



STUDENT STUDY GUIDE

DIPLOMA IN BUSINESS STUDIES
POLITEKNIK SULTAN AZLAN SHAH

**STUDENT STUDY
GUIDE
DIPLOMA IN
BUSINESS
STUDIES
(DPM)**

FIRST EDITION 2019

R O S H I D I A N A B I N T I Y A A K U B

Diterbitkan oleh :

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2019. HAK CIPTA TERPELIHARA.

Tidak dibenarkan mengeluarkan ulang mana-mana bahagian artikel, ilustrasi dan isi kandungan buku ini dalam apa juga bentuk dan dengan cara apa jua samaada secara elektronik, fotokopi, mekanik, rakaman atau cara lain sebelum mendapat izin bertulis daripada Politeknik Sultan Azlan Shah.

PERPUSTAKAAN NEGARA MALAYSIA

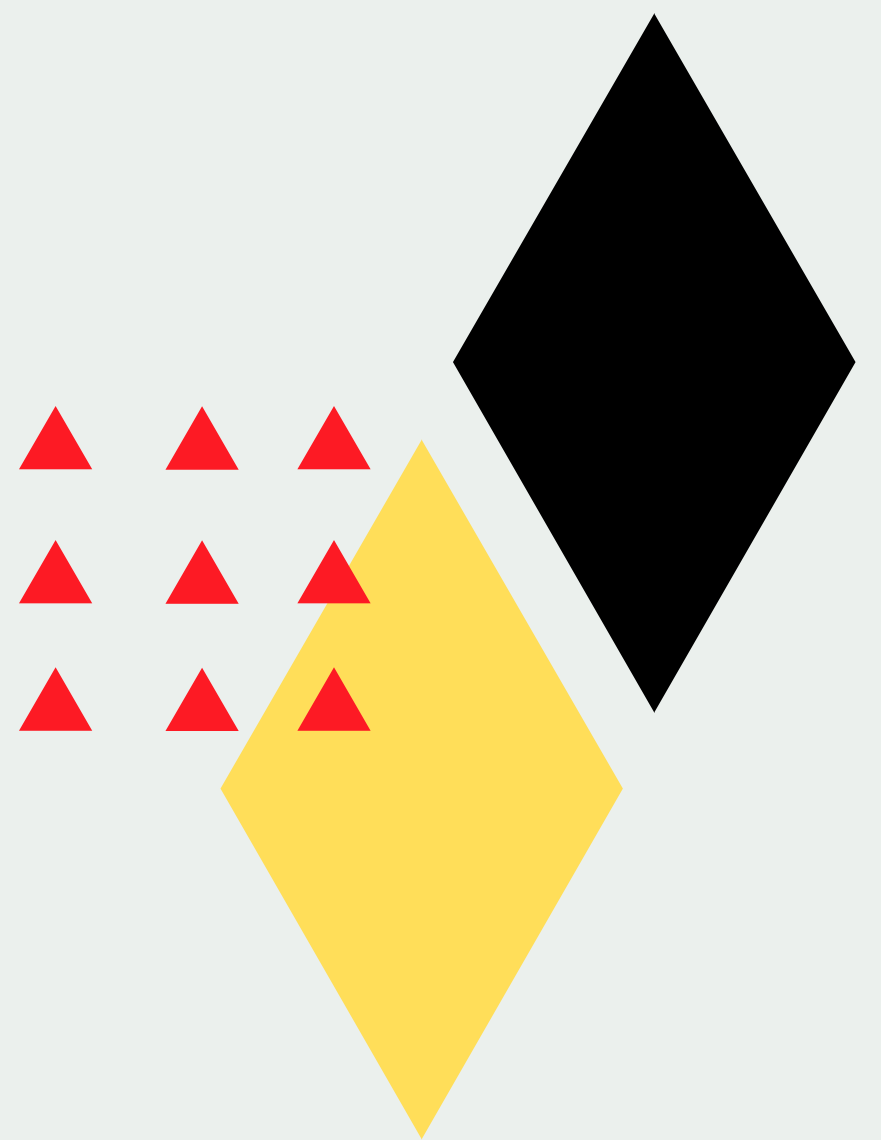


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SULTAN AZLAN SHAH POLYTECHNIC

Politeknik Sultan Azlan Shah (PSAS), formerly known as Politeknik Tanjong Malim (PTM) was the 15th established polytechnic under the Ministry of Education Malaysia. PTM commenced on 1 March 2002 at a school premise - Slim River Technical Secondary School, Perak Darul Ridzuan. On 1 April 2003, it was relocated to its new premise of 110 acres at Behrang, Perak Darul Ridzuan. This campus is equipped with up-to-date infrastructure which provides a conducive and ambient environment for higher education learning. It enrolled its first batch of 553 students in July 2003.

This campus was officiated by the late Sultan of Perak, Sultan Azlan Muhibbuddin Shah Ibni Almarhum Sultan Yussuf Izzuddin Shah Ghafarullahu-lah on 7 May 2005 and recommence with new name known as Politeknik Sultan Azlan Shah or in short PSAS.

PSAS is a higher education institution under the purview of Department of Polytechnic and Community College (DPCCE) Ministry of Education Malaysia. This institution is responsible for advocating technical education and vocational programmes for Malaysian students. It also plays a vital role in producing professional workers for the engineering and commercial industry for the private and public sectors in Malaysia. Beginning July 2010, PSAS focused on 14 programmes at diploma level and 1 programmes at advanced diploma.

Degree that offered by PSAS is a joint venture between the Proton Holdings Berhad with the implementation of Work Based Learning (WBL) approach. Total of 89 students has registered in this program and had graduated during the 10th Convocation ceremony. After 13 years of its establishment, PSAS has started to offer a degree programme that is Bachelor in Manufacturing (Automotive Design) Technology with Honours. The first cohort of this programme have successfully graduated in 2017.

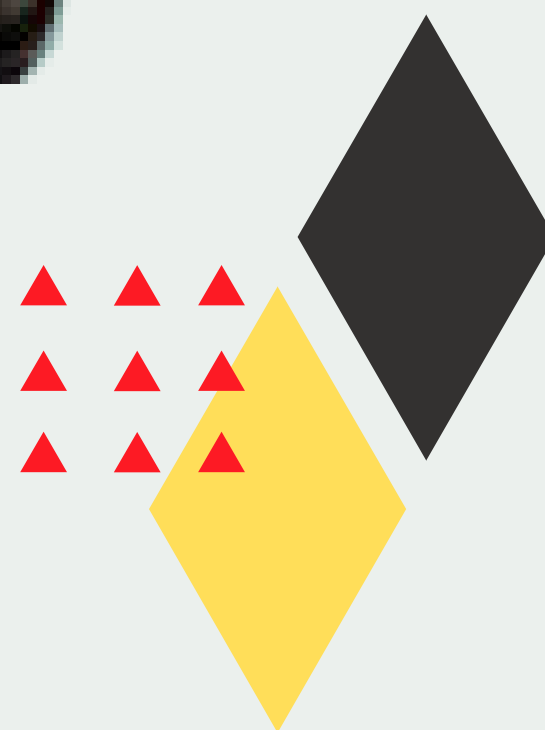
Sultan Azlan Shah Polytechnic (PSAS) is a Polytechnic established by the Government of Malaysia at the beginning of the 21st century. It is the 15th polytechnic in the country and is registered with the Polytechnic Sultan Azlan Shah (formerly known as the Tanjung Malim Polytechnic). One of the aims of the PSAS is to develop new polytechnic efforts to develop the country's human resources to meet the needs of the New Economic Model (MBE) that emphasizes innovation and creativity.

