

**1<sup>st</sup> YEAR**  
**1<sup>st</sup> SEMESTER**

**UMA 1132                      ISLAMIC STUDIES**

**SYNOPSIS :**

This course explains about Islamic concepts which cover aqidah, syariah and akhlak. The scope of the discussion involves the Islamic principles, iman's principles and Ihsan. Focus will also be given on the basic of Islam that emphasizes on the concept of tauhid, ibadah and akhlak. This course also clarifies about the foundation of Islam (*maqasid al syariah*), current issues and the interrelation with akhlak.

**REFERENCES :**

1. Abdul Rahman I. Doi, (1995), *Undang-undang Syariah, terjemahan*, Rohani Abdul Rahim, Kuala Lumpur m: Dewan Bahasa dan Pustaka
2. Harun Din, (Dr.), (2001), *Manusia dan Islam*, Kuala Lumpur, Dewan Bahasa dan Pustaka
3. Mohd. Sulaiman Haji Yasin, (1988), *Pengantar Aqidah*, Kuala Lumpur : Dewan Bahasa dan Pustaka.
4. Mustafa Hj. Daun, (1996), *Tamadun Islam*, Kuala Lumpur : Utusan Publications dan Distribution
5. Wahbah al-Zuhaily, (Dr.), (1984), *Fiqh al-Islami wa Adillatuhu*, Damsyik : Dar al-Fikr
6. Yusuf al-Qardawi, (1993), *Ibadah Dalam Islam*, Kuala Lumpur : Pustaka Suhaba

**UMA 1142                      MORAL STUDIES**

**SYNOPSIS :**

This subject explores the moral concepts, some aspects related to the morality and its importance in our daily lives, some western moral theories, moral values in great religions of the world, morality and ethics in professional careers and contemporary moral issues.

**REFERENCES :**

1. Eow Boon Hin. 2002. *Moral Education*. Longman.
2. Ahmad Khamis. 1999. *Etika Untuk Institusi Pengajian Tinggi*. Kuala Lumpur. Kumpulan Budiman.
3. Mohd Nasir Omar. 1986. *Falsafah Etika; Perbandingan Islam dan Barat*. Kuala Lumpur. JPM.
4. Hussain Othman. 2009. *Wacana Asasi Agama dan Sains*, B. Pahat. Penerbit UTHM.
5. Hussain Othman, S.M. Dawilah Al-Edrus, Berhannudin M. Salleh, Abdullah Sulaiman, 2009. *PBL Untuk Pembangunan Komuniti Lestari*, Batu Pahat, Penerbit UTHM.

**UQ\*1\*\*1**

**KOKURIKULUM I**

**SYNOPSIS :**

Mata pelajaran ini ditawarkan dalam bentuk pelbagai aktiviti pilihan untuk pelajar peringkat Sarjana Muda dan Diploma. Tiga bidang aktiviti yang ditawarkan adalah Sukan & Rekreasi, Kelab/Persatuan dan Persatuan Beruniform.

**BSM 1813**

**MATHEMATICS FOR MANAGEMENT**

**SYNOPSIS :**

**Inequalities. Logic:** Connectives, truth tables, arguments. **Combinatorics:** sample, permutations, combinations, selection. **Vectors in  $R^3$ :** operations on vectors. **Matrices:** Elementary row operations, solving linear equations, inverse matrix, Markov chain. **Linear Programming:** Geometric approach. Linear programming : algebraic approach. **Differentiation:** Techniques of derivatives, related rates, maximum and minimum problems. **Integration:** By substitution, finding areas. Double integration.

**REFERENCES :**

1. Sullivan, Mizrahi. (2004) *Mathematics – An Applied Approach*. Wiley International Edition.
2. Goodman, A.W., Ratti, J.S. (1979) *Finite Mathematics With Application*. Macmillan Publishing New York.
3. Tan, S.T. (1987) *Applied Finite Mathematics*, 2<sup>nd</sup> Ed. PWS-Kent Publishing, Boston.
4. Anton, H. , Rorres, C. (1992) *Elementary Linear Algebra with Applications*. 6<sup>th</sup> Ed. John Wiley & Sons, Inc. USA.
5. Barnett, Raymond (2000). *Applied Mathematics* 7<sup>th</sup> Ed. Prentice Hall , New Jersey.
6. Berkey, D.D., Blanchard, P. (1992) *Calculus* 3<sup>rd</sup> Ed. Saunders College Publishing New York.

**BPA 1023**

**PRINCIPLE OF MANAGMENT**

**SYNOPSIS :**

This is an introductory course on practical concepts of organization management. The topics of this course cover basic management, people management, project, processes and leadership.

**REFERENCES :**

1. Williams, C.R., (2008). "Principles of Management". 5<sup>th</sup> ed. South-Western
2. Kinicki, A, & Williams, K.W., (2007). "Management: A Practical Introduction", 3<sup>rd</sup> ed. Irwin-McGraw Hill
3. Robbins, S.P., & Coulter M, (2007). " Management", 9<sup>th</sup> ed. Person-Prentice Hall
4. Schermerhon, J.R., (2007). "Management", 9<sup>th</sup> ed. John Wiley & Son, Inc.

**BPA 1053****PRINCIPLE OF MARKETING****SYNOPSIS :**

This subject exposes the student on basic marketing concept, important activities in marketing including market environment analysis, strategy and marketing mix, marketing channels, customer relationships management, 4 P's management, ethic and marketing social responsibilities etc. The contexts that will be exposed to the students is based on marketing scenario in Asia with marketing activities examples of business organization in Asia and also multi-nationals.

**REFERENCES :**

1. Armstrong ,G. and Kotler,P., Da Silva, G. (2006). "Marketing: An Introduction: An Asian Perspective", 1st ed. Pearson-Prentice Hall.
2. Kotler, P., Armstrong, G.Ang,S.H,Leong,S.M.,Tan, C.T. and Tse, D.K., (2005). "Principles of Marketing : An Asian Perspective". 1st Ed. Pearson-Prentice Hall
3. Kurtz, D.L., Boone, L.E. (2006). "Principles of Marketing", 12<sup>th</sup> ed, Thompson South-Western
4. Kerin, A.K., (2005). "Marketing: An Introduction" 7<sup>th</sup> ed. Pearson-Prentice Hall

**BPA 2083****TECHNOLOGY MANAGEMENT****SYNOPSIS :**

The topics covered include: a review of technology management, history of technology management, development of technological capabilities, critical factors in managing technology, management of technology: the new paradigms, technology life cycles, technology management and innovation, business strategy and technology strategy, competitiveness and the design of organisation.

