



**PENINSULA**  
**COLLEGE**

**2022 - 2023**



# Programme Handbook (Certificate in Business Studies)

**UPDATED: 08/23**

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## **OUR HISTORY**

Peninsula College Georgetown, formerly acknowledged as ALC College, is proudly treading into its' magnificent 21<sup>st</sup> year in tertiary education.

Holding devotedly to our motto – “Your Employability...Our Priority”, Peninsula has always been conscious to not limit our academicians with a strong background of subject matter, but also a significant industrial shade that assures distinctive entrepreneurial and industry expectations tutoring to students. Probably, this could be our niche of producing graduates with 100% employability record for all these years.

The year 2017 flagged the notable expansion of Peninsula Higher Education Group which includes awarding of MS ISO 9001: 2015 and welcoming of new academic partner, University of Plymouth, UK, in addition to our years long distinguished partner, University of Gloucestershire, UK.

Becoming wholly-owned by PKT Logistics Group Sdn Bhd, a prominent ownership made Peninsula being the pioneer in Southeast Asia to build state-of-art corporate campuses in Selangor and Penang, Malaysia. This enables students' learning to be colliding with the real working environment, a platform for them to enhance their academic knowledge through the hands-on exposure.

The institution is unwavering on its primary mission of providing far-reaching and holistic learning environment. The Ship Campus located in Batu Kawan, Penang, is designed with the campus-in-industry model, whereby having a physical presence in an industrial park puts us in a unique position to bridge the gap between graduate skills and industry needs via academia-industry collaboration. Our other 2 campuses, The Lighthouse Campus in Shah Alam and The City Campus in Klang are also designed to encourage learning in a real-world corporate environment.

Peninsula College Georgetown – “Your Employability...Our Priority”

# **VISION, MISSION & INSTITUTION PHILOSOPHY**

## **Vision**

To be a leading higher education provider of industry-relevant courses

## **Mission**

Peninsula College is socially responsible institution of higher learning providing industry driven teaching within cutting edge campus buildings, located within a business environment. Its activities aim to inspire and enlighten businesses and communities to produce a positive impact upon individuals, industry, and society.

## **Institution Philosophy**

To achieve organisation and individual aspirations which bring fulfilment and happiness to life

## CERTIFICATE IN BUSINESS STUDIES STRUCTURE

<b>Approval Code</b>	(N/345/3/1076)
<b>Accreditation Code</b>	MQA/FA12514
<b>Classification</b>	Certificate
<b>Subject Area</b>	Management and administration
<b>Course Mode</b>	Full Time
<b>Course Duration</b>	1 Year 4 Months (3 long semesters and 1 short semester)
<b>Course Location</b>	The Ship Campus
<b>Intakes</b>	January, May, September

## PROGRAMME OVERVIEW

The primary aim and objective of this programme has been to train and provide a variety of skills to students, including analytical and critical thinking skills so as to produce graduates who can eventually be in leadership roles in major organisations in industry and commerce, in academia and in public sector. These are in line and supportive of the vision and mission of the College to not only become a centre of excellence for creativity and innovation but also to develop a knowledgeable and cultured society.

The programme aims to provide students with fundamental knowledge, basic technical, operational and entrepreneurial skills to perform effectively and ethically within their specific areas of Business Studies, hence inculcating the desire for lifelong learning and career development. On completion of the Certificate Programme, you will be able to make an informed decision about your interest and pursue your undergraduate diploma of choice.

## ACADEMIC AND SUPPORT STAFFS

<b>DEPUTY CHIEF EXECUTIVE (ACADEMICS)</b>	
Dr. Lim Hui Ling	<a href="mailto:huiling@peninsulacollege.edu.my">huiling@peninsulacollege.edu.my</a>
<b>HEAD OF SCHOOL OF BUSINESS, ACCOUNTANCY &amp; TOURISM</b>	
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*\* Peninsula college reserves the right to make changes without prior notice.*

## ENTRY REQUIREMENT

### Minimum Entry Qualification for Certificate in Business Studies Programme

- i. Possesses Sijil Pelajaran Malaysia (SPM) with at least credit in any ONE subject; **OR**
- ii. Possesses Sijil Kemahiran Malaysia (SKM) Level 2 in the related field; **OR**
- iii. Other relevant equivalent qualifications recognised by the Malaysian Government.