PSAS has 4 Academic Departments:

1. Mechanical Engineering Department
2. Civil Engineering Department
3. Electrical Engineering Department
4. Commerce Department

and PSAS also has 2 Support Departments:

- General Studies Department
- Mathematics, Science and Computer Department.



PSAS currently offers
Bachelors Degree
Programmes and Diploma
Courses.

VISION

To emerge as a premier
industry-led TVET institution

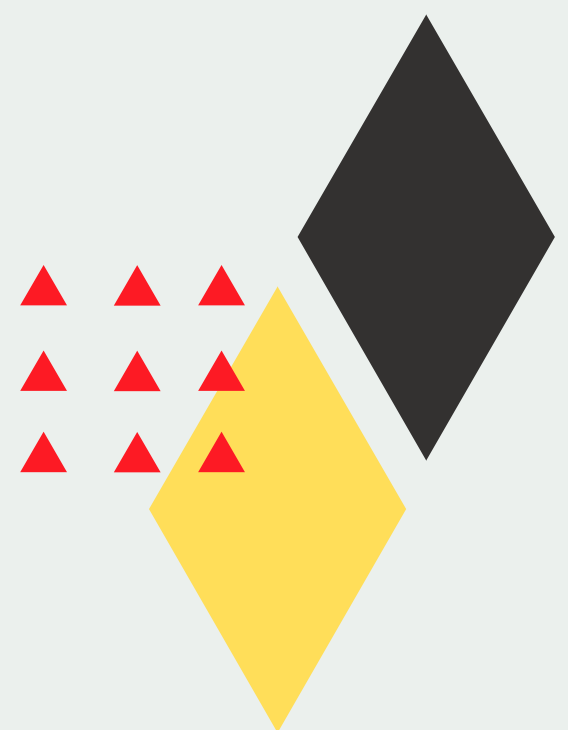
MISSION

To
provide
widespread
access to
quality and
recognized
TVET
programmes

To contribute
to the
community
through
lifelong
learning and
outreach
programmes

To
provide
holistic,
entrepreneurial
and balanced
graduates.

To fully benefit from smart partnerships with
stakeholders particularly the industries.





KEYNOTES FROM HEAD OF DEPARTMENT

Assalamualaikum
w.b.t. and Salam Sejahtera from the
Commerce Department.



Commerce Department offers four (4) Diploma programmes namely Diploma in Accountancy (DAT), Diploma in Business Studies (DPM), Diploma in Retail Management (DRM) and Diploma in Marketing (DPR).

As students begin their study at Commerce Department they will be exposed to a conducive learning environment and a learning outcome-oriented learning environment (OBE).

In order to produce semi-skilled workers who can meet industry requirements in Accounting, Marketing, Business Studies, and Retail Management, the Commerce Department strives to educate and nurture all students through various approaches.

Students are exposed to soft skills development, industry and corporate training, visits, participation in various programs and lecture by lecturers and industry experts.

The Commerce Department aims to equip the graduates therefore they will be able to compete and to work in various fields as well as face the challenges of the new millennium. I believe the experience gained during the course of the study will have a very positive impact on the students.

Finally, cooperation between lecturers and students in the Commerce Department will enable the department to be an outstanding organization in PSAS.

Thank you.

Good luck.

**HAJI SALEHAN BIN MARSIM
HEAD OF DEPARTMENT
COMMERCE DEPARTMENT**

COMMERCE DEPARTMENT



Commerce Department is one of the academic department which led by Haji Salehan Bin Marsim. Commerce department offered four programmes namely Diploma in Accountancy (DAT), Diploma in Business Study (DPM) Diploma in Marketing (DPR) and Diploma in Retail Management (DRM).

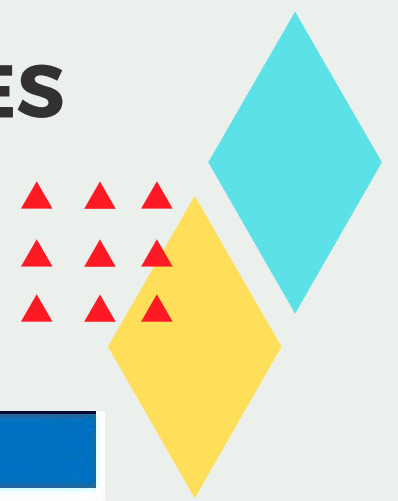
Commerce department is equipped with facilities to assist teaching and learning process. The facilities consist of classroom, lecture hall, accounting laboratory, presentation room, modeling studio, microteaching room, entrepreneurship room, and simulation room.

Currently, there are 42 lecturers and 2 supporting staff in Commerce Department.

The role and function of Commerce Department is to produce excellence, competent, noble, and responsible semi-skilled professional workforce to meet the needs of the workforce in the public and private sectors in line with the vision and mission of the Ministry of Higher Education.

In order to meet the needs of the vision and mission, students are encouraged to actively participate in co-curriculum activities by joining organizations and clubs registered in Polytechnics as well as sports activities. Lecturers are encouraged to join professional bodies to increase their professionalism.

