



PENINSULA
COLLEGE

2022 - 2023



Programme Handbook (Diploma in Business Studies)

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OUR HISTORY

Peninsula College Georgetown, formerly acknowledged as ALC College, is proudly treading into its' magnificent 21st 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

DIPLOMA IN BUSINESS STUDIES STRUCTURE

Approval Code	(N/340/4/0772)
Accreditation Code	FA9259
Classification	Diploma
Subject Area	Business
Course Mode	Full Time
Course Duration	Full time 2 Year (6 long semesters) / (14 weeks per long semester) Part-time 3 Year 8 months (12 long semesters) / (14 weeks per long semester)
Course Location	The Ship Campus
Intakes	September

PROGRAMME OVERVIEW

The primary aim and objective of this programme are 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, academia and the public sector. These are in line with 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 courses that offered at a diploma level and are designed to train students to work in the public and private sectors. The studies of knowledge, skill, competence, leadership, creativity, innovation and research capability are related to the needs of the students' future workplace with the emerging demands in the industry.

Upon completion of the programme, graduates are well equipped with related business knowledge and skills which will enable them to find employment opportunities in any business organisation. The competencies of students in various learning domains would promise a prominent future. Students could also further their studies in the business-related field of the degree of their choice.

ACADEMIC AND SUPPORT STAFF

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

ENTRY REQUIREMENT

Minimum Entry Qualification for Diploma in Business Studies Programme

Entry Requirements

- i. Possesses SPM with at least credit in **THREE** subjects; **OR**
- ii. Possesses SKM Level 3 in the related field; **OR**
- iii. A Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00; **OR**
- iv. A pass in Sijil Tinggi Pelajaran Malaysia (STPM) with at least Grade C (GP 2.0) in any subject; **OR**
- v. A pass in Sijil Tinggi Agama Malaysia (STAM) with at least Grade Maqbul; **OR**
- vi. Other equivalent qualifications recognised by the Malaysian Government.

**International students need to achieve a minimum Band 3 in MUET OR equivalent to CEFR (High B1).*

PROGRAMME OBJECTIVES AND OUTCOME

Programme Aims

The programme aims to provide students with broad-based knowledge, 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 (PEO)

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

1. Possess a broad-based theoretical and practical knowledge in business organisations.
2. Possess broad-based operational and entrepreneurial skills that enable them to perform effectively and responsibly in different organisations.
3. Use a wider range of digital applications and numeracy skills to support business functions.
4. Demonstrate teamwork, effective interpersonal communication, creativity and innovation skills.
5. Pursue lifelong learning in education and career continuous development.

Programme Learning Outcomes (PLO)

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

1. Describe broad-based principles and theories in business.
2. Apply broad-based business knowledge to solve business problems in different business organisations.
3. Perform tasks ethically and flexibly within business organisations.
4. Demonstrate effective interpersonal skills, including interactive communication and collaborative skills.
5. Demonstrate effective written and oral communication skills.
6. Demonstrate relevant digital skills.
7. Interpret numerical and graphical data with appropriate tools.
8. Demonstrate responsibility for business operations for self and others with minimal guidance.
9. Demonstrate self-improvement for academic and career development.
10. Demonstrate broad entrepreneurial skills.
11. Exhibit the professional integrity and code of business conduct and ethics in business environment.

PROGRAMME STRUCTURE (FULL TIME)

YEAR 1			
No	Code	Name of Course	CH
1	DLEN3013	English Language Proficiency	3
2	DBMT3013	Business Mathematics	3
3	DBEC3013	Introduction to Economics	3
4	DTCT3013	Computer Application	3
5	MPU2183	Penghayatan Etika dan Peradaban	3
6	DBAC3013	Introduction to Accounting	3
7	DBBM3013	Introduction to Management	3
8	DBMK3013	Introduction to Marketing	3
9	MPU2323	Malaysia Economy	3
10	DBMT3033	Quantitative Methods	3
11	DLEN3023	Business Communication	3
12	MPU1213/ MPU2233	Bahasa Kebangsaan A/ Public Speaking	3
13	DBEC3023	Business Economics	3
14	DBBM3023	Organisational Behaviour	3
15	DBAC3023	Financial Accounting	3
TOTAL CREDIT HOURS			45

