



TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence

ACADEMIC MODULE GUIDE 2018

<i>NO</i>	<i>CONTENT</i>	<i>PAGE</i>
1	Module Registration Form	1
2	Faculty of Business & Law	2
3	Faculty of Arts & Social Sciences	12

TAYLOR'S UNIVERSITY MODULE REGISTRATION FORM

Programme Enrolled _____

Credit Requirement at Home Institution: _____ credits

Duration of Semester (Please tick one)	1		2	
--	---	--	---	--

No	Module Code	Module Name	Approved (✓)	Remarks
1				
2				
3				
4				
5				

Alternate Module Selection (if the selection above is not available)

No	Module Code	Module Name	Approved (✓)	Remarks
1				
2				

I declare that I am aware and fully understand the University policy. Any subsequent changes to my selection of modules are subject to the School's approval and timetable availability. Final modules offered are subject to availability.

<i>Approval from Home Institution</i>	<i>Date</i>
<i>Applicant Name & Signature</i>	<i>Date</i>
FOR TAYLOR'S UNIVERSITY USE ONLY	
Approved by: Programme Director/ Head of School	
<i>Name and Signature</i>	<i>Date</i>
<i>Remarks:</i>	

FACULTY OF BUSINESS & LAW

PROGRAMME: BACHELOR OF BUSINESS (HONS) (INTERNATIONAL BUSINESS)

YEAR 1

SEMESTER 1

No	Module title	Code	Prerequisites	Status	Credit hours
1	Business Communication	COM60104	None	Core	4
2	Introduction to Accounting	ACC60104	None	Core	4
3	Introduction to Management	MGT60104	None	Core	4
4	Microeconomics	ECN60104	None	Core	4
5	Quantitative Methods for Business	STA60104	None	Core	4

YEAR 1

SEMESTER 2

No	Module title	Code	Prerequisites	Status	Credit hours
1	Introduction to Finance	FIN60104	None	Core	4
2	Macroeconomics	ECN60204	None	Core	4
3	Organisational Behaviour	OBM60104	None	Core	4
4	Principles of Marketing	MKT60104	None	Core	4

YEAR 2

SEMESTER 3

No	Module title	Code	Prerequisites	Status	Credit hours
1	Business Law	LAW60104	None	Core	4
2	Elective Year 2	-	None	Core	4
3	Human Resource Management	HRM60104	None	Core	4
4	Introduction to International Business	BUS60104	None	Core	4

YEAR 2**SEMESTER 4**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Elective Year 2	-	None	Elective	4
2	Export Practices and Management	MGT60304	BUS60104	Specialization	4
3	International Finance	FIN61104	None	Specialization	4
4	International Finance	RES60104	None	Specialization	5
5	Supply Chain Management	MGT60404	None	Specialization	4

YEAR 3**SEMESTER 5**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Business Ethics and Values	BUS60204	None	Core	4
2	Elective Year 3	-	None	Elective	4
3	Elective Year 3	-	None	Elective	4
4	Transnational Management	MGT60604	BUS60104	Specialization	4

YEAR 3**SEMESTER 6**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Elective Year 3	-	None	Elective	4
2	Elective Year 3	-	None	Elective	4
3	International Business Issues and Policies	BUS60404	BUS60104	Specialization	4
4	Strategic Management	MGT60504	MGT60104	Core	5

ELECTIVE MODULES

No	Module title	Code	Prerequisites	Status	Credit hours
1	Entrepreneurship and Small Business	BUS60304	None	Elective	4
2	Intercultural Communication for Business	COM60204	None	Elective	4
3	International Human Resource Management	HRM60804	None	Elective	4
4	International Marketing	MKT60704	MKT60104	Elective	4
5	International Trade and Multinational Business	ECN60404	None	Elective	4
6	Management Accounting	ACC60404	ACC60104	Elective	4
7	Organizational Studies	OBM60204	OBM60104	Elective	4
8	Production and Operation Management	MGT60204	None	Elective	4

MODULE SYNOPSIS

YEAR 1

SEMESTER 1

Module title	Code	Synopsis
Business Communication	COM60104	Business Communication equips students with the necessary written and spoken skills for effective business communication. Students are exposed to various business correspondences and taught practical strategies to write convincing messages. Students are also taught to strategize, and to use appropriate and ethical approaches in writing not only routine messages, but also persuasive and negative messages. Listening and speaking skills are also focused on to ensure effective interpersonal communication. This module also emphasizes the need for business communication to be seen in a global context where various considerations such as technological advances and ethical considerations play a vital role in ensuring that all business messages achieve their aims in a positive manner.
Introduction to Accounting	ACC60104	This module is an introduction to the technical aspects of financial accounting, as well as to the financial community. As a member of the financial community you will be expected to be updated on current business and financial events. Now is a good time to start a regular habit of reading the accounting and financial press.