ORGANIZATION STRUCTURE OF BUSINESS STUDIES PROGRAMME POLITEKNIK SULTAN AZLAN SHAH



HEAD OF DEPARTMENT



HAJI SALEHAN BIN MARSIM

HEAD OF PROGRAMME



ROSHIDIANA BINTI YAAKUB

LECTURERS



NORHAZLIN BINTI
MOHAMED ALI



DR. ASLIZA BINTI
YUSOFF



IRWANDY BIN
JOHARI



SURYANTI BINTI
SAADON



MARIATY BINTI
AHMAD



NURUL FADZILLAH
BINTI MOHD SALEH



NOOR AZLINA BINTI
ISHAK



RUZANNA ZAWANI
BINTI SAMSUDIN



WAN 'AFIFAH BINTI
WAN ABDULLAH



NURUL HAMIMAH
BINTI JAMALUDIN



FAIRUZ SOFIA BINTI
KAHARUDDIN



HAS SYALIHAH BINTI
MOHAMAD IRANI



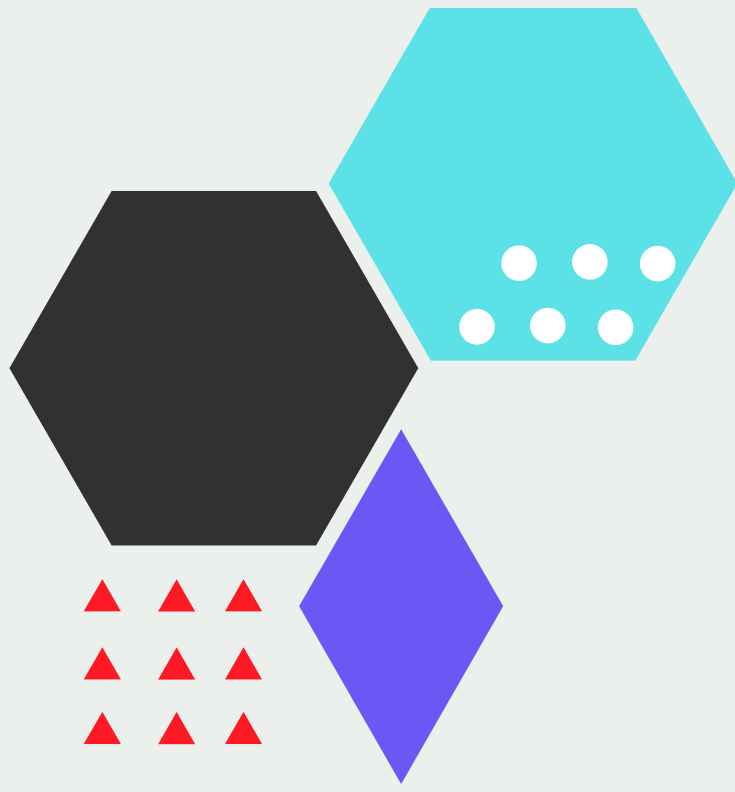
PROGRAMME INFORMATION

Diploma in Business Studies

INTRODUCTION

The world of business continues to grow, expand and develop both in terms of scale and complexity. Technological advancements and globalisation have led to the creation of several new approaches to cater to the current trend to keep pace with global needs. The birth of the knowledge age creates challenges to compete and survive in business today. Thus, a multi-skilled worker is highly demanded by employers to meet the needs of their organisations.

Hence, the Department of Polytechnic and Community College Education (DPCCE) has collaborated with the industrial sectors in reviewing the curriculum. The purpose of the collaboration is to equip our students with the latest information, knowledge and skills which are desired in fulfilling the job market requirements. Thus, the graduates of this diploma are expected to be proficient in core business-oriented disciplines such as business management, marketing, accounting, entrepreneurship, business law, human resource management, finance and economics. Our programme structure ensures that all courses are coherent at every stage and that knowledge and skills are developed progressively throughout the course.

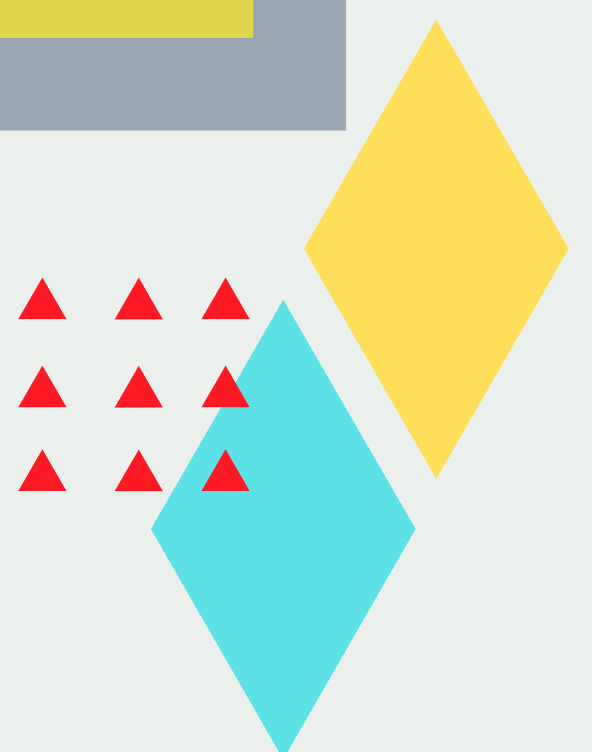


EDUCATIONAL GOAL

To produce holistic and competent TVET graduates capable of contributing to the national development.

PROGRAMME AIM

This programme believes that every individual has the potential to be adaptable and responsible business practitioners in supporting national agenda to spur the development of industrial activities towards enhancing Malaysia's economic growths and thus becoming a developed nation.

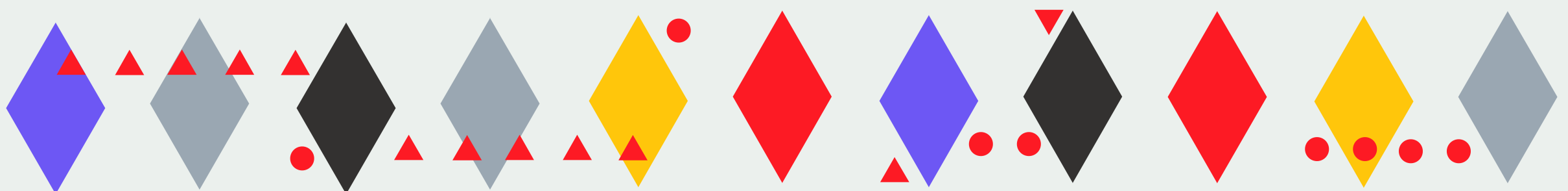




JOB PROSPECT

Graduates of the Diploma in Business Studies programme are able to work as Executives / Officers / Supervisors / Assistants in the following area:

- a. Administration/ management
- b. Sales/marketing
- c. Entrepreneur
- d. Banking and finance
- e. Human resource and operation



VISION

**To be the leading-edge
TVET institution**

MISSION

- 1.To provide wide access to quality and recognized TVET programmes.**
- 2.To empower communities through lifelong learning.**
- 3.To develop holistic, entrepreneurial and balanced graduates**
- 4.To capitalise on smart partnership with stakeholders.**

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The Diploma in Business Studies programme shall produce semi-professionals who are:



PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, students should be able to:

PLO1: Apply principles of business and other related areas in managing business operations

PLO2: Analyse issues and solutions in conducting business operations

PLO3: Demonstrate business technical skills in business activities

PLO4: Demonstrate effective communication and interpersonal skills in a team

PLO5: Use digital application and interpret data in managing business operations

PLO6: Demonstrate social skills and responsibilities by taking alternate roles as a leader or member of a diverse team

PLO7: Demonstrate personal and entrepreneurial skills in managing business operating activities

PLO8: Integrate professionalism, positive attitudes and values in engaging with society and stakeholders

