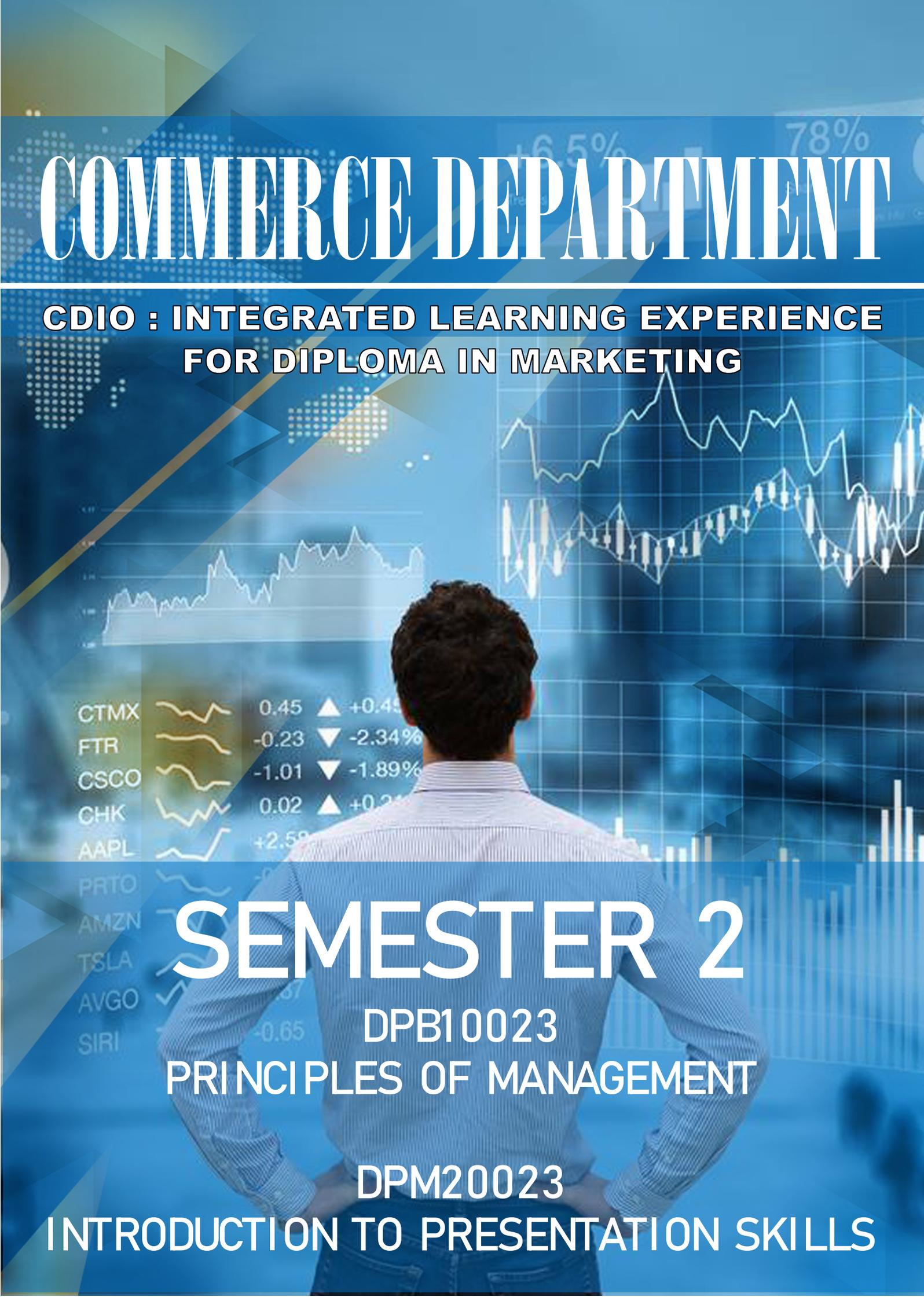


COMMERCE DEPARTMENT

**CDIO : INTEGRATED LEARNING EXPERIENCE
FOR DIPLOMA IN MARKETING**



CTMX	0.45	▲	+0.45
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.21
AAPL	+2.58		
PRTG	-0.67		
AMZN	-0.65		
TSLA			
AVGO			
SIRI			

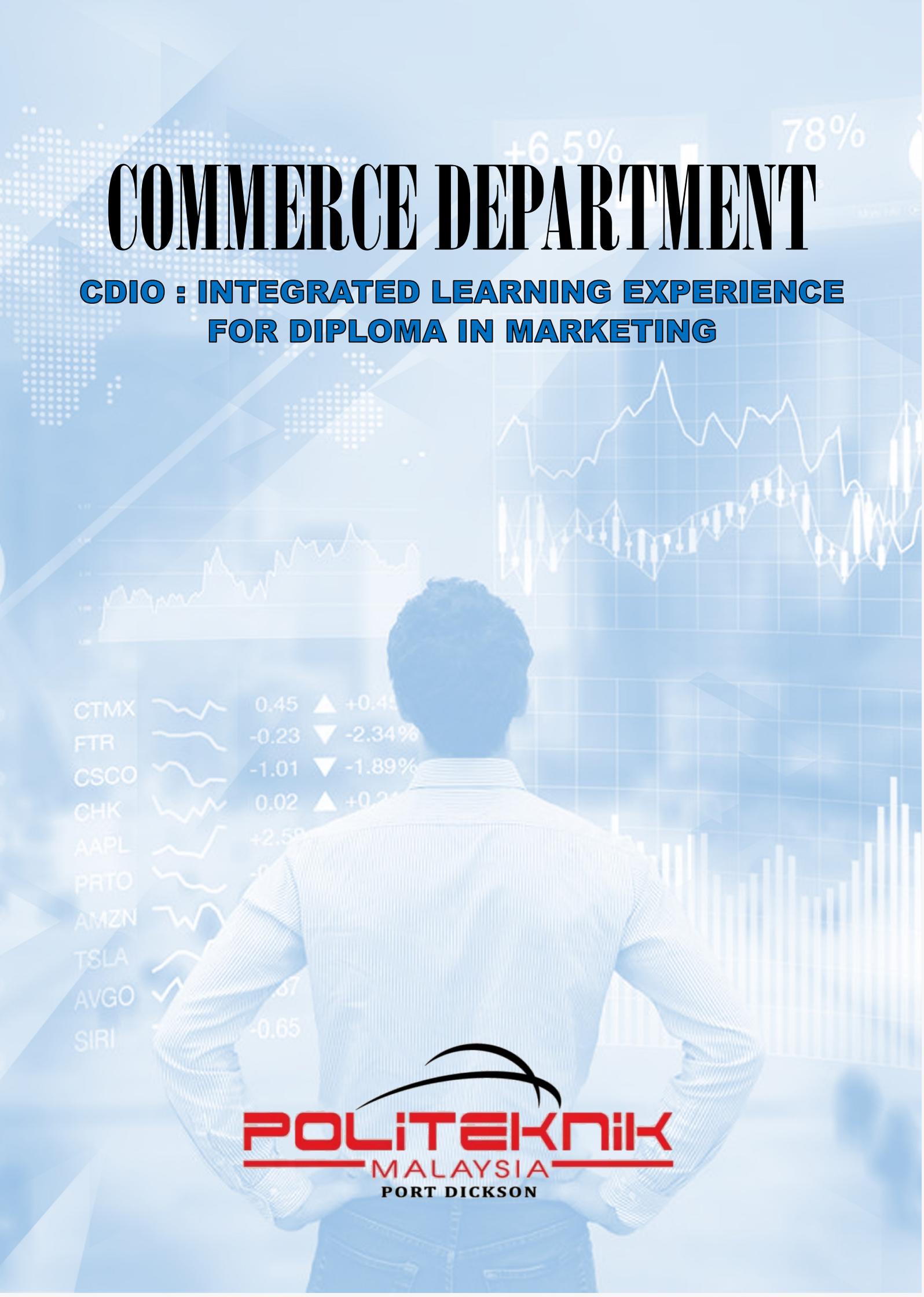
SEMESTER 2

**DPB10023
PRINCIPLES OF MANAGEMENT**

**DPM20023
INTRODUCTION TO PRESENTATION SKILLS**

COMMERCE DEPARTMENT

**CDIO : INTEGRATED LEARNING EXPERIENCE
FOR DIPLOMA IN MARKETING**



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CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.24
AAPL	+2.59		
PRTO	-0.67		
AMZN			
TSLA			
AVGO			
SIRI	-0.65		

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ACKNOWLEDGEMENT

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Trends



78%

Shares

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FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.2
AAPL	+2.59		
PRTG	-0.01		
AMZN			
TSLA			
AVGO			
SIRI	-0.65		

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FOREWORD

Alhamdulillah.