**REFERENCES :**

1. Tarek Khalil. 2000. Management of Technology : The Key to Competitiveness and Wealth Creation. Mc Graw Hill.
2. Norma Harrison and Danny Samson. 2002. Technology Management: Text and International Cases.Mc Graw Hill.
3. Margaret A. White and Garry D. Bruton. 2007. The Management of Technology and Innovation: A Strategic Approach. Thomson.
4. Gerard H. Gaynor. 1996. Handbook of Technology management. Mc Graw Hill.

**1<sup>st</sup> YEAR**  
**2<sup>nd</sup> SEMESTER**

**UM\* 1312                      FOREIGN LANGUAGE**

**UMF 1312                      FRENCH LANGUAGE**

**SYNOPSIS :**

This course is offered to students focusing on the learning of the basic of French. Students are exposed to the skills of listening, reading, speaking and writing with basic vocabulary, grammar and structure. Students are also provided with a lot of opportunities to practice their communication and writing skills.

**REFERENCES :**

1. Girardet, Jacky et Cridlig, Jean-Marie, 1996. Méthod de français: PANORAMA 1. Paris: CLE International.
2. Hatier, 1995. Le Nouveau Bescherelle Complete Guide 12 000 French Verbs. Paris: LIBRAIRIE HATIER.
3. Kaneman-Pougatch, Massia et al, (1997). Méthod de français: Café Crème 1. Paris: HACHETTE F.L.E.
4. Grégoir, Maïa et al, (1995). Grammaire Progressive du Français avec 500 exercices. Paris: CLE International.
5. Miquel, Claire Leroy et al, (1995). Vocabulaire Progressive du Français avec 250 exercices. Paris: CLE International.

**UMG 1312                      GERMAN LANGUAGE**

**SYNOPSIS :**

This course is designed for students to learn the basic of German language. Students are exposed to the skills of listening, reading, speaking, and writing with basic vocabulary, grammar and structure. Students are also exposed to the real daily situations which will help them to communicate using German language.

**REFERENCES :**

1. Nur Zakiah binti Amir Hamzah, Guten Tag der deutschen sprache, Pejabat Penerbit UTHM
2. Angela Wilkes. 2006. *GERMAN FOR BEGINNERS*, London: Usborne Publishing Ltd.
3. Hartmurt Aufderstrasse. 1998. *Themen Neu 1*, Lehrwerk fuer Deutsch als Fremdsprache, Textbook. Muenchen: Max Hueber Verlag.
4. Dr. Albert H. Small. 1991. *German à la Cartoon*. German Grammar through Cartoons. Passports Books

## **UMJ 1312                      JAPANESE LANGUAGE**

### **SYNOPSIS :**

This course is designed for students to learn basic Japanese language such as speaking, listening, reading, and writing. Students will be exposed to the real daily conversations which will enable them to communicate in basic Japanese language.

### **REFERENCES :**

1. *Kodansya`s Furigana Japanese Dictionary(2005)*
2. *Minna no Nihongo Listening ( 2006 ) Second Published :3A Corporation Tokyo*
3. *Minna no Nihongo Jap-English ( 2006 ) Second Published :3A Corporation Tokyo*
4. *Japanese Conversation for Beginners (2006) Bonjinsha,Tokyo Japan*
5. *Japanese Language Center for International Students,Tokyo University of foreign Studies*
6. *Modul Pengajaran Bahasa Jepun Tahap 1 (2008) Penerbit UTHM*
7. *The AOTS Nihongo Dictionary for Practical Use (2005) 3A Corporation,Japan*
8. *Informative Japanese Dictionary (2005) Shinchousha Corporation,Japan*

## **UMK 1312                      BAHASA KOREA**

### **SYNOPSIS :**

This course is designed for students to learn basic Korean language such as speaking, listening, reading, and writing. Students will be exposed to the real daily conversations which will enable them to communicate in basic Korean language.

### **REFERENCES :**

1. *Korean 1 (1993) Seoul National University Korea. Language Research Institute*
2. *Speaking Korean Revised Edition Book 1 (1994) Francis Y.T Park, Hollyn International Corp.*
3. *Korean 2 (1993) Seoul National University Korea. Language Research Institute*
4. *Dong-As New Little English Dictionary (1981)*

## **UMM 1312                      MANDARIN LANGUAGE**

### **SYNOPSIS :**

This course is offered to students focusing on the learning of the basic of mandarin. Students are exposed to the skills of listening, reading, speaking and writing with basic vocabulary, grammar and structure. Students are also provided with a lot of opportunities to practice their communication and writing skills.

### **REFERENCES :**

1. *Liang An Xiang. 2002. EPH Publishing (M) Sdn. Bhd. K.L.*
2. *Shi Yun. 2002. EPH Publishing (M) Sdn. Bhd. K.L.*

3. Claudia Ross & Jing-heng Sheng Ma. 2006. Routledge. London.
4. Dr.Lim Choon Bee. 2005. Universiti Putra Malaysia Press. Serdang.
5. Hui Jin Chang. 2002. United Publishing House(M) Sdn.Bhd. K.L.
6. Claudia Ross. 2002 .Press of Ohio. USA.
7. Duan Duan Li & Yanping Xie. 2002. Press of Ohio. USA.

### **UMP 1312 SPANISH LANGUAGE**

#### **SYNOPSIS :**

This course is designed for students to learn the basic Spanish language. Students are exposed to the skills of listening, reading, speaking, and writing with basic vocabulary, grammar and structure. Students are also exposed to the real daily situations which will help them to communicate using Spanish language.

#### **REFERENCES :**

1. Nurul Sabrina Zan: Hola! Hablo español First Edition Batu Pahat: Penerbit UTHM.
2. Joy Renjilian - Burgay, Ana Beatriz Chiquito y Susan M. Mraz: Caminos

### **UMR 1312 ARABIC LANGUAGE**

#### **SYNOPSIS :**

This course is designed for students to learn the basic Arabic. Students are exposed to the skills of listening, reading, speaking, and writing with basic vocabulary, grammar and structure. Students are also exposed to the real daily situations which will help them to communicate using Arabic language.