# **PROGRAMME OBJECTIVES AND OUTCOME**

## **Programme Aim**

The programme aims to provide students with fundamental knowledge, basic technical, operational and entrepreneurial skills to perform effectively and ethically within their specific areas of Business Studies, hence inculcating the desire for lifelong learning and career development.

## **Programme Educational Objectives (PEOs)**

The programme educational objectives are to equip graduates who are able to:

1. Process basic theoretical and practical knowledge in business.
2. Process basic operational and entrepreneurial skills to perform effectively and responsibly in different organisations.
3. Use basic digital applications and numeracy skills to support business functions.
4. Exhibit teamwork and interpersonal communication skills.
5. Demonstrate lifelong learning in education and career.

## **Programme Learning Outcomes (PLOs)**

Upon completion of the programme, the graduates will be able to:

1. Describe basic principles and theories in business.
2. Apply basic business knowledge to solve routine problems in different organisations.
3. Perform mainly routine tasks/operations within business organisations.
4. Demonstrate basic collaborative skills.
5. Demonstrate basic written and oral communication skills.
6. Demonstrate relevant digital skills for work/study.
7. Interpret basic numerical and graphical data.
8. Demonstrate responsibility for business operations for self and others with guidance.
9. Perform self-improvement for academic and career development.
10. Demonstrate basic entrepreneurship skills.
11. Perform operations ethically within business organisations.

## PROGRAMME STRUCTURE (FULL TIME)

Year 1 and 4 months			
No	Code	Name of Course	Credit Hours
1	CBS1013	English Language Proficiency	3
2	CBS1023	Introduction of Management	3
3	CBS1034	Business Mathematics	4
4	CBS1044	Introduction to Accounting	4
5	CBS1053	Computer Application	3
6	CBS1063	Public Speaking	3
7	CBS1073	Introduction to Marketing	3
8	CBS1103	Management Information Systems	3
9	CBS1084	Business Statistics	4
10	CBS1153	Entrepreneurship	3
11	CBS1113	Business Communication	3
12	CBS1163	Human Resource Management	3
13	CBS1134	Introduction to Finance	4
14	CBS1144	Introduction to Economics	4
15	CBS1094	Costing	4
16	MPU1153 / MPU1133	Pengajian Malaysia 1 / Bahasa Melayu Komunikasi 1 †	3
17	MPU1213 / MPU1223	Bahasa Kebangsaan A ‡/ Communication Skills	3
18	MPU1313	Moral Studies	3
<b>TOTAL CREDIT HOURS</b>			<b>60</b>

\* Peninsula college reserves the right to make changes programme structure without prior notice.

†, for international students only.

‡, for students who did not obtain a grade of C and above in SPM

### SEMESTER DURATION:

Semester	Lecture (Week)	'Study Week' (Week)	Final Examination (Week)	Total (Week)
Long	12	1	1	14
Short	7	1	1	9

**Note:**

1. College implements 3 Semester per year
2. Total number of semesters per year = 3
3. Total number of weeks per year = 42



## COURSES OFFERED

1.	English Language Proficiency	<p><b><u>Synopsis</u></b></p> <p>This course aims to develop students' reading, writing, grammar, and vocabulary to prepare them for further studies. Students will read a range of texts critically and write various types of essays. The course will also review basic and pre-intermediate grammar and vocabulary commonly used in the academic context.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Read a range of text for main ideas and specific information.  CLO2: Write essays based on notes taken or provided.  CLO3: Use basic and pre-intermediate grammar and vocabulary accurately.</p>
2.	Introduction of Management	<p><b><u>Synopsis</u></b></p> <p>This course will prepare students with a basic understanding of the nature of management processes in business organisations. It relates to the principles and theories of management, practices of Planning, Organising, Leading, and Controlling (POLC), organisational design and communication within business entities.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Explain the concepts, practice and role of management processes and tools within business organisations.  CLO2: Describe the management processes, leadership and communication of managers or administrators.  CLO3: Apply management principles in business entities.</p>
3.	Business Mathematics	<p><b><u>Synopsis</u></b></p> <p>This subject will cover topics such as Basic Mathematics, Interest, Business Ownership, Depreciation of Business Assets and Index Numbers.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Describe the fundamental concepts and principles of various mathematical methods.  CLO2: Apply a range of mathematical skills as a logical and coherent subject.  CLO3: Solve business problems through a quantitative approach.</p>