First and foremost, we bow before Allah in deep gratefulness that His limitless wisdom and mercy granted us enough strength to complete this book. We express gratitude from the bottom of our heart to the Holy Prophet Muhammad (May Allah blesses and peace be upon him) forever a torch of guidance and knowledge for humanity as a whole.

This book is developed as a manual and guideline for both lecturers and students involved in teaching and learning for integrated courses of **DPB10013 – PRINCIPLES OF MANAGEMENT** and **DPM20023 – INTRODUCTION TO PRESENTATION SKILLS**. The guideline would develop an understanding upon assessment that will be conducted for the whole semester. It also acts as a guidelines and manual in producing good and effective project which consists of the project brief, submission requirements and relevant references. This book also acts as a guideline for lecturers and students in understanding the suitable marking scheme that should be given during assessment. Furthermore, rubric of assessment (marking scheme) is clearly outlined to guide the process of assessment and in developing better understanding on the syllabus requirements.

Most importantly, this book encourages both lecturers and students to stimulate their creativity and critical thinking to produce a well written, accurate report and demonstrate successful simulation activity as required by Principles of Management and Introduction to Presentation Skills. Hopefully, this book will benefits students and lecturers involved.

SEMESTER 2

COMMERCE DEPARTMENT INTEGRATED LEARNING EXPERIENCE DIPLOMA IN MARKETING

Project Description:

In this integrated learning experience, two courses in semester 2 are being integrated involving **DPB10023 — Principles of Management** and **DPM20023 — Introduction to Presentation Skills**. These two courses are chosen as they are able to develop students' skills in implementing required activities. Students are also able to apply their knowledge in management functions and conduct video role play.

1. Skills development:

- Demonstrate theories and functions of management.
- Practice the process of management's functions: planning, organizing, leading and controlling.
- Develop interpersonal and communication skills.
- Organize relevant materials to write an effective report.
- Develop a presentation using video editing skills.

2. Project:

- Group Task — students are required to develop a group consists of 4 members.

3. Assessment Methodology:

- Rubric

+6.5%

78%

COURSES	TOPICS	ASSESSMENT	IMPLEMENTATION WEEK
DPB10023 Principles of Management	Topic 2.0 : Planning Topic 3.0 : Organizing Topic 4.0 : Leading Topic 5.0 : Controlling	Project (10%)	Week 2—13
DPM20023 Introduction to Presentation Skills	Topic 3.0 : Effective Visual Aids	Simulation 2 (12.5%)	Week 10—13

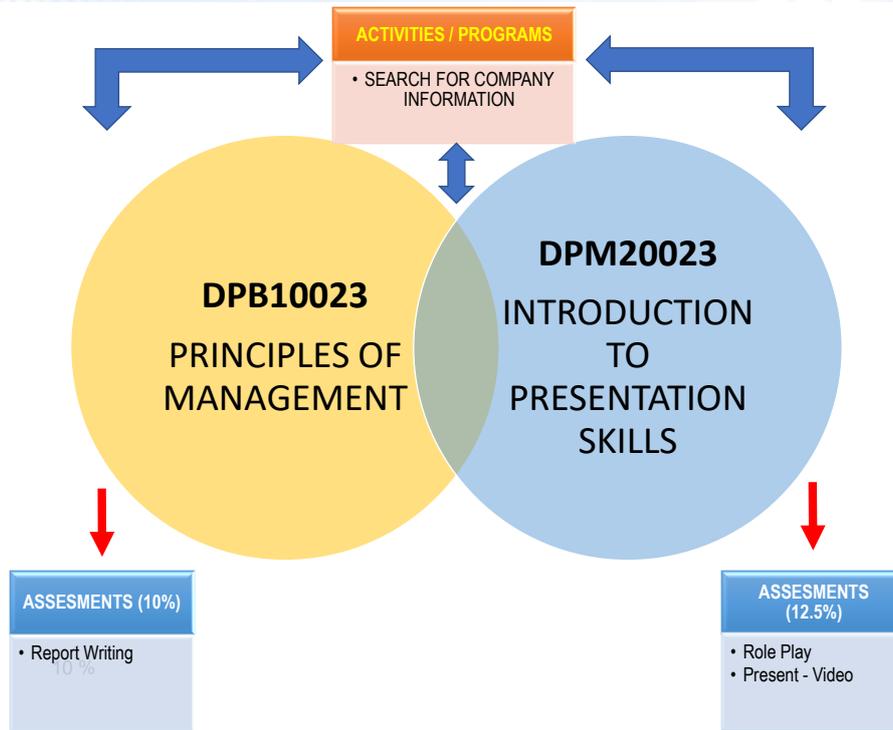
COURSE LEARNING OUTCOMES:

COURSES	CLO1	CLO2	CLO3
DPB10013 PRINCIPLES OF MANAGEMENT SEMESTER 2	Explain the basic functions of management in an organization (C2).	Demonstrate the theories and functions of management towards the achievements of organizational goals (C3).	Practice the process of management's four functions : planning, organizing, leading and controlling (A2).
	PLO 1 (Knowledge & understanding)	PLO 4 (Interpersonal & communication skills)	PLO 6 (Leadership, autonomy & responsibility)
DPM20023 INTRODUCTION TO PRESENTATION SKILLS SEMESTER 2	Organize relevance material to write an effective writing component in marketing landscape (P2).	Take part to be responsible as a leader or a member of a group during execution of group activity in class (A1).	Participate in communication session through the presentation of a group activity (A2).
	PLO 3 (Practical skills)	PLO 6 (Leadership, autonomy & responsibility)	PLO 4 (Interpersonal & communication skills)

COURSE MAPPING:

SEMESTER

2



In the activities, apart from report writing students are required to search for information related to what they have studied in Principles of Management. The information gathered will then be translated into a role play according to a given scenario for Introduction to Presentation Skills. However, because of the current situation whereby classes are conducted online, instead of doing a face-to-face role play, students have to record the role play and submit the video to the respective lecturer.

COURSE OVERVIEW



SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO PRESENTATION SKILLS

COURSE OUTLINE



The background features a person in a white shirt looking at a digital display. The display shows various financial charts, including a world map, a line graph, a candlestick chart, and a bar chart. The text 'COURSE OUTLINE' is prominently displayed at the top right. Below it, a table lists stock tickers and their corresponding price changes.