#### **REFERENCES :**

1. Mohd Hisyam Abdul Rahim; Ahmad Sharifuddin Mustapha; Mohd Zain Mubarak. 2008. *Bahasa Arab UMR 1312*. Batu Pahat: Penerbit UTHM.
2. Mohd Hisyam bin Abdul Rahim. 2005. *Senang Berbahasa Arab*. Batu Pahat: Penerbit KUiTTTHO.
3. Ab. Halim Mohammed; Rabiyah Hajimaming; Wan Muhammad Wan Sulong. 2007. *Bahasa Arab Permulaan*. Serdang: Penerbit UPM.
4. Mohd Khairudin Khudri. 2006. *Akar Umbi Pembelajaran Bahasa Arab*. Kajang: One Touch Creative.
5. Sini, Mahmud Ismail; Abd Aziz, Nasif Mustapha; Husayn, Mukhtar. T.th. *al-'Arabiyyah Lil Nashiin, Kitab al-Tilmiz*. al-Mamlakah al-Saudiyah: Idarah al-Kutub al-Madrasiyah, Wizarah al-Taalim.

### **UMT 1312 BAHASA TAMIL**

#### **SYNOPSIS :**

This course is designed for students to learn the basic Tamil language. Students are exposed to the skills of listening, reading, speaking, and writing with basic vocabulary,

grammar and structure. Students are also exposed to the real daily situations which will help them to communicate using Tamil language.

#### REFERENCES :

1. Tamil Akara1. Beach, L.W. and Creamer, Feder Chris et., (1984): *Language; Skills and Use. 2nd. Edition.* Scott, Foresman and Company. Illinios
2. A.K. Paranthamanar, (1992) : *Nalla Tamil Ezhuta Venduma.* Orient Longman. Madras, India
3. Manogaran. R. et al., (1997): *Bahasa Tamil Thn. 3.* Jaya Bakti. Kementerian Pendidikan Malaysia, Kuala Lumpur
4. Nesamalar, C. et al., (1995): *ELT Methodology. Principles and Practice and Practice.* Penerbitan Fajar Bakti Sdn. Bhd., Shah Alam

#### UQ\*1\*\*1 CO-CURRICULAR II

##### SYNOPSIS :

Mata pelajaran ini ditawarkan dalam bentuk pelbagai aktiviti pilihan untuk pelajar peringkat Sarjana Muda dan Diploma. Tiga bidang aktiviti yang ditawarkan adalah Sukan & Rekreasi, Kelab/Persatuan dan Persatuan Beruniform.

#### BSM 1823 STATISTIC FOR MANAGEMENT

##### SYNOPSIS :

This course will integrate all the business functions; using of case study, students will be analyzing management decision and structure business strategy. Strategic management theory will focus on planning from defined mission and objective development through execution, evaluation and controls.

#### BPA 1033 PRINCIPLE OF ACCOUNTING

##### SYNOPSIS :

This course is orientated to the students that did not specializes in accounting field. It would expose student to basic accounting element finance and management such as transaction recording basic accounting, apply and interpret basis financial statement, budget and use accounting information to make decision in organization.

##### REFERENCES :

1. Hongren, C.T, Harrison, W.T,(2007), *Accounting*, Seventh Edition, Pearson Education, New Jersey
2. Weygandt, J.J, Kieso, D.E, Kimmel, P.D (2008), *Accounting Principles*, Eighth Edition, John Wiley & Sons Inc.,USA
3. Anthony, R.N, Breitner,L.K, (2006), *Essentials of Accounting*, Ninth Edition, Pearson Education International, New Jersey

4. Fatimah Abd Rauf, Amla Abu, Radziah Mahmud, (2007), *Financial Accounting for Non-Accounting Students*, Ninth Edition, McGraw Hill Education, Malaysia

## **BPA 1013                      ECONOMICS**

### **SYNOPSIS :**

Economics subject will be study in two part which is Microeconomics and Macroeconomics. Microeconomics studies individual economics units in detail such as a household, a firm and a government. Microeconomics will covered economics problem, economics system, demand and supply theory, market equilibrium, theory of consumer behaviour, theory of production, cost of production, and market structure. Macroeconomics studies the aggregate behaviour of the entire economics. The study of economics system as a whole such as the national income, the trade cycle, the unemployment rate, inflation and general price levels, fiscal and monetary policy, and balance of payment and international trade.

### **REFERENCES :**

1. Vengedasalam, D and Karunagaran (2007). "Principles of Economics" Oxford Fajar.
2. Case K. E and Fair, R. C (2009). "Principles of Economics". Prentice Hall.
3. Begg, D, Fischer, S and Dornbusch, R (2008), "Economics", Mc Graw Hill
4. Bade, R and Parkin, M, (2008), "Foundations of Economics", Pearson
5. Bank Negara Malaysia, "Economic Report "

## **BPA 2073                      MANAGEMENT INFORMATION SYSTEMS**

### **SYNOPSIS :**

This course addresses issues that arise in dealing with management information as a business resource. As an introduction to the field of Management Information Systems (MIS), topics covered deal with computer technologies, information development, and impact of information systems on business organization at a variety of levels, from personal information systems to organization information architectures. The course covers both technical and managerial aspects of MIS. Major attention is given to the implications of information systems for achieving competitive advantage.

### **REFERENCES :**

1. Laudon, K.C and Laudon, J.P. (2007). "Essentials of Management Information Systems" the Eight Editions. Pearson International Edition, New Jersey.
2. Kroenke, D.M. (2007). "Using MIS". Pearson International Edition, New Jersey.
3. Turban, McLean, and Wetherbe (2004). "Information Technology for Management". John Wiley & Sons, Inc.
4. Effy, O. (2002). "Management Information Systems". 3<sup>rd</sup> edition. Course technology, Thomson Learning.



**SYNOPSIS :**

This course will provide students with the skills to use computer-based systems to solve business problems and support business processes. The students will be exposed to a software solutions microcomputer course that teaches problem solving at the business operational level, using advanced concepts of word processing, electronic spreadsheets, presentation graphics, and database management. Besides that, students will also learn the communication network and Internet technologies to support business environment.

**REFERENCES :**

1. O'Leary, T. J. & O'Leary, L. Computing Essentials (2008) "Computing Essentials 2008", Introduction Edition, McGraw-Hill
2. Evans, A., Martin, K. & Ann Potsay, (2007) "Technology In Action, Complete", 3<sup>rd</sup>
3. Edition, Pearson Prentice Hall.
4. Hogan, P. (2005) " Practical Computing ", 1<sup>st</sup> Edition, Prentice Hall
5. Daley, B. (2005) " Computers Are Your Future", 7<sup>th</sup> Edition, Prentice Hall
6. Capron & Jonhson (2004) " Computers: Tools For An Information Age", 8<sup>th</sup> Edition, Prentice Hall

**2<sup>nd</sup> YEAR**  
**1<sup>st</sup> SEMESTER**

**UMB 1052 : EFFECTIVE COMMUNICATION**

**SYNOPSIS :**

This course emphasizes upon problem based learning approach and focuses on developing students' delivery of speech in oral interactions and presentations confidently. Importance is given on mastery of self-directed learning, team-work, research, oral presentations, reasoning and creativity. Students will also be exposed to anticipate and deal with questions during job interview sessions. This course is to enable students to acquire knowledge and skills necessary for conducting and participating in meetings. It includes writing of meeting documents, letter writing and resume.

