ACADEMIC MODULE GUIDE 2021
(AUGUST 2021 INTAKE)

GUIDELINES

Please read the guidelines before selecting your modules.

1. The minimum number of credits that can be taken is 16 credits and the maximum is 20 credits.

2. 1 credit is equivalent to 1.5 ECTS.

3. **Modules can be selected from the same programme only.**

4. Students need to fulfil pre-requisites in order to take certain modules. The modules selected is subject to approval by the respective faculties.

5. All modules are subject to availability of the beginning of semester. Any subsequent changes to the selection of modules are subject to the approval of the faculty and timetable availability.

6. If you are joining the exchange programme for 2 semesters, please fill in one Module Registration Form for each semester.

7. **For programmes from School of Hospitality, Tourism and Events, the exchange duration is limited to 1-semester exchange only and students must be studying the same programme at their home institution.**

FACULTY OF INNOVATION & TECHNOLOGY

THE DESIGN SCHOOL

BACHELOR OF DESIGN (HONS) IN CREATIVE MEDIA

No	Module Code	Module Title	Credit Hours
1	GCD60104	Typography	4 Credits
2	GCD60204	Illustration and Visual Narrative	4 Credits
3	GCD61204	Digital Photography and Imaging	4 Credits
4	GCD60804	Design Principles	4 Credits
5	GCD60904	Interactive Design	4 Credits
6	RES60604	Design Research Methodology	4 Credits

UIUX Specialization

No	Module Code	Module Title	Credit Hours
1	GCD61504	Games Studies	4 Credits
2	MMD60204	Experiential Design	4 Credits
3	DST60504	Application Design I	4 Credits

Digital Animation Specialization

No	Module Code	Module Title	Credit Hours
1	MMD60804	3D Modeling	4 Credits
2	GCD61104	Animation Fundamentals	4 Credits

Entertainment Design Specialization

No	Module Code	Module Title	Credit Hours
1	GCD61804	Vehicle and Props Design	4 Credits
2	GCD61704	Character Design	4 Credits

MODULE SYNOPSIS

Module Title	Module Synopsis
Typography	This Module is designed to introduce the students to the language, tradition and craft of typography through; The practice of typographic layout, typesetting and printing; the aesthetic and contextual use of typography as a form of written communication; the historical and contemporary influences that surround and influence typographic practice; and the project briefs cover a broad base of typographic problems designed to present intellectual and practical challenges which requires research, conceptual thinking, experimentation and development of ideas.
Illustration and Visual Narrative	This module aims to introduce the students to the process of creating visual concepts from ideas and its pictorial communication to an audience in the form of illustrations. Through studio assignments and demonstrations, students will understand the history of visual communication, the essential skill of telling stories via images and the work processes of professional illustration. A variety of relevant media, materials and techniques are explored. Lectures on the working methods of successful illustrators will support the practical aspects.
Digital Photography and Imaging	Students will develop their knowledge of and skills in digital imaging and drawing through a series of lectures, demonstrations and hands-on exercises in the photo studio and lab. They will undergo practical assessments in the form of projects and exercises throughout the semester. Students will then render and submit a culminated final project and/or a body of work (portfolio) to demonstrate their ability to solve communication problems using the appropriate software and hardware as a form of final assessment.
Design Principles	This module provides fundamental principles of visual design for students to effectively organize and present information utilizing interfaces. This module will provide students an in-depth look into principles of perception and cognition that inform effective design. The module will utilize technologies that support and help build human-centric designs proficiencies.
Interactive Design	Students will be introduced to Web specific coding and technical skill to design and develop non-linear interactive pieces. The conceptual and design aspects will be considered. This module will be delivered through a structure of lecturers, demonstrations and practical.
Design Research Methodology	This module prepares the groundwork for the Design Research Dissertation. It will introduce students to the various research methodologies relevant to design. This will entail choosing a topic, formulating a research question, conducting a thorough literature search, and other appropriate research sources, designing a research methodology, compiling a critical bibliography and presenting it as a proposal for further development.
Games Studies	This module exposes the students to various types of games not restricted to digital games. They will play analog and traditional games as well, which they later analyze and share with their classssmates. The experience will allow them to identify common pattern in game design and will channel them to the right direction in thinking and creating a game of their own.
Experiential Design	This module introduces the student to the concept of 'experiential' design where user interaction takes place in a physical but computer controlled environment, for example, using pressure pads, microphones, webcams

	or other external devices to control the user experience and interaction. Learning outcomes focus on the student's ability to design and create experimental physical user experiences for abstract or 'real-world' applications or uses e.g. a fine art installation or an informative interactive museum exhibition piece.
Application Design I	This module aims to broaden the students' understanding of 'usability' by applying its theories and standards to design for mobile applications. In the process the students' knowledge and practical skills in designing for mobile platforms will be increased.
3D Modeling	This module introduces understanding of 3D modeling tools to provide a visual look at various concepts that goes into the production of games,animations and interactive media. Students will be given an in-depth look at what 3D application can do. Students will learn which tools will help to achieve their goals and why these tools work the way they do.
Animation Fundamentals	This module introduces basic fundamentals of animation techniques through 2D and 3D platforms and reinforces students to implement animation principles in production methodology. The module seeks to explore the fundamental utilization of animation to convey visual narration, elements for use in creative media in multiple animation disciplines.
Vehicle and Props Design	The module will introduce students to analyse and design functional and aesthetically pleasing props and vehicles for storytelling and entertainment purposes, with a strong focus on the relationship between form and function. Students will learn all the tricks of using drawing, photography and 3D to realize designs in a compelling way combining the knowledge of making an image in 2D with high level details informed by fundamentals in automotive, aircraft, product and industrial design in order to envision non-existing props, gadgets, equipment, weapon and vehicles that are convincing and believable to the audience. A project-based learning method will be adopted with a balance of foundational education and software-based technical training that emphasizes on extensive and in-depth skill development relevant to the demands of the industry.
Character Design	The Character Design module is meant to prepare students for the creation of original artworks for the cinematic and games industries. Students will learn to tackle the creative process of designing characters from humans, creatures and monsters combining traditional drawing and painting techniques, software and digital sculpting techniques and acting skills. A project-based learning method will be adopted with a balance of foundational education and software-based technical training that emphasizes on extensive and in-depth skill development relevant to the demands of the industry.

SCHOOL OF COMPUTER SCIENCE & ENGINEERING

BACHELOR OF INFORMATION TECHNOLOGY (HONS)

No	Module Code	Module Title	Credit Hours
1	ITS63004	IT Fundamentals	4 Credits
2	ITS60504	Data Structures and Algorithm	4 Credits
3	ITS63304	Object Oriented Programming	4 Credits
4	ITS62904	Database Systems	4 Credits
5	ITS63504	Human Computer Interaction	4 Credits
6	ITS65404	Information Assurance and Security	4 Credits
7	MTH61104	Mathematics and Statistics	4 Credits
8	ITS63204	Computer Networking	4 Credits
9	CSC60504	Professional Computing Practice	4 Credits
10	ITS67504	Systems Administration and Platform Technologies	4 Credits
11	ITS65804	System Integration and Architecture	4 Credits
12	ITS64504	Web Applications Programming	4 Credits
13	ITS63904	Web Development Technologies	4 Credits
14	ITS62204	Mobile Applications Development	4 Credits
15	ITS65904	Introduction to Cloud Computing	4 Credits
16	ITS67304	Wireless Networks and Security	4 Credits
17	ITS67404	Internet of Things	4 Credits

MODULE SYNOPSIS

Module Title	Module Synopsis
IT Fundamentals	This course provides an overview of the history and discipline of Information Technology. It describes how it relates to other computing disciplines. The goal is to help students understand the diverse contexts of pervasive themes in Information Technology, it's application domain and the challenges inherent in the diffusion of innovative technology.
Data Structures and Algorithm	This module covers the fundamental concepts of data structures and algorithms. It mainly focuses on the operations (insertion, deletion, searching, traversing, deleting and sorting) elements using various data structures such as Array, Linked list, Queue, Stack, Trees, and Graphs.
Object Oriented Programming	This module introduces the fundamentals of Object-Oriented Programming using Java. Topics covered include Object-Oriented programming concepts, classes, inheritance, polymorphism, abstract classes and interfaces.
Database Systems	This module is an introduction to the principles, use, and applications of database systems. Students who complete the course will be able to design and create databases, be able to extract information from databases, understand in broad terms how database systems work, and understand the purposes for which databases are used.
Human Computer Interaction	This module introduces the theories and practical of building and evaluate interface. Topic covered including various interface models and principles, design and prototyping, graphics and visualization, and evaluations.

Information Assurance and Security	This course introduces students to the fundamental concepts and principles of information assurance, digital forensics, security governance, risk management, security models, design and capabilities, security vulnerabilities, threats and countermeasures, information assurance measurements and metrics, network security and security assessment and testing.
Mathematics and Statistics	This module will introduce the students to logic, set theory, graph theory, descriptive statistics, probability and hypothesis testing theory.
Computer Networking	This module introduces about the architecture of the Internet Communication such as TCP/IP Model, Protocols that support it, Transmission Medium, Multiplexing techniques, Error detection and correcting techniques, Flow Control and Error Control Techniques, Switching Technology, Routing, IP addressing, network mobility, and Internetworking components.
Professional Computing Practice	This subject is an introduction to Professional Computing Practices. This subject covers the ethical and legal perspective of what is required in a computing professional as well as how they affect the software development of systems used in organizations. This would include various coverage on issues such as ethical philosophies, information privacy, computer crime, computer misuse and considerations on the international and local legal framework available to protect software systems development which would cover aspects of contracts, non-disclosure agreements, intellectual property law (copyright, patent, licensing, royalties, trade-secrets, trademarks and warranty disclaimers).
Systems Administration and Platform Technologies	This module introduces the fundamentals of computer hardware and software. Student will learn from basic digital circuits up to how a computer is constructed. They will learn the basics of operating systems with emphasis given to practical aspects like installation and administration. A brief exposure to industrial hardware and software (OS) will be given.
System Integration and Architecture	In this module the students are expected to assume the role of providing a complete system based on a client's requirement. They are responsible in selecting hardware, software and services then integrate them to form the solution that end user wants.
Web Applications Programming	This course introduces the students to the fundamentals of the Web Applications programming and client-server technologies required to develop Web applications with database Interfaces. This course is designed to give the student the tools and the knowledge to program using the web programming language PHP as a server side language. Students will be able to use HTML, CSS, XML, AJAX, JSON, PHP, MYSQL to develop a interactive and dynamic web application.
Web Development Technologies	The purpose of this module is to provide students with theory and practical knowledge of internet technologies and web development using languages such as HTML, HTML 5, CSS, and JavaScript.
Mobile Applications Development	This module covers the core concepts of mobile applications development. It mainly focuses on analysis, development and deployment of diverse mobile applications using Android studio.
Introduction to Cloud Computing	This module introduces the concepts of Cloud Computing. Topics covered include Cloud Computing Models, Cloud Service Models, Cloud Service Models, Cloud Security, Operating the Cloud and The 4 D's Migration Methodology.
Wireless Networks and Security	Mobile and wireless devices today have outnumbered computers worldwide. Since mobile devices, such as smart phones provide convenient anytime anywhere access to the Internet and the ability to make phone calls, run apps centered on our lives, they have become

		enticing targets for cyber criminals. This course is designed to address this growing threat to mobile and wireless devices, networks and services delivered over the mobile infrastructure.		
	Internet of Things	Students will learn IoT concepts, technologies, The focus will be more towards the possibilities offered by different technologies, and creative thinking and problem solving by developing simple application in real-life scenarios using IoT devices. Students will be using Raspberry Pi and Arduino devices to design and create solutions for simple real-life applications. The applications would be exploratory depending on the creative thinking and problem solving skills of the students.		

BACHELOR OF COMPUTER SCIENCE (HONS)

No	Module Code	Module Title	Credit Hours	Prerequisites
1	ITS66204	Discrete Structures	4	-
2	ITS62704	Computer Architecture and Organisation	4	-
3	ITS63304	Object Oriented Programming	4	-
4	ITS62904	Database Systems	4	-
5	ITS66304	Operating Systems and Computer Networks	4	-
6	ITS66404	Software Engineering	4	-
7	ITS60504	Data Structures and Algorithm	4	-
8	ITS66504	Systems Fundamentals	4	-
9	ITS64304	Theory of Computation	4	-
10	ITS63504	Human Computer Interaction	4	-
11	BUS61704	Understanding Entrepreneurialism	4	-
12	ITS66604	Machine Learning and Parallel Computing	4	-
13	ITS66704	Advanced Programming	4	ITS63304
14	ITS67204	Professional Practices and Information Security	4	-
15	ITS66804	Statistical inference and modeling	4	-
16	ITS65704	Data Science Principles	4	-
17	ITS61504	Data Mining	4	-
18	ITS66904	Big Data Technologies	4	-