MATRIX OF PROGRAMME LEARNING OUTCOME (PLO) VS PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PROGRAM LEARNING OUTCOME (PLO)		PROGRAMME EDUCATIONAL OBJECTIVE (PEO)			
		PEO 1	PEO 2	PEO 3	PEO 4
PLO1	Apply principles of business and other related areas in managing business operations	/			
PLO2	Analyse issues and solutions in conducting business operations	/			
PLO3	Demonstrate business technical skills in business activities		/		
PLO4	Demonstrate effective communication and interpersonal skills in a team			/	
PLO5	Use digital application and interpret data in managing business operations		/		
PLO6	Demonstrate social skills and responsibilities by taking alternate roles as a leader or member of a diverse team			/	
PLO7	Demonstrate personal and entrepreneurial skills in managing business operating activities				/
PLO8	Integrate professionalism, positive attitudes and values in engaging with society and stakeholders				/

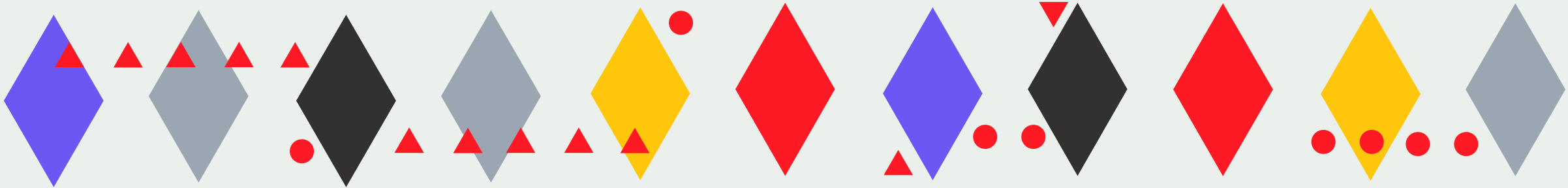
PROGRAMME STRUCTURE

CLASSIFICATION	COURSE CODE	COURSE NAME	CONTACT HOURS				CREDIT VALUES	PROGRAMME LEARNING OUTCOME (PLO)								PREREQUISITE / CO-REQUISITE	
			L	P	T	O		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8		
								Knowledge & Understanding	Cognitive Skills	Practical Skills	Interpersonal & Communication skills	Digital & Numeracy Skills	Leadership, Autonomy & Responsibility	Personal & Entrepreneurial Skills	Ethics & Professionalism		
																	CLS1
SEMESTER 1																	
Compulsory	MPU21032	Penghayatan Etika dan Peradaban	1	0	2	0	2							√	√		
	DUE10012	Communicative English 1	1	0	2	0	2				√			√			
	MPU24XX1	Sukan	0	2	0	0	1						√	√			
	MPU24XX1	Unit Beruniform 1															
Common Core	DBC20012	Computer Application	1	2	0	0	2				√	√		√			
	DPA10183	Business Accounting	2	2	0	0	3	√		√			√				
	DPB10013	Microeconomics						3	0	1	0	3	√				√
Discipline Core	DPB10023	Principles of Management	3	0	1	0	3	√			√		√				
TOTAL			23				16										
SEMESTER 2																	
Compulsory	MPU23012	Pengajian Islam*	1	0	2	0	2							√	√		
	MPU23042	Nilai Masyarakat Malaysia**															
	MPU24XX1	Kelab/Persatuan	0	2	0	0	1						√	√			
	MPU24XX1	Unit Beruniform 2															
		DUE30022	Communicative English 2	1	0	2	0	2				√			√		DUE10012
Common Core	DPM10013	Principles of Marketing	3	0	1	0	3	√					√				
Discipline Core	DPB20033	Macroeconomics	3	0	1	0	3	√					√		√		
	DPB20043	Management Information System	3	0	1	0	3	√					√			√	DPB10013
	DPB20053	Business Mathematics	3	0	1	0	3	√	√				√				
TOTAL			24				17										
SEMESTER 3																	
Compulsory	DUE50032	Communicative English 3	1	0	2	0	2				√			√		DUE30022	
	MPU22012	Entrepreneurship	1	0	2	0	2				√			√			
Common Core	DPP20013	Introduction to International Business	3	0	1	0	3	√	√		√						
Discipline Core	DPB30063	Statistics	3	0	1	0	3	√	√				√				
	DPB30073	Business Law	3	0	1	0	3	√	√							√	
	DPB30083	Business Ethics	3	0	1	0	3	√	√							√	
TOTAL			22				16										

CLASSIFICATION	COURSE CODE	COURSE NAME	CONTACT HOURS				CREDIT VALUES	PROGRAMME LEARNING OUTCOME (PLO)								PREREQUISITE / CO-REQUISITE
			L	P	T	O		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	
								Knowledge & Understanding	Cognitive Skills	Practical Skills	Interpersonal & Communication skills	Digital & Numeracy Skills	Leadership, Autonomy & Responsibility	Personal & Entrepreneurial Skills	Ethics & Professionalism	
SEMESTER 4																
Common Core	DPA10203	Personal Financial Management	3	0	1	0	3	√	√				√			
	DPA20193	Basic Cost Accounting	3	0	1	0	3	√	√		√					
	DPU30013	Digital Entrepreneuership	1	4	0	0	3	√		√				√		
Discipline Core	DPB40093	Business Communication	2	2	0	0	3		√	√	√					
	DPB40103	Organizational Behaviour	3	0	1	0	3	√	√				√			
Electives		Elective 1					3									
TOTAL			21				18									
SEMESTER 5																
Common Core	DUG30023	Green Technology Compliance	2	0	2	0	3		√	√	√					
Discipline Core	DPB50113	Business Finance	3	0	1	0	3		√			√		√		
	DPB50123	Human Resource Management	3	0	1	0	3	√	√				√			
	DPB50133	Operations Management	3	0	1	0	3	√	√				√			
Electives		Elective 2					3									
TOTAL			16				15									
SEMESTER 6																
Industrial Training	DUT60019	Industrial Training	0	0	0	0	9			√	√	√	√	√	√	
TOTAL			0				9									
TOTAL CREDIT VALUE							91									

ELECTIVES COURSES																
1	DPK20073	Personality Development	3	0	1	0	3	√		√		√				
2	DPL10013	Fundamental of Logistics Management	3	0	1	0	3	√			√				√	
3	DPN30043	Risk Management	2	2	0	0	3		√			√	√			
4	DPB50143	Business Research	2	0	2	0	3	√		√	√					
5	DPB50153	Investment Management	3	0	1	0	3		√			√			√	
6	DPB50163	Business Project	2	2	0	0	3		√	√			√			
7	DPB50173	Business Plan	2	2	0	0	3		√		√			√		