**REFERENCES :**

1. Davies, J.W. 1996. *Communication for Engineering Students*. Essex : Longman
2. Ellis, R. 1997. *Communication for Engineers. Bridge that Gap*. New York : Arnold
3. Dobson, A. (2000). *Writing Business Letter*. Kuala Lumpur; Golden Book Centre
4. Wee, Keng Neo. (2004). *Jump Start Authentic Problem- Based Learning*. Singapore; Prentice Hall

**UMA 1162 ISLAM CIVILIZATION AND ASIAN CIVILIZATION (TITAS)**

**SYNOPSIS :**

The course discusses introduction to civilization, its development, interaction between civilization; the Islamic civilisation, Islam in the Malay civilisation; Indian and Chinese civilisations as well as contemporary civilisation issues and also the principles of Islam Hadhari.

**REFERENCES :**

1. Ahmad Hakimi Khairuddin dan Faridah Che Husain. 2006, *Isu-isu Kontemporari Dalam Tamadun Islam dan Tamadun Melayu*, dalam *Tamadun Islam dan Tamadun Melayu*. Siri Teks Pengajian Tinggi. Kuala Lumpur: Penerbit Universiti Malaya
2. Ibnu Khaldun, Muqaddimah Ibnu Khaldun.
3. Huntington, S. *The Clash of Civilizations and the Remaking of the World Order*.
4. Mahyuddin Hj. Yahaya, 1998 *Tamadun Islam*, Shah Alam: Penerbit Fajar Bakti Sdn. Bhd.
5. Bei Ye. 2001. *Zhongguo Wenming Lun – Zhongguo Gudai Wenming De Benzhi Yu Yuanli* (Bicara Tamadun Cina – Teori dan Asas Tamadun Kuno Cina), Penerbit: Zhongguo Shehui Kexue Chubanshe Beijing.
6. Iddaikkadar. N.M. 1979. *Latar Belakang Kebudayaan Hindu*. Kuala Lumpur: Dewan Bahasa dan Pustaka.
7. Azhar Hj. Mad Aros. 2001, *Tamadun Islam dan Tamadun Asia*, Kuala Lumpur: Penerbit Universiti Malaya.
8. Ismail Hussein, Wan Hashim Wan Teh, Ghazali Shafie 1997, *Tamadun Melayu Menyongsong abad ke-21*, Bangi: Penerbit UKM.

9. Sarkar, H.B. 1970. *Some Contribution of India to the Ancient Civilization of Indonesia and Malaysia*. Calcutta: Punthi Pustaka.
10. Wan Abdullah Hj Ismail Mahmood (ed.), 1999, *Tamadun Islam & Tamadun Alam Melayu Serta Sumbangannya Kepada Dunia*, Unit Tamadun Islam, Pusat Pendidikan Islam, UiTM Shah Alam.
11. Nasr, S.H. *A Young Muslim's Guide to the Modern World*.

## **BPA 2043 : HUMAN RESOURCE MANAGEMENT**

### **SYNOPSIS:**

Human Resource Manager needs to be competent in organization management including: Strategic role in human resource management, employee selection and recruitment, employee training and development, compensation system and policy, employee relations and safety, and global issues on human resource management.

### **REFERENCES :**

1. Dessler, G.(2003). "Human Resource Management". 9<sup>th</sup>. Edition, International Inc., Prentice Hall
2. Nankervis, A., Compton, R. and Baird, M. (2008). "Human Resource Management: Strategies and Processes". 6<sup>th</sup>. Edition, Thomson
3. Rue, W. L. and Byars, L. L. (2000). "Human Resource Management". 6<sup>th</sup>. Edition, Irwin, McGraw Hill
4. Decenzo, D. A. and Robins, S. P. (1999). "Human Resource Management". 6<sup>th</sup>. Edition, New York, John Wiley & Sons, Inc.

## **BPB 2203 MANAGEMENT FINANCE AND INVESTMENT**

### **PRE-REQUIREMENT : PRINCIPLE OF ACCOUTING**

### **SYNOPSIS:**

This is an introductory course on financial management. It provides exposure to student on the theory, concept and financial management practices with focus on investment and short term payment. Topics to be discussed include financial statement analysis, financial forecasting and planning, time values of money, working capital management and short term payment.

### **REFERENCES :**

1. Richard Pike & Bill Neale (2006), *Corporate Finance and Investment: Decisions & Strategies*. 5<sup>th</sup> Ed., Prentice Hall.
2. Gitman, L.J (2006). *Principles of Managerial Finance* (International 11<sup>th</sup> ed). Addison Wesley
3. Keown, A.J., Martin, J.D., Petty, J.W., Scott, Jr., D.F. (2002) *Financial Management: Principles and Applications* (9<sup>th</sup> ed.). NJ : Prentice Hall
4. Faudziah Zainal Abidin, Nasruddin Zainuddin, Faizah Ismail, Nurwati Ashikin Ahmad Zaluki. *Prinsip Pengurusan Kewangan* ( 2<sup>nd</sup> ed.). Prentice Hall

5. Ross, Westerfield, Jordan (2004), *Essentials of Corporate Finance*. 4<sup>th</sup> Ed., McGraw Hill.
6. Bodie, Kane, Marcus (2008), *Essentials of Investments*. 7<sup>th</sup> Ed., McGraw Hill.

**BPB 3113                      PRODUCTION AND OPERATION MANAGEMENT**

**SYNOPSIS :**

Introduction to operation management and production management (productivity), operation strategy for competitive advantage, forecasting, strategic processes and capacity planning, strategic supply chain management, inventory management, just-in-time management (JIT), aggregate scheduling, material resource planning (MRP), short-term scheduling, maintenance and trustworthiness, transportation model, operational simulation and production system.

**REFERENCES :**

1. James R. Evans and David A. Collier. 2007. *Operations Management*. Thomson: Ohio, USA.
2. Roger G. Schroeder. 2007. *Operations Management*. McGraw-Hill/Irwin: New York, USA.
3. R. Dan Reid and Nada R. Sanders. 2005. *Operations Management*. Wiley: Hoboken: NJ.
4. Stevenson, JW. 2005. *Operations Management*. McGraw-Hill Irwin: New York.
5. Norman Gaither and Greg Frazier. 2002. *Operations Management*. Thomson Learning: Ohio, USA.