CTMX	0.45	▲	+0.45
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.21%
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PRTG	-0.01		

SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO PRESENTATION SKILLS

JABATAN PERDAGANGAN/ COMMERCE DEPARTMENT
RANGKA KURSUS/ COURSE OUTLINE

1.	NAME OF COURSE	PRINCIPLES OF MANAGEMENT																			
	COURSE CODE	DPB10023																			
2.	SYNOPSIS	PRINCIPLES OF MANAGEMENT provide information on basic functions in management which consists of planning, organizing, leading, controlling, staffing and decision making as practiced in the organization. This course emphasizes the principles in management functions to ensure the efficiency and the effectiveness of in the organizations.																			
3.	CREDIT VALUE	3																			
4.	PREREQUISITE/ CO-REQUISITE (IF ANY)	None																			
COURSE LEARNING OUTCOMES (CLO): Upon completion of this course, students should be able to:																					
	CLO 1	Explain the basic functions of management in an organization. (C2, PLO1)																			
	CLO 2	Demonstrate the theories and functions of management towards the achievements of organisational goals. (C3, PLO4)																			
	CLO 3	Practice the process of management's four functions: planning, organizing, leading, and controlling. (A2, PLO6)																			
5.	PROGRAMME LEARNING OUTCOMES (PLO): PLO 1: Apply good understanding of concepts and theories in the field of marketing. PLO 4: Display the ability to work in a group effectively by conveying verbal and written information coherently as a leader or a member of a team in managing marketing operations. PLO 6: Demonstrate the ability of being a responsible individual either as a leader or a member of a team by using social skills in delivering messages, thoughts and feelings with others																				
6.	ASSESSMENT METHOD: The course assessment consists of: Continuous Assessment (CA) – 50% Final Examination (FE) – 50%																				
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Assessment</th> <th style="text-align: center;">Quantity</th> <th style="text-align: center;">Percentage (%)</th> </tr> </thead> <tbody> <tr> <td>Quiz</td> <td style="text-align: center;">2</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>Test</td> <td style="text-align: center;">1</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>Project</td> <td style="text-align: center;">1</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>Presentation</td> <td style="text-align: center;">1</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>Problem scenario</td> <td style="text-align: center;">1</td> <td style="text-align: center;">10%</td> </tr> </tbody> </table>			Assessment	Quantity	Percentage (%)	Quiz	2	10%	Test	1	10%	Project	1	10%	Presentation	1	10%	Problem scenario	1	10%
Assessment	Quantity	Percentage (%)																			
Quiz	2	10%																			
Test	1	10%																			
Project	1	10%																			
Presentation	1	10%																			
Problem scenario	1	10%																			

TEACHING SCHEDULE:					
	Topic No.	Topic/Content	Recommended Contact Hours	Assessment Method	Week
7.	1.0	INTRODUCTION TO MANAGEMENT Definition and importance of management, levels of management and functions, Mintzberg managerial roles and management skills. Describe evolution of management.	3 hours Lecture 1 hours Tutorial	Quiz 1 (0.5h) (Chapter 1)	W1 - W2
	2.0	PLANNING Definition and purpose of planning, types of planning and steps in planning process.	6.5 hours Lecture 1 hours Tutorial	Project (Chapter 2 – 5)	W2 - W3
	3.0	ORGANIZING Definition and importance of organizing, steps in organizing process, elements in organizational structure, traditional and contemporary organizational design.	7 hours Lecture 1 hours Tutorial		W4- W5
	4.0	LEADING Definition and theories of motivation. Explain the difference between management and leadership, theories of leadership. Apply organizational communication.	9 hours Lecture 3 hours Tutorial	Test (1h) (Chapter 2 – 4)	W6 – W9
	5.0	CONTROLLING Definition and importance of controlling, process and types of controlling in organization.	5 hours Lecture 2 hours Tutorial	Quiz 2 (0.5h) (Chapter 5)	W9 – W11
	6.0	STAFFING Definition and importance of staffing, process, career development and maintaining turnover in organization.	5 hours Lecture 2.5 hours Tutorial		W11 – W12

7.0	DECISION MAKING Definition and types of decision making, process and techniques. Advantages and disadvantages of group decision making in organization.	6 hours Lecture 1 hours Tutorial	Problem scenario Presentation (1h) (Chapter 6 & 7)	W13 – W14
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REFERENCES	<p>Main :</p> <p>Stephen P. Robbins et all. (2016). Fundamentals of Management: Essential Concepts and Applications. 13th Edition. Pearson.</p> <p>Additional :</p> <p>Ang Huat Bin. (2015). Business Management. Shah Alam : Oxford Fajar Sdn.Bhd.</p> <p>Norlida Kamaluddin, Za'faran Hassan et al (2018). Principles of Management. 3rd Edition. Shah Alam : Oxford Fajar Sdn Bhd.</p> <p>Richard L. Daft (2013) Management. 11th Edition. Cengage Learning Business Press Management.</p> <p>Schermerhorn, John R. (2015). Management.13th Edition. John Wiley & Sons Inc.</p>
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CTMX 0.45 ▲ +0.45
 FTR -0.23 ▼ -2.34%
 CSCO -1.01 ▼ -1.89%

Prepared by: 0.02 ▲ +0.2

Verified by:

.....T.T.....
 (Course Coordinator Name & Signature)

.....T.T.....
 (KJ/KPro/KK Name & Signature)

Date:

Date:

AVGO 67
 SIRI -0.65



PROJECT BRIEF

SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO PRESENTATION SKILLS



COMMERCE DEPARTMENT

NAME :
STUDENT ID :
PROGRAM :

ASSESSMENT TASK : PROJECT

DPB10023 PRINCIPLES OF MANAGEMENT

CONSTRUCT

TOPIC

MAPPING OF OUTCOME

Application

2.0 – 5.0

CLO 2: Demonstrate the theories and functions of management towards the achievements of an organizational goal.

INSTRUCTIONS:

1. You are required to form a group of 4 members.
2. Choose ONE (1) established company in Malaysia.
3. You need to conduct an interview with the company's representative or read through their financial report or refer to any relevant online documents regarding the management aspects of the company. The study should include:
 - i. Introduction – background and profile of the company.
 - ii. Planning – mission, vision, goal, objective of the company, strategy, and action plan.
 - iii. Organizing – organizational structure, resource allocation and job design.
 - iv. Leading – motivation, leadership, and communication.
 - v. Controlling – process and standards, review and evaluation and corrective action.
 - vi. Conclusions
4. It is necessary for students to relate the four basic functions of management which are planning, organizing, leading and controlling implemented in the company with the theoretical knowledge that you have learn in class.
5. Prepare a report according to the information gathered not less than 5 pages using Times New Roman font, size 12- and double-spacing format.
6. All report need to be submitted on **11 June 2021** through a medium as informed by your lecturer.





The background features a person in a white shirt looking at a digital dashboard. The dashboard includes a world map, a bar chart with '+6.5%' and 'Trends', a line graph with '78%', and a table of stock data.

RUBRICS

SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO PRESENTATION SKILLS

PROJECT RUBRICS

CATEGORY	4	3	2	1	Score
Organization of content / ideas	Writing is purposeful and focused. Piece contains some details. Good organization, events are logically ordered, sharp beginning and end.	Writes related, quality paragraph, with little or no details. Organize, events are somewhat jumpy.	Writing is limited in communicating knowledge. The reader is left with questions. Some organization, events jump around, start and end are unclear.	Writing is limited in communicating knowledge. Length is not adequate for development. Not organized, event make no sense.	
Quality of information	Supporting details specific to subjects.	Some details are non supporting to the subject.	Details are somewhat sketchy.	Unable to find specific details.	
Grammar & spelling	All grammar and spelling are correct.	Only one or two errors.	More than two errors.	Very frequent grammar and / or spelling errors.	
Neatness	Word processed or typed, clean and neatly bound in a report cover, illustration provided.	Legible writing, well formed characters, clean and neatly bound in a report cover, illustration provided.	Legible writing, some ill-formed letters, print too small or too large, paper stapled together.	Illegible writing, loose pages.	
Timeliness	Report handed on time.	Up to 15 minutes late.	Up to 30 minutes late.	Report handed in more than 1 hour late.	
TOTAL MARKS					

