – Specialisation Course (3 credits)	RM	2,400.00
Admin Fee	RM	500.00
Sub-total		<u>4,400.00</u>

***8<sup>th</sup> Trimester***

Tuition Fee – Project Paper (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		<u>3,500.00</u>

**GRAND TOTAL 33,050.00**

<b>MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL (ACCOUNTING, FINANCE, CORPORATE GOVERNANCE, GENERAL MANAGEMENT &amp; INTERNATIONAL BUSINESS)</b>		
<b><i>BREAK-DOWN OF FEES</i></b>		
Acceptance Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 5 Trimesters)	RM	2,500.00
International Student Fee (RM800.00 x 5 Trimesters)	RM	4,000.00
Tuition Fee – Core Courses (RM500.00 x 33 Credits)	RM	16,500.00
Tuition Fee – Specialisation Courses (RM500.00 x 15 Credits)	RM	7,500.00
<b>GRAND TOTAL</b>		<b>31,550.00</b>
<b><i>1<sup>st</sup> Trimester</i></b>		
Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	800.00
Sub-total		<b>8,350.00</b>
<b><i>2<sup>nd</sup> Trimester</i></b>		
Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		<b>7,300.00</b>
<b><i>3<sup>rd</sup> Trimester</i></b>		
Tuition Fee – Specialisation Courses (9 credits)	RM	4,500.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		<b>5,800.00</b>
<b><i>4<sup>th</sup> Trimester</i></b>		
Tuition Fee – Core Course (3 credits)	RM	1,500.00
Tuition Fee – Specialisation Courses (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		<b>5,800.00</b>
<b><i>5<sup>th</sup> Trimester</i></b>		
Tuition Fee – Project Paper (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
International Student Fee	RM	800.00
Sub-total		<b>4,300.00</b>
<b>GRAND TOTAL</b>		<b>31,550.00</b>

**MASTER OF BUSINESS ADMINISTRATION – FULL TIME LOCAL  
(ACCOUNTING, FINANCE, CORPORATE GOVERNANCE, GENERAL MANAGEMENT &  
INTERNATIONAL BUSINESS)**

**BREAK-DOWN OF FEES**

Acceptance Fee	RM	300.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 5 Trimesters)	RM	2,500.00
Tuition Fee – Core Courses (RM500.00 x 33 Credits)	RM	16,500.00
Tuition Fee – Specialisation Courses (RM500.00 x 15 Credits)	RM	7,500.00
<b>GRAND TOTAL</b>		<b>27,050.00</b>

**1<sup>st</sup> Trimester**

Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	300.00
Sub-total		7,050.00

**2<sup>nd</sup> Trimester**

Tuition Fee – Core Courses (12 credits)	RM	6,000.00
Admin Fee	RM	500.00
Sub-total		6,500.00

**3<sup>rd</sup> Trimester**

Tuition Fee - Specialisation Courses (9 credits)	RM	4,500.00
Admin Fee	RM	500.00
Sub-total		5,000.00

**4<sup>th</sup> Trimester**

Tuition Fee – Core Course (3 credits)	RM	1,500.00
Tuition Fee – Specialisation Courses (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		5,000.00

**5<sup>th</sup> Trimester**

Tuition Fee – Project Paper (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		3,500.00

**GRAND TOTAL** 27,050.00

<b>MASTER OF BUSINESS ADMINISTRATION – PART TIME LOCAL (ACCOUNTING, FINANCE, CORPORATE GOVERNANCE, GENERAL MANAGEMENT &amp; INTERNATIONAL BUSINESS)</b>		
<b><i>BREAK-DOWN OF FEES</i></b>		
Acceptance Fee	RM	300.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Admin Fee (RM500.00 x 8 Trimesters)	RM	4,000.00
Tuition Fee – Core Courses (RM500.00 x 33 Credits)	RM	16,500.00
Tuition Fee – Specialisation Courses (RM500.00 x 15 Credits)	RM	7,500.00
<b>GRAND TOTAL</b>		<b>28,550.00</b>
<b><i>1<sup>st</sup> Trimester</i></b>		
Tuition Fee – Core Courses (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Registration Fee	RM	150.00
Alumni Fee	RM	100.00
Acceptance Fee	RM	300.00
Sub-total		<u>4,050.00</u>
<b><i>2<sup>nd</sup> Trimester – 4<sup>th</sup> Trimester</i></b>		
Tuition Fee – Core Courses (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		<u>3,500.00</u>
<b><i>5<sup>th</sup> &amp; 6<sup>th</sup> Trimesters</i></b>		
Tuition Fee – Specialisation Courses (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		<u>3,500.00</u>
<b><i>7<sup>th</sup> Trimester</i></b>		
Tuition Fee – Core Course (3 credits)	RM	1,500.00
Tuition Fee – Specialisation Course (3 credits)	RM	1,500.00
Admin Fee	RM	500.00
Sub-total		<u>3,500.00</u>
<b><i>8<sup>th</sup> Trimester</i></b>		
Tuition Fee – Project Paper (6 credits)	RM	3,000.00
Admin Fee	RM	500.00
Sub-total		<u>3,500.00</u>
<b>GRAND TOTAL</b>		<b>28,550.00</b>