**BPB 2043                      MANAGEMENT SCIENCE I**

**SYNOPSIS :**

This course is a quantitative mathematical technique and computer analysis for management problem. The course will cover the Topics include general modeling issues, optimization model and probabilistic model.

**REFERENCES :**

1. Barry R, Ralph M.S. JR, Michael E.H (2006). "Quantitative Analysis for Management", 9<sup>th</sup> ed. Person-Prentice Hall
2. Lawrence John A., Jr. and Pasternack Barry A. (2002). "Applied Management Science: Modeling, Spreadsheet Analysis and Communication for Decision Making. John Wiley & Son, Inc.
3. Frederick S. Hillier, General J. Lieberman (2000). *Introduction to Management Science*, 8<sup>th</sup> ed. McGraw Hill

**2<sup>nd</sup> YEAR**  
**2<sup>nd</sup> SEMESTER**

**UMS 1122                      ETHNIC RELATIONSHIP**

**SYNOPSIS:**

This subject focusus on the conceptual and practical of the ethnic relation in Malaysia's community. The discussions will comprise the concepts of ethnic relation and the history of plural society construction. The matter of constitution as the core of the societal life will also be covered. Discussions will also look at the relation ship between the development and the ethnicity in the aspect of economy, politics and social based on the approach of top-down and bottom-up by the government and the society.

**REFERENCES:**

1. Shamsul Amri Baharuddin (2007). "Modul Hubungan Etnik." Shah Alam: Universiti Teknologi MARA.
2. Zaid Ahmad, Ho Hui Ling, Sarjit Sing Gill, Ahmad Tarmizi Talib, Ku Halim Ku Arifin, Lee Yok Fee, Nazri Muslim dan Ruslan Zainuddin (2006). "Hubungan Etnik di Malaysia." Shah Alam : Oxford Fajar Sdn. Bhd.

**UMB 1042                      TECHNICAL WRITING**

**PRE-REQUIREMENT : UMB 1052 (EFFECTIVE COMMUNICATION)**

**SYNOPSIS :**

This course introduces students to report writing skills needed at tertiary level. Students will learn basic report writing skills involving Proposals, Progress Report and Analytical Report. In order to do this, they will learn how to collect data using questionnaires. The data collected will be analyzed, transferred into graphic forms and presented orally and in writing. Prior to that, students will also be trained to polish up their skills in narrative and descriptive essays using accurate grammar, vocabulary and sentence structure.

**REFERENCES :**

1. Davies, J.W. (1996). *Communication for Engineering Students*. Essex : Longman
2. Ellis, R. (1997). *Communication for Engineers*. Bridge that Gap. New York : Arnold
3. Hybels, S. and Weaver, R.L. (1998). *Communicating Effectively*. Boston : McGraw Hill
4. Wiley, T.G. and Wrigley, H.S. 1987. *Communicating in the Real World*. Prentice-Hall

**BPB 2053****ORGANIZATIONAL BEHAVIOUR****SYNOPSIS :**

This course is organized around these three levels of focus: individuals, groups (or teams), and organizations. Organizational level discusses culture, which is the basis for much of what happens in organizations. The individual level includes topics such as personality, interpersonal perception, values, ethics, and motivation, followed by how individuals fit together into groups and teams. Finally, discussion will be how concepts at all three levels fit together.

**REFERENCES :**

1. McShane, S.L and Von Glinov, M.A. (2008) Organizational Behavior (4<sup>th</sup> Ed.). Boston: McGraw-Hill International Edition
2. Champoux, J.E. Organizational Behavior: Integrating Individuals, Groups and Organizations (3<sup>rd</sup> Ed.). International Students Edition. Thomson South-Western
3. Robbins, S. (2001). Organizational Behavior (9th Edition). Englewood Cliffs, NJ: Prentice-Hall.

**BPB 2063****MANAGEMENT SCIENCE II****SYNOPSIS :**

This course is a advance quantitative mathematical technique and computer analysis for management problem. Topics include inventory, network model, markov analysis and game theory.

**REFERENCES :**

1. Barry R, Ralph M.S. JR, Michael E.H (2006). "Quantitative Analysis for Management", 9<sup>th</sup> ed. Person-Prentice Hall
2. Lawrence John A., Jr. and Pasternack Barry A. (2002). "Applied Management Science: Modeling, Spreadsheet Analysis and Communication for Decision Making. John Wiley & Son, Inc.
3. Frederick S. Hillier, General J. Lieberman (2000). Introduction to Management Science, 8<sup>th</sup> ed. McGraw Hill

**BPB 2213****TECHNOLOGY AND CULTURE****SYNOPSIS :**

This course examines relationships among technology, culture, and politics in a variety of social and historical settings ranging from 19th century to 21st century. Central discussions include 1) What cultural effects and risks following technology? 2) How have computers changed the way human think? 3) How technology impact social infrastructures?

**REFERENCES:**

1. The Nature of Technology," in R. Volti, *Society and technological change*. New York: St (Martin's Press, 1995).
2. Introduction: Complex Technology," in Thomas P. Hughes, *Human-Built World: How to Think about Technology and Culture*, New Ed. (University Of Chicago Press 2005)
3. "General Introduction," in Wiebe Bijker, Thomas P. Hughes, and Trevor Pinch, *The Social Construction of Technological Systems: New Directions in the Sociology and History of Technology* (The MIT Press, 1989).

**BPB 2223 : MANUFACTURING TECHNOLOGY****SYNOPSIS :**

This course includes introduction to manufacturing, materials characteristics, metal alloy, ferrous metal production, menegegas, basic welding, basic conventional lathe, basic conventional grinding, mould injection, soldering and pneumatic control.

**REFERENCES:**

1. Serope Kalpakjian and Steven R. Schmid. 2005. *Manufacturing Engineering and Technology*. Fifth Edition. Prentice-Hall. Upper Saddle River, New Jersey.
2. P N Rao. 2001. *Manufacturing Technology: Foundry, Forming and Welding*. McGraw-Hill International, Singapore.
3. Katsundo, H. (1996). *Manufacturing Systems Engineering*. Taylor and Francis Publishers.
4. Lindbeck, J.R., Williams, M.W., and Wygant, R.M. 1995. *Manufacturing Technology*. Prentice-Hall.