COURSE OVERVIEW



SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO
PRESENTATION SKILLS

COURSE OUTLINE

SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO
PRESENTATION SKILLS

DEPARTMENT OF COMMERCE
COURSE OUTLINE
DECEMBER 2020 SESSION

1.	NAME OF COURSE	INTRODUCTION TO PRESENTATION SKILLS																
	COURSE CODE	DPM20023																
2.	SYNOPSIS	INTRODUCTION TO PRESENTATION SKILLS develop the skills to identify the presentation objectives, audience need and expectations. Students also will use the presentation techniques to leverage powerful business presentation and persuasion strategies even in the face of fear. Students will be introduced to use visual effectively to prepare effective presentation notes, handle questions and practice to perfection.																
3.	CREDIT VALUE	3																
4.	PREREQUISITE/ CO-REQUISITE (IF ANY)	NONE																
COURSE LEARNING OUTCOMES (CLO): Upon completion of this course, students should be able to:																		
	CLO 1	Organize relevance material to write an effective writing component in marketing landscape. (P2, PLO 3)																
	CLO 2	Take part to be responsible as a leader or a member of a group during execution of group activity in class. (A1, PLO 6)																
	CLO 3	Participate in communication session through the presentation of a group activity. (A2, PLO 4)																
5.	PROGRAMME LEARNING OUTCOMES (PLO): PLO 3: Perform marketing practical work skills in managing marketing activities. PLO 4: Display the ability to work in a group effectively by conveying verbal and written information coherently as a leader or a member of a team in managing marketing operations. PLO 6: Demonstrate the ability of being a responsible individual either as a leader or a member of a team by using social skills in delivering messages, thoughts and feelings with others.																	
ASSESSMENT METHOD: The course assessment consists of: Continuous Assessment (CA) – 100%																		
6.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">Assessment</th> <th style="width: 20%;">Quantity</th> <th style="width: 45%;">Percentage (%)</th> </tr> </thead> <tbody> <tr> <td>End Of Chapter</td> <td style="text-align: center;">2</td> <td style="text-align: center;">25%</td> </tr> <tr> <td>Simulation (Scenario Base)</td> <td style="text-align: center;">2</td> <td style="text-align: center;">25%</td> </tr> <tr> <td>Presentation</td> <td style="text-align: center;">2</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Practical Test</td> <td style="text-align: center;">1</td> <td style="text-align: center;">20%</td> </tr> </tbody> </table>			Assessment	Quantity	Percentage (%)	End Of Chapter	2	25%	Simulation (Scenario Base)	2	25%	Presentation	2	30%	Practical Test	1	20%
Assessment	Quantity	Percentage (%)																
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Simulation (Scenario Base)	2	25%																
Presentation	2	30%																
Practical Test	1	20%																

TEACHING SCHEDULE:

7.

Topic No.	Topic/Content	Recommended Contact Hours	Assessment Method	Week
1.0	DEFINING COMMUNICATION 1.1 Recognize the concept of communication. 1.2 Explain the effectiveness of communication skills. 1.3 Recognize barriers in communications.	7 hours Practical	End of Chapter 1	W1 - W2
2.0	PLANNING A PRESENTATION 2.1 Discuss the concept of presentation. 2.2 Discuss the steps for planning a presentation.	4 hours Lecture	Presentation 1	W3
3.0	EFFECTIVE VISUAL AIDS 3.1 Identify the concept of using visual aids. 3.2 Describe the different types of visual aids.	11 hours Lecture	Simulation 1 Simulation 2	W4 – W6
4.0	DEVELOPING POWERPOINT 4.1 Recognize the concept of using PowerPoint. 4.2 Comprehend guidelines in designing PowerPoint slides.	18 hours Practical	End of Chapter 2 Practical Test	W7- W11
5.0	DELIVERING EFFECTIVE PRESENTATIONS 3.1 Perform the principles of effective delivering. 3.2 Discuss the guidelines to become an effective presenter. 3.3 Discuss the rules for preparing and delivering a presentation. 3.4 Discuss the list of strategies to overcome nervousness and fear.	11 hours Lecture	Presentation 2	W12 – W14

8.

REFERENCES

Main :

- Theobald, T. (2019). *Develop Your Presentation Skills* (4thed). Kogan Page Limited.

Additional :

Mohammad Qayyum. (2019). *Conquer Your Fear in Public Speaking*. Casamas Resources Sdn Bhd.

Grellier, J. and Goerke,V. (2018). *Communications Toolkit*. Cengage Learning Australia Pty Limited.

Jay Surti. (2018). *Ultimate Presentations: Master the Art of Giving Fantastic Presentations and Wowing Employers*. Kogan Page Limited.

Ledden, E. (2017). *The Presentation Book: How to Create it, Shape it and Deliver it!* Pearson Education Limited.

Prepared by:

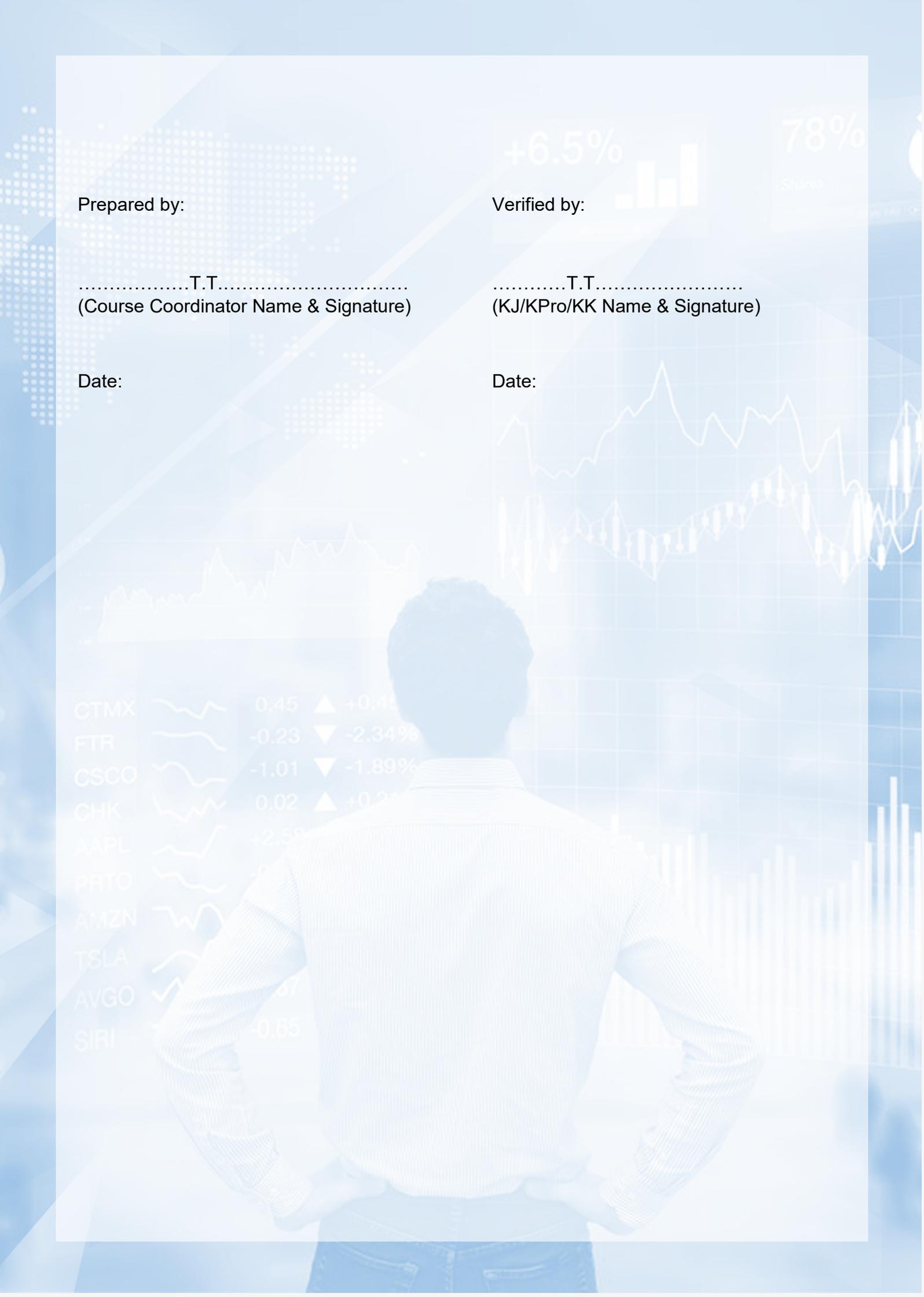
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(Course Coordinator Name & Signature)

Date:

Verified by:

.....T.T.....
(KJ/KPro/KK Name & Signature)

Date:



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CHK	0.02	▲	+0.21
AAPL	+2.59		
PRTO	-0.11		
AMZN	-0.11		
TSLA	-0.11		
AVGO	0.67		
SIRI	-0.65		



PROJECT BRIEF

SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO PRESENTATION SKILLS

COMMERCE DEPARTMENT

CODE & COURSE : DPM 20023 INTRODUCTION TO PRESENTATION SKILLS
ASSESSMENT : **SIMULATION 2—ROLE PLAY**
CLO : CLO 2, A2
CLASS : DPR2A / DPR2B / DPR2C
SESSION : DECEMBER 2020

Based on the company that you have chosen for DPB10023 – Principles of Management, assume that you are the Marketing Manager of the company. Your top management wants your department to come up with a promotional strategies for the upcoming new product.