Introduction to Management	MGT60104	This module is designed to provide the candidate with the basic concepts and principles of management in organizations. It focuses on the context of managerial activity and covers the four major functions of management i.e. planning, organizing, leading and controlling and places them in a historical, political and economic context.
Microeconomics	ECN60104	In a continuously ever changing globalized business environment, businesses need to make quick, well informed and correct decisions in order to survive. This module is concerned about the principles of microeconomics as they apply to the business environment. The module outlines the various microeconomic tools of analysis and analytical frameworks that are essential for business students to learn and understand to enable them to comprehend the economic environment of business in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Quantitative Methods for Business	STA60104	This module is designed to provide students with an appreciation of the application of analytical tools to business decision contexts. It also develops students' abilities to access and critically interpret statistics and business information. The module places strong emphasis on developing a clear theoretical understanding of various analytical tools. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge in any employment. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.

YEAR 1

SEMESTER 2

Module title	Code	Synopsis
Introduction to Finance	FIN60104	This module introduces main concepts and methods associated with financial decision-making for individuals and enterprises: the concept of cash flow valuation, evaluation of financial performance, valuation of securities, risk and returns, capital budgeting, and an overview of international finance.
Macroeconomics	ECN60204	In an increasingly globalized world, countries and their governments need to be able to make quick, well informed and correct decisions in order to achieve their macroeconomic objectives. This module looks into the workings of a domestic economy and the policies that governments may implement to improve the business environment. The module outlines the various macroeconomic tools of analysis and analytical frameworks that are essential for business students to learn

		and understand to enable them to comprehend the national and global economy in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Organizational Behavior	OBM60104	This module is designed to provide the candidate with an introduction to psychological and behavioral approaches to the study of work and organizations. The module introduces some of the basic analytical tools and concepts from the fields of organizational behavior and work psychology that encourage an understanding of the behavior of individuals and groups in the workplace.
Principles of Marketing	KT60104	This module introduces students to the key marketing concepts and strategies employed by marketers in facing the challenges in a dynamic business environment. It develops an understanding of the overall process of planning, implementation and control in the contemporary business environment. This module provides students with the needed conceptual skills to identify, analyze and solve marketing problems. This module also provides a foundation for those who intend to further study in the marketing field or other business related modules

YEAR 2

SEMESTER 3

Module title	Code	Synopsis
Business Law	LAW 60104	This module provides the foundation for all law modules in the Bachelor of Business. It provides students with an overview of the Malaysian legal system and a basic coverage of the underlying legal principles governing business. The substantive laws covered in this module includes the Law of Contract, the Law of Torts, Sales of goods, the Law of agency, insurance, employment law and business organizations. Students will have the opportunity to develop skills in critically analyzing legal problems and issues affecting business and applying the legal principles in solving these issues.
Human Resource Management	HRM60104	This module helps students develop an understanding of the fundamentals of human resource management. It explores the central, strategic role that human resource plays in making organizations more competitive. Students will be exposed to the human resource concepts, functions and practices including recruitment and selection, training and development, compensation and benefits, performance management, employee rights, health and safety, industrial relations and trade unions.

Introduction to International Business	BUS60104	The module is designed to provide students with an insight into International Business. It covers a practical framework for understanding the key issues, current relevant principles and concepts to be considered in doing business abroad. The goal of the module is to help students to understand the basic principles of international business and their impact on the world's economy. International Business introduces students to various issues and challenges associated with the formulation and implementation of strategies in business organizations whose operations stretch across national borders. Throughout the module, students will be systematically introduced to the complexities and challenges of leading and managing a “global” company. Further, the module will provide students with an opportunity to integrate business decisions with the ethical and social responsibility considerations inherent to playing on a global field.
--	----------	---