**3<sup>rd</sup> YEAR**  
**1<sup>st</sup> SEMESTER**

**UMS 1113**

**NATIONHOOD AND CURRENT DEVELOPMENT OF  
MALAYSIA**

**SYNOPSIS :**

This course will provide students a fundamental concept, process of formation and development in Malaysia. The topics covered include the concept of state, Malacca Kingdom, implication of imperialism and colonisation, spirit of patriotism and nationalism, independence and formation of Malaysia. Besides, students will also be exposed to the constitutional of Malaysia, Malaysian Government System, Economic and Social Development Policy as a main policy in national development. At the end of the course students will be able to appreciate their roles and responsibilities as good citizens to the country.

**REFERENCES :**

1. Ahmad Esa dan Khairul Azman Mohd Suhaimy (2000). "Ikhtisar Sejarah Pembangunan Sosio Politik dan Ekonomi Malaysia." Johor Bahru: Muapakat Jaya Percetakan Sdn. Bhd.
2. Andaya, B.W. and Andaya, L.Y. (1982). "A History of Malaysia." London: Macmillan.
3. Aziz Deraman (1992). "Tamadun Melayu dan Pembinaan Bangsa Malaysia." Kuala Lumpur: Arena Ilmu Sdn. Bhd.
4. Chew Hock Thye (1979). "Masalah Perpaduan Nasional." Kuala Lumpur.
5. Francis Loh Kok Wah dan Khoo Boo Teik (2002). "Democracy in Malaysia." Cornwall: Curzon Press.
6. Ismail Ibrahim (2001). "Jihad Membasmi Kemiskinan." Kuala Lumpur: Institut Kefahaman Islam Malaysia.
7. Kefahaman Islam Malaysia.
8. Jurij Jalaludin (1991). "Wawasan 2020: Aspek Politik dan Sosial." Kuala Lumpur: Arena Ilmu Sdn. Bhd.
9. Mardiana Nordin dan Hasnah Hussiin (2000). "Pengajian Malaysia." Shah Alam: Penerbit Fajar Bakti Sdn. Bhd.
10. Lembaga Penyelidikan Undang-undang (2003). "Perlembagaan Persekutuan: (hingga 15hb Ogos 2003)." Petaling Jaya: International Law Book Services.
11. Siti Fatimah Abd. Rahman (1993). "Ke Arah Negara Maju Berdasarkan Sistem Nilai." Kuala Lumpur: Institut Kefahaman Islam Malaysia (IKIM).
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- 16.



## **BPB2083 : TOTAL QUALITY MANAGEMENT**

### **SYNOPSIS :**

Introduction to quality; Important principles in Total Quality; various tools in Total Quality; Statistical Process Control (SPC) in controlling quality. Students will be exposed to the sampling acceptable quality assurance reliability analysis.

### **REFERENCES :**

1. Goesth, D.L dan Davis, S.B (2000). "Quality Management: Introduction To Total Quality Management for Production and Services". USA:;, Prentice Hall Inc.
2. Adam, E.E dan Elbert, RJ (1989). "Production and Operation Management". 4<sup>th</sup>Edition. Prentice Hall, Inc.
3. Jerry Banks(1989)."Principle of Quality Control and Reliability". USA: John Wiley.
4. Saru Sigh Sojn (1993). "Total Quality Essentials: Key Elements Methodologies and Managing For Success". London: McGraw Hills, Inc.
5. Banga (1993). "Industrial Engineering and Management Science". 8<sup>th</sup>. Edition. Khanna Publisher.
6. Crosby, PB. (1979). "Quality is Free". New York.
7. Juran J.M. (1998). "Juran Secretary Quality Control Handbook". USA: McGraw Hill.Inc.

## **BPB3233 : SUPPLY CHAIN MANAGEMENT**

### **SYNOPSIS :**

The topics covered include, Understanding the Supply Chain, Supply Chain performance: Achieving Strategic Fit and Scope, Supply Chain Drivers and Metrics, Designing Distribution Networks and Applications to e-Business, Network Design in the Supply Chain, Network Design in Uncertain Environment , Demand Forecasting in Supply Chain, Aggregate Planning in a Supply Chain, Planning Supply Chain and Demand in a Supply Chain: Managing Predictable Variable, Planning Supply Chain and Demand in a Supply Chain: Managing Predictable Variable, Managing Economic of Scales in a Supply Chain: Cycle Inventory, Managing Uncertain in Supply a Chain: Safety Inventory, Determining the optimal level of product Availability, Transportation in a Supply Chain, Sourcing Decisions in Supply Chain, Pricing and Revenue management in a Supply Chain, IT in a Supply Chain and Coordination in a Supply Chain.

### **REFERENCES :**

1. Sunil Chopra and Peter Meindl. 2007. Supply Chain Management: Strategy, Planning and Operation. Prentice Hall.
2. Thomas E. Vollman, William L. Berry, D. Clay Whybark and F. Robert Jacobs. 2005. Manufacturing Planning and Control for Supply Chain Management. Mc. Graw Hill.
3. Michael Hugos. Essentials of Supply Chain Management, 2nd Edition .
4. Harvard Business School Press. Harvard Business Review on Supply Chain Management. Harvard Business Review Paperback Series.

**BPB 3203 : ENTREPRENEURSHIP****SYNOPSIS :**

This course intends to provide an understanding of fundamentals of entrepreneurship. The topics covered include assessing economic environment for new business ventures, rules and regulation governing business entities in Malaysia, financial assistances and technical supports from various agencies, developing business plan, marketing plan, business operational plan and financing plan. Students will be exposed to various case studies on successful entrepreneurs, locally and internationally.

**REFERENCES :**

1. Modul Keusahawanan dan Perniagaan”, Penerbit UTHM.
2. UiTM Entrepreneurship Study Group, (2004), “Fundamentals of Entrepreneurship”, Pearson Malaysia Sdn Bhd
3. Ismail & Faidah, (2004), “Strategi Pengurusan Kewangan, Perniagaan Kecil dan Sederhana”, Pearson Malaysia Sdn Bhd.

**BPB 3243 : RESEARCH METHOD****SYNOPSIS :**

This is an introductory course on social science research method. It includes four basic topics, namely, social science, research design, and data collection including data analysis. Ethical issues will also be discussed in each topic.

**REFERENCES :**

1. Neuman, W. L (2003). Social Research Methods – Qualitative and Quantitative Approaches, 5<sup>th</sup> Edition, Allyn and Bacon Publication.
2. Sekaran, U. (2002). Research Methods for Business – A Skill Building Approach, 4<sup>th</sup> Edition, John Wiley Publication.
3. American Psychological Association (1994). Publication manual of the American Psychological Association (4th Ed.). Washington, D.C.: American Psychological Association
4. Supplementary (not required): Shaffer, Richard, et al. (2000) SPSS for Windows, Version 9: A Brief Tutorial.