Set up a scenario with enough detail for it to feel "realistic." Once you have set the scene, identify the various fictional characters involved in the scenario. Each person can then assume their role, and act out the situation, trying different approaches where necessary.



Every member in the group has to make a role play for 2-3 minutes for each person, then record the video not more than 10 minutes.

Submit your video through CIDOS platform before **11th June 2021**.





The background features a person in a white shirt looking at a digital dashboard. The dashboard includes a world map, a bar chart with '+6.5%' and 'Trends', a line graph with '78%', and a table of stock data. The word 'RUBRICS' is overlaid in large, bold, black letters.

RUBRICS

SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO
PRESENTATION SKILLS

ROLE PLAY RUBRICS

CATEGORY	EXCELLENT (16 – 20)	GOOD (11 – 15)	ADEQUATE (6 – 10)	INADEQUATE (1 – 5)	MARKS
Clarity & Organization	Main points clearly stated and explained, logical, smooth organization	Main points fairly clear, some missing links or transitions.	Main points must be inferred by audience, holes are evident.	Presentation jumps, among random topics. Main points unclear.	
Content	Evidence clearly presented. Thorough, knowledgeable interesting, logical. Assumptions and interpretations clear and clearly identified.	Evidence perhaps not quite clearly separated from assumptions and interpretation of evidence, but story is logical.	Evidence, assumptions, and interpretation difficult to entangle from one another	Lacks key observations. Evidence unclear. Appear largely opinion-based.	
Style & Delivery	Audience could see & hear speakers clearly. Effective pauses and verbal intonation.	Audience could see & hear speakers clearly. Most pauses & verbal intonation were effective.	Audience could mostly see & hear speakers. Speakers show some hesitation or uncertainty.	Speakers spoke to the screen or mostly to one person in the audience. Poorly timed. Appears to have not practiced.	

ROLE PLAY RUBRICS

CATEGORY	EXCELLENT (16 – 20)	GOOD (11 – 15)	ADEQUATE (6 – 10)	INADEQUATE (1 – 5)	MARKS
Visual Aids (Handouts/ Flipcharts/ props/ Slides, etc. that used in the simulation)	The presentation has an element of creativity and style. The visual aid is presented in a clear and concise manner with full understanding of the subject and purpose.	The presentation is clear and logical and contains very few mistakes. Good virtual aid and clear oral presentation.	The visual aid lacks style and creativity is low. The visual lack neatness and clarity.	The visual aid lacks a clear understanding of the purpose and there are many errors applying it. Visual is not creative.	
Technical (FB/ IG LIVE/ Video)	Projects run perfectly with no technical problems. For example, all sounds are good, video run smoothly, have multimedia enhancement (graphics elements or animation text)	Projects run adequately with minor technical problems. For example, sounds need improvement, video graphics need improvement.	Project run minimally. There are many technical problems in the projects.	Project doesn't run satisfactorily. There are too many technical problems in the projects.	
TOTAL MARKS					

NOTES OF GUIDANCE



SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO
PRESENTATION SKILLS

NOTES OF GUIDANCE

All students of Diploma in Marketing semester 2 are required to practice CDIO OBE Integrated Curriculum Intra-programme. As part of the assigned work for this course, you are required to complete a project and simulation produced through a group work that is verified by the course lecturer and Programme Coordinator. Courses involved in this task are **DPB10013 – Principles of Management** and **DPM20023 – Introduction to Presentation Skills**.

Credit hour: 3

Groups: Students are required to form a group consists of 4 members.

1.0 COURSE LEARNING OUTCOMES (CLO)

DPB10013 PRINCIPLES OF MANAGEMENT

CLO2: Demonstrate the theories and functions of management towards the achievements of organizational goals (C3, PLO 4).

DPM20023 INTRODUCTION TO PRESENTATION SKILLS

CLO2: Take part to be responsible as a leader or a member of a group during execution of group activity in class. (A1, PLO 6).

2.0 OBJECTIVES

Upon completion of this activity, the student should be able to:

- I. identify and describe the basic functions of management in organization including planning, organizing, leading and controlling.
- II. relate class learning with the implementation in an organization.
- III. collect, analyze and present information gathered using effective visual aids.
- IV. present the information using creative writing styles.
- V. work as a team independently and ethically.
- VI. participate in communication session through the presentation of a group activity.

3.0 TYPES OF ASSESSMENT

NO	COURSE	TYPE OF ASSESSMENT	%
1	DPB10013 — PRINCIPLES OF MANAGEMENT	Project	10
2	DPM20023 — INTRODUCTION TO PRESENTATION SKILLS	Simulation 2	12.5

4.0 SCOPE OF PROJECT:

The main issue faced by most organizations today is to creatively solve problems. The basic functions of management are used as guidelines by managers to cope with business challenges especially during covid-19 pandemics. It consists of four elements which are planning, organizing, leading and controlling or known as P-O-L-C framework.

Managers need to develop a plan, organize the resources and delegate responsibilities to employees. They also lead others to implement the plan, evaluate the effectiveness and make adjustments if necessary.

In this project, each group of students are required to identify an established company in Malaysia. To fulfill the requirement for **Principles of Management** course, students should conduct an interview or online searching and gathered as much information as possible to be used for the project report and able to relate with knowledge gained in class. Then, engaging the students with simulation activity for **Introduction to Presentation Skills** course.

5.0 INSTRUCTIONS:

STUDENTS ARE REQUIRED TO FORM A GROUP OF 4 MEMBERS. CHOOSE AN ESTABLISHED COMPANY IN MALAYSIA THAT WILL BE USED FOR THE TWO COURSES.

1. PROJECT (DPB10013 – PRINCIPLES OF MANAGEMENT)

1. You are required to form a group of 4 members.
2. Choose ONE (1) established company in Malaysia.
3. You need to conduct an interview with the company's representative or read through their financial report or referring to any relevant online documents regarding the management aspects of the company. The study should include:
 - i. Introduction – background and profile of the company.
 - ii. Planning – mission, vision, goal, objective of the company, strategy, and action plan.
 - iii. Organizing – organizational structure, resource allocation and job design.
 - iv. Leading – motivation, leadership, and communication.
 - v. Controlling – process and standards, review and evaluation and corrective action.
 - vi. Conclusions.
4. It is necessary for students to relate the four basic functions of management which are planning, organizing, leading and controlling implemented in the company with the theoretical knowledge that you have learnt in class.
5. Prepare a report according to the information gathered not less than 5 pages using Times New Roman font, size 12- and double-spacing format.
6. All report need to be submitted on Week 12 through a medium as informed by your lecturer.

2. SIMULATION (DPM20023 – INTRODUCTION TO PRESENTATION SKILLS)

- I. Based on the company that has been chosen, assume that you are the marketing manager of the company. Your top management wants your department to come up with a promotional strategies for the upcoming new product.
- II. Set up a scenario with enough detail for it to feel "realistic." Once you have set the scene, identify the various fictional characters involved in the scenario. Each person can then assume their role, and act out the situation, trying different approaches where necessary.
- III. Every member in the group has to make a role play for 2-3 minutes for each person, then record the video not more than 10 minutes.
- IV. Submit your video through CIDOS platform before **11th June 2021.**

3. ASSESSMENT

- A. Report:
 - Project – 10%
- B. Video
 - Simulation 2 – 12.5%

4. PROJECT DIVERSITY / PLAGIARISM

- i. In the interest of diversity in projects, we should try to avoid duplicate projects.
- ii. The projects with the same title will be advised to change.
- iii. The project will eliminate if plagiarism detected.