YEAR 2

SEMESTER 4

Module title	Code	Synopsis
Export Practices and Management	EVT60203	There are new opportunities & challenges arising in global marketing and exporting. In order for any organization to take advantage of the opportunities present as well as to rise above the challenges faced, it has to be adaptable to changes. Opportunities are expanding as international trade continues to grow rapidly. The role of ecommerce is to enable even the smallest business to find potential customers and means of distribution across the globe. The challenges of it would be increased competition, disruptions of trade flows (military), natural disasters etc.
International Finance	FIN61104	This module introduces main concepts and methods associated with international financial decision-making for multinational business: the concept of multinational financial management, FOREX, risk analysis and tools, financing foreign trade, international portfolio investment and corporate strategy.
Research Methods	RES60104	This module examines research designs commonly used in business decision making. Topics include research design, implementation and finally interpretation of research as these are related to problems in an organizational setting. This module will also cover issues on access and research ethics. This module provides a guide to the research process and the needed knowledge and skills to undertake research as well as highlights some common research pitfalls. At the end of this module, students will learn a range of research approaches, strategies and methods in handling their research projects.

		Skill development in statistical applications software is also one of the objectives of this module. Students are required to submit a research proposal as part of the module requirements.
Supply Chain Management	MGT60404	Supply Chain (SC) is a network of business entities consisting of suppliers' suppliers, suppliers, customers and customers' customers. Supply chain management deals with the management of material flows, information flows and financial flows that cut across multiple business entities (companies). The co-ordination and integration of these flows both within and across companies are critical to compete successfully in today's market place. Companies have always acknowledged the fact that the integration and co-ordination among multiple functional areas will create competitive advantages. Having said that one might ask "What is so new about SCM?. The answer lies in the dimension, viz., extended enterprise integration (coordination). As companies become more global and the competitive pressures are more intense, companies must think beyond functional integration and need to think for integration and co-ordination at extended enterprise level. An increasing number of Fortune 500 companies such as Chrysler, Hewlett Packard, IBM, P&G, Unilever, and Xerox have been stressing importance of SCM and are leveraging advances in IT and opportunities to form strategic alliances to tightly integrate their supply chain. Considering these developments in business environment, this module aims to introduce you to the field of SCM.

YEAR 3

SEMESTER 5

Module title	Code	Synopsis
Business Ethics and Values	BUS60204	This module provides an understanding of the ethical issues and dilemmas affecting managers in organizations and developing an appreciation for, professional responsibility and integrity. It aims to raise awareness of the practical issues facing people in business, introduce a framework or guidelines for analysis and decision making, and enhance students' ability in reasoning towards resolving the dilemmas based on ethical principles. The discussions of ethical issues are used as an avenue for further improvement in analytical and communication skills.
Transnational Management	MGT60604	This module focuses on management's challenge associated with developing strategies, designing organizations and managing operations of companies whose activities stretch across national boundaries. Operating in an international

		<p>arena will provide various opportunities for the company. This is because having worldwide operations not only gives a company access to new markets and specialized resources but it also opens up new sources of information as well as knowledge and broadens the options of strategic moves the company might make in competing with its domestic and international rivals. Like any other opportunities provided by cross-border management, companies will still have to face the challenges of managing strategy, organization and operations that are innately complex diverse and uncertain. In this module a conceptual baseline would provide for a more detailed discussion of the various issues faced in the cases presented. Some typical attitudes and mentalities would normally shape the actions of managers in MNCs (Multi-National Companies) and suggest how these attitudes and mentalities evolve as their off-shore operations progress from the state of initial investments to a fully integrated worldwide network of affiliates.</p>
--	--	--

YEAR 3

SEMESTER 6

Module title	Code	Synopsis
International Business Issues and Policies	BUS60404	<p>The international business issues and policy is the capstone module for the International Business major. In this module, we will examine both the principles associated with the formation and implementation of business strategy, as well as the latest research about business strategy, which challenges traditional ways of thinking. We will apply those ideas via case studies and simulations. Globalization means that almost every company is affected by competition from foreign enterprises. Many firms are seeking opportunities to enter new foreign markets and expand in ones they already have penetrated. Managing in a globalizing environment requires knowledge of the regulatory and policy systems of international trade. This module provides this essential knowledge explaining both the theoretical and practical dimensions. The broad aim is to provide insight into current issues that play a dramatic role in the business landscape and to understand the current challenges facing businesses as constituents in the broader societal context. In addition students will be familiar with the strategic and management issues currently faced by various organizations through a consideration of the structure and challenges of the industry at the global, national and provincial levels.</p>

Strategic Management	MGT60504	This module is designed to provide the candidate with a comprehensive understanding on how organizations are managed strategically with the emphasis of putting theory into practice. The major areas in strategic management that includes strategy formulation, implementation and evaluation are taught together with appropriate case analysis.
----------------------	----------	---