4.	Introduction to Accounting	<p><b><u>Synopsis</u></b></p> <p>This course provides students with basic knowledge and skills in accounting concepts, bookkeeping concepts and financial reporting procedures, which are applicable to business entities. Students will learn about the accounting equation, double entry system, journal and ledger, and preparing financial statements for financial reporting purposes.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Describe and apply concepts and principles of basic financial accounting and its applications in business entities.  CLO2: Explain and apply the concepts and appropriate methods of financial accounting in daily business transactions.  CLO3: Apply basic accounting tools to prepare financial statements.</p>
5.	Computer Application	<p><b><u>Synopsis</u></b></p> <p>The topics to be covered in this module are Windows Operating Environment and basic Microsoft Office applications such as MS Word (word processor), MS Excel (spreadsheet), MS Power point (presentation) and www (internet).</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Perform the basic tasks with Windows Operating System.  CLO2: Prepare documents in a word processor, calculate data in an electronic spreadsheet.  CLO3: Present information in a very creative way by using computer applications.</p>
6.	Public Speaking	<p><b><u>Synopsis</u></b></p> <p>This is a basic course for students primarily to prepare them with the public speaking skills. At the earlier stage, students are exposed to concepts of idea building, research for topics, audience analysis and the general communication process. At the later stage, the various techniques of writing speeches, using audio visual aids, delivery of speeches from the aspects of language and style and the non-verbal are emphasized.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: State, exemplify and explain various concepts of public speaking.  CLO2: Apply concepts and techniques learned to present informative and persuasive speeches effectively.</p>

		CLO3: Evaluate speeches based on a variety of verbal and non-verbal criteria.
7.	Introduction to Marketing	<p><b><u>Synopsis</u></b></p> <p>This course provides students with an understanding of marketing concepts, functions and roles in business organisations. It exposes students to product, pricing, distribution, promotion, marketing communication, consumer behaviour, and basic digital and social marketing.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Explain marketing concepts, theories and strategies in making effective and efficient marketing activities.  CLO2: Describe appropriate marketing tools in business activities.  CLO3: Apply basic marketing principles in daily marketing decisions.</p>
8.	Management Information Systems	<p><b><u>Synopsis</u></b></p> <p>This course covers the basic of information system, project management and system development, the basic usage of information in the organization, information technology infrastructure and emerging technologies, database and information management, telecommunication, artificial intelligence, decision making, securities issues. Students will learn how the information system works in Digital Firm.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Explain the basic concept of Management Information Systems in managing Digital Firm.  CLO2: Interpret basic usage of Information Technology infrastructure, telecommunication, and database to solve simple business problems.  CLO3: Apply basic Information Systems security mechanisms to overcome ethical and security issues in Digital Firm.</p>
9.	Business Statistics	<p><b><u>Synopsis</u></b></p> <p>This course is designed to give students exposure on the basics concept of statistics on collecting, organising, analysing and presenting data. Students will be introduced to descriptive statistics, graphs, basic probability, probability distributions, correlation, and regression analysis.</p>

		<p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Identify the basic of qualitative and quantitative data and various sampling methods.  CLO2: Construct tables and graphs for different types of data.  CLO3: Solve probabilities using discrete and continuous probability distributions.</p>
10.	Entrepreneurship	<p><b><u>Synopsis</u></b></p> <p>This course covers the fundamentals of important discussions on the nature and characteristics of entrepreneurship. The module contents cover the topics to be discussed are related to the planning, management and organization of business activities. The nature of entrepreneurship and its relation to intelligence and business activity management success will also be studied. At the end of this course, the students will be to identify business opportunity, prepare comprehensive business plan and set up growth strategic for business venture.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Explain the concepts, characteristics and process of entrepreneurship.  CLO2: Apply the entrepreneurial theories in strategy making and business problem-solving.  CLO3: Prepare an effective business plan for potential fund providers.</p>
11.	Business Communication	<p><b><u>Synopsis</u></b></p> <p>This course introduces the above components to help students understand various aspects of business communications and acquire the skills of good business communications as demanded by employers. This course stress on correct language and appropriate business attitude in speaking and writing. This course presents a picture of communication in business world.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Demonstrate an understanding the business communications and the factor that affect effective communications.  CLO2: Apply oral and written communications skills appropriately in business situation.  CLO3: Participate in committee meetings and write relevant document for meetings.</p>