YEAR 2			
No	Code	Name of Course	CH
16	DBPR4023	Professional Development Skills	3
17	DBLW4013	Business Law	3
18	DBHR4013	Human Resource Management	3
19	DBFN3013	Business Finance	3
20	DBBM4013	Operation Management	3
21	DBTX4013	Taxation 1	3
22	DBBM4023	E-business	3
23	DBMK4013	Consumer Behaviour	3
24	DBBM4053	Business Planning	3
25	DBBM4063	Leadership	3
26	DBBM4033	Entrepreneurship	3
27	DTIS4013	Management Information System	3
28	DBBM4043	Business Ethics	3
29	DBBM4074	International Business	4
30	MPU2412	Community Service 1	2
TOTAL CREDIT HOURS			45
GRAND TOTAL			90

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

SEMESTER DURATION:

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

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><u>Synopsis</u></p> <p>The basic language skills (writing, reading, speaking and listening) are enhanced and there is emphasis on critical analysis of current affairs or social issues. Students use the steps to conduct research projects. In reading, students respond to and analyse literary elements of a novel. Strategies are advanced to help them to understand reading materials. Effective communication skills are demonstrated through role-plays, dramas and presentations.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Apply appropriate reading skills to comprehend reading materials. CLO2: Write summaries and essays using appropriate vocabulary, grammar and writing mechanics. CLO3: Apply appropriate language forms and functions in written and verbal.</p>
2.	Business Mathematics	<p><u>Synopsis</u></p> <p>This course covers the topics of calculating the simple interest, compounding interest, value of shares, debentures, unit trust, revenue, costs, break even, investment appraisal, financial ratios, depreciation and index. Students will develop the numeric skills to support the accounting related courses. The learning outcomes are assessed through assignments/tests/examinations.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Perform calculations in financial mathematics and use them in investment decision. CLO2: Apply mathematical techniques to forecasting, business data analysis, resource allocation, optimisation and project planning. CLO3: Use quantitative methods to improve decision-making.</p>
3.	Introduction to Economics	<p><u>Synopsis</u></p> <p>The module teaches students basic economic principles and how to recognize and apply economic elements in real work situations. Students will be exposed to fundamentals of both microeconomics and macroeconomics, supply and demand, the theory of the firm, characteristics of a market system, opportunity cost, measures and determination of national output, income and employment, money and the banking system, the role of the government in the economy, economic growth, and international</p>

		<p>trade. The knowledge gained will be most useful in predicting shortfalls or gains, or the overall impact of economy to the manufacturing and production business.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Examine how various economic concepts and principles can solve basic business problems. CLO2: Assess the different types of market structure in the economy. CLO3: Compare the impact of various factor markets and related distribution of income on business. CLO4: Analyse theories and practices of monetary and fiscal policies.</p>
4.	Computer Application	<p><u>Synopsis</u></p> <p>This course aims to equip students with fundamental knowledge of ICT Productivity Software (such as Microsoft Office) to increase productivity of work.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Use the Windows Operating System. CLO2: Prepare documents in a word processor, calculate data in an electronic spreadsheet. CLO3: Create, edit and present information in a very creative way by using computer applications.</p>
5.	Penghayatan Etika dan Peradaban	<p><u>Synopsis</u></p> <p>Kursus ini mempersiapkan pelajar untuk menghayati etika dan peradaban yang wujud dalam masyarakat kepelbagaian etnik di Malaysia untuk memperteguhkan pemikiran kritikal dan analitikal mereka bagi menangani kehidupan yang lebih mencabar. Pengisian kursus ini memfokuskan kepada penghayatan etika dan peradaban dalam acuan Malaysia. Pelajar akan didedahkan dengan dinamika konsep etika dan peradaban yang menjadi kekuatan kepada pembentukan negara Malaysia berdasarkan susur masa evolusi sejarahnya dari era pra-kolonial sehingga ke pasca-kolonial. Kefahaman tentang pembentukan etika dan peradaban dalam masyarakat kepelbagaian dibincangkan bagi meningkatkan penghayatan etika dan peradaban ke arah pemantapan kesepaduan nasional dan bangsa Malaysia. Peradaban acuan Malaysia perlu dikupas serta diperdebatkan dalam aktiviti akademik berpandukan Perlembagaan Persekutuan sebagai tapak integrasi dan wahana etika dan peradaban. Pembinaan kesepaduan nasional amat dipengaruhi oleh globalisasi dan perkembangan teknologi maklumat dan komunikasi yang kompleks. Oleh kerana itu,</p>