MODULE SYNOPSIS

Module Title	Module Synopsis
Discrete Structures	This module will introduce the students to logic, proof techniques, set theory, number theory, counting principles and graph theory.
Computer Architecture and Organisation	This course introduces about the computer systems & organization which includes number systems, convertion techniques, Boolean algrebra, basic operation of logic gates, simplification of boolean algebra , K- map, RISC and CISC, Instruction sets, Combinational Circuit, Memory Hierachy, memory addressing, Counters and Registers.
Object Oriented Programming	This module introduces the fundamentals of Object-Oriented Programming using Java. Topics covered include Object-Oriented programming concepts, classes, inheritance, polymorphism, abstract classes and interfaces.
Database Systems	This module is an introduction to the principles, use, and applications of database systems. Students who complete the course will be able to design and create databases, be able to extract information from databases, understand in broad terms how database systems work, and understand the purposes for which databases are used.
Operating Systems and Computer Networks	This module introduces about the architecture of the Internet Communication such as TCP/IP Model, Protocols that support it, Transmission Medium, Multiplexing techniques, Error detection and correcting techniques, Flow Control and Error Control Techniques, Switching Technology, Routing, IP addressing, network mobility, and Internetworking components
Software Engineering	This course introduces the various tools and techniques used in analysis and design of software systems, and apply those tools within a recognised software development methodology and within the context of a case study.
Data Structures and Algorithm	This module covers the fundamental concepts of data structures and algorithms. It mainly focuses on the operations (insertion, deletion, searching, traversing, deleting and sorting) elements using various data structures such as Array, Linked list, Queue, Stack, Trees, and Graphs.
Systems Fundamentals	This module introduces the fundamentals of various computing concepts such as parallelism, client-server and clustering. Students are introduced to various benchmarking techniques to evaluate hardware and software platforms for performance. They will also be exposed to virtualisations technologies and its uses.
Theory of Computation	Computing Theory includes Formal Languages, Automata theory, Computability Theory, and Complexity Theory. Automata and Formal languages discusses the theory and properties of different computational models that include Finite Automata, Context Free Grammars and Turing Machines. Computability includes classifying problems as solvable and unsolvable, Turing Machines, Chomsky Hierarchy, and Undecidablity. Complexity theory discusses classifying problems according to their degree of difficulty in terms of execution time, and Cryptography as an application of Complexity theory.
Human Computer Interaction	This module introduces the theories and practical of building and evaluate interface. Topic covered including various interface models and principles, design and prototyping, graphics and visualization, and evaluations.
Understanding Entrepreneurialism	This module will equip students with an understanding of the values underpinning entrepreneurialism and engender an entrepreneurial mind-set, inspiring them to adopt entrepreneurial behaviours, including

	creativity and innovation, and teaching them to manage risk and cope with failure. This course will explore the characteristics and traits of entrepreneurs and demonstrate that exploiting a new opportunity is a process involving planning, resourcing, and managing activities including risks (the journey).
Machine Learning and Parallel Computing	This module is designed to provide a broad introduction to machine learning and parallel computing. Topics include: (i) Supervised learning (parametric/non-parametric algorithms, support vector machines, kernels, neural networks). (ii) Unsupervised learning (clustering, dimensionality reduction, recommender systems, deep learning). (iii) Best practices in machine learning and parallel computing.
Advanced Programming	This module introduces the advanced object oriented programming concepts. Topics include, exception handling, IO Streams, Event Handling, GUI Programming, Generics, and Collection.
Professional Practices and Information Security	This subject is an introduction to Professional Computing Practices and Information Security. This subject covers the ethical and legal perspective of what is required in a computing professional as well as how they affect the software development of systems used in organizations. This would include various coverage on issues such as ethical philosophies, information privacy, computer misuse and considerations on the international and local legal framework available to protect software systems development which would cover aspects of contracts, non-disclosure agreements, intellectual property law (copyright, patent, licensing, royalties, trade-secrets, trademarks and warranty disclaimers). The information security part covers the security fundamental concepts, principles of secure design, defensive programming, threats and attacks and network security.
Statistical inference and modeling	This module will introduce the students to concepts of probability, probability models, random variables, expected value and variance, descriptive statistics and inferential statistics.
Data Science Principles	This module introduces the Principles of Data Science. Topics covered include introduction to Data Science processes, Basics of Statistical, Exploratory Data Analysis(EDA), Machine Learning Algorithms, Extracting Meaning from Data, Data Visualization, Graph Porcessing and Data Science and Ethical Issues.
Data Mining	This module introduces the knowledge and practical exercise of step-by-step data mining activities involved in various data mining techniques, including clustering, classification, association rule mining, sequential rule mining, anomaly detection and regression analysis, using different types of data.
Big Data Technologies	This modules introduces students to an introduction to big data technologies, starting with MapReduce,as a computational model and an execution framework. Students will work with big data tools like Pig, HIVE, Hbase and Spark to realize how the different tools in Hadoop stack fits the overall picture big data analaytics.

BACHELOR OF SOFTWARE ENGINEERING (HONS)

No	Module Code	Module Title	Credit Hours	Prerequisites
1	ITS66204	Discrete Structures	4	-
2	ITS62704	Computer Architecture and Organisation	4	-
3	ITS66504	Systems Fundamentals	4	-
4	ITS62904	Database Systems	4	-
5	ITS63204	Computer Networking	4	-
6	ITS63304	Object Oriented Programming	4	-
7	CSC60504	Professional Computing Practice	4	-
8	CSC60604	Software Project Management	4	-
9	ITS63604	Operating Systems	4	-
10	ITS60504	Data Structures and Algorithm	4	-
11	ITS66404	Software Engineering	4	-
12	MTH60904	Statistics and Operational Research	4	-
13	ITS66704	Advanced Programming	4	ITS63304
14	ITS64304	Theory of Computation	4	-
15	ITS64704	Software Testing	4	ITS66404
16	ITS64804	Software Quality Management	4	ITS66404

MODULE SYNOPSIS

Module Title	Module Synopsis
Discrete Structures	This module will introduce the students to logic, proof techniques, set theory, number theory, counting principles and graph theory.
Computer Architecture and Organisation	This course introduces about the computer systems & organization which includes number systems, convertion techniques, Boolean algrebra, basic operation of logic gates, simplification of boolean algebra , K- map, RISC and CISC, Instruction sets, Combinational Circuit, Memory Hierachy, memory addressing, Counters and Registers.
Systems Fundamentals	This module introduces the fundamentals of various computing concepts such as parallelism, client-server and clustering. Students are introduced to various benchmarking techniques to evaluate hardware and software platforms for performance. They will also be exposed to virtualisations technologies and its uses.
Database Systems	This module is an introduction to the principles, use, and applications of database systems. Students who complete the course will be able to design and create databases, be able to extract information from databases, understand in broad terms how database systems work, and understand the purposes for which databases are used.
Computer Networking	This module introduces about the architecture of the Internet Communication such as TCP/IP Model, Protocols that support it, Transmission Medium, Multiplexing techniques, Error detection and correcting techniques, Flow Control and Error Control Techniques, Switching Technology, Routing,IP addressing, network mobility, and Internetworking components.
Object Oriented Programming	This module introduces the fundamentals of Object-Oriented Programming using Java. Topics covered include Object-Oriented programming concepts, classes, inheritance, polymorphism, abstract classes and interfaces.
Professional Computing Practice	This subject is an introduction to Professional Computing Practices. This subject covers the ethical and legal perspective of what is required in a computing professional as well as how they affect the software development of systems used in organizations. This would include various coverage on issues such as ethical philosophies, information privacy, computer crime, computer misuse and considerations on the international and local legal framework available to protect software systems development which would cover aspects of contracts, nondisclosure agreements, intellectual property law (copyright, patent, licensing, royalties, trade-secrets, trademarks and warranty disclaimers).
Software Project Management	The module will cover the integral phases for Project Management Body of Knowledge consisting of initiation, planning, execution, monitoring and closing.
Operating Systems	This course covers an overview and principles of operating systems, concurrency and scheduling algorithms, memory management, security, system administration and maintenance. The emphasis in learning the above topics will be through hands-on.
Data Structures and Algorithm	This module covers the fundamental concepts of data structures and algorithms. It mainly focuses on the operations (insertion, deletion, searching, traversing, deleting and sorting) elements using various data structures such as Array, Linked list, Queue, Stack, Trees, and Graphs.
Software Engineering	This course introduces the various tools and techniques used in analysis and design of software systems, and apply those tools within a

	recognised software development methodology and within the context of a case study.
Statistics and Operational Research	This module will introduce the students to concepts of probability, probability models, random variables, expected value and variance, descriptive statistics and inferential statistics.
Advanced Programming	This module introduces the advanced object oriented programming concepts. Topics include, exception handling, IO Streams, Event Handling, GUI Programming, Generics, and Collection.
Theory of Computation	Computing Theory includes Formal Languages, Automata theory, Computability Theory, and Complexity Theory. Automata and Formal languages discusses the theory and properties of different computational models that include Finite Automata, Context Free Grammars and Turing Machines. Computability includes classifying problems as solvable and unsolvable, Turing Machines, Chomsky Hierarchy, and Undecidablity. Complexity theory discusses classifying problems according to their degree of difficulty in terms of execution time, and Cryptography as an application of Complexity theory.
Software Testing	Software Testing is an essential component of any organisation's ability to build software quality. This module presents the foundational software testing goals and approaches to testing software through all phases of the Software Testing Lifecycle. The course material includes – software testing standards and metrics, types of testing (black-box and white-box), test planning, analysis, test case generation, estimating test resources, test scheduling, test execution, assessing and managing risk, test prioritization, defect management, and test execution. Software quality assurance activities with regards to software testing will be discussed as part of a dynamic process that is flexible and constantly tuned to the changing needs of a project.
Software Quality Management	This course is about understanding of software quality considerations which transcends the software life cycle processes. Since software quality is a ubiquitous concern in software engineering, this course prepares students to manage the development of high quality software using proven techniques and established standards in software quality assurance and software maintenance.

BACHELOR OF ENGINEERING (HONS) ELECTRICAL & ELECTRONIC ENGINEERING

YEAR 1

No	Module Code	Module Title	Credit Hours	Prerequisites
1	MTH61204	Engineering Mathematics I	4	-
2	PRJ62404	Engineering Design and Analysis	4	-
3	MTH61304	Engineering Mathematics II	4	MTH61204
4	ENG60104	Computing Applications for Engineers	4	-
5	EEE60804	Circuits and Devices	4	-
6	EEE60904	Electromagnetic Fields and Waves	4	MTH61204

YEAR 2

No	Module Code	Module Title	Credit Hours	Prerequisites
1	EEE61204	Power System Analysis and Protection	4	EEE60604
2	ENG60804	Automatic Control and Instrumentation	4	MTH61304
3	EEE60504	Integrated Electronics	4	EEE60404
4	EEE60304	Microprocessors and Computer Architecture	4	EEE60404

YEAR 3

No	Module Code	Module Title	Credit Hours	Prerequisites
1	EEE61104	Signals and Systems	4	MTH61304
2	EEE60104	Programming Techniques	4	-
3	ENG60704	Engineering Design and Project Management	4	PRJ62404
4	EEE60604	Electrical Power and Machines	4	EEE60904

MODULE SYNOPSIS

Module Title	Module Synopsis
Engineering Mathematics I	This module will provide students with basic knowledge on applied engineering mathematics including numerical function and operators which is used in most of the engineering design applications.
Engineering Design and Analysis	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. The module also introduces the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.

Engineering Mathematics II	This module covers the mathematical modelling of engineering problems using differential equations and introduces various techniques for solving the challenges. It covers the statistics, probability, complex numbers and numerical analysis in solving engineering problems. It also covers the transformation of system representation between time and complex frequency domains and its analysis and solution.
Computing Applications for Engineers	This course will provide the students with knowledge on the background of engineering measurement and instrumentations. This course will introduce statistical analysis and instrumentation using computer analysis in data mining process.
Circuits and Devices	This module deals with two main topics, circuit theory and semiconductor devices. In circuit theory, Kirchhoff's laws and network theorems are applied for the analysis of DC and AC circuits. Also, the transient response of RL, RC and RLC circuits is investigated. In semiconductor devices, the physics of conduction in solids and the effects of electric fields is demonstrated. Also, the terminal characteristics of basic devices are derived from first principles.
Electromagnetic Fields and Waves	This subject deals with vector analysis, electrostatic fields and magnetic fields. The behavior of time varying signals along transmission lines is investigated by considering appropriate applications.
Digital and Analog Electronics	This module deals with design and analysis of semiconductor based circuits and digital logic circuits. In semiconductor circuits, design and analysis of semiconductor diode rectifier and filter circuits will be demonstrated. It also introduces the design and analysis of BJT, FET, Feedback, Oscillator and Power Amplifier circuits. In logic circuit, the theory and practice of digital logic, digital circuit design and digital representation of information will be introduced.
Signals and Systems	This module deals with signal analysis and the signal transmission through systems. It provides Laplace transform, Z-transform and probability mathematical background for signals and system analysis.
Programming Techniques	As a fundamental module, it equips the students with theory and practice on problem solving techniques by using the structured approach. Students are required to develop programs using C programming language, in order to solve simple to moderate problems. The module covers the following: pre-processor directives, constants and variables, data types, input and output statements, text files, control structures: sequential, selection and loop. It may also include arrays and basic library functions.
Engineering Design and Project Management	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. Products that are compatible with people will dramatically reduce human error, fatigue, discomfort and stress and have a profound positive impact on overall end-user performance. The module also introduces the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.
Electrical Power and Machines	This module deals with the principle of operation, characteristics and applications of DC machines, AC machines and Transformers.
Power System Analysis and Protection	This subject deals with generation, transmission and distribution of electrical power. It introduces power quality, mitigation, and assessments

	of electrical power system. It also deals with load flow analysis, fault analysis, power system stability, and power system protection
Automatic Control and Instrumentation	Overview of instrumentation system elements, control system basics, process controllers, correction elements, PLC systems, system models, transfer functions, system response, and frequency response.
Integrated Electronics	This module deals with EFT and op-amp based circuits and applications. It also introduces the concept of ADC and DACs and IC fabrication.
Microprocessors and Computer Architecture	This unit covers three basic aspects of embedded systems namely microcontroller hardware, programming and hardware interfacing. A study of the microcontroller system includes the understanding of architecture, memory and interface aspects. The programming aspect includes both Assembly and C program design and program development environment for the microcontroller system. The hardware interface involves the study of the interfacing circuits to the external modules.