FREE ELECTIVES																
1	DUD10012	Design Thinking	1	0	0	1	2		√		√					



	Total Credit	%
i. (a) Compulsory	14	15%
(b) Compulsory (Bahasa Kebangsaan A) ^b	2 ^b	0%
ii. Common Core	23	25%
iii. Discipline Core	39	43%
Total Credit	76	
iv. (a) Electives	6	7%
(b) Free Electives ⁱ	2 ^a	0%
v. Industrial Training	9	10%
Grand Total Credit	91	100%

	Total Hours	%
i. Lecture	61	59%
ii. Practical	15	13%
iii. Tutorial	30	28%
Total Contact Hours	106	100%

Legend:

L : Lecture, P : Practical / Lab, T : Tutorial, O : Others

(The numbers indicated under L, P, T & O represent the contact hours per week, to be used as a guide for time table preparation)

*For Muslim Students

**For Non Muslim Students

Notes:

1. The minimum and maximum credit value of Electives must be referred to the programme standard or professional bodies.

2. ^aFree Electives are courses which are not included in any programme structure but if taken, will contribute towards students’ CGPA, provided that institutions adhere to the Jabatan Pendidikan Politeknik & Kolej Komuniti Free Electives Guidelines.

3. ^bMPU22042 Bahasa Kebangsaan A is COMPULSORY for students who did not attain credit in Bahasa Melayu at Sijil Pelajaran Malaysia (SPM) level and will contribute to students’ CGPA.

4. Co-curriculum pathways:

a. Path 1 : Sport and Club

b. Path 2 : Uniform Unit (Students are required to PASS Uniform Unit 1 as a prerequisite to Uniform Unit 2)

5. Clusters:

a. CLS1 : Knowledge & Understanding

b. CLS2 : Cognitive Skills

c. CLS3a : Practical Skills

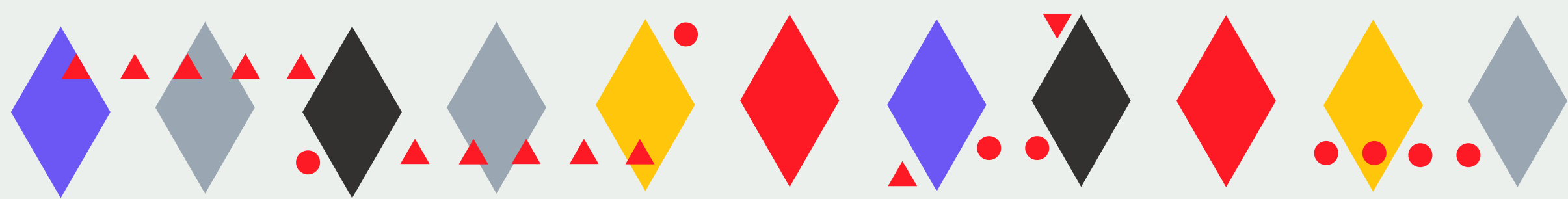
d. CLS3b : Interpersonal & Communication Skills

e. CLS3c : Digital & Numeracy Skills

f. CLS3d : Leadership, Autonomy & Responsibility

g. CLS4 : Personal & Entrepreneurial Skills

h. CLS5 : Ethics & Professionalism



COURSE REGISTRATION REGULATION



Course registration will take place at the beginning of each semester within a period of at least seven (7) days from the official date of the study session.

Students must seek the advice of the Academic Advisor and the approval of their respective Academic Department Heads before registering.



Students should have sufficient credit allowed by adding other courses offered during the current semester.

The head of the Academic Department is responsible for passing the course registration information to the Examiner Officer.



CREDIT COURSE

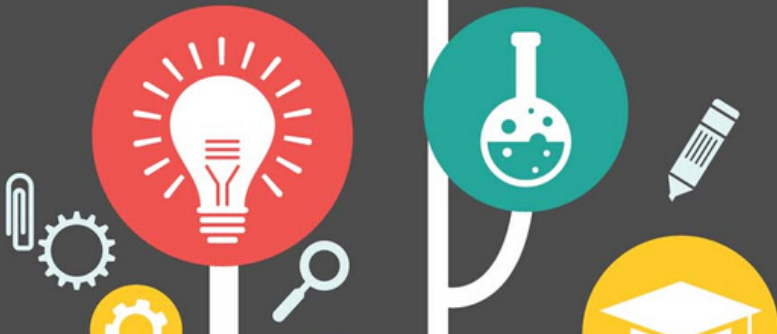
The amount of credit that a student must take for each semester is between twelve (12) to twenty (20) or as specified in the Curriculum Document and Program Structure.



The credit for each course is as specified in the Curriculum Documents and Program Structures as approved by the Curriculum Board of Curriculum and Polytechnic Training Program.



The minimum amount of credit that a student must collect before being considered for the Certificate award is as specified in the Curriculum Document and Program Structure



ASSESSMENT METHOD

GRADING POINT SYSTEM

The Ministry of Education's Polytechnic evaluation system is based on a quantitative method of assessing student performance in a program known as Grading Point System.

According to grading point system, student performance for a course is based on the Grade System where student achievement is assessed using two (2) measures:

- i. Grade Point Average (GPA); and
- ii. Cumulative Grade Point Average (CGPA)

GRADING SYSTEM

SCORE	POINT	GRED	STATUS
90-100	4.00	A+	Excellent
80-89	4.00	A	Excellent
75-79	3.67	A-	Good
70-74	3.33	B+	Good
65-69	3.00	B	Good
60-64	2.67	B-	Pass
55-59	2.33	C+	Pass
50-54	2.00	C	Pass
47-49	1.67	C-	Pass
44-46	1.33	D+	Pass
40-43	1.00	D	Pass
30-39	0.67	E	Fail
20-29	0.33	E-	Fail
0-19	0.00	F	Fail

INDUSTRIAL TRAINING



Industrial Training decisions will not be taken into account in determine student CGPA.



The results of the Industrial Training will be announced to the students before they can graduate. For students who have failed Industrial Training, students will need to repeat Industrial Training the following semester and must manage their placement as usual.



Students can repeat one (1) Industrial Training only.



TERMINATED

Students who fail twice (2) Industrial Training will be given a Failed and Terminated (GB) decision.





Outcome Based Education (OBE)

WHAT IS OBE?