**BPB 3253 : TECHNOLOGY ASSESSMENT****SYNOPSIS :**

The topics covered include: Basic Features of An Assessment, Impact Analysis Environmental Analysis, Environmental Analysis, Economic Impact Analysis, Impact Evaluation, Evaluation of Technology assessment and Environmental Impact Statements and methodology in Obtaining Technology

## **REFERENCES :**

1. Stephan, s., Wutscher, F., Decker, Decker, M. and Ladikas, M. (2004). Bridges Between Science, Society and Policy: Technology Assessment-Methods and Impacts, Springer, October 2004.
2. Alan L. Porter, Frederick A. Rosini and Stanley R. Carpenter. (1980). A Guidebook for Technology Assessment and Impact Analysis. North Holland.
3. Rias J. van Wyk. (2007). Technology: A Unifying Code. IAMOT Production.
4. Allen Eskelin. (2001). Technology Acquisition: Buying the Future of Your Business. Addison Wiley.

**3<sup>rd</sup> YEAR**  
**2<sup>nd</sup> SEMESTER**

**UMC 1022                      CREATIVITY AND INNOVATION**

**SYNOPSIS :**

This course focuses on developing creative person who will eventually think strategically, creatively and critically. Through Problem-Based Learning (PBL) approach, students will be exposed to various creativity and problem solving techniques. The knowledge and skills acquired throughout the course will later be applied by the students in solving problems and making decisions in the future. Some of the areas to be covered throughout the course are : Problems Solving Skills, Techniques in Creativity, Techniques in Innovations, Case Studies, Exhibition and Designing Competition.

**REFERENCES :**

1. Bernacki, E. 2002. *Wow! That's a Great Idea!*. Singapore : Prentice Hall
2. Ceserani, J. & Greatwood, P. 1995. *Innovation and Creativity*. London : Kogan Page
3. Ceserani, J. & Greatwood, P. 2001. *Innovation and Creativity*. New Delhi: Creast Publishing House
4. Clegg, B. & Birch, P. 2002. *Crash Course in Creativity*. London : Kogan Page

**BPA 3093                      PROJECT MANAGEMENT**

**SYNOPSIS :**

Introduction to project management: understand the project management, the success of a project, project manager roles, manager as development agent; Definition and concept of project management: definition and characteristics of project, project life cycle, system approach in project management; Communication and conflict in project management: types of arising conflict, managing and resolution to conflict; Project planning: Phases in project planning, statement of work, project specification, project scheduling; Project scheduling and control: PERT/CPM, Gantt Chart, resource allocation; Budgeting and cost estimation: types of cost estimation, NPV, IRR; Project Management Information System and Monitoring; Project Closing and Audit: audit process, report and closing project.

**REFERENCES :**

1. Jack R. Meredith dan Samuel J. Mantel, Jr. (2000). "Project Management: A Managerial Approach". New York:
2. Harold Kerzner (2001). "Project Management: A System Approach to Planning, Scheduling and Controlling". New York: John Wiley & Sons.
3. Anthony Walker (1999). "Project Management in Constuction".United Kongdom: Blackwell Science.
4. Frederick E. Gould dan Nancy E. Joyce (2000). "Contruction Project Management". New Jersey: Prentice Hall.
5. Callahan, M.T., Quachkenbush, D.G. dan Rowing, J.E (1992). "Construction Project Scheduling". New York: McGraw Hill..

6. Oberleernder, G.D. (1991). "Project Engineering Management". New York: McGraw Hill.
7. O'Brien, J.J. "CPM in Construction Management". New York: McGraw Hill.
8. Norlinda dan Dayang Sopia (1994). "Mengurus Projek Pembinaan". Kuala Lumpur: Dewan Bahasa dan Pustaka

## **BPA 3123                      STRATEGIC MANAGEMENT**

### **SYNOPSIS :**

Strategic management is concerned with creating organizations that create value to all stakeholders in a turbulent world. This unit integrates material from marketing, accounting, operations, individual and organizational behavior, information technology and finance within a strategic framework. On completion of the unit students should be able to understand the key influences on the development of an organization's strategy, analyze those influences, propose appropriate strategic behavior for an organization and demonstrate an understanding of the important of strategy in organization

### **REFERENCES:**

1. Fred.R.David, (2005) " Strategic Management : Concepts and Cases ", International Edition, 11<sup>th</sup> Edition, Pearson Prentice Hall.
2. Khoo Keng-Hor & Nigel Munro-Smith (2003), "Strategic Management", 3<sup>rd</sup> Edition, Pelanduk Publications, Malaysia.
3. Robert A.Pitts & David Lei (2003), "Strategic Management: Building and Sustaining Competitive Advantages". 3<sup>th</sup> Edition.Thomson South Western, Ohio USA.
4. John L.Thomson.(2001), "Strategic Management " 4<sup>th</sup> Edition: Thomson Learning, Holborn London.
5. Robert D. Hisrich dan Michael P. Peters, (2002), "Entrepreneurship", Fifth Edition, McGraw-Hill

## **BPB3102                      BACHELOR'S DEGREE PROJECT I**

### **SYNOPSIS :**

Every student is required to conduct an academic research in the field of Technology Management. The students will be supervised by a lecturer/supervisor who will guide them in developing a research proposal. They will also be exposed to the method of conducting a research through research methodology lecture. Every student must present the research proposal in a seminar and submit it for evaluation purposes.

### **REFERENCES :**

1. Baker Therese L. (1994). "Doing Social Research". 2nd. Edition, New York, McGraw Hill
2. Paw, C. Y. (2006). "Kaedah Penyelidikan: Buku 1". Malaysia, McGraw Hill Sdn. Bhd.
3. Rohana Yusof(2003). "Penyelidikan Sains Sosial". (HM48.R63 2003)
4. Panduan Menulis Tesis. Kolej Universiti Tun Hussein Onn Malaysia

**BPB 3263**

**INNOVATION MANAGEMENT AND COMMERCIALISATION**

**SYNOPSIS :**

This course is constructed to expose student to the importance of research process, innovation, and intellectual property registration. Student will also be exposed to commercialization covering prototype planning, pre-production, payment and preparation of product commercialization proposal.