REFLECTIONS



SEMESTER 2

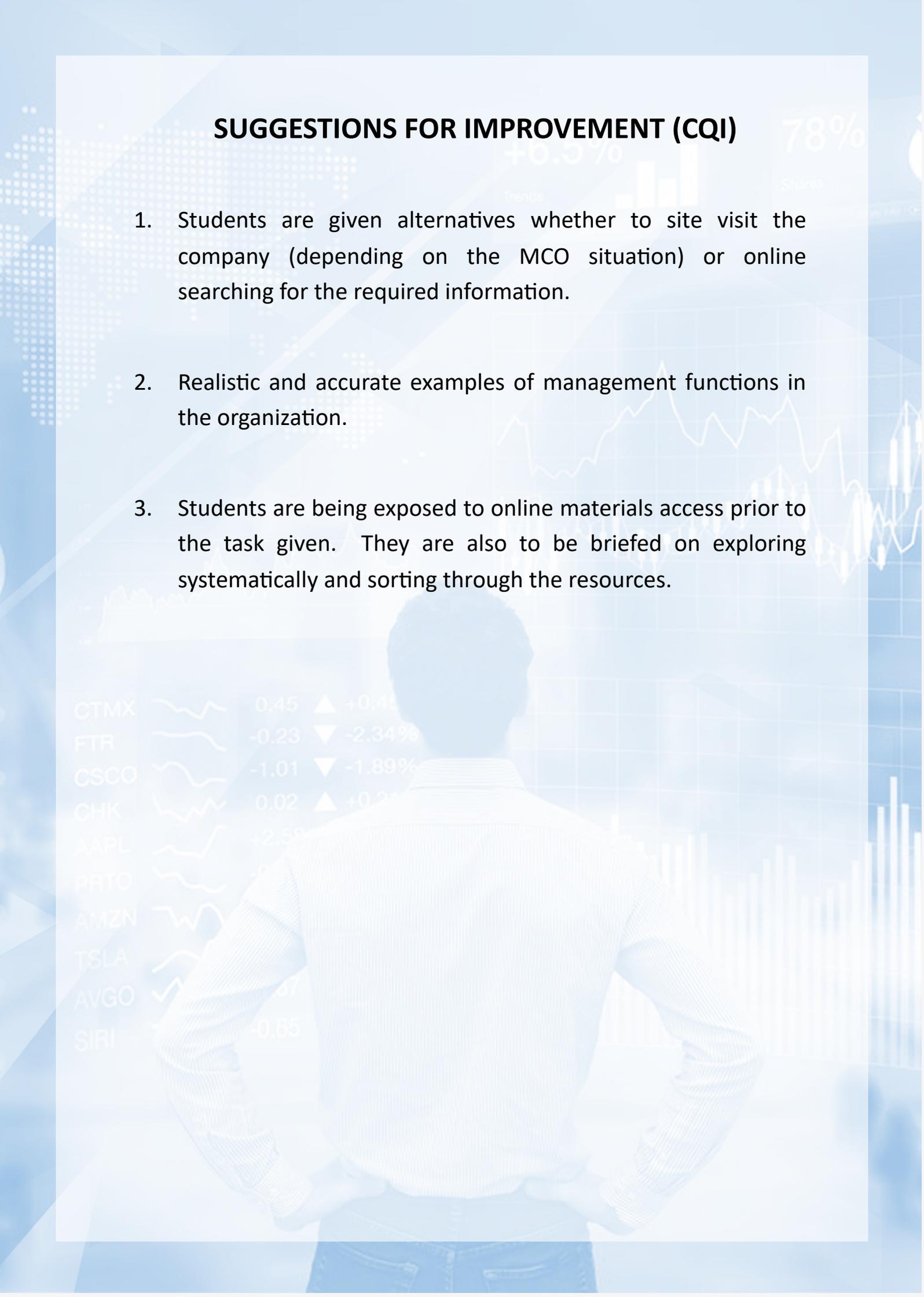
DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO
PRESENTATION SKILLS

REFLECTIONS

1. It was quite difficult for students to conduct an interview with the company's representative during the Movement Control Order (MCO).
2. Students were facing problems relating to implementation of basic management functions in company with their limited existing knowledge.
3. While searching information online, students found abundance of information which confused them in choosing the most relevant one.
4. Students have difficulties to understand thoroughly the available online document since they have minimum knowledge in management. This is also due to their level of proficiency in English language.
5. Students are able to improve their presentation skills and video production skills in completing the given task.
6. Integrating these two courses – Principles of Management and Introduction to Presentation Skills is appropriate since it allows students to develop their personal skills and helps them in their preparation for future careers.

SUGGESTIONS FOR IMPROVEMENT (CQI)

1. Students are given alternatives whether to site visit the company (depending on the MCO situation) or online searching for the required information.
2. Realistic and accurate examples of management functions in the organization.
3. Students are being exposed to online materials access prior to the task given. They are also to be briefed on exploring systematically and sorting through the resources.



CTMX	0.45	▲	+0.45
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.21
AAPL	+2.59	▲	+2.59
PRTG	-0.01	▼	-0.01
AMZN	0.01	▲	+0.01
TSLA	0.01	▲	+0.01
AVGO	0.01	▲	+0.01
SIRI	-0.65	▼	-0.65

SAMPLES OF STUDENTS' OUTPUT



SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT

DPM20023—INTRODUCTION TO
PRESENTATION SKILLS



**PORT DICKSON POLYTECHNIC
COMMERCE DEPARTMENT
DEC 2020 SESSION**

DPB 10023 – PRINCIPLE OF MANAGEMENT

PROJECT COMPANY



PETRONAS

**PLANNING, ORGANIZING, LEADING AND CC
PETRONAS'S COMPANY**

PREPARED BY:

NAME:

1. AHMAD AMMAR SYAZANI BIN AHMAD FAIRUS.
2. KHAIRUL AZIM BIN SUHAIMI.
3. NURUN NABIHA BINTI ANUAR.
4. SITI AISYAH BINTI A RASHIDI.

MATRIC NUMBER:

- 06DPR20F1005
- 06DPR20F1032
- 06DPR20F1050
- 06DPR20F1026

PREPARED FOR:

EN. AHMAD SUKHIMI BIN MOHAMAD KHIDZIR

PLANNING



MISSION STATEMENT

To develop and add value to petroleum resources wherever it operates, converting these resources into higher value products that would satisfy the needs of customers and bring benefits to the people.

GOALS

PETRONAS goal was to improve efficiency and control by automating manual activities via straight through processing. There are few ways to create PETRONAS to achieving their organizational goals and well know their products to all over country such as promote it in the ways of campaign, through internet, and so on.

MISSION

Support PETRONAS aspiration in developing Malaysia into a Subsurface products and expertise centre and serving the interest of the Malaysian Oil & Gas industry in establishing and enhancing their business capabilities in the subsurface sector.

VISION

To establish Malaysia as a hub of excellence for subsurface products solutions for oil & gas and petrochemical industry in the Asia Pacific region.

78%

Share

INTRODUCTION



Petroleum Nasional Berhad (Malaysian National Oil Company Inc.) known as PETRONAS is a Malaysian oil and gas company that was established in 1974. This company is fully owned by Malaysia Government. The corporation is vested with the entire oil and gas resources in Malaysia and is entrusted with the responsibility of developing and adding value to these resources. Petronas is ranked among Fortune Global 500's largest corporations in the world. Fortune also ranks Petronas as the 12th most profitable company in the world and the most profitable in Asia. Through subsidiaries and joint ventures, Petronas is deeply involved in almost all aspects of the oil and natural gas industries, across the range from upstream of exploring and extracting oil and gas to downstream of refining and distributing the products. As of the end of March 2005, the Petronas Group comprised 103 wholly-owned subsidiaries, 19 partly-owned outfits and 57 associated companies. These companies make the Petronas Group, which is involved in various oil and gas-based activities. The Group is engaged in a wide spectrum of petroleum activities, including upstream exploration and production of oil and gas to downstream oil refining, marketing and distribution of petroleum products trading, gas processing and liquefaction, gas transmission pipeline network operations, marketing of liquefied natural gas, petrochemical manufacturing and marketing, shipping, automotive engineering and property investment. PETRONAS is doing its business with the major strategy of integration, adding value and globalization. Also, their business activities range from upstream oil and gas exploration and production to downstream oil refining, marketing and distribution of petroleum products, trading, gas processing and liquefaction, gas transmission pipeline operations, marketing of liquefied natural gas, petrochemical manufacturing and marketing, shipping and property investment.