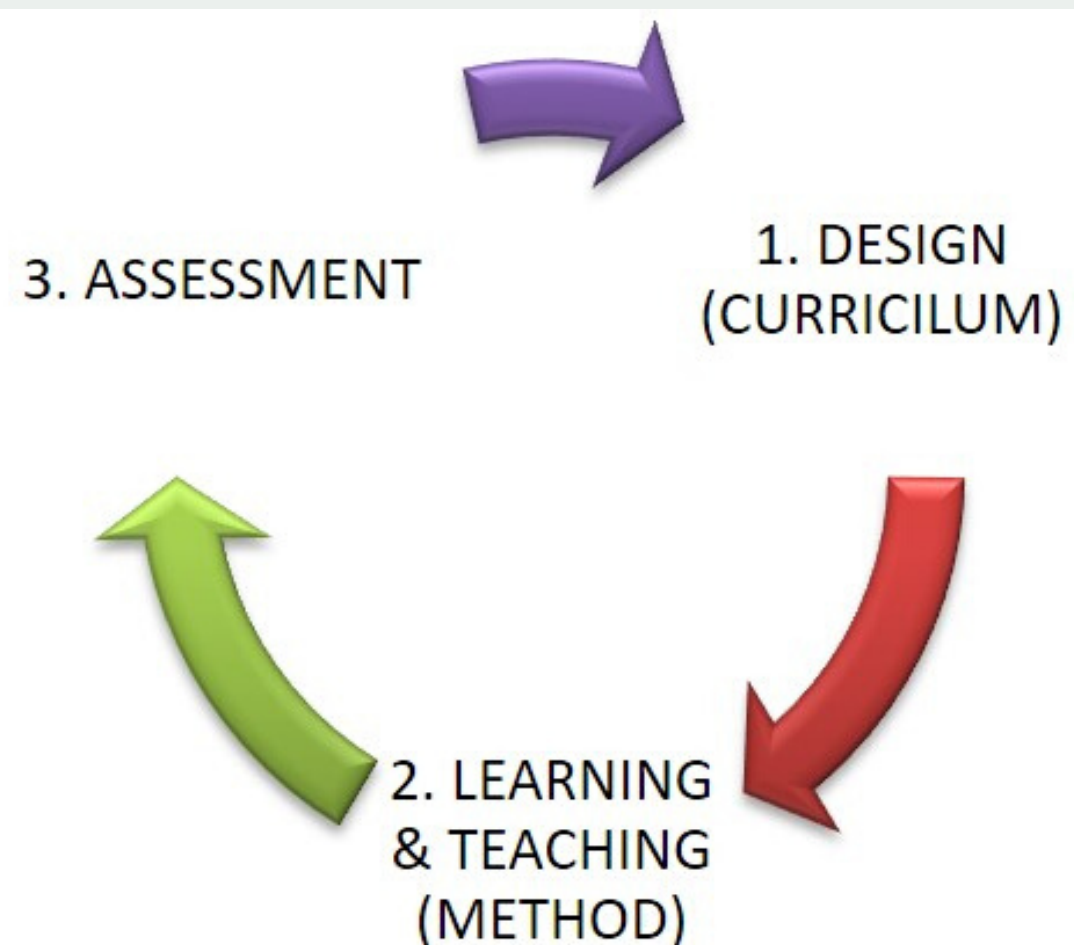
OBE focuses on student learning by:

- 1. Using learning outcome statements to make explicit what the student is expected to be able to know, understand or do;**
- 2. Providing learning activities which help the student to reach these outcomes;**
- 3. Assessing the extent to which the student meets these outcomes through the use of explicit assessment criteria.**

OBE ADDRESSES THE FOLLOWING KEY QUESTIONS:

1. What do you want the student to have or to be able to do?
2. How can you best help student achieve it?
3. How will you know whether they have achieved it?
4. How do you measure the attainment? (close the loop)

OBE PHILOSOPHY

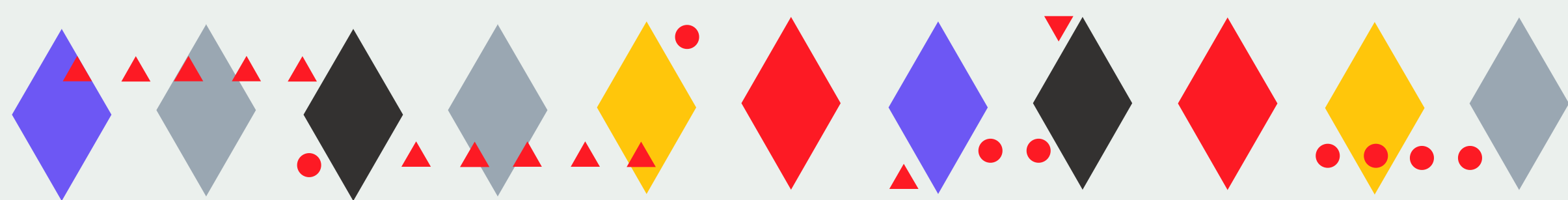
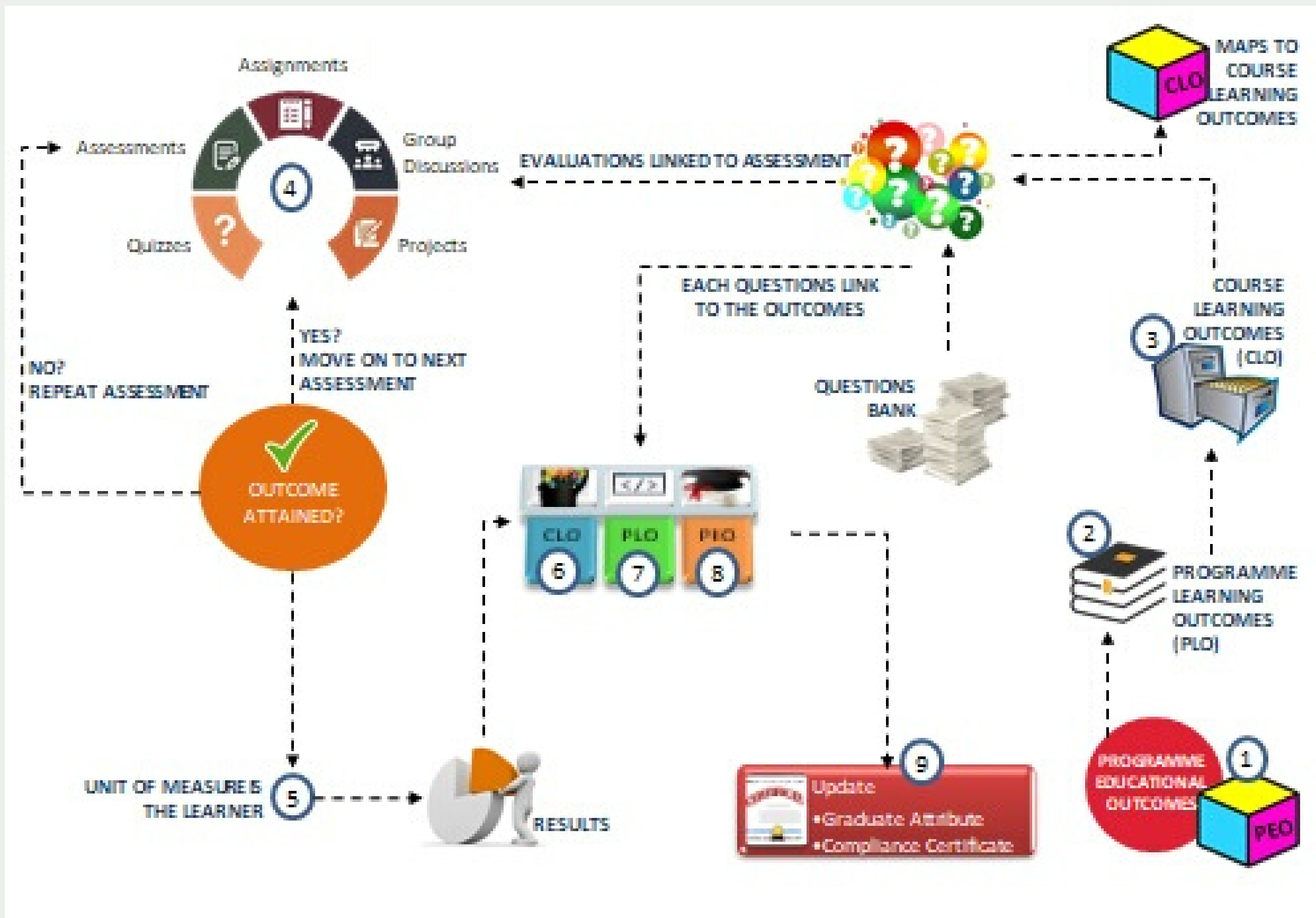