BACHELOR OF ENGINEERING (HONS) MECHANICAL ENGINEERING

YEAR 1

No	Module Code	Module Title	Credit Hours	Prerequisites
1	MEC60504	Manufacturing Engineering	4	-
2	ENG60804	Automatic Control and Instrumentation	4	-
3	MEC60204	Engineering Solid Mechanics	4	MEC60104
4	MEC60604	Engineering Dynamics	4	-

YEAR 2

No	Module Code	Module Title	Credit Hours	Prerequisites
1	MTH61204	Engineering Mathematics I	4	-
2	PRJ62404	Engineering Design and Analysis	4	-
3	MTH61304	Engineering Mathematics II	4	MTH61204
4	ENG60104	Computing Applications for Engineers	4	-
5	CHE61404	Thermodynamics and Heat Transfer	4	-
6	CHE61504	Engineering Fluid Mechanics	4	-

YEAR 3

No	Module Code	Module Title	Credit Hours	Prerequisites
1	MEC60304	Computer Aided Engineering & Geometric Modelling	4	-
2	ENG60704	Engineering Design and Project Management	4	PRJ62404
3	ENG60904	Introduction to Electronics and Electrical Power & Machines	4	-
4	MEC60104	Engineering Statics	4	-
5	CHE61604	Advanced Thermofluid Engineering	4	CHE61404, CHE61504

MODULE SYNOPSIS

Module Title	Module Synopsis
Engineering Mathematics I	This module will provide students with basic knowledge on applied engineering mathematics including numerical function and operators which is used in most of the engineering design applications.
Engineering Design and Analysis	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. The module also introduces

	the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.
Engineering Mathematics II	This module covers the mathematical modelling of engineering problems using differential equations and introduces various techniques for solving the challenges. It covers the statistics, probability, complex numbers and numerical analysis in solving engineering problems. It also covers the transformation of system representation between time and complex frequency domains and its analysis and solution.
Computing Applications for Engineers	This course will provide the students with knowledge on the background of engineering measurement and instrumentations. This course will introduce statistical analysis and instrumentation using computer analysis in data mining process.
Thermodynamics and Heat Transfer	This module combines the knowledge related to both energy transfer (as heat) and thermodynamics to expose the students to a wide variety of topics that will be instrumental in their academic and career advancement like the applications of the first and second laws of thermodynamics and the mechanisms with which heat transfers. This is tied closely to the analysis of heat engines, heat pumps, heat cycles and heat exchangers.
Engineering Fluid Mechanics	This module deals with three fundamental topics: first, hydrostatics in which the pressure and its relevant hydrostatic forces are studied. Second, hydrodynamics in which basic laws of conservation of mass, energy and momentum in relation to the fluid flow and its engineering applications for ideal and viscous fluid systems are studied. Third, the dimensional analysis, similarities, and Π-theorem are studied.
Computer Aided Engineering & Geometric Modelling	This module presents the processes of CAE from the conceptual design stage to the manufacturing stage via hands-on and virtual experience of component shape design.
Engineering Design and Project Management	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. Products that are compatible with people will dramatically reduce human error, fatigue, discomfort and stress and have a profound positive impact on overall end-user performance. The module also introduces the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.
Introduction to Electronics and Electrical Power & Machines	The aim of this module is to introduce aspects of electronics and electrical engineering to students of other engineering disciplines in the context of applications in their discipline. This should develop their confidence when interacting with electrical engineers in industry. The subject begins with a review of the areas where electronic and electrical engineering principles are applied in civil, chemical, manufacturing and mechanical engineering and materials science. An introduction to basic concepts of electronics leads into DC circuits and circuit analysis, power and energy. An appreciation of linear and non-linear components is provided through the diode and LED. Active learning in the lecture environment will be a key feature of this section. The concept of electrical transducers as a means of interfacing to, and monitoring, the real world leads to the simple application of operational amplifiers. Examples of uses of transducers and actuators in engineering industry will emphasize the importance of proper calibration. As an exercise students will specify

	a transducer for a particular application to achieve the appropriate range, gain and accuracy.
Engineering Statics	Introduce the concepts of static equilibrium and internal / external forces. These principles are then applied to the analysis of pin-jointed trusses and the determination of bending moments and shear forces in loaded beams. The principle of elasticity is presented and it is then used to calculate the stresses within and the deflections of a statically determinate beam. Finally plastic collapse mechanisms are discussed and applied to the analysis of beams.
Manufacturing Engineering	This subject introduces the range of materials used in engineering applications along with some basic selection rules for determining the appropriate materials for a given application. The subject also introduces fundamental science that determines the properties of materials, such as bonding types and atomic / molecular structures.
Advanced Thermofluid Engineering	In this module the concept of gas power cycles, gas vapour mixtures and air-conditioning are introduced to students. Then introduction to mass transfer and the operation of turbo-machines are given to students. Finally, external flows and airfoils are introduced and students will learn about the boundary layer concept, lift and drag, flow separation.

BACHELOR OF ENGINEERING (HONS) CHEMICAL ENGINEERING

YEAR 1

No	Module Code	Module Title	Credit Hours	Prerequisites
1	CHE61104	Chemical Engineering Thermodynamics and Simulation	4	-
2	CHE62004	Process Control and Instrumentation	4	-
3	CHE62104	Chemical Reaction Engineering	4	-
4	CHE61204	Mass Transfer	4	-

YEAR 2

No	Module Code	Module Title	Credit Hours	Prerequisites
1	CHE61904	Biochemical Processes	4	-
2	ENG60704	Engineering Design and Project Management	4	PRJ62404
3	ENG60304	Material and Energy Balance	4	-
4	ENG60604	Sustainable Development in Engineering	4	-

YEAR 3

No	Module Code	Module Title	Credit Hours	Prerequisites
1	MTH61204	Engineering Mathematics I	4	-
2	PRJ62404	Engineering Design and Analysis	4	-
3	MTH61304	Engineering Mathematics II	4	MTH61204
4	ENG60104	Computing Applications for Engineers	4	-
5	CHE61404	Thermodynamics and Heat Transfer	4	-
6	CHE61504	Engineering Fluid Mechanics	4	-

MODULE SYNOPSIS

Module Title	Module Synopsis
Engineering Mathematics I	This module will provide students with basic knowledge on applied engineering mathematics including numerical function and operators which is used in most of the engineering design applications.
Engineering Design and Analysis	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. The module also introduces the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.
Engineering Mathematics II	This module covers the mathematical modelling of engineering problems using differential equations and introduces various techniques for solving the challenges. It covers the statistics, probability, complex numbers and

	numerical analysis in solving engineering problems. It also covers the transformation of system representation between time and complex frequency domains and its analysis and solution.
Computing Applications for Engineers	This course will provide the students with knowledge on the background of engineering measurement and instrumentations. This course will introduce statistical analysis and instrumentation using computer analysis in data mining process.
Thermodynamics and Heat Transfer	This module combines the knowledge related to both energy transfer (as heat) and thermodynamics to expose the students to a wide variety of topics that will be instrumental in their academic and career advancement like the applications of the first and second laws of thermodynamics and the mechanisms with which heat transfers. This is tied closely to the analysis of heat engines, heat pumps, heat cycles and heat exchangers.
Engineering Fluid Mechanics	This module deals with three fundamental topics: first, hydrostatics in which the pressure and its relevant hydrostatic forces are studied. Second, hydrodynamics in which basic laws of conservation of mass, energy and momentum in relation to the fluid flow and its engineering applications for ideal and viscous fluid systems are studied. Third, the dimensional analysis, similarities, and Π-theorem are studied.
Properties and Applications of Materials	This module introduces the range of materials used in engineering applications along with some basic selection rules for determining the appropriate materials for a given application. The module also introduces fundamental science that determines the properties of materials, such as bonding types and atomic / molecular structures.
Biochemical Processes	This module introduces some fundamental aspects of biochemical processes, focusing on reactor design and basic purification-separation technologies. The structures and functions of microorganisms and biomolecules are introduced. The enzymes kinetics, cell metabolic pathway and cell growth kinetics are included. The aspects of the bioreactor design such as reactor configuration, operating conditions and mode of operation are applied. The final focus is on purification of products using different product recovery sections such as recovery of particulates, product isolation, precipitation and combined operation.
Engineering Design and Project Management	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. Products that are compatible with people will dramatically reduce human error, fatigue, discomfort and stress and have a profound positive impact on overall end-user performance. The module also introduces the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.
Material and Energy Balance	This module covers the analysis of chemical engineering processes, using the material and energy balance approach, in single and multiple unit systems. Also covered are open, closed, reacting and non-reacting systems as well as phase changes in a chemical process.
Sustainable Development in Engineering	Environment pollution control is a practice that all chemical engineers need to implement. All possible pollutants are discussed in this module and case studies are applied to implement standards on existing pollution problems. The module includes lectures and practical work on current environmental issues, environmental legislation, and environmental pollution control analysis.

Chemical Engineering Thermodynamics and Simulation	This module deals with a variety of topics such as the basic laws of Thermodynamic, Maxwell Relationships and energy, Equations of State and predictions of pure component properties, Phase Equilibria and Chemical Equilibria. Simulator is intended to introduce students to the fundamentals of computer-aided process synthesis, simulation, analysis and optimisation. Practical problems are used as examples.
Process Control and Instrumentation	This module convers the mathematics and dynamic modelling techniques, basic principles of analysis and design of process with the appropriate mathematical tools and introduction to instrumentation. Students are taught how to construct and analyse advanced dynamic models of chemical engineering systems. A number of mathematical techniques with applications in chemical engineering are covered. It also covers the mathematical tools required to analyse and solve linear and non-linear chemical engineering-based models, with examples and introduction to instrumentation will be also taught. Finally, this module will cover topics such as transfer functions, ideal dynamic systems, classical PID controllers, feedback control block diagram analysis, stability concept and analysis, structure and components of modern control loops, and practical aspects of industrial process control.
Chemical Reaction Engineering	This module covers the fundamentals of reaction engineering, including the reaction kinetics and the effect of temperature in ideal reactors. The mechanism for catalytic reactions such as bulk diffusion, adsorption, surface reaction and internal diffusion will be covered. In this module, students also learn about advanced reaction engineering including non-ideal flow and design of multiphase reactor systems.
Mass Transfer	This module covers the theory behind mass transfer. This includes 1-dimensional and 2-dimensional steady and unsteady state mass transfer in chemical engineering processes including transport in multicomponent system. Chemical engineering processes such as membrane separations, adsorption, absorption, crystallisation and filtration are described.

FACULTY OF BUSINESS & LAW

TAYLOR'S BUSINESS SCHOOL

BACHELOR OF BUSINESS (HONS) INTERNATIONAL BUSINESS & MARKETING

YEAR 1

No	Module Code	Module Title	Credit Hours	Prerequisites
1	ACC62104	Accounting for Non-Specialists	4	-
2	MGT60104	Introduction to Management	4	-
3	COM61604	Business Communication	4	-
4	ECN60104	Microeconomics	4	-
5	FIN60104	Introduction to Finance	4	-
6	MKT60104	Principles of Marketing	4	-
7	ECN60204	Macroeconomics	4	ECN60104

YEAR 2

No	Module Code	Module Title	Credit Hours	Prerequisites
1	LAW60104	Business Law	4	-
2	MKT60204	Consumer Behavior	4	MKT60104
3	BUS60104	Introduction to International Business	4	-
4	OBM60104	Organisational Behavior	4	MGT60104
5	STA60104	Quantitative Methods for Business	4	-
6	MGT60304	Export Practices and Management	4	BUS60104
7	MKT60604	Integrated Marketing Communications	4	MKT60104
8	RES60104	Research Methods	4	-
9	FIN61104	International Finance	4	FIN60104

YEAR 3

No	Module Code	Module Title	Credit Hours	Prerequisites
1	MGT60604	Transnational Management	4	BUS60104
2	MKT60404	Services Marketing	4	MKT60104
3	BUS60204	Business Ethics and Values	4	-
4	MGT60504	Strategic Management	4	MGT60104
5	BUS60404	International Business Issues and Policies	4	BUS60104

ELECTIVE MODULES

No	Module Code	Module Title	Credit Hours	Prerequisites
1	ADV60604	Brand Management	4	-
2	ECN60404	International Trade and Multinational Business		-
3	MKT60904	Retail Marketing	4	MKT60104
4	ACC60404	Management Accounting	4	ACC62104
5	COM60604	Intercultural Communication		-
6	MGT60204	Production and Operation Management		-
7	CSC60404	Management Information System	4	-
8	BUS60304	Entrepreneurship and Small Business	4	-
9	OBM60204	Organisational Studies	4	OBM60104
10	MKT60704	International Marketing	4	MKT60104
11	ECN60704	International Economic Theory and Policy		-
12	MKT61304	Contemporary Issues in Marketing	4	MKT60104
13	MKT61404	Interactive and Digital Marketing	4	MKT60104
14	FIN62504	Fintech and Innovation	4	-
15	BUS70304	Business Ethics and Governance	4	-
16	MGT70604	Organisational Management	4	-
17	MKT70504	Marketing Management	4	-
18	BUS61004	Introduction to Family Business	4	-
19	BUS61704	Understanding Entrepreneurialism	4	-

MODULE SYNOPSIS

Module Title	Module Synopsis
Accounting for Non-Specialists	This module introduces students to the various concepts, techniques and processes that collectively make up the foundations of financial accounting. It aims to develop students' understanding of the accounting process, recording of accounting data, preparing and analysing financial statements and using accounting-related information for effective decision making and also demonstration of accountability. In summary, this module is designed to suit the needs of non-accounting and non-finance students. The module is supported by a combination of face-to-face lectures, tutorials, and online approaches. The online mode of delivery is supported by TIMeS. There are formative feedback sessions to recap what have been learned to ensure alignment with the module learning outcomes. The assessment approach of this module consists of three parts, i.e. mid-term test, group assignment and final examination. The mid-term test is designed to test students' understanding on users, needs and sources of financial statements. The group assignment is designed to develop the ability of students to work in a group of 3 to 4 students. Specifically, the group assignment requires students to apply various concepts and techniques related to financial accounting. The final examination is aiming to assess students' ability to analyse and interpret financial statements. In the exam, students are expected to

	perform calculations, apply accounting concepts, analyse and interpret financial statements.
Introduction to Management	This module is designed to provide the candidate with the basic concepts and principles of management in organisations. It focuses on the context of managerial activity and covers the four major functions of management i.e. planning, organising, leading and controlling and places them in a historical, political and economic context.
Business Communication	Business Communication equips students with the necessary written and spoken skills for effective business communication. Students are exposed to various business correspondences and taught practical strategies to write convincing messages. Students are also taught to strategize, and to use appropriate and ethical approaches in writing not only routine messages, but also persuasive and negative messages. Listening and speaking skills are also focused on to ensure effective interpersonal communication This module also emphasises the need for business communication to be seen in a global context where various considerations such as technological advances and ethical considerations play a vital role in ensuring that all business messages achieve their aims in a positive manner.
Microeconomics	In a continuously ever changing globalised business environment, businesses need to make quick, well informed and correct decisions in order to survive. This module is concerned about the principles of microeconomics as they apply to the business environment. The module outlines the various microeconomic tools of analysis and analytical frameworks that are essential for business students to learn and understand to enable them to comprehend the economic environment of business in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Introduction to Finance	This module introduces main concepts and methods associated with financial decision-making for individuals and enterprises: the concept of cash flow valuation, evaluation of financial performance, valuation of securities, risk and returns, capital budgeting, and an overview of international finance.
Principles of Marketing	This module introduces students to the key marketing concepts and strategies employed by marketers in facing the challenges in a dynamic business environment. It develops an understanding of the overall process of planning, implementation and control in the contemporary business environment. This module provides students with the needed conceptual skills to identify, analyse and solve marketing problems. This module also provides a foundation for those who intend to further study in the marketing field or other business related modules.
Macroeconomics	In an increasingly globalised world, countries and their governments need to be able to make quick, well informed and correct decisions in order to achieve their macroeconomic objectives. This module looks into the workings of a domestic economy and the policies that governments may implement to improve the business environment. The module outlines the various macroeconomic tools of analysis and analytical frameworks that are essential for business students to learn and understand to enable them to comprehend the national and global economy in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Business Law	This module provides the foundation for all law modules in the Bachelor of Business. It provides students with an overview of the Malaysian legal