CTMX 0.45
FTR -0.2
CSCO -1.0
CHK 0.02
AAPL +2.5
PRTO
AMZN
TSLA
AVGO
SIRI -0.6

ORGANIZING - AINA

Organizing is defining as a process of arranging an organization's structure and coordination employees, resources, policies, and procedures to achieve the goals identified in the plan. After a plan is formulated, managers must organize the planned activities to achieve what has been planned. In most organizations these three management levels from hierarchy in shape of pyramid must have in one company.



Top Managers

Top managers is a small group of executives who manage the overall organization. To achieve the goals, they focus on four resources such as physical financial, human and information. Physical is the building where we run the business. Financial is the capital or money to start the business. Human is the staffs in the company who help running the business. Information is the knowledge in variety of field. Top managers delegate their task to middle manager and lower manager. If there are any problems in the company, they will have held a general meeting which include all the employees in top management for decision making in Pos Malaysia, CEO, Che Akhma bin Ismail, delegates his task to the marketing manager.

Middle Managers

Middle managers is a large group that implement the strategies developed at the top. They are accountable to the top management for their department's function. They need to inspire and provide guidance to lower managers towards better performance. For example, human resource manager delegates the task to transportation. They must make decision to make sure that the total and types of the items that need to deliver are correct.

Lower Managers

Lower managers are a large group that responsible for putting into operation the plans of higher and middle management. They supervise and coordinate the activities of operating employees. Lower manager of transportation manages to deliver the boxes of letter or items

KEMENTERIAN PENGAJIAN TINGGI



PORT DICKSON POLYTECHNIC
COMMERCE DEPARTMENT
DECEMBER 2020 SESSION

DPB 10023 – PRINCIPLES OF MANAGEMENT
CLO 2 (PROJECT)

CLO 2: Demonstrate the Theories and Functions of Management Towards the Achievements of an Organizational Goal.

PREPARED BY:

NAME

1. MUHAMMAD IKHWANUDDIN BIN MANSOR
2. MUHAMMAD RAHIMEE FARIZZUAN BIN MAJID
3. NUR AINA SYAHIRA BINTI BUKHARI
4. NUR IASNITA BINTI MUSTAFA

NO. MATRIX

PREPARE FOR:

EN. BORHAN BIN GAYA

DATE OF SUBMISSION:

1 JUNE 2021

COMMUNICATION - JAS

Communication is a process of transmitting information from one person to another. Besides, communication is a process in which persons or group evokes a shared or common meaning to another person or group. Pos Malaysia has used interpersonal communication to communicate. In interpersonal communication, there are four formal and informal situations such as oral or spoken, written, non-verbal and technological communication.

Oral or spoken communication

All forms of spoken information are the oral communication. This communication includes any discussions, face to face and telephone communication. As an internal integral component of their employee-engagement. Pos Malaysia maintain a harmonious management-union relationship via a series of "Majlis Perundingan Bersama" dialogue sessions with the seven union groups that represent Pos Malaysia. At this sessions, all issues and grievances affecting their employees were addressed and resolved amicably for the benefits of all parties.

Written communication

Written communication is used less often than oral communication. They will communicate using letters, memos, policy manuals, reports, forms and other written documents. For the example, at the end of every meeting, the Board provides feedback to Management by rating the quality of information provided in the papers and the quality presentations by Management by filling out a Board Paper Evaluation Form. The feedback received from the Board members helps Management in improving the quality of its Board Paper and presentations. **Non-verbal communication**

The messages that they have received were known as non-language response. Any communication exchange does not use words to carry more meaning than the strict definition of the words themselves. Besides, an understanding of non-verbal communication would help managers to communicate more effectively. Non-verbal communication is including of employee facial impression, voices, clothing, punctuality, manners and gestures. For examples, Management will know the Board members' nervousness, confidence and excitement based on their performance and their voices while presenting.

Technological communication

Recently, this types of communication have taken on much greater importance for managers. Any communication has uses an electronic device as the medium such as videotape, recorders, mobile phone, fax and internet. For example, Pos Malaysia has evolved into a one-stop centre for various services such as household bill payments, renewal of driving licences and road tax, purchase of motor and non-motor insurance, shared banking services and worldwide remittance services. These are offered at their network of post offices, mini post



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JABATAN PERDAGANGAN
SESI DESEMBER 2021

DPB-10023
PRINCIPLE OF MANAGEMENT
REPORT

PREPARED BY:

- NAME:
1. LAI YI JUN
 2. AZRI BIN MD. SUKOR
 3. AFQAH SOFEA BINTI ZAMRI
 4. PRISHAA A/P SREERAMAN

MATRIX NO
06DPR20F1047
06DPR20F1014
06DPR20F1056
06DPR20F1059



TITLE:

THE PLANNING, ORZANIZING, LEADING AND CONTROLLING OF
STARBUCKS COMPANY

YEAR OF ESTABLISHED:
IN 1971

THE PLACE OF ESTABLISHED:
SEATTLE, WASHINGTON

have realized that this is one of the strongest concepts attached to the company, to which customers have been strongly attracted (Behar, 2008).

There are some recommendations for the future of Starbucks.

First, the advertising and promotion In an effort to renew their brand name, Starbucks needs to address important issues, the name needs to convince people that coffee is superior to Starbucks coffee and other beverages.

The second is the product differentiation due to the updating of the Starbucks brand, but to convince consumers why Starbucks coffee excellence through large-scale marketing efforts, Starbucks also has to work on product differentiation Because Starbucks coffee of good quality.

The third is the coffee variety and quality control. It is because in serving different consumer preferences, Starbucks needs to increase the varieties of coffee are offered. Currently, Starbucks offers only one type of coffee to consumers, while its competitors, like Peet's coffee, offering several types of coffee to meet a wider range of customers.

Then fourth is the Starbucks Drive-Through because of the lack of tables and chairs at Starbucks during peak periods, so that should make the Starbucks drive-through to a lot of anticipation of people who come to Starbucks.

With those recommendations, there are values can be got by Starbucks. Those are provide a great work environment , treat each other with respect and dignity, embrace diversity, apply the highest quality standards for products, develop enthusiastically satisfied customers, contribute to the community and environment, and recognize that profitability is essential to future success.

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SAMPLES OF STUDENTS' OUTPUT

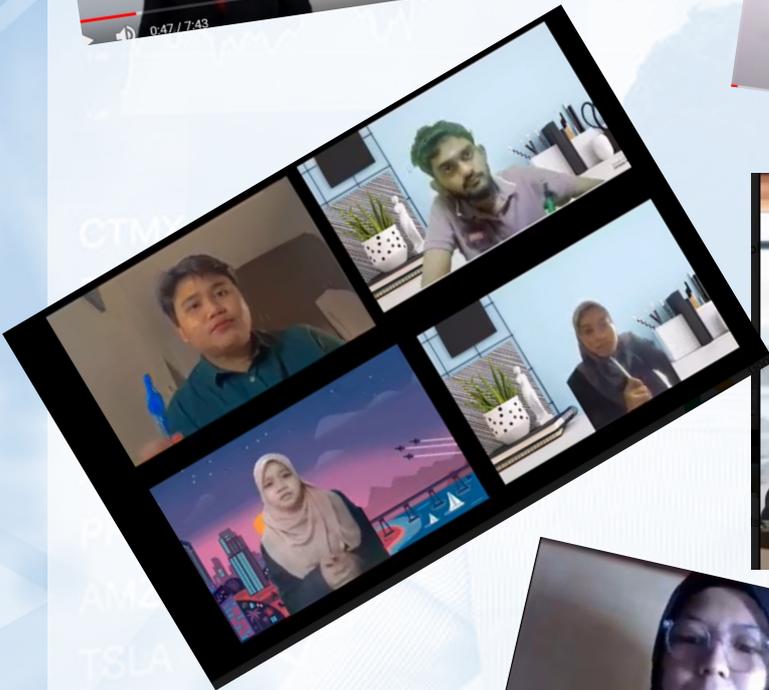


SEMESTER 2

DPB10023—PRINCIPLES OF MANAGEMENT
DPM20023—INTRODUCTION TO
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SIMULATION (ROLE PLAY VIDEO)