KEY PURPOSE OF OBE

- a) EQUIP - ALL students with the competencies and orientations needed for future success.
- b) IMPLEMENT - Programmes and conditions that maximize learning success for ALL students.

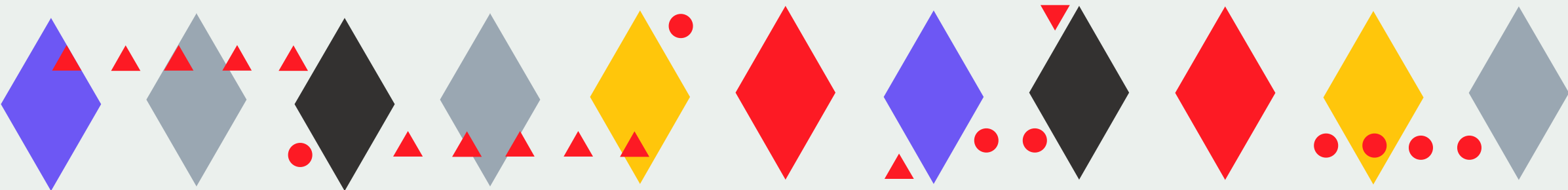


OBE PROCESS





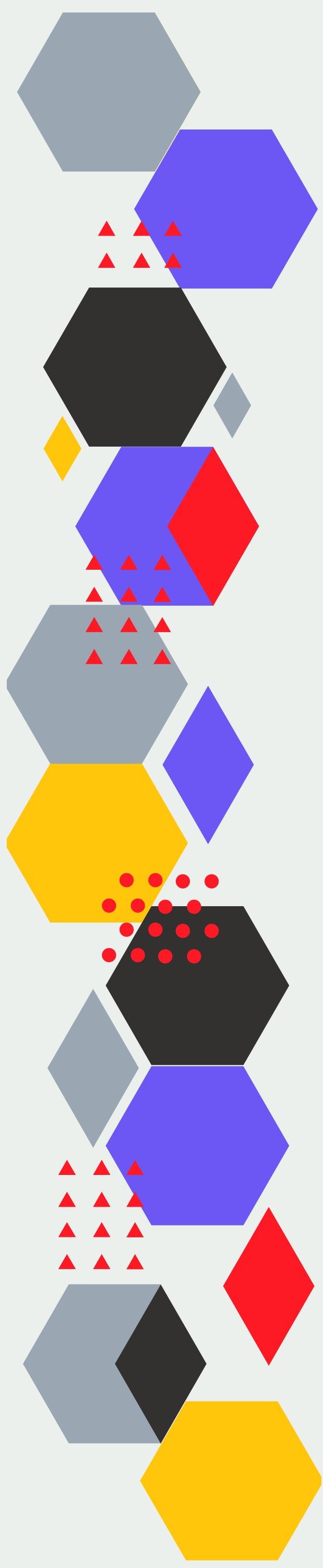
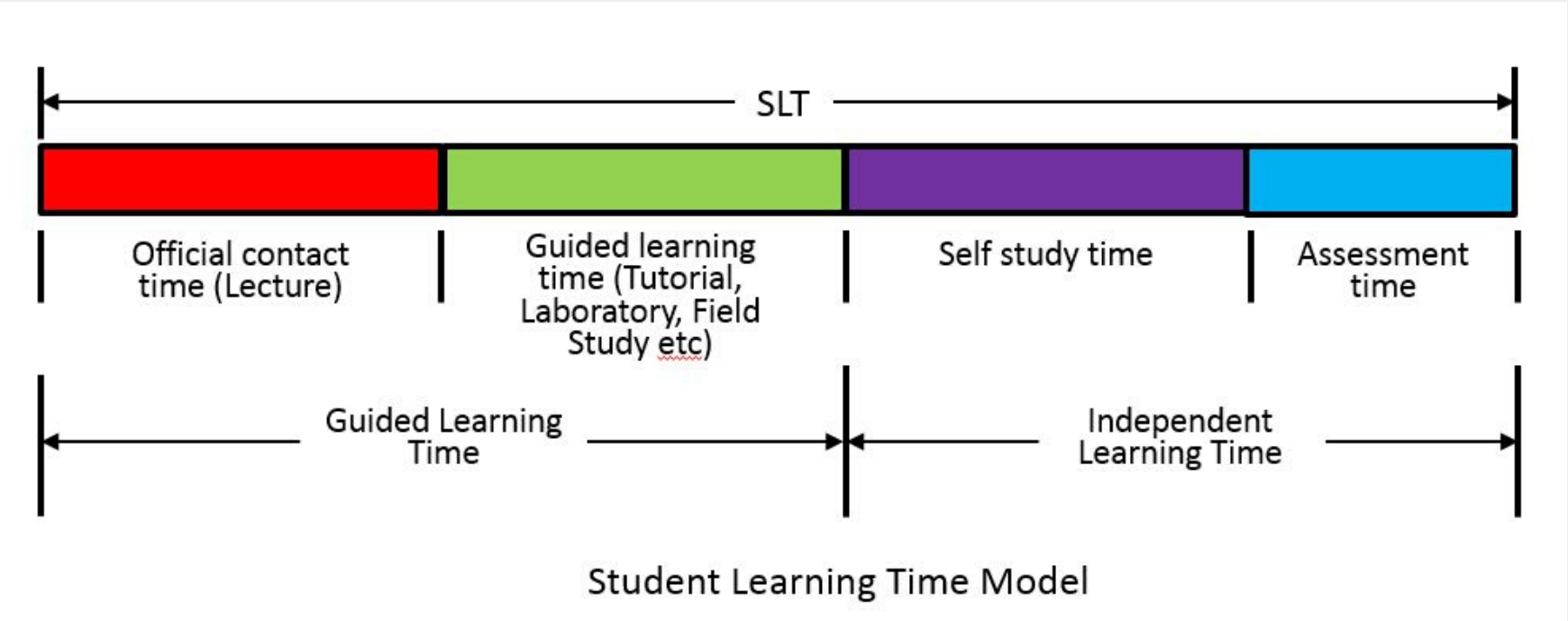
STUDENT LEARNING TIME (SLT)



STUDENT LEARNING TIME

Learning Time (SLT) is a learning time effective or student effort in the learning process or the total time spent the whole learning activity, used to achieve the learning outcomes set.