		<p>penghayatan etika dan peradaban menzahirkan perilaku tanggungjawab sosial dan digerakkan pada peringkat individu, keluarga, komuniti, masyarakat, dan negara. Justeru, perubahan yang berlaku dalam masyarakat dan pembangunan langsung ekonomi telah membawa cabaran baru dalam mengukuhkan kelestarian etika dan peradaban di Malaysia. Amalan Pendidikan Berimpak Tinggi (HIEPs) dipraktikkan dalam pengajaran dan pembelajaran bagi mendalami kursus ini. (pengajaran & pembelajaran).</p>
		<p><u>Course Learning Outcomes</u></p> <p>CLO1: Menjelaskan konsep etika dan peradaban dalam konteks penghayatannya mengikut acuan Malaysia. CLO2: Menganalisis sistem, tahap perkembangan, kemajuan sosial dan kebudayaan merentas etnik. CLO3: Menilai isu kontemporari berkaitan ekonomi, politik, sosial, budaya dan alam sekitar daripada perspektif etika dan peradaban.</p>
6.	Introduction to Accounting	<p><u>Synopsis</u> The syllabus is to develop knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double-entry accounting techniques including the preparing and recording financial documentation from originating documents and processing ledger transactions up to the trial balance stage and the preparation of basic financial statements for sole trader. The learning outcomes are assessed through assignments/tests/examinations.</p>
		<p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain the context and purpose of financial reporting and able to define the qualitative characteristics of financial information. CLO2: Prepare and record transactions and events into the book of prime entries (journals) and ledgers accounts. CLO3: Prepare a trial balance and basic financial statements (without adjustment) for sole trader.</p>
7.	Introduction to Management	<p><u>Synopsis</u> This module introduces the four essential functions of management; planning, organizing, leading and controlling. The module is designed to facilitate beginners to better grasp the underlying concepts and theories of management. The chapters in this module provide a current overview of the role of managers in managing employees in an organization. The module provides explanations and positive views of a manager's job as the manager's job is considered to be one of the most interesting,</p>

		<p>challenging and beneficial profession today. The content of the module covers a comprehensive and up-to-date coverage of the nature of managing a business.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain the four basic management functions. CLO2: Apply the functions of management and the roles performed by managers of all levels. CLO3: Demonstrate the ability to make informed decisions.</p>
8.	Introduction to Marketing	<p><u>Synopsis</u></p> <p>This module introduces students to marketing principles and policy. It examines contemporary marketing philosophies, concepts, and theories. Topics of discussion include marketing functions, pricing policy and controls, product strategy, promotion strategy, trade channels and logistics, consumer behaviour, the impact of environment on marketing and integration of marketing with other functions of business enterprises.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Describe the marketing concepts, market segmentation, marketing research, and marketing environment that impact the organisational effectiveness. CLO2: Apply the functional activities of the marketing mix (4Ps – Product, Price, Place, Promotion). CLO3: Discuss marketing social responsibility and ethics.</p>
9.	Malaysian Economics	<p><u>Synopsis</u></p> <p>The knowledge of Malaysian economy is vital to help students understand economic issues that affect them as consumers, workers, producers, investors, citizens and in other roles they assume over a lifetime. It also gives them the tools for understanding Malaysian economy and how to interpret events that will either directly or indirectly affect them.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Analyse the Malaysian economy and its components. CLO2: Explain the economic development of the nation thus far and the fundamental economic analysis provided by the media. CLO3: Analyse and suggest appropriately methods on economy crisis CLO4: Evaluate current issues and the implication of current policies on the macroeconomic environment.</p>