12.	Human Resource Management	<p><b><u>Synopsis</u></b></p> <p>This unit is designed to enable students to examine the role of Human Resource Management (HRM) in contributing to the long term performance and viability of organisations. Students will be provided with an understanding of the functions of HRM and how HRM integrates and interrelates with other functions of management.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Describe the concept of human resource management.  CLO2: Explain various human resource management functions.  CLO3: Apply human resource management skills to organisations.</p>
13.	Introduction to Finance	<p><b><u>Synopsis</u></b></p> <p>This course prepares students with the concepts, roles, and principles of financial management in business organisations. Students will review the roles of financial markets, institutions and environment as well as performing basic analysis in regards to the time value of money, financial statements and working capital management for business decision.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Explain basic financial tools and concepts in a business environment.  CLO2: Describe basic terminologies and concepts used in financial management and financial markets.  CLO3: Apply related financial management tools and techniques to solve financial related problems.</p>
14.	Introduction to Economics	<p><b><u>Synopsis</u></b></p> <p>This course aims to provide students with an overview of economics. The course facilitates students with an understanding of basic economic concepts and disciplines. Students will be exposed to the core areas of microeconomics and macroeconomics. The course introduces students to market fluctuations which involve the behaviours of consumers and producers. It also introduces the basic macro study such as national growth and its issues, as well as analysing policies in influencing economic conditions.</p>

		<p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Explain the basic concepts and theories in economics.  CLO2: Analyse concepts related to basic economic problems, market equilibrium, and production cost.  CLO3: Identify issues related to market structure in a group.</p>
15.	Costing	<p><b><u>Synopsis</u></b></p> <p>This course examines the concepts and procedures underlying the development of a cost accounting system for managerial decisions, control, and performance reporting. This course covers the topics of basic concepts of costing and calculation of costs. Students will learn the skills of calculating the material costs, labor costs, cost for overheads, preparing budget and break even, preparing the process costing and by-product &amp; joint product.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Explain the methods of cost accounting data processing.  CLO2: Identify costing for material and stock, labour, overheads, job, batch and contract.  CLO3: Explain process costing and by product and joint product.</p>
16.	Pengajian Malaysia 1	<p><b><u>Synopsis</u></b></p> <p>Kursus ini menghuraikan tentang proses pembinaan negara bangsa dan semangat patriotik dalam menghadapi cabaran pembangunan. Kursus ini memberi fokus tentang pengenalan kepada masyarakat Malaysia, sejarah dan politik, jentera pentadbiran, pembinaan negara bangsa dan dasar-dasar kerajaan. Objektif mata pelajaran ini adalah bertujuan untuk melahirkan pelajar yang memahami peranannya dalam proses pembinaan negara bangsa dan bersemangat patriotik dalam menghadapi cabaran pembangunan.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Menghuraikan dan membahaskan kepelbagaian dalam masyarakat.  CLO2: Menunjukkan kesedaran terhadap kepentingan identiti kebangsaan ke arah mengukuhkan semangat patriotism.  CLO3: Membina dan memupuk hubungan dan interaksi sosial dalam kalangan pelajar.</p>
	Bahasa Melayu Komunikasi 1	<p><b><u>Synopsis</u></b></p> <p>Kursus ini melatih pelajar antarabangsa untuk berkomunikasi dalam bahasa Melayu asas yang meliputi situasi kehidupan harian. Pelajar akan diperkenalkan dengan pertuturan dan</p>