ELECTIVE MODULES

Module title	Code	Synopsis
Entrepreneurship and Small Business	BUS60304	This course is for students who wish to learn the principles and processes of small business and entrepreneurship. It is designed for individuals interested in starting a new business venture, acquiring an existing business, or working in industries that serve entrepreneurs. The course provides an overview of the many principles and processes of entrepreneurship and small business management.
Intercultural Communication for Business	COM60204	This module introduces students to the role of cultural patterns, and cultural profiles of nations in different parts of the world. At the end of the module, students will be able to increase their understanding of the relationship between culture and communication from various cultural backgrounds. They will be able to identify and analyze the role of cultural patterns and obstacles to competent intercultural collaboration in the development of intercultural group working relationships, thus making business deals easier and avoiding costly misunderstandings.
International Human Resource Management	HRM60804	Human resource management issues play a significant role in strategy and decision making- whether a company is considering its international presence, transitioning to a global entity or acquiring new business lines. Students will examine the critical role that HRM plays in the competitive and collaborative world of international business. The module topics include strategic HRM in multinational companies, international staffing, managing expatriate, international compensation, careers and repatriation, issues in the management of industrial relations in international firms, contemporary and emerging issues in international human resource management.
International Marketing	MKT60704	This module is designed to introduce students to advanced marketing concepts and practices in a global business environment. A comprehensive overview of the dynamics and trends in international marketing include market analysis, strategic planning, market selection and entry strategies, product positioning, integrated marketing communications, distribution, and pricing. Special emphasis will be placed on

		the development and delivery of international marketing plan where students have the opportunity working with a Malaysian firm. The module addresses the skills necessary for evaluating, developing, and delivering marketing programmes for a global and multicultural audience.
International Trade and Multinational Business	ECN60404	In an ever progressing and changing business environment; trade, finance and investment play a crucial and significant role in the world economy. This module concentrates on the introduction of the key theories explaining international trade, finance and investment. Framework of this module will give importance to expose learners with to the fundamental concepts of international trade, finance and investment and tools that are essential for them to understand and analyze the operation of international currency markets and the different types of exchange rate regimes. It complements other Level Two Economics/Finance modules and provides a basis for Level Three Economics/Finance modules.
Management Accounting	ACC60404	This module is an introduction to the basic techniques of management accounting and its role in the manufacturing and service business environments. Management accounting techniques are applied in all organizations. Students learn that with the current competitive business environment, good application of costing system would help organizations to compete.
Organizational Studies	OBM60204	This module is designed to provide the candidate with the capacity to analyze an organization from a multiple perspective framework that involves 'reading' the organizations and interpreting organizational situations from these different perspectives so as to understand better how the organization functions.
Production and Operation Management	MGT60204	This subject details the management perspective on the production and operations function in a business. It provides a strong review of the important concepts which underpins the POM task, and sets the relevant issues and techniques within the broader context of the management and control of the whole business. Contemporary topics on global competition, quality management, customer service and JIT, their influences are discussed.

FACULTY OF ARTS & SOCIAL SCIENCES

PROGRAMME: BACHELOR OF MASS COMMUNICATION (HONS) (PUBLIC RELATIONS AND MARKETING)

YEAR 1

SEMESTER 1

No	Module title	Code	Credit hours
1	Communication Theory	COM60404	4
2	Critical And Creative Thinking	COM60304	4
3	Introduction to Mass Communication	COM60504	4
4	Visual Communication	COM61004	4

YEAR 1

SEMESTER 2

No	Module title	Code	Credit hours
1	Communication Research Fundamentals	RES60304	4
2	Innovative Media	COM60904	4
3	Intercultural Communication	COM60604	4
4	Media Writing	COM60704	4

YEAR 2

SEMESTER 3

No	Module title	Code	Credit hours
1	Introduction to Management	MGT60104	4
2	Principles of Marketing	MKT60104	4
3	Promotional Writing	PRL60204	4
4	Public Relations Principles	PRL60104	4
5	Publicity And Media Relations	PRL60304	4

YEAR 2**SEMESTER 4**

No	Module title	Code	Credit hours
1	Consumer Behavior	MKT60204	4
2	Crisis Management	PRL60404	4
3	E-Marketing	MCM60105	5
4	Interactive Media	COM61104	4
5	Promotional Management	PRL60804	4

MODULE SYNOPSIS**YEAR 1****SEMESTER 1**

Module title	Code	Synopsis
Communication Theory	COM60404	This course outlines the concepts, roles, goals and changes in mass communication theories. It introduces the connections between communication theories and research. It also introduces the basic theories of mass media effects and media issues.
Critical and Creative Thinking	COM60304	This course outlines a comprehensive introduction to the cognitive process and helps students develop their higher-order thinking abilities needed for academic study and career success as critical and creative thinking skills are the cornerstones of higher education. It integrates various perspectives on the thinking process by fostering sophisticated intellectual and language abilities. It also shows that learning to think is a synthesizing process, knitting critical thinking and creative thinking abilities together with academic content and the fabric of students' experiences.
Introduction to Mass Communication	COM60504	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.