10.	Quantitative Methods	<p><u>Synopsis</u></p> <p>This course covers the topics of index numbering, probability and distribution, normal distribution in estimation, sampling distribution, hypothesis testing, correlation analysis, regression analysis, time series analysis, Chi Squared Statistics and quality control. The course is the advanced level of statistics. Students will learn the skills of using the statistical method to make decision. The learning outcomes are assessed through assignments/tests/examinations</p> <hr/> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain the use of index and probability distribution CLO2: Calculate and interpret the normal distribution, regression, time series and Chi Squared Statistics. CLO3: Use the hypothesis testing and interpret its results. CLO4: Explain the quality control issue in statistics.</p>
11.	Business Communication	<p><u>Synopsis</u></p> <p>This course covers the writing of business letters in response to a variety of situations and to improvise interpersonal communication skills that helps in business communication directly. It also identifies the technology available for business communication and how it benefits. Differentiates written and oral communication and how to use oral communication effectively. Students are also exposed to prepare an effective summary of a longer document. It also emphasizes team communication and difficult communication across cultures. Common communications structures within organisation, benefits and limitations, meanings of common business terms and abbreviations are also covered.</p> <hr/> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Identify and draft all the usual forms of business correspondence from given data. CLO2: Apply current developments in communications technology and the effect that they have on business. CLO3: Apply interpersonal communication and emotional intelligence in various communication and across cultures.</p>
12.	Bahasa Kebangsaan A	<p><u>Synopsis</u></p> <p>Kursus ini membolehkan pelajar mempertingkatkan kecekapan berbahasa sesuai dengan intelekpelajar untuk berkomunikasi secara lisan dan tulisan dalam konteks rasmi, kreatif dan bukankreatif. Mata pelajaran ini disediakan untuk mempertingkatkan kecekapan berbahasa sesuaidengan intelek pelajar untuk</p>

		berkomunikasi dengan lisan dan tulisan dalam konteks rasmi, kreatif dan bukan kreatif
		<p><u>Course Learning Outcomes</u></p> <p>CLO1: Menggunakan bahasa dengan berkesan dari segi lisan dan tulisan.</p> <p>CLO2: Berkomunikasi secara lisan dengan berkesan dari segi sebutan dan intonasi, tatabahasa, kosa kata, ungkapan dan laras.</p> <p>CLO3: Memahami bahan bertulis yang beraneka jenis dan gaya, dan seterusnya mengungkapkan fikiran secara lisan dan tulisan dengan bahasa yang betul dan berkesan.</p> <p>CLO4: Merumuskan butiran dan memperluas sesuatu idea dengan cara yang tersusun, padat, dan berkesan, secara lisan dan tulisan.</p>
	Public Speaking	<p><u>Synopsis</u></p> <p>This is an introductory public speaking course. In the earlier stage, students are introduced to concepts related to general communication process, how to address anxiety, audience analysis, gathering material and selecting topics. At the later stage, various techniques of using visual aids, language, style and non-verbal are emphasized. These will culminate in two speeches to small groups of audience. Students will also have opportunities to evaluate their own speeches and engage in peer evaluation to encourage reflective learning.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: State, exemplify and explain various concepts of public speaking.</p> <p>CLO2: Apply concepts and techniques learned to present informative, persuasive or special occasion speeches effectively.</p> <p>CLO3: Evaluate speeches based on a variety of verbal and non-verbal criteria.</p>
13.	Business Economics	<p><u>Synopsis</u></p> <p>This course provides an understanding of how managers can apply various principles of economics in managing scarce resources in the business organisations.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Apply various economic principles and theories for managing scarce resources in the business organisations.</p> <p>CLO2: Discuss various policies that solve the economic problems.</p>

		CLO3: Discuss the effects of government policies and how they influence business activities and decision-making process.
14.	Organisational Behaviour	<p><u>Synopsis</u></p> <p>A sound knowledge of organisational behaviour concepts is crucial to understand, predict and influence behaviour in organisational setting. Students will benefit from organisational behaviour knowledge to address the people issues at work.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Describe organisational behaviour and its relevant concepts and principles. CLO2: Explain the theories of learning, the different types of reinforcements and organisational reward systems, and the steps and results of behavioural management. CLO3: Apply the understanding of organisational behaviour to effective management of organisation.</p>
15.	Financial Accounting	<p><u>Synopsis</u></p> <p>The syllabus covers the use of the trial balance and how to identify and correct errors, including the reconciliation of the control accounts, bank reconciliation, and the posting of period end adjustments. The syllabus also covers the preparation of basic financial statements with year-end adjustments for sole traders, partnerships, limited companies and non-profit organisations. Students will also learn how to calculate the financial ratios and interpret the meaning of the financial ratios. Preparation of the manufacturing accounts are also taught in this course. The learning outcomes are assessed through assignments /tests / examinations.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Prepare and process year-end adjustments. CLO2: Prepare a trial balance (including identifying and correcting errors) and the reconciliation of the control accounts. CLO3: Prepare the basic financial statements for sole trader, partnership, non-profit organizations, limited companies (internal use) and manufacturing accounts. CLO4: Compute the basic ratios and interpretation of financial statements.</p>
16.	Personal Development Skills	<p><u>Synopsis</u></p> <p>The gap between knowledge and skills students learned in universities or colleges and what the job market demand can be minimised through the provision of proper training on</p>