	system and a basic coverage of the underlying legal principles governing business. The substantive laws covered in this module includes the Law of Contract, the Law of Torts, Sales of goods, the Law of agency, insurance, employment law and business organisations. Students will have the opportunity to develop skills in critically analysing legal problems and issues affecting business and applying the legal principles in solving these issues.
Consumer Behavior	The field of consumer behaviour attempts to explain and predict the ways in which consumers think and behave in given situations. Consumer Behaviour investigates the manner that people interact with products and their marketing environment. This can include the purchase of products, the consumption of services, or the disposal of goods. Understanding consumers enables marketers to more effectively meet the needs of buyers in the market, and be more successful in the market. This module focuses on studying the process of consumer decision making and the resulting implications for marketing strategy. Concepts and theories covered in this module are essential for consumer analysis and the development of effective marketing strategies. To understand consumer behaviour, it is important to understand some concepts and theories borrowed from fields such as psychology, sociology, economics, etc. In addition during this module students will explore many social, cultural and marketing factors that influence the selection and usage of products and services.
Introduction to International Business	The module is designed to provide students with an insight into International Business. It covers a practical framework for understanding the key issues, current relevant principles and concepts to be considered in doing business abroad. The goal of the module is to help students to understand the basic principles of international business and their impact on the world's economy. International Business introduces students to various issues and challenges associated with the formulation and implementation of strategies in business organisations whose operations stretch across national borders. Throughout the module, students will be systematically introduced to the complexities and challenges of leading and managing a "global" company. Further, the module will provide students with an opportunity to integrate business decisions with the ethical and social responsibility considerations inherent to playing on a global field.
Organisational Behavior	This module is designed to provide the candidate with an introduction to psychological and behavioural approaches to the study of work and organisations. The module introduces some of the basic analytical tools and concepts from the fields of organisational behaviour and work psychology that encourage an understanding of the behaviour of individuals and groups in the workplace.
Quantitative Methods for Business	This module is designed to provide students with an appreciation of the application of analytical tools to business decision contexts. It also develops students' abilities to access and critically interpret statistics and business information. The module places strong emphasis on developing a clear theoretical understanding of various analytical tools. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge in any employment. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.
Export Practices and Management	There are new opportunities & challenges arising in global marketing and exporting. In order for any organisation to take advantage of the opportunities present as well as to rise above the challenges faced, it has

	to be adaptable to changes. Opportunities are expanding as international trade continues to grow rapidly. The role of ecommerce is to enable even the smallest business to find potential customers and means of distribution across the globe. The challenges of it would be increased competition, disruptions of trade flows (military), natural disasters etc. This module focuses on the marketing decisions as well as the management processes involved in developing export and other types of international marketing operations. Among areas that will be touched upon would include the most important emerging markets (China & India) in the modern business world, the increased importance of cultural differences in all aspects of exporting, the management of the Supply Chain and logistics.
Integrated Marketing Communications	This course deals with advertising management from theoretical and practical perspectives. It will expose students to various managerial and strategic decisions relating to advertising management. Topics covered will be: the structure of the advertising industry, management of the relationship between agency and client, creative advertising strategy, media developments, budgeting, international advertising considerations, advertising research techniques and ethical issues in advertising and promotion.
Research Methods	This module examines research designs commonly used in business decision making. Topics include research design, implementation and finally interpretation of research as these are related to problems in an organisational setting. This module will also cover issues on access and research ethics. This module provides a guide to the research process and the needed knowledge and skills to undertake research as well as highlights some common research pitfalls. At the end of this module, students will learn a range of research approaches, strategies and methods in handling their research projects. Skill development in statistical applications software is also one of the objectives of this module. Students are required to submit a research proposal as part of the module requirements.
International Finance	This module introduces main concepts and methods associated with international financial decision-making for multinational business: the concept of multinational financial management, FOREX, risk analysis and tools, financing foreign trade, international portfolio investment and corporate strategy.
Transnational Management	This module focuses on management's challenge associated with developing strategies, designing organisations and managing operations of companies whose activities stretch across national boundaries. Operating in an international arena will provide various opportunities for the company. This is because having worldwide operations not only gives a company access to new markets and specialized resources but it also opens up new sources of information as well as knowledge and broadens the options of strategic moves the company might make in competing with its domestic and international rivals. Like any other opportunities provided by cross-border management, companies will still have to face the challenges of managing strategy, organisation and operations that are innately complex diverse and uncertain. In this module a conceptual baseline would provide for a more detailed discussion of the various issues faced in the cases presented. Some typical attitudes and mentalities would normally shape the actions of managers in MNCs (Multinational companies) and suggest how these attitudes and mentalities evolve as their off-shore operations progress from the state of initial investments to a fully integrated worldwide network of affiliates.

Services Marketing	This module introduces several unique characteristics of services that require a distinctive approach to marketing strategy – both in its development and execution. Students will be exposed to organisational effort in improving service quality, increasing and maintaining customer satisfaction levels, generating customer loyalty, managing the service demand and creating a healthy service culture within the firm. The 7 Ps of the 'Services Marketing Mix' (the traditional 4 Ps plus people, processes, and physical evidence) will be elaborated in examining successful internal marketing in addition to the more traditional customer-focused external marketing.
Business Ethics and Values	This module provides an understanding of the ethical issues and dilemmas affecting managers in organisations and developing an appreciation for, professional responsibility and integrity. It aims to raise awareness of the practical issues facing people in business, introduce a framework or guidelines for analysis and decision making, and enhance students' ability in reasoning towards resolving the dilemmas based on ethical principles. The discussions of ethical issues are used as an avenue for further improvement in analytical and communication skills.
Strategic Management	This module is designed to provide the candidate with a comprehensive understanding on how organisations are managed strategically with the emphasis of putting theory into practice. The major areas in strategic management that includes strategy formulation, implementation and evaluation are taught together with appropriate case analysis.
International Business Issues and Policies	"International Business Issues and Policies" is the capstone module for the International Business major. In this module, we will examine both the principles associated with the formation and implementation of business strategy, as well as the latest research about business strategy, which challenges traditional ways of thinking. Those ideas will be applied via case studies and simulations. Globalisation means that almost every company is affected by competition from foreign enterprises. Many firms are seeking opportunities to enter new foreign markets and expand the ones that they have already penetrated. Managing in a globalised environment requires knowledge of the regulatory and policy systems of international trade. This module provides this essential knowledge explaining both the theoretical and practical dimensions. The broad aim is to provide insight into current issues that play a dramatic role in the business landscape and to understand the current challenges facing businesses as constituents in the broader societal context. In addition, students will be familiar with the strategic and management issues currently faced by various organisations through a consideration of the structure and challenges of the industry at the global, national and provincial levels.
Brand Management	One of the pertinent responsibilities of the marketing manager is the effective management of the company's existing brands in the marketplace, and ensuring the successful introduction of new brands. This module will concentrate on central issues in brand management – defining brand equity and brand values, developing a branding policy for products and services, and understanding the diffusion of innovation as an effective market oriented strategy.
International Trade and Multinational Business	In an ever progressing and changing business environment; trade and investment play a crucial and significant role in the world economy. This module concentrates on the introduction of the key theories explaining international trade, finance and investment. Framework of this module will give importance to expose learners with to the fundamental concepts of international trade, finance and investment and tools that are essential for them to understand and analyse the operation of international

	currency markets and the different types of exchange rate regimes. The module gives students the conceptual basis and the necessary tools for understanding international trade environment and the role of business in the economy. The learning and teaching approach for the module is guided and self-directed learning. For guided learning students will be guided to formulate questions, source for information, analyse the results, share their conclusions, and evaluate the worth and importance of those conclusions. Guided learning encourages students to discuss the issues, collaborate and share their ideas. Guided learning complements self-directed learning. Students will be given a tasks/an assignment to promote self-evaluation and self-reflection by assessing their readiness, setting their learning goals, engaging in learning processes, as well as, acting on feedback and seeking advice. All teaching and learning approaches are learner-centred and involves intense interaction between the participants, as well as, focusing on building of basic knowledge and critical thinking skills. Mode of delivery for this module are face-to-face lectures, tutorials and information retrieval/self-study. In particular, the lectures and tutorials include the use of blended learning approach, which includes the use of TIMES, online engagement activities and learning activities. Face-to-face delivery is also significant in supporting these various learning approaches. There are two assessment methods based on formative and summative for this module, which include a combination of both final examination and coursework, respectively. The coursework assessment is further separated into an individual test, group presentation and written assignment.
Retail Marketing	This course provides the students with a comprehensive view of retailing and the application of marketing concepts in a practical retail managerial environment. Through the analysis of the retail marketing mix, the course focuses on the retail marketing environment; consumer behaviour in retail; the selling environment ; retail segmentation , targeting and positioning; retail location ; merchandise selection; retail pricing, promotion, advertising , branding and electronic retailing.
Management Accounting	This module is an introduction to the basic techniques of management accounting and its role in the manufacturing and service business environments. Management accounting techniques are applied in all organisations. Students learn that with the current competitive business environment, good application of costing system would help organisations to compete.
Intercultural Communication	This module outlines the personal and theoretical understanding of the cultural origins of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence. The module will be divided into three sections; Foundations of Intercultural Communication, Intercultural Communication Processes and Intercultural Communication Applications. The teaching and learning approach is based on action research, authentic learning and experiential learning. This module will be delivered through face- to- face lectures and tutorials, in class activities which requires individual and group presentations and blended learning approaches. The assessment approach will compromise of formative and summative assessments which include : (1) an action research based cultural voyage case study written assignment; (2) quizzes; (3) film review; and (4) an online

	authentic and experiential intercultural presentation which includes group and peer review.
Production and Operation Management	This subject details the management perspective on the production and operations function in a business. It provides a strong review of the important concepts which underpins the POM task, and sets the relevant issues and techniques within the broader context of the management and control of the whole business. Contemporary topics on global competition, quality management, customer service and JIT, their influences are discussed.
Management Information System	This subject provides an introduction to management information systems (MIS) that business students will find vital to their professional success. It is neither solely a technology course, nor a business course, but necessarily a combination of both. In essence, it aims to equip students with fundamental knowledge that allow them to critically understand and assess future technological movements, problems and concepts that they will face in their professional careers.
Entrepreneurship and Small Business	This course is for students who wish to learn the principles and processes of small business and entrepreneurship. It is designed for individuals interested in starting a new business venture, acquiring an existing business, or working in industries that serve entrepreneurs. The course provides an overview of the many principles and processes of entrepreneurship and small business management.
Organisational Studies	This module is designed to provide the candidate with the capacity to analyse an organisation from a multiple perspective framework that involves 'reading' the organisations and interpreting organisational situations from these different perspectives so as to understand better how the organisation functions.
International Marketing	This module is designed to introduce students to advanced marketing concepts and practices in a global business environment. A comprehensive overview of the dynamics and trends in international marketing include market analysis, strategic planning, market selection and entry strategies, product positioning, integrated marketing communications, distribution, and pricing. Special emphasis will be placed on the development and delivery of international marketing plan where students have the opportunity working with a Malaysian firm. The module addresses the skills necessary for evaluating, developing, and delivering marketing programmes for a global and multicultural audience.
International Economic Theory and Policy	The International Economics module consists of contemporary international economic issues, which include international trade, economic integration, international capital market and economic crisis. Students are provided with thorough grounding and analytical perspective of international economic theories, policies, as well as, economic interaction between sovereign countries as a result of massive globalization. The module will thus improve students' awareness and understanding of the international and national problems of forming and implementing macroeconomic policies, while extending the students' understanding of international economic policy issues. The module teaching and learning approaches include: 1) Authentic Learning - Students will be presented with activities that are framed around "real life" contexts in which students will find learning more meaningful and motivating, thus will be more engaged in the process of acquiring knowledge; 2) Action Learning - Learning is achieved by engaging students in activities that have elements of problem solving combined with intentional learning. Students will go through a reflective process individually and within small cooperative learning groups; and 3) Case Based Learning - Students will hold discussion of specific situations,

	typically real-world examples. This method is learner-centered and involves intense interaction between the participants. Case-based learning focuses on the building of knowledge, critical thinking skills and team spirit. All teaching and learning approaches are learner-centred and involves intense interaction between the participants, as well as, focusing on building of in-depth knowledge, as well as, analytical and critical thinking skills. Modes of delivery for this module include tutorials, seminars and information retrieval/self-study. In particular, the tutorials include the use of blended learning approach, which includes the use of TIMES, online engagement activities and learning activities. Face-to-face delivery is also significant in supporting these various learning approaches. There are two assessment methods based on formative and summative for this module. The summative assessment comprises of both final examination and coursework, respectively. The coursework assessment is further separated into individual tests and written assignment.
Contemporary Issues in Marketing	Modern marketing is a complex managerial process which is driven by micro and macro forces. In a market driven organization involving domestic and international markets, customers are the nucleus and central of managerial efforts such as planning, implementing and control. One of the important responsibilities of the marketing manager is the effective management of the company's existing brands portfolio in the global marketplace and ensuring the successful management of the company's value proposition to the customers in a global perspective. The module aims to provide students with an in-depth understanding of contemporary issues in marketing practices and encourages critical thinking about marketing theories and best practices. Particular attention will be given to the changing global business environment and its challenges for global firms. It critically reviews contemporary issues in marketing and provides insights into the development of competitive strategies and global marketing management within the context of consumer goods, industrial goods and services.
Interactive and Digital Marketing	With the internet technology, consumers are able to expose to wider choice of products to satisfy their needs and wants. This technology also enable consumer to search and even compare products from different supplier. Thus the internet has transformed the way an organization market their products. This module will expose students to various internet marketing fundamentals concept. it also provide student in formulating an internet marketing strategy as well as implementing it.
Fintech and Innovation	The module emphasizes the importance of technology in financial services. Students are introduced to an exploration of technology and the concept of Financial Innovation. The learning and teaching approach for the module will be technology-based example, with students engaging with practical tasks during the tutorial sessions, and presenting their ideas and thoughts within the group. There is regular review, feedback and critique sessions leading to the final design review to assess progress and alignment to the learning outcomes in relation to the brief. The module is supported by a combination of online lectures and materials. Examples and case-studies will also be used to engage students with the potential solutions FinTech can offer to support the SME's business activities. Experts from FinTech industry will also be invited to share and discuss their experience.
Business Ethics and Governance	Business ethics and governance is the moral analysis of business activity and practices. Principle focus of this module is to consider business actions and decisions in the light of moral principles and values, and examine if business decisions and activity undermine the welfare of the