**DISCIPLINARY OFFENCES**

Disciplinary offences are unjustifiable or unlawful actions, which would have the effect of unfairly promoting or enhancing one's academic standing within the entire community of Putra Business School. The actions would also injure, harm or damage members of the University, the public, guests of the University or its property, activities or reputation. They include actions which impede or prevent the proper functioning of the University or which prevent any member of it from pursuing his/her work or study. The following is a list of some, but not all, disciplinary offences.

1. Absent from lecture without prior permission or subsequent approval.
2. Plagiarism. This consists of, but is not limited to, copying portions of the writing of others with only minor changes in wording, with (a) inadequate footnotes, quotes, or other reference forms of citation or (b) only providing a list of references. Paraphrasing without appropriate citation is also plagiarism.
3. Failure to appear for an examination without permission or subsequent approval.
4. Impermissible conduct during examination. This consists of the following:
  - i) Giving or receiving or possessing any information which is related to the examination questions.
  - ii) Referring and using any prohibited reference material in or outside the Examination Hall/Room for the purpose of cheating.
  - iii) Communicating to other students for the purpose of cheating.
  - iv) Substituting for, arranging for substitution by another student, or representing oneself as another person.
5. Altering, changing, or forging University academic records, including attendance records, regarding oneself or others, entering the signature of any academic officer on any official University form, or causing any false information to be presented at an academic proceeding or intentionally destroying evidence important to an academic proceeding.
6. Infringing upon the right of other students to fair and equal access to any University Resource Centre references and comparable or related academic resources. This may include, but not limited to, theft, mutilation, unreasonably delayed responses when materials are requested by the University Resource Centre staff or not returning materials upon deadline.



7. Attempting deliberately to prevent other users' access to the University computer system, deprive them of resources, and degrade system performance, or copying or destroying files or programmes without consent.
8. Falsification of data collected in the conduct of research or the presentation of falsified data in papers, manuscripts, books or other documents submitted for publication or for the degree requirements.
9. Organising assemblies or using of loudspeakers without permission.
10. Display any flags, banners, placards, posters, emblems or other devices that may promote indiscipline or disorder among students.
11. Publishes, distributes or circulates any document within or outside the campus without prior permission.
12. Participates in any activity outside the campus that has a direct adverse effect on or is prejudicial to the interest of PBS.
13. Engages in any occupation, employment, business, trade or any activity, whether on a full time or part-time basis, which in the opinion of the President is undesirable.
14. Organising, managing, operating or participating in any gaming, wagering, and lottery or betting within the Campus.
15. Consuming or possessing any liquor and display disorderly behavior.
16. Possession of any obscene article or materials.
17. Possession of any drug or poison.
18. Failure to direct complaints according to the procedures established or protocol.
19. Infringes any Law or Regulations of Malaysia.

The above is not an exhaustive list and other instances of disciplinary offence may occur. Their identification will require the prudent judgment of the University Student Disciplinary Committee. The above definitions and examples apply to all Putra Business School students regardless of the programmes in which they are enrolled.

## **PENALTIES**

Students who commit any disciplinary offence will be referred to the University Student Disciplinary Committee. If found guilty, students may be subject to the imposition of any one or a combination of two or more of the following penalties:

1. Warning
2. Fine up to a maximum of RM 500.00.
3. Given an 'F' grade for the particular course.
4. Nullification or adjustment of entire examination results or any part of the examination results for that trimester/semester.
5. Payment of compensation or damages for any damage to property and University facilities or any third party claimant.
6. Suspension from the University for a fixed period of time.
7. Expulsion from the University.