		<p>professional skills at university or college level before students enter the job market.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Examine the types of professional skills needed for employment and performance enhancement. CLO2: Demonstrate a well groomed personality. CLO3: Demonstrate adequate professional skills including teamwork, communication skills, time management and stress management to improve their readiness for job market.</p>
17.	Business Law	<p><u>Synopsis</u></p> <p>This course starts with an introduction to the overall Malaysian legal system such as the court system and sources of law. It then leads into the area of the law of obligations including contract and tort, which underpin business transactions generally. These are the law relating to employment and the law relating to companies including the formation and constitution of companies. Students will learn the knowledge of those laws that relevant to the conduct of business. With the understanding the requirement of business laws, students will ensure the compliance of rules and regulations. The learning outcomes are assessed through assignments / tests / examinations.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Identify the essential elements of the Malaysian legal system including the main sources of law. CLO2: Distinguish between alternative forms and constitutions of business organisations. CLO3: Apply the law relating to employment relationships. CLO4: Apply the appropriate legal rules relating to the law of obligations.</p>
18.	Human Resource Management	<p><u>Synopsis</u></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. The unit content will establish a structured framework for further specialist study in HRM.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Describe the concept of human resource management. CLO2: Explain various human resource management functions.</p>

		CLO3: Apply human resource management skills to organisations.
19.	Business Finance	<p><u>Synopsis</u></p> <p>This course provides students with the basic understanding of financial management and apply theoretical concepts to a range of financial decisions. The learning outcomes are assessed through assignments / tests / examinations.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain creation of shareholder wealth and the role of financial management. CLO2: Identify different sources of short, medium and long term finance. CLO3: Apply theoretical concepts to make financing and investment decisions.</p>
20.	Operation Management	<p><u>Synopsis</u></p> <p>The module will first examine the concepts and techniques for successfully managing a business, and will appraise the role of operations and its relationship with other business functions. It will cover such topics as Resource Management, International Trade, e-business, Globalisation and Sustainability. A number of management techniques and models will be investigated and applied to different business scenarios and assessed for their contribution to the success of the organisation as a whole.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Describe the concept and the core function of operation management in manufacturing industry and service industry. CLO2: Explain the fundamentals, technique and issues in various operation activities. CLO3: Apply basic computations to calculate productivity and location analysis in operation activities.</p>
21.	Taxation 1	<p><u>Synopsis</u></p> <p>This course helps to develop the ability to prepare computations of tax liability for individuals resident in Malaysia for the purposes of income tax. It covers the topics of scope of taxation, employment income, other sources of income, tax computation and tax administration including knowledge of the statutory timescales for the submission of claims and returns and the due dates for the payment of tax liabilities. Students will be assessed through assignments / tests / examinations.</p>

		<p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain the basic operation of the Malaysian tax system. CLO2: Compute the tax liabilities for individuals with employment income, business income and other source of income. CLO3: Explain the administration and obligations of taxpayers and taxable person.</p>
22.	E-Business	<p><u>Synopsis</u></p> <p>Content will include identifying market opportunities for eBusiness, developing appropriate business models that use Internet technologies, understand the importance of communications and branding of eCommerce businesses, issues associated with the implementation of eBusiness solutions, techniques for measuring the effectiveness of eBusiness solutions, information management for customer relationship management, logistics and supply chains for eBusiness.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Identify the challenges that arise from using Internet technologies to automate business processes and expand markets. CLO2: Analyse relevant issues and problems related to developing e-strategies for e-Commerce and e-Business, CLO3: Apply the appropriate technology infrastructure to set up and operate an online business.</p>
23.	Consumer Behaviour	<p><u>Synopsis</u></p> <p>This course covers on the diversity of consumer behaviour, consumer needs and motivation . It also exposes students to consumer research as well as personalities, self-concept, their perception and other factors that will affect their behaviour in their purchasing. Furthermore it will further explains how products themselves will affect consumer behaviour.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain the concepts of consumer behaviour and approaches to behavioural learning. CLO2: Discuss how group communication, reference groups, social class and culture influence consumer behaviour. CLO3: Apply the behavioural patterns within the consumer decision making process in any organisations.</p>