**REFERENCES :**

1. Joseph Touhill, Gregory Touhill, Thomas O'Riordan (2008) Commercialization of Innovative Technologies: Bringing Good Ideas to the Marketplace, John Willey & Sons
2. C. Perry; David W. Bacon (2006) Commercializing Great Products with Design for Six Sigma, Prentice Hall
3. Dariush Rafinejad, (2007), Innovation, Product Development and Commercialization Case Studies and Key Practices for Market Leadership.
4. Akta Perbadanan Harta Intelek Malaysia 2000
5. Akta Cakera Optik 2000
6. Akta Rekabentuk Perindustrian 1996
7. Akta Hakcipta 1987
8. Akta Paten 1983
9. Akta Cap Dagang 1976

**BPB 2293**

**BUSINESS LAWS**

**SYNOPSIS :**

This course exposes the student to the general business laws in Malaysia. In general, the management and business skills are important components of business. However, a clear understanding of the legal and regulations of business is also necessary in business. A dynamic business needs a manager who understands and knows the laws of business entity. Business laws introduce the various aspects related with business including contract laws, company laws, incorporation law, sales of good laws and etc.

**REFERENCES :**

1. Nuraisyah Chua bt. Abdullah (2003), "Business Law in Malaysia", Universiti Teknologi Malaysia, Shah Alam.
2. Goldman etl (2004), "Business Law : Principles and Practices", Houghton Mifflin, Boston.
3. Pamela and etl. (2002), "Commercial Application of Company Law", CCH Asia Ltd, Singapore.
4. Shaik Mohd Noor Alam (2000), "Undang-Undang Komersil Malaysia", Dewan Bahasa dan Pustaka, Kuala Lumpur.

5. Norchaya Talib (2003), "Law of Torts in Malaysia", Thomson Sweet and Maxwell Asia, Singapore.
6. Syed Ahmad Alsagoff, (1996) " Principles of the Law of Contract in Malaysia", Malayan Law Journal, Malaysia.
7. Ahmad Ibrahim and etl, (1987), "The Malaysian Legal System" (2<sup>nd</sup> edition), Dewan Bahasa dan Pustaka, Kuala Lumpur.

**4<sup>th</sup> YEAR**  
**1<sup>st</sup> SEMESTER**

**BPF 3143                      INTERNATIONAL BUSINESS**

**SYNOPSIS :**

What is business culture? Culture components, Hofstede Model, Political Risk, World business legal issues, Types of economy system, International trade theories, Government involvement in trade, Methods of encouraging and controlling trade, FDI patterns, FDI explanation, Regional economy integration and its effects, International market model, Foreign exchange market, The power of currency exchange. How Foreign exchange affects business activities, The evolution of international currency system, International strategy and planning, International organizational structure, Import and Export.

**REFERENCES :**

1. Daneils, Radebaugh, Sullivan (2007), International Business; Environment and Operations, (11<sup>th</sup> .E) Prentice Hall International Inc.
2. Cavusgil, Knight and Riesenberger, (2008), International Business: Strategy, Management and The New Realities, Perason International
3. Shanker & Luo (2004), International Business, John Wiley & Sons Inc
4. Czinkota, Ronkainen & Moffett (2002), International Business (6<sup>th</sup> .E) Harcourt College Publisher Inc, Orlando

**BPV 3154                      BACHELOR'S DEGREE PROJECT II**

**SYNOPSIS :**

At PSM II stage, students are required to write a complete report of Bachelor's Degree Project. On the week of the final semester, students are required to present their research result in a PSM II seminar. Evaluation of PSM II is based on the level of achievement of the research study or the product made.

**REFERENCES :**

1. Baker Therese L. (1994). "Doing Social Research". 2nd. Edition, New York, McGraw Hill
2. Paw, C. Y. (2006). "Kaedah Penyelidikan: Buku 1". Malaysia, McGraw Hill Sdn. Bhd.
3. Rohana Yusof(2003). "Penyelidikan Sains Sosial". (HM48.R63 2003)
4. Panduan Menulis Tesis. Kolej Universiti Tun Hussein Onn Malaysia

**BPB 4303                      TECHNOLOGY STRATEGY**

**SYNOPSIS :**

The topics covered include, Management of Technology and Innovation, Strategy and the management of Technology and Innovation, Innovation: Internal Strategy, Internal



Innovation: Implementation, Innovation: Evaluation and Control, Building Capabilities for MTI Success, Managing Innovation Within the Product-Development Cycle, Organizational Learning and Knowledge Management and Forecasting Market Conditions.

**REFERENCES:**

1. Margaret A. White and Garry D. Bruton. 2007. *The Management of Technology and Innovation: A Strategic Approach*. Thomson
2. J. Tidd, J. Bessant and K. Pavitt . 1997. *Managing Innovation: Integrating Technological, Market and Organizational Change*, John Wiley.
3. Frederick Betz. 1994. *Strategic Technology Management*. Mc Graw-Hill.
4. Robert A. Burgelman, Modesto A. Maidique and Steven C. Wheelwright. 2001. *Strategic management of Technology and Innovation*. Mc Graw-Hill.

**BPB 4273 : TECHNOLOGY TRANSFER**

**SYNOPSIS :**

This course will emphasize on the importance of technology transfer. The transfer of technology is an important source of support for sustainable development. However, because the process of technology transfer have rarely been understand in depth, it has led to many failure. Student will learn how to identifies, analyses ad systematically discusses the major factors responsible for the effective transfer of new technology.

**REFERENCES :**

1. Goel Cohen 2004. *Technology Transfer: Strategic Management in Developing Countries*: Sage.
2. Phyllis L. Speser 2006. *The Art and Science of Technology Transfer*, Wiley Inc.

**BPB 4282 : INTELLECTUAL PROPERTY AND POLICY**

**SYNOPSIS :**

Intellectual Property currently became one of the pertinent issues being discussed widely. The emergence of some kind of protection rights like patent, trademark, copyrights, industrial design have given relief for the owner of such “property”. In fact, many countries worldwide have set up such organizations to coordinate the registration of intellectual property. This course explains on the tenets of intellectual property and policies in relation to the technology management.

**REFERENCES :**

1. Bently L. & Sherman B. (2004), *Intellectual Property Law*, Oxford University Press, United States.
2. Ida Madieha Abdul Ghani (2004), *Trade Marks Law in Malaysia : Cases and Commentary*, Sweet and Maxwell, Malaysia.
3. Ida Madieha Abdul Ghani (2003), *Patents Law in Malaysia : Cases and Commentary*, Sweet and Maxwell, Malaysia.

4. Ida Madieha Abdul Ghani (2004), Copyrights Law in Malaysia : Cases and Commentary, Sweet and Maxwell, Malaysia.
5. Juriah Abdul Jalil (2004), Industrial Design Law in Malaysia : Cases and Commentary, Sweet and Maxwell, Malaysia.

**4<sup>th</sup> YEAR**  
**2<sup>nd</sup> SEMESTER**

**BPF 3143                      PRACTICAL INDUSTRIAL**

**SYNOPSIS    :**

**REFERENCES :**