	society. Throughout the course of this module, student will examine issues and conflicts that typically arise in business that have moral aspects to them, dilemmas affecting managers, professional responsibility and integrity. Students will engage in constructive criticism of business practices and enhance students' ability in reasoning towards resolving the dilemmas based on ethical principles.
Organisational Management	This subject will introduce students to key themes and issues in management and marketing and help them to develop key management skills. The focus will be on understanding the way organisations operate in their economic and social environments and the activities which managers and marketers undertake within organisations in pursuit of organisational goals. Using a range of materials including articles, case studies, videos and/or business simulations, students will engage in individual and group learning activities to develop knowledge of management and marketing as well as skills in analysis, problem solving, decision making and written and verbal communication.
Marketing Management	This course provides the students with a comprehensive view of marketing management and the application of marketing concepts in a practical marketing environment. Through the analysis of the marketing mix, the course focuses on marketing strategies development; understanding marketing insights; customers; brand building; communicating and delivering value to create long-term growth.
Introduction to Family Business	This module serves to provide students with the foundational knowledge and basic understanding of family business, the type of business entities owned and/or managed by family members with the intention for generational succession. Students will also hone their analytical and problem-solving skills through analysis of family businesses case studies. This module will give an overview of the management of family businesses, which is greatly influenced by family vision, and explore the challenges and opportunities for family business continuity across generations. In addition, insights on succession planning in a family business and how to ensure continuity in the business. This module also explores the governance practices for successful family owned businesses. Action learning: Learning is achieved when students tackle real world tasks and learn with and through one another in collaborative group setting, taking individual responsibility, at the same time maintaining harmonious relationship. Case base learning: Learning is achieved through real-life case studies of family firms around the world with a realistic situation and require students to respond as the person who must solve the problem with critical analytical thinking. Experiential learning: Learning is achieved through visiting real-life family businesses and listening to invited guest speaker sharing experiences of their own family businesses. This is a coursework-based module, involving both individual and teamwork. Students will be assessed on participations throughout the module, group project, and individual assignments.
Understanding Entrepreneurialism	This module will equip students with an understanding of the values underpinning entrepreneurialism and engender an entrepreneurial mind-set, inspiring them to adopt entrepreneurial behaviours, including creativity and innovation, problem-solving skills, manage risks, overcome challenges, and cope with failures. This module will explore the characteristics and traits of entrepreneurs and demonstrate that exploiting a new opportunity is a process involving planning, resourcing, managing activities including risks (the journey), and teamwork. A fundamental outcome of entrepreneurship is creating value through developing new products and services to meet identified market needs, which may involve establishing a new business entity. To start a

<table>
<tr><td></td><td>successful business, an entrepreneur must be highly motivated, have entrepreneurial characteristics, a high-risk appetite and key management skills. Entrepreneurship involves mobilising human capital and social capital as well as financial capital. These entrepreneurial competencies are as important to the success of new ventures as the nature of the market opportunities they address Experiential learning: Learning is achieved through undertaking a hands-on group entrepreneurial project involving identifying market needs, proposing innovative solution(s) and assess various risks, where students will take individual responsibility, rely on teamwork to solve problems,/challenges, and learn from one another. Action learning: Participation in class and group discussions throughout the process of entrepreneurial journey facilitates students in equipping an entrepreneurial mind-set and adopt entrepreneurial behaviours. This is a coursework-based module, involving both individual and teamwork. Students will be assessed on participation throughout the module, group project, and individual assignments.</td></tr>
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FACULTY OF HEALTH & MEDICAL SCIENCES

SCHOOL OF BIOSCIENCES

BACHELOR OF BIOMEDICAL SCIENCE (HONS)

No	Module Code	Module Title	Credit Hours	Prerequisites
1	BIO60204	Principles of Biochemistry	4	-
2	MIC60104	Introduction to Microbiology	4	-
3	BIO60904	Cell Biology	4	-
4	PHC62004	Basic Pharmacology and Toxicology with Health Informatics	4	-
5	BIO61904	Basic Anatomy with Histology and Heamatology	4	
6	BIO62004	Instrumentation in Medical Diagnostic, Laboratory Science and Blood Banking	4	BIO61904
7	MIC60804	Medical Microbiology	4	MIC60104
8	BIM60304	Immunology	4	BIO61904
9	BIM60604	Epidemiology, Public Health and Bioethics, Biostatistics	4	-

MODULE SYNOPSIS

Module Title	Module Synopsis
Principles of Biochemistry	This module provides an introduction to biomolecules in living systems. Students will be introduced to the basics of bioenergetics before progressing to studying energy metabolism pathways and their regulation. The individual pathways will then be integrated together to give students a holistic view of energy metabolism.
Introduction to Microbiology	This module provides fundamental principles of microbiology in relation to the diversity of microorganisms in the universe, the structural and physiological characteristics of microorganisms and the roles of micro-organisms in the environment and impact on human health and diseases. The application of microorganisms in food industry, environmental management, and bioindustry. The basic microbiological techniques such as isolation, plating, sub-culturing, aseptic techniques, enumeration of bacterial cells, and growth control of microorganisms will be taught in this module.
Cell Biology	This module delivers knowledge on science of cell. Cell biology is designed to provide you with a comprehensive understanding of cell structures and functions, including how cells divide, genetic information systems, generate energy, coordinate complex processes and communicate in a living system. Hence, this module aims at providing fundamental basics of the biological processes and emphasises the core

	concepts such as biochemistry and molecular biology. Moreover, students will be exposed to practicals sessions which will enchance their understanding of the module material, as well as to develop their experimental skills.
Basic Pharmacology and Toxicology with Health Informatics	This module introduces the student to the fundamentals of drug action in the human body. Topics include drug-receptor binding and activity, induction of cell signalling upon binding, drug absorption, distribution and metabolism. The module also focuses on the application of these concepts to the understanding and prevention of mortality and morbidity resulting from exposure to toxic substances. Students will understand the interaction between information technology and healthcare delivery and management issues in the current healthcare arena. Laboratory activities will also be geared towards teaching students to generate, analyze and interpret pharmacological and toxicological data.
Basic Anatomy with Histology and Hematology	Human Anatomy with Histology & Hematology module focuses on the fundamental principles of human major body systems (musculoskeletal system, central nervous system, endocrine system, cardiovascular system, respiratory system, gastrointestinal system, urinary system and reproductive system) in human body. In his module, both macroscopic (gross) anatomy and microscopic anatomy (histology) of the major body systems will be addressed in classroom and laboratory. Some disease situations will also be discussed in relation to a change in the organization of the organs systems. Some memorizing (especially new terms) is inevitable, but through this module, students will learn to appreciate the wonders of the human body's amazing structures and functions.
Instrumentation in Medical Diagnostic, Laboratory Science and Blood Banking	This module introduces the student to basic principles in physics that underline diagnostic, analytical and therapeutic instrumentation in biomedical sciences. These include mechanics of movement, fluids, acoustics, optics, lasers, magnetism, radiation and imaging. Students will learn the theory and application of specific instruments to measure biological parameters in both research and clinical settings. In addition, students will also learn the concepts and techniques in molecular biology, including fundamental knowledge on primer design, aseptic techniques in mammalian cell culture, mammalian RNA and cDNA analysis and DNA sequence analysis. They will also be introduced to the principles and technique in blood banking.
Medical microbiology	Medical microbiology involves the study of microorganisms that can cause disease in the human host. This module will focus on major infectious diseases that are threatening human health globally. The epidemiology, biology, pathogenesis, signs/symptoms, transmission, diagnosis and treatment of infectious diseases due to microorganisms will be taught. In addition, the ways by which the host immune system interacts with microorganisms and the effect on clinical outcomes will be discussed. Students will also learn about the ways to treat disease and control infectious microorganisms, through the use of drugs and vaccines. This module also incorporates a practical component, where students will learn the basic microbiological laboratory techniques that can be used in bacterial identification and diagnosis.
Immunology	Immunology is essential science for knowing how human body distinguishes components of "self" and "non-self". Immune system works to eliminate invading microorganisms, tumor cells, foreign substances and transplants. This module introduces components of immune system and how individual component integrates for effector function. Students will learn the details of molecular and cellular mechanisms of immune responses. Clinical and applied immunology emphasize on diseases

	cause by disorders of immune system, immune responses to transplants and tumor cells, as well as the use of components of immune system for clinical laboratory diagnostics. Laboratory practicals are designed for students to gain experience mainly in conducting diagnostic tests.
Epidemiology, Public Health and Bioethics, Biostatistics	This module teaches the epidemiology of communicable and non-communicable diseases; methods used for epidemiological studies and surveillance; the social and political influences on patterns of health and healthcare; effective public health practice and health promotion, simple biostatistical analysis and interpretation of study findings.

BACHELOR OF SCIENCE (HONS) (FOOD SCIENCE)

YEAR 1

No	Module Code	Module Title	Credit Hours	Prerequisites
1	BIO60904	Cell Biology	4	-
2	CHM61104	Fundamental of Chemistry	4	-
3	MIC60104	Introduction to Microbiology	4	-
4	NUT60104	Introduction to Food Science and Nutrition	4	-
5	BIO60204	Principles of Biochemistry	4	-
6	FSC60104	Food Chemistry	4	CHM61004
7	FSC60904	Food Physics	4	CHM61004
8	FSC60304	Food Microbiology	4	MIC60104

YEAR 2

No	Module Code	Module Title	Credit Hours	Prerequisites
1	FSC60404	Food Preservation	4	FSC60304
2	FSC60504	Food Processing	4	FSC60104
3	NUT60504	Food and Nutrients Evaluation	4	FSC60104
4	NUT60604	Techniques in Food/ Nutrition Research	4	FSC60104
5	PRJ63404	Food Product Development		FSC60104, FSC60304, FSC60404, FSC60504, NUT60504

MODULE SYNOPSIS

Module Title	Module Synopsis
Cell Biology	This module introduces the student with a comprehensive understanding of cell structures and functions, including how cells divide, genetic information systems, generate energy, coordinate complex processes and communicate in a living system. The core concepts of molecular cell biology and techniques which are essential to build up the strong foundation in any of the core disciplines covered in the programme.

	The teaching and learning approach for the module will be real-life problem-based learning, with students engaging with practical tasks during the practical sessions and demonstrate their understanding, thoughts and reflection via written reports and presentation. The module is supported by a combination of lectures (face-to-face and online learning) and tutorials. There is regular review, feedback and critique sessions to assess progress and alignment to the learning outcomes in relation to the brief. Students will be assessed continuously to gauge acquisition of knowledge via formative online quizzes, writing and analytical skills through practical reports, communication skills through oral presentation (group-based) to reflect current challenges in today's life sciences world.
Fundamental of Chemistry	Chemistry is an indispensable knowledge of sciences. This module emphasizes three main parts namely physical chemistry, inorganic and organic chemistry. The module content will focus on the fundamental concepts in bonding and quantitative aspects of chemistry, periodic trends, coordination chemistry and organic functional groups. Module content will be delivered in lecture-style settings and concepts will be extended in detailed problem-solving exercises. Tutorials will be a mixture mode of face to face and online discussion between instructor with students and among peers to strengthen the knowledge and solve chemistry related questions. Students will work with each other in implementing the experimental schemes and they will be equipped with relevant experimental and result analysis skills. The students will also work on an group assignment to extend their knowledge in chemistry in related biosciences area.
Introduction to Microbiology	This module is designed to provide an introduction to basic microbiology, which includes the diversity of prokaryote and eukaryote microorganisms, the evolutionary relationship of microorganisms, the structural and physiological characteristics of microorganisms, the relationship between microorganisms with the environment and human, and the roles of microorganisms in food, pharmaceutical and environmental management industries. General microbiology laboratory skills are included. These fundamental knowledge are the important as introductory topics required for more specific area of microbiology such as bacteriology, virology, mycology, microbial physiology and applied microbiology. The learning and teaching approach for the module will be lecture, practical and online practice question. In practical classes, students will be going through guided experiments and analyzing data obtained during the practical sessions. The module is supported by a combination of online videos and supplementary reading materials
Introduction to Food Science and Nutrition	This module is a prelude to more detailed studies, understanding and application of the core elements that comprise the basic or foundational requirements of a formal food science & nutrition degree program. It traces the evolution of food science as a serious scientific discipline, introduces the core content areas (food chemistry & analysis, food safety & microbiology, food processing & preservation, etc.), discusses current national and international issues of concern related to food and nutrition, and looks at the myriad of career opportunities open to food science & nutrition graduates. This module includes field trips to a local farm and food service/manufacturing establishments, as well as practical demonstrations to reinforce theory.