		<p>penulisan bahasa Melayu mudah. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tutorial, tugas dan pengalaman pembelajaran pelajar di dalam dan di luar kelas. Pada akhir kursus ini, pelajar diharapkan dapat berkomunikasi dan menulis karangan menggunakan ayat mudah dengan berkesan.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Bertutur dengan berkesan dari segi bunyi and sebutan dengan menggunakan ayat mudah.  CLO2: Menerangkan kandungan teks yang menggunakan ayat mudah dan ayat berlapis.  CLO3: Merumuskan butiran dan idea dengan cara yang tersusun, padat, dan berkesan dalam penulisan karangan pendek.</p>
17.	Bahasa Kebangsaan A	<p><b><u>Synopsis</u></b></p> <p>Kursus ini membolehkan pelajar mempertingkatkan kecekapan berbahasa sesuai dengan intelek pelajar untuk berkomunikasi secara lisan dan tulisan dalam konteks rasmi, kreatif dan bukan kreatif. Mata pelajaran ini disediakan untuk mempertingkatkan kecekapan berbahasa sesuaidengan intelek pelajar untuk berkomunikasi dengan lisan dan tulisan dalam konteks rasmi,kreatif dan bukan kreatif.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Bertutur dengan berkesan dalam situasi rasmi dan tidak rasmi.  CLO2: Menghasilkan penulisan yang jelas dan bersistematik.  CLO3: Membina hubungan baik dalam kerja berpasukan / organisasi.</p>
	Communication Skills	<p><b><u>Synopsis</u></b></p> <p>This course introduces students to various communication skills that are essential in the workplace, whether it is business, office or health care environment. While interpersonal and intercultural communication skills assist in human relationships, speech communication and presentation skills provides students with the ability to communicate ideas to a wider audience.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Apply skillfully the theories of communication in professional and interpersonal settings.  CLO2: Integrate efficiently the social, psychological and environment factors for effective communication.  CLO3: Identify ethical issues involved in communication with people of different cultures and ethnic groups.</p>

		CLO4: Apply appropriate methods of speech presentation techniques for various speaking situations.
18.	Moral Studies	<p><b><u>Synopsis</u></b></p> <p>The module covers the basics concepts of moral and ethics, definitions and the types of moral. This course also discusses ethic's theories and their critics, and basic morals from religious perspectives. Students will also be led to discuss about current moral and social problems.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Demonstrate knowledge on moral and ethics.  CLO2: Describe the theories and value systems.  CLO3: Identify the role and functions of a moral person in society.</p>

*\* Peninsula college reserves the right to make changes without prior notice.*



## Examination System

Below is the standard institutional grading scheme:

GRADING SCALE				DESCRIPTION	
Grade	Grade Point	Mark Scale	Description		
A	4.00	80% – 100%	Distinction	EX	Exemption from unit approved on basis of other equivalent studies
A-	3.67	75% – 79%	Distinction		
B+	3.33	70% – 74%	Credit	CT	Credit Transfer from unit approved on basis of other equivalent studies
B	3.00	65% – 69%	Credit	W	Withdrawn
B-	2.67	60% – 64%	Credit	DNA	Did not attend
C+	2.33	55% – 59%	Credit	ANN	Result annulled due to misconduct
C	2.00	50% – 54%	Credit	DA	Deferred Assessment
C-	1.67	45% – 49%	Fail	TBA	To Be Attempted
D+	1.33	40% – 44%	Fail	<b>ACADEMIC STANDING</b>	
D	1.00	35% – 39%	Fail	Distinction	3.67 – 4.00
E	0.67	25% – 34%	Fail	Credit	2.00 – 3.66
F	0.00	0 – 24%	Fail	Probation	GPA Below 2.00
				Suspension	No improvement after probation

The passing mark for each module is 50%. In general, you have to pass all the courses prescribed by the programme of study before being considered for graduation; any failures must be re-attempted until a Pass is obtained. Please refer to Clause 1.5 in Student Handbook.

The duration of study with the College may vary from time to time depending on the availability of the courses being offered, thus the College shall not be held liable for any unforeseeable extension of time for programme completion.

### External Moderator

Industry professionals and academics will act as external moderators. They will examine the exam papers and answers scripts to ensure the achievement of high quality and academic excellence.

### **Programme route**

The programme is offered at a Certificate level and is designed to prepare students to progress to undergraduate diploma programme. Students are restricted to register a mixture of modules for the Certificate programme. You must successfully complete the Certificate Programme before progressing onto the undergraduate programmes (such progression is subject to having met the entry requirements of the selected programme).

### **Dress Code**

Student is required to adhere to the following requirements when entering campus.

- Wear student identification name tag upon entering the campus.
- Must be decently dressed and conduct themselves properly at all times.

Students are required to read the Student Handbook for more information.

This Programme Handbook should be read together with the Student Handbook.