It covers the execution time of all learning activities namely learning formal and informal. SLT is the amount of time it takes to learn the course consists of Face-to-Face Hours, Non-Face-to-Face, Self Study Hours and Formal Assessment Hours.

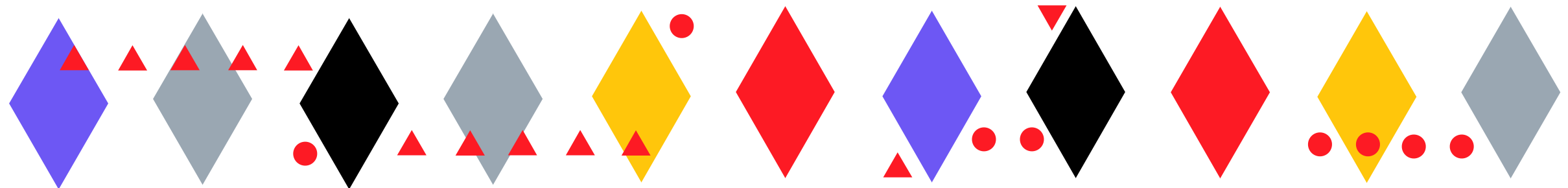


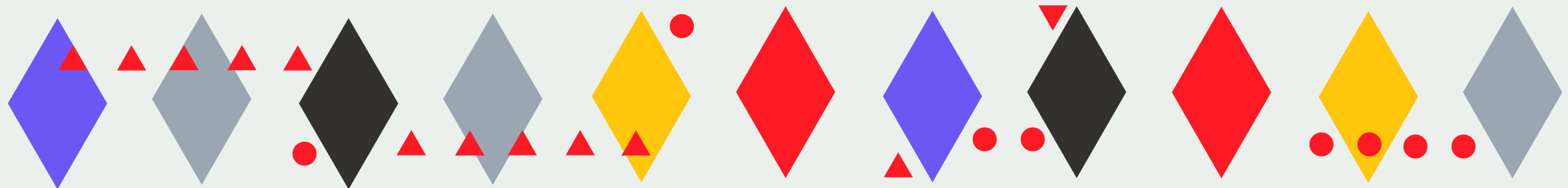


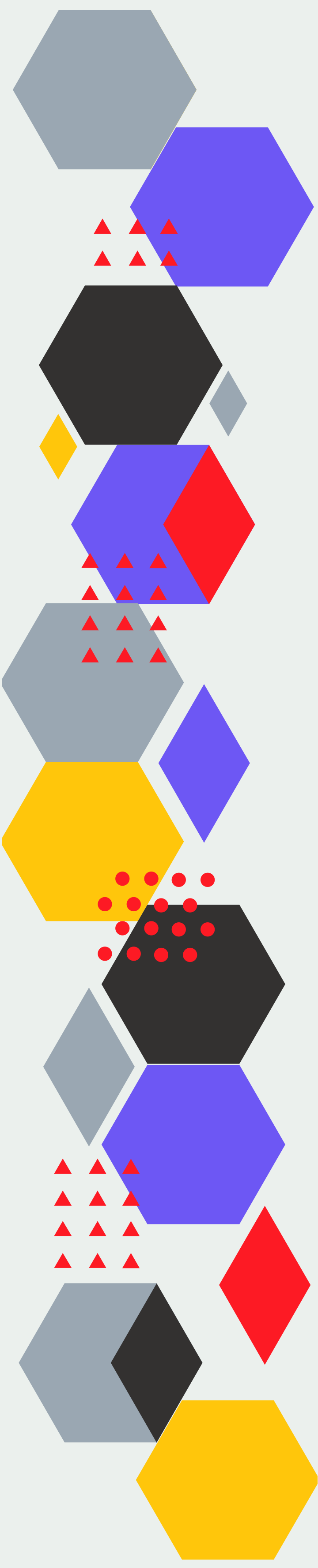
Study HARD,
no matter if it seems impossible,
no matter if it takes time,
no matter if you have to up all night
just remember that
the feeling of succes is
the best thing in entire world.

Khangal_Weheartit

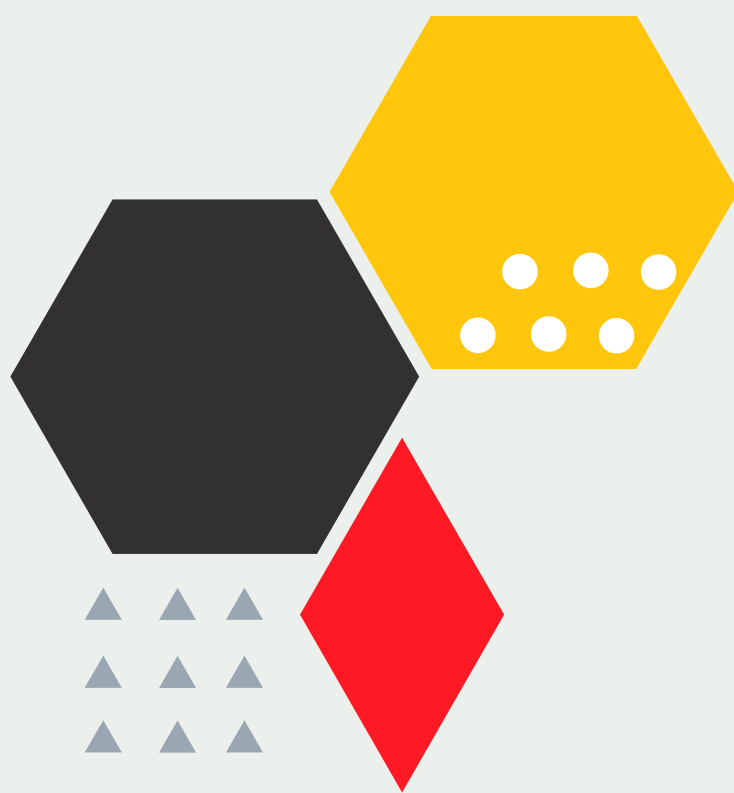
student life.







leave your mark!



POLITEKNIK SULTAN AZLAN SHAH
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Tel: 605-4544431 | Fax: 605-4544993
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