Principles of Biochemistry	Principles of biochemistry primarily focused in the biochemistry of humans. It is known that the basic principles of biochemistry are common to all living organisms. This module provides an introduction to biomolecules in living systems. Students are introduced to the basics of bioenergetics before progressing to studying energy metabolism pathways and their regulation. The individual pathways will then be integrated together to give students a holistic view of energy metabolism. This module also introduces the basic theoretical knowledge of molecular genetics. The learning and teaching approach for the module is supported by a combination of online lectures and tutorials, with students engaging with practical tasks during the laboratory sessions. The module is supported by a combination of online lectures and supplementary reading materials. Students will be assessed continuously to gauge acquisition of knowledge via formative online quizzes, writing and analytical skills through practical reports, teamwork dynamics via group discussion, self reflection towards learning demands and challenges in the module through reflective journal and a final written assessment to assess ability for integrating knowledge in biochemistry.
Food Chemistry	This module introduces the chemical structures of major bio-molecules such as water, carbohydrates, fats, proteins, and other minor components including vitamins, minerals, colours, flavours and additives in food systems. The reactions of these components that govern the functional properties of foods and affect the shelf life, nutritional content and quality attributes of food are also covered. The teaching and learning activities are designed based on blended learning approach, which cover face-to-face and online lectures and tutorials. This module provides hands on laboratory experience in determination and evaluation of food chemical/ biochemical properties. Besides, it provides student-centered learning experience through group discussions and projects related to real world problems associated with the food industry. Assessments include written examinations, practical skills, assignment, and practical reports.
Food Physics	Food Physics is an introductory but wide-ranging module that deals with (1) physical principles that are relevant to the processing and preservation of foods and (2) the physical properties of food materials and their measurement. It draws attention to the importance of these properties to food quality, the changes that can occur during processing and storage, and manipulation of such properties which is integral to good product design. Teaching and learning will be carried out through a mixture of F2F and online lectures, tutorial and practicum. Students will be assess to apply and solve problem related to physical properties of food with excellent flexibility to achieve good food quality, process and analysis by using relevant information/ logical reasoning and managing challenges related to food physics. The assessments include group assignment, laboratory skill test, final examination and self reflection.
Food Microbiology	This module provides the overview of the principles of food microbiology in regards to the roles of microorganisms in food that may involve in food spoilage and food-borne diseases; identifying the potential microbial hazard; control methods of microbial hazard associated with food; fermentation processes involving microorganism in food production; laboratory skills in microbial quality control inclusive of aseptic food sampling, microbial testing and analysis; cleaning and sanitization of food, food processing equipments and food production rooms; the risk

	assessment and managing in food industry. Teaching and learning will be carried out based on student-centred learning approach through a mixture of F2F and online lectures, tutorial and practicum.
Food Preservation	This module introduces various preservation technologies used in the preservation of fresh, minimally processed, and processed foods in terms of their principles, mode of action, materials and equipment employed. In addition to the study of preserving foods through the application of heat, chilling and freezing, modification of water activity, use of chemicals, and fermentation, non-thermal physical techniques (high pressure processing, irradiation, and ultrasound) and the role of packaging in relation to food preservation are also covered. The teaching and learning activities are designed based on blended learning approach, which cover face-to-face and online lectures and tutorials. This module provides hands on laboratory experience in evaluation of effects of different food preservation techniques to the quality, nutritional value and shelf life of foods. Besides, it provides student-centered learning experience through group discussions and projects related to real world problems associated with the food industry. Assessments include written examinations, practical skills, assignment, and practical reports.
Food Processing	This module provide an introductory knowledge on the science of foods including a comprehensive understanding of food composition and properties, processing and analysis of foods, food evaluation, food safety and quality assurance. With hands-on practical, this module provides an opportunity for students to develop their basic laboratory skills and understand the strengths and limitations of proximate analyses, thereby enabling students to justify the choice of analytical techniques that are most suitable for certain food materials. This module is to allow students to learn various unit operations used in food processing and preservation, biochemistry of food processing, food processes, process control, sanitation and water and waste management. The knowledge the students gain from this module will equip them for their future career in food industry.
Food and Nutrients Evaluation	The module provides an introductory knowledge on the science of foods including a comprehensive understanding of food composition and properties, processing and analysis of foods, food evaluation, food safety and quality assurance. With hands-on practical activities, this module provides an opportunity for students to develop their basic laboratory skills and understand the strengths and limitations of proximate analyses, thereby enabling students to justify the choice of analytical techniques that are most suitable for certain food materials. This module is supported by a mixture of face-to-face and online lectures, tutorial and practicum, covering theories that includes the identification of appropriate method for analysis of food and nutrients composition in the food industry (final examination); perform the lab experiment analysis (individual laboratory skill test); critically analyse the experimental data (online forum); and present the data effectively through written report.
Techniques in Food/ Nutrition Research	The module is designed to enable student to understand the principles of instrumental analysis, which also allows student to better understand the potential application of instrumental analysis for food analysis. Blended learning will be utilized as the mode of delivery for this module. The information and knowledge will be managed and transferred using both traditional and digital methods through approaches such as lecture, discussion, demonstration (practical session), case studies, games, virtual lab and projects. Student feedback and response from these learning activities will serve as a formative assessment to monitor

	student learning. The assessment methods include written, assignment, reflection and practicum, which will determine students' content knowledge and transferable skills such as social competencies & lifelong learning. At the end of the module, students should be able to understand the principle of instrumental analysis and able to apply such principle in food analysis.
Food Product Development	This unit involves students working in a team of two to four students in the development of food product using various available resources. Emphasis of this unit is to apply basic knowledge gained in other modules such as food chemistry, food microbiology, food processing and preservation, food standards and regulations and food quality and safety management, in a simulated food industry research and development setting. Preliminary product description, prototype development, product testing and product commercialization and launching will be discussed in addition to issues related to product development such as product quality and safety as well as intellectual properties.

FACULTY OF SOCIAL SCIENCES & LEISURE MANAGEMENT

SCHOOL OF MEDIA AND COMMUNICATION

BACHELOR OF MASS COMMUNICATION (HONS)

COMMON CORE

No	Module Code	Module Title	Credit Hours
1	COM60504	Intro to Mass Communication	**4**
2	COM60604	Intercultural Communication	4
3	COM60704	Media Writing	4
4	COM60904	Innovative Media	4
5	COM61004	Visual Communication	4
6	COM60404	Communication Theory	4
7	COM61104	Interactive Media	4
8	COM61704	New Media & Society	4

SPECIALISATION

PUBLIC RELATIONS

No	Module Code	Module Title	Credit Hours
1	PRL60104	Public Relations Principles	4
2	PRL60204	Promotional Writing	4
3	PRL60304	Publicity and Media Relations	4
4	PRL60404	Crisis Management	4
5	COM61204	Organisational Communication	4
6	PRL60604	International Public Relations	4

ADVERTISING AND BRAND MANAGEMENT

No	Module Code	Module Title	Credit Hours
1	ADV60804	Advertising Fundamentals	4
2	ADV61004	Strategic Copywriting	4
3	ADV61104	Creative Design for Advertising	4
4	ADV60904	Corporate Identity & Branding Design	4
5	ADV60604	Brand Management	4

DIGITAL MEDIA PRODUCTION

No	Module Code	Module Title	Credit Hours
1	BCA60804	Trends in New Media	4
2	BCA60904	Narrative Writing	4
3	BCA60304	Audience Studies	4
4	BCA61004	Digital Moving Image	4
5	BCA61104	Digital Animation and Compositing	4

JOURNALISM AND MEDIA PRACTICE

No	Module Code	Module Title	Credit Hours
1	JRN60704	Journalism Fundamentals	4
2	JRN60804	Newsgathering and Writing	4
3	JRN60904	Narrative Journalism	4
4	JRN61104	Activism and the Media	4

MODULE SYNOPSIS

COMMON CORE

Module Title	Module Synopsis
Intro to Mass Communication	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.
Intercultural Communication	This course outlines the personal and theoretical understanding of the cultural origins of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.
Media Writing	This course prepares students to be able to write for the various media, each of which requires distinct styles and approaches. It takes the student through a survey of the different styles, an understanding of the nuances, and an appreciation for the underpinning theories that influence the crafting of written communication. Ample practice is given to developing the writing skills for efficient and effective writing for the media.
Innovative Media	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Visual Communication	This course outlines the basic understanding of visual literacy and communication within the current media industries through the

Module Title	Module Synopsis
	comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.
Communication Theory	This course outlines the concepts, roles, goals and changes in mass communication theories. It introduces the connections between communication theories and research. It also introduces the basic theories of mass media effects and media issues.
Interactive Media	This course outlines the types of authoring platforms, interactive design principles, interactive scripting in authoring in the current industry practices. It also focuses on practical application of the current industry used application for both CD-ROM and online interactive applications.
New Media & Society	This module explores latest communication technologies and its diverse usage in our globally wired world. The social impact of new media will be examined within the context of politics, culture and business. The teaching and learning approach for the module will be both theoretical and practical, with students engaging with readings and research findings of the origins and development new media and examining the current state of new media practices and realities. Practical tasks during the tutorials will include searching and analysing various aspects of new media and presenting their ideas and thoughts within the group. There is regular review, feedback and critique sessions leading to the final in depth presentation on particular new media phenomena to assess progress and alignment to the learning outcomes. The module is supported by a combination of in-class lectures and tutorials with online readings and videos.

PUBLIC RELATIONS

Module Title	Module Synopsis
Public Relations Principles	This course outlines the history and development of public relations, with an emphasis on providing the student with an awareness of various publics that an organisation interacts with. It also provides a grounding for students to understand the need for a strategic perspective instead of the mindset of a public relations technician. Students would be expected to keep up with current affairs.
Promotional Writing	This course introduces the concept of designing and writing promotional materials for a wide spectrum of communication media. It covers the scope and structure of the different forms of writing used in public relations, advertising and marketing.
Publicity and Media Relations	This course outlines the role of a public relations practitioner as a publicist in an organization. It also introduces to the various techniques of media relations, testing and evaluating publicity, and understanding the various types of publicity collaterals for the press.
Crisis Management	This course outlines the key responsibilities of public relations in the contemporary world by understanding the importance of managing crisis locally and internationally. The course will introduce the students to different types of crisis and offers a wide range of frameworks and methods to managing crisis.
Organisational Communication	This subject develops exceptional communication skills and understanding of the different communication theories, ethics, and practices needed in an organisation. The understanding of the communicative processes will assist an individual in his/her success in

	contributing positively in an organisation by empowering his/herself. Communication performs a key role in understanding ourselves as part of an interconnected network of knowledge and skills in the working world.
International Public Relations	This module outlines the practice of Public Relations in an international context. It also introduces students to the nature of cross-cultural communication. Students are exposed to various public relations campaigns to explore the differences and similarities of campaigns from various countries. Issues of ethics as well as language (verbal and non-verbal) and global consultancy are covered in this module. The teaching and learning of this module are towards student-centred learning approach with the combination of lectures (online and face-to-face), research and field study as the mode of delivery.

ADVERTISING AND BRAND MANAGEMENT

Module Title	Module Synopsis
Advertising Fundamentals	This module aims to provide students with the basic understanding of the history, development, scope, structure and nature of the advertising industry as well as media trends and the process of creating an advertising campaign. Students will be exposed to the basic principles of integrated marketing communications, and its effects on and issues related to media industries. The teaching and learning approach for this module is a combination of guided learning and project-based learning. There will be in-class lectures, supported by additional online material and online tutorials. The tutorials are structured for students to be able to self-assess their knowledge of the topics covered in the classes. Students will be assessed primarily through the coursework – two individual and one group work – which makes up 60% of the final grade, and through a final exam, which constitutes the final 40%. The central group project assessment (project-based learning) is aimed at giving students an introduction to the development of a simple advertising campaign, from strategy to media plan to basic design executions. This will help in preparing the students for future advertising modules which delve deeper into the creative side of the process.
Strategic Copywriting	This module is designed as a skill-based course focusing on the ideational aspects of advertising, specifically copywriting. The emphasis will be on strategy which involves research for information on product and consumer and the conveyance of the information through suitable forms of writing in the creation of persuasive ad copies for various media. The teaching and learning approach will be project-based, with lectures and guided tutorials exercises and instructions to assist students in accomplishing their assigned tasks. Students will learn to apply concepts to solve problems critically by collaborating in groups and working independently. There are regular review, feedback and critique sessions to gauge the progress of learning and the alignment of their learning to the learning outcomes stated in the brief leading to a final submission piece. The module is supported with a combination of lectures, tutorials and industry guest talk sessions when available and blended learning activities through online exercises to encourage self-directed learning. Online feedback would be provided to guide the students. Students will be assessed primarily based on assignments which provide them opportunities to explore strategic copy writing for a product or brand for print and online platforms.

Creative Design for Advertising	This course provides the in-depth learning of creative practices in the advertising media industry. It solely focuses on the creative process and execution of an advertising strategy/plan through the understanding of design and production fundamentals.
Corporate Identity & Branding Design	This module outlines the nature of modern branding through its history and case studies of successful brands. It focuses on the development of visual identity design for brands, primarily that of logo and packaging design. The teaching and learning approach will be studio-based, with lectures and tutorial or practical exercises designed around introducing, discussing, and implementing design concepts for branding. Regular critique sessions or progress checks with the lecturer will facilitate student learning as well as help to assess their progress through the semester. By looking at case studies and contemporary examples, students will be able to learn how branding has changed over time. Students will be assessed primarily through the assignments, where they will apply basic design concepts and knowledge of logo design trends to develop a visual identity for a brand, with emphasis on creating a unique logo design, and a distinctive and cohesive look across various brand collaterals (e.g. business cards, letterheads, social media account icons, product packaging, etc.).
Brand Management	Brand management looks at the process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. This course outlines the theory and practice of brand management. It delves into the theories, concepts, issues, principles, processes of Branding by considering it from the perspective of Marketing, Management, and Communication. It provides a viewpoint of the organization taking into consideration its competitive environment and the forces that affects its banding exercise. Practical branding experience will be gained through individual and group-based assignments. In this module, students examine how a favourable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions. Students will become acquainted with cutting-edge frameworks, concepts and tools that have been adopted across industries and around the globe to build lucrative brand franchises. Additionally, students will consider the role of integrated marketing communication vehicles and platforms in effective brand management.

DIGITAL MEDIA PRODUCTION

Module Title	Module Synopsis
Trends in New Media	This module provides students with the basic understanding of the history, nature, development, current trends and future practice of digital media. It is designed to help students comprehend the digital culture at large and explore the meanings of technical innovations in media, economics, politics and social life. Digital platforms and devices are profoundly affecting the way groups, institutions, businesses, communities and governments communicate. While studying the emerging technologies of the present, we also look forward to possible future developments and explore how new media could transform the nature and ethics of communication. The learning and teaching approach for the module will primarily be lecture-based while tutorials are designed for students to engage with group discussions and group and/or individual activities, enabling them to deepen their understanding of the topics delivered during lectures. The module is supported by a combination of online lectures, guided learning, discussions and other classroom activities. Assessments are generally formative and creative-based which include digital portfolio, reflective journal, visual essay and a project presentation and report.
Narrative Writing	This course outlines writing narratives and technical aspects for programs for the big and small screen. It also examines ethical issues in the production world. The learning and teaching approach for the module will be discussion-based, with students engaging with vast ideas during the tutorial sessions and presenting their ideas and thoughts individually. Regular review, feedback and critique sessions leading to the final project/scripts to assess progress and alignment to the learning outcomes in relation to the brief. The module is supported by a combination of online lectures and tutorial sessions. In the preliminary assignment, the students are required to have ideas on 30 seconds advertisements (TVC), public service announcements (PSA) and short clips on heritage etc. This expands to more complex scripting work such non-fiction scripts (documentary) and fiction (different genre – love story, action-adventure, sci-fi etc).
Audience Studies	This course outlines the history, development, scope, structure and nature of audience studies strategies in various media industries as well as the trend and convergence in media studies. It also introduces the basic theories of audience studies.
Digital Moving Image	The module outlines the nature of the Audio-visual media (audio – sound design, audio editing and audio mixing: visual-television, film and video & new media), and the practical elements involved in producing programs. Students will learn to manage related issues as they emerge. The learning and teaching approach for the module will be MAC Lab and studio-based, with students engaging with practical tasks during the lab & studio sessions, and presenting their ideas and thoughts within the group. There is regular review, feedback and critique sessions leading to the final production review to assess progress and alignment to the learning outcomes in relation to the brief. The module is supported by a combination of online lectures and fieldwork sessions and student learning progress will be monitor by provide ongoing feedback under formative assessment. In the preliminary pre-production work, students engage with production planning and design of different audio visual production (i.e. camera work, audio recording, background music development, lighting, etc.) for a simple practical which explores the idea

Module Title	Module Synopsis
	of audio-visual production and experiences. The major project involves the design of audio-visual production (e.g. audio, visual, experiential, digital journal) which engages with the production planning and design within their own pace and space. Students need to showcase their work on different exercises that aligned with the learning outcomes.
Digital Animation and Compositing	This module aims to introduce students to the history, theory and processes of traditional and digital animation, and digital visual effects. Students will be able to gain an understanding of the application of digital animation and visual effects to a broadcast medium. Students will be exposed to the study of traditional animation principles and techniques, and its application to modern digital broadcast environments. Students will be expected to design, plan and execute digital composite shots and animated visual effects. There will be regular work in progress checks, feedback and constructive critique with analytical approaches via online contact and face-to-face class time. The module is supported by a combination of lectures and practical tutorials. Assessment strategies are to evaluate students' engagement through practical projects. A project brief will be given specifically targeted to allow the students to demonstrate their learning outcomes. Two preliminary assessments will test the students' fundamentals of animation principles and digital animation techniques, while the final project is a two-part storyboarding exercise and CGI composite short film.