Visual Communication	COM61004	This course outlines the basic understanding of visual literacy and communication within the current media industries through the comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.
----------------------	----------	--

YEAR 1

SEMESTER 2

Module title	Code	Synopsis
Communication Research Fundamentals	RES60304	This course outlines the basic approach to research in the field of communication and mass media. It will provide students with a fundamental understanding of the various types of research approaches, namely quantitative and qualitative, and their respective methodologies that are appropriate to communication research. An introduction to a variety of descriptive and inferential statistical techniques that are normally used in communication research will also be provided. Students will also be thought how to read and review research journals as well as produce a research report.
Innovative Media	COM60904	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Intercultural Communication	COM60604	This course outlines the personal and theoretical understanding of the cultural origin of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.
Media Writing	COM60704	This course prepares students to be able to write for the various media, each of which requires distinct styles and approaches. It takes the student through a survey of the different styles, understanding the nuances, and appreciating the underpinning theories that influence the crafting of written communication. Ample practice is given to developing the writing skills for efficient and effective writing for the media.

Module title	Code	Synopsis
Introduction to Management	MGT60104	This module is designed to provide the candidate with the basic concepts and principles of management in organizations. It focuses on the context of managerial activity and covers the four major functions of management i.e. planning, organizing, leading and controlling and places them in a historical, political and economic context.
Principles of Marketing	MKT60104	This course introduces students to the key marketing concepts and strategies employed by marketers in facing the challenges in a dynamic business environment. It develops an understanding of the overall process of planning, implementation and control in the contemporary business environment. This course provides students with the needed conceptual skills to identify analyze and solve marketing problems. This course also provides a foundation for those who intend to further study in the marketing field or other business related courses.
Promotional Writing	PRL60204	This course introduces the concept of designing and writing promotional materials for a wide spectrum of communication media. It covers the scope and structure of the different forms of writing used in public relations, advertising and marketing.
Public Relations Principles	PRL60104	This course outlines the history and development of public relations, with an emphasis on providing the student with an awareness of various publics that an organization interacts with. It also provides grounding for students to understand the need for a strategic perspective instead of the mindset of a public relations technician. Students would be expected to keep up with current affairs.
Publicity and Media Relations	PRL60304	This course outlines the role of a public relations practitioner as a publicist in an organization. It also introduces to the various techniques of media relations, testing and evaluating publicity, and understanding the various types of publicity collaterals for the press.

Module title	Code	Synopsis
Consumer Behavior	MKT60204	To understand consumer behavior, it is important to understand concepts and theories borrowed from fields such as psychology, sociology, economics, etc. In addition during this course students will explore, many social, cultural and marketing factors that influence the selection, purchase and usage of products and services.
Crisis Management	PRL60404	This course outlines the key responsibilities of public relations in the contemporary world by understanding the importance of managing crisis locally and internationally. The course will introduce the students to different types of crisis and offers a wide range of frameworks and methods to managing crisis.
E-Marketing	MCM60105	This course will focus on the marketing management framework and will address the unique features of digital marketing. In summary, the course will look at how the 7 P's apply to the 'e' by providing an understanding of the principles and practices of E-Marketing to market goods and services. It describes the internet and the various business models employed in online marketing, and explore methods for conducting online market research and developing competitive intelligence for an organization. In addition, the course details processes for planning and implementing comprehensive e-marketing strategies using alternative online pricing strategies, Web-based advertising and promotion, and internet distribution channels. The course also considers other critical issues such as customer acquisition and retention, customer relationship management (CRM), and the challenges faced by firms in the application of E-Marketing strategies in global markets.
Interactive Media	COM61104	This course outlines the types of authoring platforms, interactive design principles, interactive scripting in authoring in the current industry practices. It also focuses on practical application of the current industry used application for both CD-ROM and online interactive applications.
Promotional Management	PRL60804	This course outlines to students the importance of promotional management. It introduces students to the various concepts, methods, and effects of different promotional techniques in an organization.