24.	Business Planning	<p><u>Synopsis</u></p> <p>This course focuses on the critical decisions and action steps that entrepreneurs must make in both planning and initiating a new business. Students develop new business implementation plans and learn how to manage their execution.</p> <hr/> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Prepare a feasibility study of the strengths and weaknesses of the proposed business opportunity. CLO2: Demonstrate the ability to design and produce a detailed written business plan. CLO3: Demonstrate the ability to create and deliver an effective oral presentation of the new venture business plan.</p>
25.	Leadership	<p><u>Synopsis</u></p> <p>Leading others and acting as a mentor provides insightful ways of developing self and others. Contemporary methods of leadership married with mentoring provides an opportunity for the student to explore both leadership and mentoring in a variety of contexts and purposes. A person who accepts the role of mentor may have to adopt or use many different skills depending on the needs of the learner. The mentor is likely to develop a leader-follower relationship and may carry out a wide range of directing and helping strategies to facilitate successful learning.</p> <hr/> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Demonstrate a comprehensive knowledge about being a leader, the leadership and leading. CLO2: Prepare the students with skills and qualities required to be effective mentors. CLO3: Apply principles and techniques of leadership to lead, motivate and coach employees.</p>
26.	Entrepreneurship	<p><u>Synopsis</u></p> <p>The unit sets out the various theories, drawing from economics, psychology and sociology, to address the question of why do some people become entrepreneurs and others do not. In essence, the theoretical overview shows that entrepreneurship arises from both self and circumstance. Then students will be involved in building a business plan for a new venture and will learn about the necessary components for successful innovation. They will also develop the skills to enable them to make a critical appraisal of business plans.</p>

		<p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain the role of effective marketing, operations and financial planning in entrepreneurship success.</p> <p>CLO2: Prepare a business plan that is able to evaluate and select business opportunities including global environment to start a new venture.</p> <p>CLO3: Explain the forms of business entities and business support system in Malaysia.</p>
27.	Management Information System	<p><u>Synopsis</u></p> <p>This course covers the nature of information system, project management and system development, the usage of information in the organisation, information technology infrastructure and emerging technologies, database and information management. Students will learn how the information system works. The learning outcomes are assessed through assignments/tests/examinations.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Explain the concept of management information system in managing digital firm.</p> <p>CLO2: Interpret usage of information technology infrastructure, telecommunication, and database to solve business problem.</p> <p>CLO3: Apply information system security mechanisms to overcome ethical and security issues in digital firm.</p>
28.	Business Ethics	<p><u>Synopsis</u></p> <p>This course will enable students to recognise the effects of corporate scandals on business and governance practices, to present ethical thinking in making business decisions, and to cover major contemporary, international, and global topics in business ethics.</p> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Demonstrate knowledge on concepts and ethical reasoning for ethical decision making.</p> <p>CLO2: Examine the effect of external factors on business practices.</p> <p>CLO3: Demonstrate adequate thinking skills to explain, analyse and evaluate ethical issues arise in business environment.</p>

29.	International Business	<p><u>Synopsis</u></p> <p>This unit provides an overview of the international business environment and international trade patterns; Drivers of globalisation; Emerging markets; Global operations and organisational management; Globalisation strategies; The future challenges of International Business.</p> <hr/> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Recognise the impact of various factors in the global business environment on all businesses' operations. CLO2: Analyse the globalisation affects organisation in international business. CLO3: Discuss how organisations analyse international business opportunities.</p>
30.	Community Service 1	<p><u>Synopsis</u></p> <p>This course covers the topics of project management which includes planning, organizing and controlling the organizing committee, Students will learn the skills of carrying out a social project that benefit to the community. They will need to develop a feasible plan and implement the plan to bring positive impacts to the well being of the society. The learning outcomes are assessed through assignment/project evaluation.</p> <hr/> <p><u>Course Learning Outcomes</u></p> <p>CLO1: Apply the skills they have learnt and be resourceful to meet the needs of the community. CLO2: Develop the spirit of caring for society and leadership through community service. CLO3: Display team organisation, coordination and collective effort to ensure the success of education community service.</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	ACADEMIC STANDING	
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 diploma level and is designed to train students to progress to an undergraduate programme. A study of business knowledge, skill, competence, leadership, creativity, innovative and research capability is related to the needs of the students' future workplace with the emerging demands in the industry.

Students could further their studies to various bachelor's degrees including business, accounting, logistics, and others at the same college or at other colleges or universities.

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.