JOURNALISM AND MEDIA PRACTICE

Module Title	Module Synopsis
Journalism Fundamentals	Students learn the foundations of journalism, significant contributions in history, essence of modern journalism, developments of past and present journalism in Malaysia through this module. Students are exposed to newsroom traditions, shifts and contemporary practices in global perspective from news gathering and reporting, investigations and experiences. The teaching and learning approach will be assignment-based, with lectures and guided tutorials exercises and instructions to assist students in accomplishing their assigned tasks. Students will learn to connect the concepts learned with the current standard practices in the field of journalism. Students will accomplish their assignments by collaborating in groups and working independently. There are regular face to face and online feedback sessions to gauge the progress of learning and the alignment of their learning to the learning outcomes stated in the brief leading to a final submission piece. The module is supported with a combination of lectures, tutorials and industry guest talk sessions when available and blended learning activities through online exercises to encourage self-directed learning. Online feedback would be provided to guide the students. Students will be assessed primarily based on assignments which provide them opportunities to explore the developments of the journalism field in both traditional and new media platforms.
Newsgathering and Writing	This course is aimed at acquainting students with the principles of news writing and putting them into practice. The course teaches students how to write a news story, attribute it to the news sources and learn how to conduct interviews and gather information. Students will also be exposed to various styles of hard news writing in Malaysia. The teaching and learning approach will be assignment-based, with lectures and guided tutorials exercises and instructions to assist students in accomplishing

	their assigned tasks. Students will learn to put into practice newsgathering techniques and various forms of news writing as part of their assignments. Students will accomplish their assignments by collaborating in groups and working independently. There are regular face to face and online feedback sessions to gauge the progress of learning and the alignment of their learning to the learning outcomes stated in the brief leading to a final submission piece.
Narrative Journalism	This course helps students to develop their narrative and feature writing skills and build their confidence in written communication and storytelling. It draws upon the discipline of writing for publication and links it with the rigours of feature writing conventions and creativity. The course components will enable the students to be informative, entertaining, and persuasive whilst observing media conventions of accuracy, brevity, and clarity. The teaching and learning approach will be assignment-based, with lectures and guided tutorials exercises and instructions to assist students in accomplishing their assigned tasks. Students will learn to put into practice various forms and styles of narrative writing for feature story pieces throughout the course. Students will accomplish their assignments by collaborating in groups and working independently. There are regular face to face and online feedback sessions to gauge the progress of learning and the alignment of their learning to the learning outcomes stated in the brief leading to a final submission piece.
Activism and the Media	This module aims to introduce students to the role that media practitioners such as journalists, public relations practitioners, social media influencers and ad campaigners in using the media to affect political, social, economical and cultural transformation in a local, regional and international context. The focus of this module will be to study and analyse the impact of various creative uses of media and communication tools by various groups, opinion leaders and interests to influence policy, shift mindsets and champion society causes. Students will get to study current theoretical debates around the use of media in activism and campaigning, through seminar debates of lectures and readings, role plays, group work, devising their own campaigns and by examining a campaign case study of their choosing.

SCHOOL OF HOSPITALITY, TOURISM & EVENTS

BACHELOR OF INTERNATIONAL HOSPITALITY MANAGEMENT (HONS)

No	Module Code	Module Title	Credit Hours
1	HOS61304	Hotel Revenue Management	4
2	HOS61404	Hospitality Business Modeling and Simulation	4
3	HOS61504	Hotel Innovation Management	4
4	HOS61204	Hospitality Management and Leadership	4
5	HOS60704	Beverage Management	4
6	HOS61604	Luxury Brand Management	4
7	MPU3143	Bahasa Melayu Komunikasi 2(Malay Language)	3

MODULE SYNOPSIS

Module Title	Module Synopsis
Hotel Revenue Management	The discipline of revenue management combines data and operations research with strategy and understanding of today's customer. The study of revenue management must be analytical and detail orientated, yet capable of thinking strategically and managing the relationship with sales. This subject deals with the learning and understanding of the principles and elements of revenue management. Students will be exposed to the implementation of revenue management strategies. It also covers the area of performance analysis to allow students to assess the situation and to develop a suitable approach to better maximize an organisation's revenue.
Hospitality Business Modeling and Simulation	This subject comprises of a short term project, team management, and synthesis of the knowledge gained throughout the program.
Hotel Innovation Management	This course will provide an introduction to the key issues involved in the design of hotel premises and facilities, illustrated with examples drawn from the industry itself. It presents the basics of hotel layout, equipment/systems, project planning and design.
Hospitality Management and Leadership	This module covers the pertinent management functions of planning, organizing and controlling as well as human relations functions that are essential in hospitality management and these are: communication and decision making, conflict management, leadership and motivation. In introducing the module, the syllabus provides an overview of management in the hospitality industry specifically, its characteristics, career opportunities and important influencing trends. In addition, the role of service as well as critical and contemporary issues/challenges faced in managing and leading hospitality organizations are also examined.
Beverage Management	This class focuses on the basic understanding of alcoholic and non-alcoholic beverages which is found in the commercial world. Students will learn on classification, processes and identification of these

	beverages. Understanding the evolution of drinks and the commercialization of the beverage is studied.
Luxury Brand Management	The module will equip students of the programme with management, marketing and professional skills to work in the luxury goods and experiential luxury sectors. The module would comprise of factors that impact luxury brand management in tourism and hospitality management related businesses by providing an in-depth understanding of the debates on luxury in an historical and cross-cultural context, and offers a strong academic underpinning on theories of luxury and consumption. The module would develop critical thinking and problem solving skills by understanding the theoretical approaches of luxury brands and to critically debate on luxury brands. It covers the fundamental knowledge and skills that can be directly applied in the practical work context.
Bahasa Melayu Komunikasi 2 (Malay Language)	This module is designed for students to communicate in basic Bahasa Melayu that covers their daily life as international students in Malaysia. When students have the ability to master and communicate in Bahasa Melayu, this will ease their daily communication with local people in any kind of situations. Students are also able to interact, read and understand Bahasa Melayu with ease. In addition to that, students are also able to write a short essay using simple sentences related to their daily life.

BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT (HONS) (EVENTS MANAGEMENT)

No	Module Code	Module Title	Credit Hours
1	EVT 61104	Event Sponsorship and Funding	4 Credits
2	EVT 61704	Sustainable Event Management	4 Credits
3	EVT60404	Events Project Management	4 Credits
4	EVT 60904	Event and Tourism Risk Management	4 Credits
5	EVT 60104	Exhibition Management	4 Credits
6	EVT 60204	Events Operations	4 Credits
7	TOU61304	Holistic Approach to Health and Wellness	4 Credits
8	MPU3143	Bahasa Melayu Komunikasi 2	3 Credits

MODULE SYNOPSIS

Module Title	Credit Hours	Synopsis
Event Sponsorship and Funding	4 credits	The module introduces students to the various elements of sponsorship and fundraising related to the event industry. The module covers the importance of sponsorship as well as how sponsors can benefit from sponsorship. In addition, the module looks into the steps in preparing a sponsorship package and ways in developing a fundraising plan. The teaching and learning approach for this module focuses on student centered learning approach together with project based learning, where students will have to search for necessary information for the project and assignments. Throughout the semester, there will be a mixture of face to face and online guided learning through online lectures and tutorial. The assessment approach will be based on formative as well as summative approaches. Students will have to prepare a sponsorship proposal and fundraising plan where formative feedback will be provided during tutorial sessions and online consultations. In addition, there will be opportunity to approach potential sponsors for an assigned event.
Sustainable Event Management	4 Credits	Sustainability has emerged as an important events management concept, and successful events managers must be equipped with knowledge and understanding of various components related to sustainable event management. This module introduces global environmental issues and sustainability management in the events industry. It includes various components and elements related to sustainable events management, which would

		enable students to develop and manage environmentally sustainable events successfully.
		The learning and teaching approach for the module will encapsulate Authentic Learning when students examine and review environmentally sustainable components at various stages of an event. Additionally, students will undergo Problem-based Learning by developing a compelling proposal that recommend systems and best practices for implementation at sustainable events. The module is also supported by a combination of face-to-face and Blended Learning/e-Learning sessions, with materials accessible through TIMES.
		The module has a combination of two assignments and one group project. The assignments require students to recognise environmentally sustainable components for events, and then review these components at various stages of an event. The main project requires students to recommend and justify the implementation of environmentally sustainable components for an event of their design. Students will be guided through regular feedback and discussions as well as critiqued through peer and tutor formative assessment.
Events Project Management	4 Credits	This module will equip students with the skills and tools in event planning. It will focus on the development of an event proposal that covers the elements of planning, management, finance, operation, marketing, and sponsorship. In order to prepare the event proposal, students are required to negotiate with potential stakeholders, conduct a site inspection and some research based on the proposed event. Students will be advised to take into consideration the recommendation and opinion given by potential stakeholders. By doing so, students will be required to conduct a feasibility study, which is an analysis of the viability of an event idea. This analysis will help the students to answer essential questions related to their proposed event.
		Another part of this module will cover the communication skills that will be developed during a bidding session pertaining to the proposed event idea. The teaching and learning approach that will be used for this module mostly cover guided learning and project-based learning. Apart from that, students will be given an exercise pertaining to the real issue that has happened in the industry. This initiative will help students to have greater skills of analysis and synthesis that is applicable in the event industry.

Event and Tourism Risk Management	4 Credits	This module exposes the students to identify event risk factors inherent to any event and the strategies to manage those risks. It aims to equip students with theoretical insights of managing risk in event and tourism management. It incorporates holistic view of risk management that includes risk identification, assessment, control, prevention and solutions. This module requires students to complete both individual and group formative and summative assessments that are evaluated through the course of fourteen weeks. Pedagogy approach may include the focus on problem-based learning, action learning, and collaborative learning. Online quiz on TIMES will be conducted throughout the semester. A fair division of face-to-face sessions and e-learning discussions relating to the module assessments are prepared. At the end of the semester, it is anticipated that the students will be able to comprehend the essentials of event risk management and ultimately deliver a comprehensive plan to minimise, if not eliminate risk potentials. The module will adopt a personalized and collaborative learning and teaching approach where there will be a mixture of guided learning and project-based learning. Assessment tasks are designed to develop students' capability in comprehending risk management in the context of event and tourism. The tasks evaluates students' knowledge level in communication skills, entrepreneurism and critical thinking. This is delivered in presentation and analyses of case studies in tutorial sessions.
Exhibition Management	4 Credits	There is an increasing emphasis on the role that exhibitions play in economic, professional and educational development which promotes benefits in knowledge exchange, scientific research, technology transfer, networking and motivation. This module will: 1. enable students to build their skills and knowledge of exhibitions in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry 2. help students identify and understand and fundamental elements for different types of exhibitions 3. equip students to take on key positions in exhibition management to meet growing demands of the MICE industry The learning and teaching approach for this module is Authentic Learning and Case-Based Learning as study trips are organised for students to experience exhibitions. Working in groups, students are required to observe and review real issues of exhibitions visited and, subsequently, design and plan towards the production of a proposed exhibition. Guidance and feedback shall be offered

		progressively throughout the assessments of learning outcomes, Question and Answer (Q&A) sessions during tutorials as well as through online group discussions. The module is delivered through a combination of face-to-face lectures and tutorials as well as blended learning through online quiz or games. Additionally, students are required to conduct self-directed learning through research and analysis or evaluation of observed scenarios. Comprehension of fundamentals shall be conducted continuously through online assessments (online quiz and games). Review of an exhibition floor layout and booth designs along with visitor activities offers learning through observations, retention, and replication. The group project offers students the opportunity to integrate their knowledge and experiences to develop a comprehensive proposal, which includes design, operational planning and marketing. The proposal shall be presented to an audience of peers and industry experts for critique and feedback as formative assessment
Events Operations	4 Credits	The module equips students with the essential knowledge and skills in event coordination. The module covers the aspect of event operation tools such as timeline, manpower allocation, logistics, processes and dealing with external stakeholders. The students also will experience how to coordinate a real event from planning phase to the actual day of the event. The module will be conducted through online and face-to-face approach. For online approach, it will cover the theoretical components inclusive of online lectures, online videos, quizzes, discussions and forums meanwhile the-face-to face approach will be focusing on tutorials (on how to do it) and weekly meetings that monitor the progress of the event. The learning and teaching approach for the module will be inquiry-based learning and cooperative learning. There will be four assessments in this module, which are the event concept, event operations tools, VLOG and event coordination. Assessment 1 will measure students TGC2 (Problem solving, critical and creative thinking skills) where the students are required to think creatively on how to conceptualize an event experience for the event that they will organize. Research on information from multiple sources will help students to prepare for assessment 1. The second assessment is the event operation tools that requires the students to work in a department to produce their departmental plan inclusive of the production schedule and report. The students will achieve TGC 3 (communication skills) for this assessment. For assessment 3, students will be required to work in teams and coordinate the event according to the plan. Each member of the team will be assessed on their teamwork and leadership in

		organizing the event. The evaluation will be based on their performance from three perspectives and they are the organizer, internal team and the supervisor. Students will develop TGC 6 (Social competencies) through this assessment. The last assessment is the VLOG that requires students to self-reflect on their performance based on their progression of assessment 2 and 3. This assessment will help them to achieve TGC 4 (lifelong learning). In order to ensure that the event is organized according to the plan, there will be regular meetings and consultation sessions with the lecturer, organizer and other stakeholders of the event. In the preliminary phase of event coordination, students will be required to do research and come out with the concept that meets the organizer's needs. The major project (assessment 2 and 3) involves teamwork, communication skills and organizational skills.
Holistic Approach to Health and Wellness	4 Credits	This module designed to educate and train university students using holistic theories and practicals to understand and reflect upon their general health and wellness. The module uses traditional holistic teachings (e.g. Ayurveda and yoga) to introduce techniques for students to improve and reflect upon their day-to day physical and mental wellness. This module, through the theoretical coupled with practical lessons, gives a foundation for students to use themselves as well as promote health and wellness amongst their peers. The module is an elective, comprises of 12 lectures with practicals introducing the concept of a holistic approach to health and wellness where the students are taught the theories and methods for maintaining a healthy lifestyle as well as reducing and minimising the effects of stress. Students are taught Ayurvedic concepts around the body constitution and impact of diet, and exercise. In tandem with traditional practical methods (e.g. yoga) for working with the physical and mental attributes. This serves to guide the students to develop a balanced way of life unique to their individual requirements. The module also serves to provide guidance for students to develop a more disciplined healthy daily routine including the purpose of behavioural and internal self-restraints for body weight management, posture modification, breathing exercises, concentration techniques, mindfulness and relaxation techniques. Throughout the module the students will appreciate the effects of the holistic methods on their health and wellness with the expectation they will continue to use the knowledge in their future undertakings.

Bahasa Melayu Komunikasi 2	3 credits	This module is designed for students to communicate in basic Bahasa Melayu that covers their daily life as international students in Malaysia. When students have the ability to master and communicate in Bahasa Melayu, this will ease their daily communication with local people in any kind of situations. Students are also able to interact, read and understand Bahasa Melayu with ease. In addition to that, students are also able to write a short essay using simple sentences related to their daily life.

BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT (HONS)

No	Module Code	Module Title	Credit Hours
1	TOU60304	Data and Media Analysis for Tourism	4
2	TOU60904	Sociology of Tourism	4
3	TOU61804	Tourism Economics	4
4	EVT 60904	Event and Tourism Risk Management	4
5	TOU61304	Holistic Approach to Health and Wellness	4
6	TOU61704	Destination Geography and Analysis	4
7	MPU3143	Bahasa Melayu Komunikasi 2 (Malay Language)	3

MODULE SYNOPSIS

Module Title	Module Synopsis
Data and Media Analysis for Tourism	The course's conceptual content focuses on technology in Tourism and hospitality. The use of different media (online and printed) in tourism business, websites, online marketing techniques, e-commerce, innovative methods with which to gather, store, and utilise information on a tourism business's clientele, and how technology can be used to manage and deliver information. These are important in today's rapidly changing and somewhat converged business environment, the content is primarily a platform from which the students will learn skills that will serve them well in their future careers.The learning and teaching approach for the module will be immersive and problem-centred (problem and case-based Learning). Students will be required to provide solutions to the problems and cases given to them. The module is supported by a combination of online lectures and hands-on sessions. Additionally, industry experts will be invited to conduct a workshop and talk to enhance the analytic skills of the students. The main project will be data analytic for tourism enterprises on a small scale. The collected data should be an analysis based on current theories. This assessment help the students to strengthen their critical thinking and analysis skills. Moreover, it helps them to apply theories to practice.
Sociology of Tourism	This module introduces students to the tourism phenomenon from a sociological perspective. Students will be taught the various sociological stances concerning tourist behaviour. Moreover, various research methodologies will be examined and discussed in order to have an in-depth understanding of tourist behaviour. This module also exposes students to the idea that different cultural contexts influence people's behaviour on holiday, which is a crucial concept for students to understand how to manage effectively culturally diverse tourism businesses. The learning and teaching approach for the module will be immersive and problem-centred (problem and case-based Learning). Students will be required to actively participate in fieldworks and online activities designed for them. Additionally, sociologists will be invited for giving a talk to enhance the analytic skills of the students. The main project will be a sociological analysis of a destination based on a given theory. Few field works will be provided to give a live example of the

	current issues in tourism. The assessments will be based on the field trips and theoretical bases.
Tourism Economics	The specifications in tourism economics should encourage students to be inspired, moved and changed by following a broad, coherent, satisfying and worthwhile course of study and gain an insight into related sectors. It should prepare students to make informed decisions. This subject covers issues within microeconomics and macroeconomics. Students will consider the basic economic problem and how it affects the allocation of resources in competitive markets. The subject will cover how price is determined through the forces of demand and supply and how tourism firms compete in the market. The subject also covers the issues firms face: costs, revenues, profits, growth and productivity. It considers the impact that such factors have upon a business operating in a competitive market. Within the macroeconomic specification students will consider three of the main variables in the economy and how these are influenced by government policy. It covers the expenditure and revenue of government, including taxes, and the effects that these have on the economy. The subject will also cover the reasons for tourism international trade, exchange rate including the impacts of changes in the value on tourism activity. Globalization and its implications on tourism sector, at a local, national and global level are discussed.
Event and Tourism Risk Management	This module exposes the students to identify event risk factors inherent to any event and the strategies to manage those risks. It aims to equip students with theoretical insights of managing risk in event and tourism management. It incorporates holistic view of risk management that includes risk identification, assessment, control, prevention and solutions. This module requires students to complete both individual and group formative and summative assessments that are evaluated through the course of fourteen weeks. Pedagogy approach may include the focus on problem-based learning, action learning, and collaborative learning. Online quiz on TIMES will be conducted throughout the semester. A fair division of face-to-face sessions and e-learning discussions relating to the module assessments are prepared. At the end of the semester, it is anticipated that the students will be able to comprehend the essentials of event risk management and ultimately deliver a comprehensive plan to minimise, if not eliminate risk potentials. The module will adopt a personalized and collaborative learning and teaching approach where there will be a mixture of guided learning and project-based learning. Assessment tasks are designed to develop students' capability in comprehending risk management in the context of event and tourism. The tasks evaluates students' knowledge level in communication skills, entrepreneurism and critical thinking. This is delivered in presentation and analyses of case studies in tutorial sessions.
Holistic Approach to Health and Wellness	This module designed to educate and train university students using holistic theories and practicals to understand and reflect upon their general health and wellness. The module uses traditional holistic teachings (e.g. Ayurveda and yoga) to introduce techniques for students to improve and reflect upon their day-to day physical and mental wellness. This module, through the theoretical coupled with practical lessons, gives a foundation for students to use themselves as well as promote health and wellness amongst their peers. The module is an elective, comprises of 12 lectures with practicals introducing the concept of a holistic approach to health and wellness where the students are taught the theories and methods for maintaining a healthy lifestyle as well as reducing and minimising the effects of stress. Students are taught Ayurvedic concepts around the body

	constitution and impact of diet, and exercise. In tandem with traditional practical methods (e.g. yoga) for working with the physical and mental attributes. This serves to guide the students to develop a balanced way of life unique to their individual requirements. The module also serves to provide guidance for students to develop a more disciplined healthy daily routine including the purpose of behavioural and internal self-restraints for body weight management, posture modification, breathing exercises, concentration techniques, mindfulness and relaxation techniques. Throughout the module the students will appreciate the effects of the holistic methods on their health and wellness with the expectation they will continue to use the knowledge in their future undertakings.
Destination Geography and Analysis	This module is designed to give a global understanding of the world geography in terms of their tourism resources and potential. After being introduced to the basis of geography, students will implement their knowledge using geographical tools to draw maps and understand the notion of distance. Emphasis will be placed on the physical layout and characteristics of each region, enabling the students to get familiar with the different resources and the main transport network across continents as well as the leading tourist destinations in each region accordingly. The module identifies the tourist flows within and into the regions, as well as gives an overview of the main tourist attractions in each region. It also identifies the main factors of tourism development of the regions. This module gives the tourism student a basis of understanding of the relationship between tourism and geography. The teaching and learning approach is lecture and tutorial based, where lectures and tasks are given, after which discussions take place in groups. The major project involve the application of geographical knowledge and destination analysis tools to gauge the strengths and weaknesses of a tourism destination. Students will be given immediate feedback on their use of analytical tools in their presentation, which will be a formative assessment of their understanding of each chapter.
Bahasa Melayu Komunikasi 2 (Malay Language)	This module is designed for students to communicate in basic Bahasa Melayu that covers their daily life as international students in Malaysia. When students have the ability to master and communicate in Bahasa Melayu, this will ease their daily communication with local people in any kind of situations. Students are also able to interact, read and understand Bahasa Melayu with ease. In addition to that, students are also able to write a short essay using simple sentences related to their daily life.

SCHOOL OF LIBERAL ARTS & SOCIAL SCIENCES

BACHELOR OF PSYCHOLOGY (HONS)

No	Module Code	Module Title	Credit Hours	Prerequisites
1	PSY60204	Introduction to Psychology	4	-
2	PSY60304	Human Personality	4	-
3	PSY60504	Biological Psychology	4	-
4	STA60404	Quantitative Methods 1	4	PSY62104
5	PSY60804	Social Psychology	4	
6	PSY61604	Qualitative Methods	4	PSY62104
7	PSY60404	Learning and Motivation	4	-
8	PSY62104	Research in Psychology	4	-
9	PSY60604	Developmental Psychology	4	PSY60204
10	PSY60704	Abnormal Psychology	4	PSY60204, PSY60304
11	PSY61204	Psychological Tests and Measurements	4	STA60404
12	STA60504	Quantitative Methods 2	4	STA60404
13	PSY61104	Cognitive Psychology	4	PSY62104
14	PSY61804	Cross-cultural Psychology	4	-

MODULE SYNOPSIS

Module Title	Module Synopsis
Introduction to Psychology	The subject is designed to provide the students with an understanding of the basic concepts of psychology. It will provide an informative background to the study of behaviour and mental processes. A general overview of the areas of psychology and the development of findings through research will be covered. The topics outlined will incorporate a broad conceptual framework of psychology and illustrative examples will be covered to provide key important analyses.
Human Personality	The subject is designed to provide the students with an understanding of human personality. It will provide an informative background to the study of varying personality types in individuals and groups. The topics outlined will incorporate a broad conceptual framework of psychology and illustrative examples will be covered to provide key important analyses.
Biological Psychology	The subject is designed to provide the students with an understanding of bio-psychology. It will provide a broad conceptual framework of brain functions and how the brain influences behaviour. A general overview of the various areas of bio-psychology will be covered. The topics outlined will incorporate an understanding of the biological make-up of an individual and illustrative examples will be covered to provide key important analyses.
Quantitative Methods 1	The goals of the module are to introduce basic concepts and scientific methodologies in psychology. The module will look into the various designs of scientific research conducted in psychology whilst taking into account the validity, rationale and ethical considerations of each. Students will learn on how to conduct and evaluate psychological research. Emphasis will be placed on understanding traditional research

	methods, applying sound experimental techniques in order to produce interpretable and reproducible results, and evaluating published scientific claims.
Social Psychology	The goals of the course are to introduce basic concepts and methods in social psychology, offers opportunities to perform research studies and encourage applications of concepts. Throughout the semester, we will cover various topics such as attribution, social thinking, the self, attitudes, prejudice, love, helping, and group processes. Beyond simply learning the facts associated with these topics, the primary goal of the course is for students to learn to apply the course content to improve their rational thinking, problem solving and decision making for study at tertiary level and in everyday life.
Qualitative Methods	The goal of the module is to introduce the basic concepts and philosophical paradigms of the qualitative research design in psychology. The module will look into the various approaches in qualitative research, with focus on Phenomenology whilst taking into account the validity, rationale and ethical considerations of each. Students will learn on how to conduct and analyse phenomenological psychological research. Emphasis will be placed on understanding and applying sound qualitative research strategies in order to produce interpretable and reproducible results.
Learning and Motivation	The subject is designed to provide the students with an understanding of the principles of learning, behaviour, and motivation. Students will be exposed to the scientific study of learning such as classical and operant conditioning, reinforcement and punishment, observational learning, as well as the human aspects of learning and motivation pertinent to student experience including goal setting, time management, regulation of emotions and environment, and the generalization and limits of learning.
Research in Psychology	The subject is designed to provide the students with an understanding of basic research in Psychology. Focusing on the understanding of various research designs, SPSS applications and APA formats and writing styles. Students will be exposed to critical skills that are necessary for professional psychological research. Guided learning is the main approach of this module.
Developmental Psychology	This course is designed to introduce students to the milestones of human development from conception to death. They will be able to describe the physical, cognitive, and social growth of people with special attention to various cultural contexts of development and the rich diversity of individuals. The content is drawn from research and theories in developmental psychology. Students are expected to integrate their personal experiences, knowledge of psychology, and their observations of human development with the content of this course. In addition are discussions of the implications of parenting, education, and social policy-making so that they can apply course information to meaningful problems.
Abnormal Psychology	The subject is designed to provide the students with an understanding of abnormal psychology. It will provide an integrative understanding of the biological and psychological processes of mental disorders. A general overview of the interactions of human beings with their physical and social environments will be covered. The topics outlined will incorporate a broad conceptual framework of abnormal psychology and illustrative examples of psychological disorders such as depression, schizophrenia, anxiety, obsessive-compulsive disorder will be covered to provide key important analyses.

Psychological Tests and Measurements	The subject is designed to provide the students introduction to basic measurement issues in assessment of individual differences. It will provide a comparative analysis and critical evaluation of these approaches along with issues and controversies related to measurement, assessment and diagnosis. The topics outlined will incorporate a broad conceptual framework of psychological assessment and illustrative examples will be covered to provide key important analyses.
Quantitative Methods 2	This course introduces concepts and procedures related to the measurement and analysis of psychological variables The main goal of this course is for students to understand the data of psychology and the appropriate selection and use of statistical tools to describe and evaluate results of psychological research. This course will also prepare you to understand research results presented in future Psychology courses and to participate in research projects.
Cognitive Psychology	The subject is designed to provide the students with an understanding of cognitive development. It will provide an informative background to the study of human cognition. A general overview of the various facets of human intelligence, memory, reasoning and thinking processes will be covered. The topics outlined will incorporate a broad conceptual framework of psychology and illustrative examples will be covered to provide key important analyses.
Cross-cultural Psychology	The subject is designed to equip students with contemporary theory and research on cross-cultural psychology and the methodological challenges faced when bringing a cultural level of analysis to human behavior. It will provide a general overview of basic and complex psychological processes in the cross-cultural context. The topics outlined will incorporate research findings, theoretical framework and application based on these developments and illustrative examples will be covered to provide key concepts.