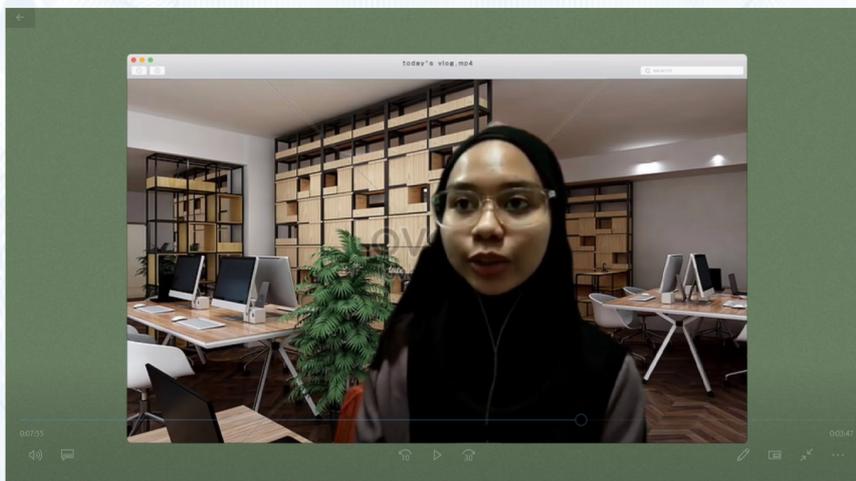
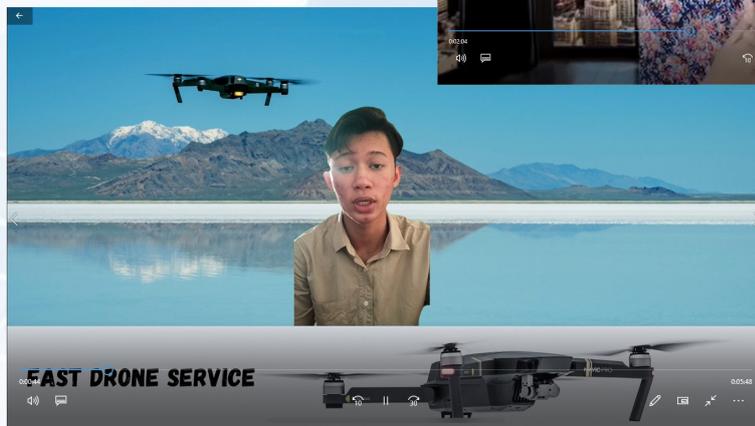
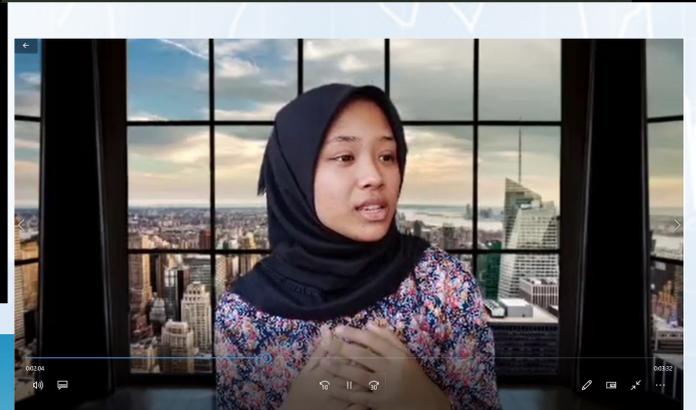
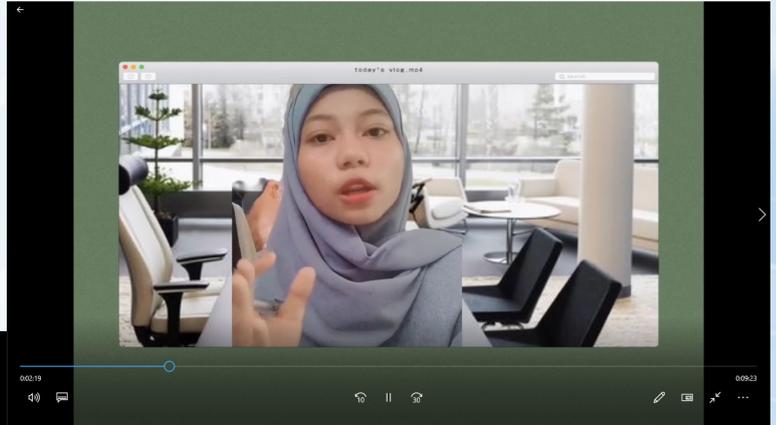
ROLE PLAY DPR 2A



SIMULATION (ROLE PLAY VIDEO)

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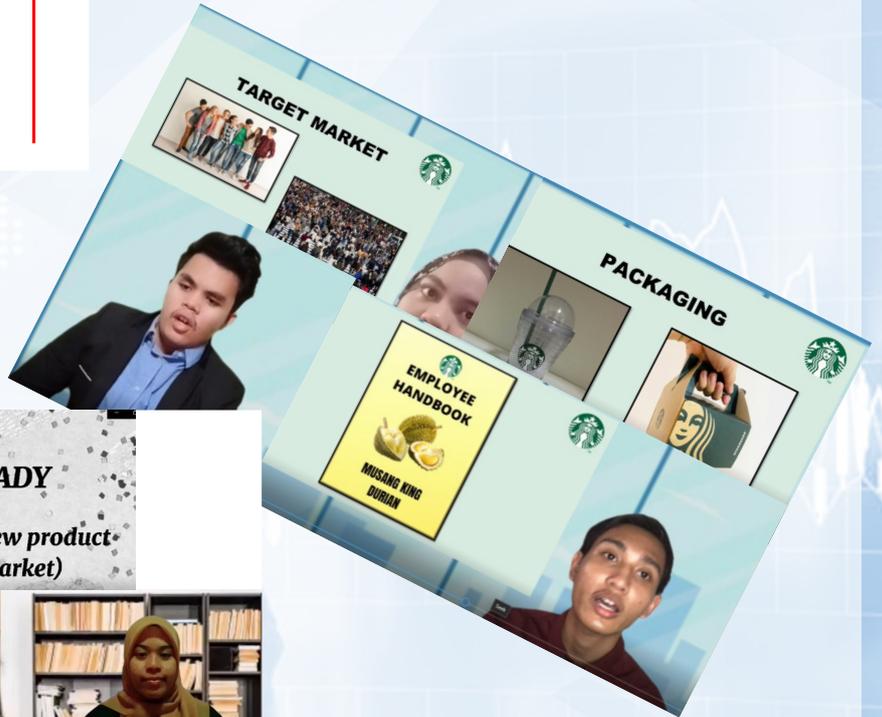
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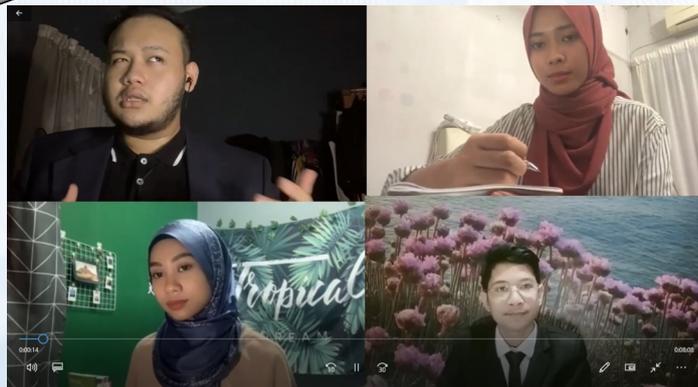
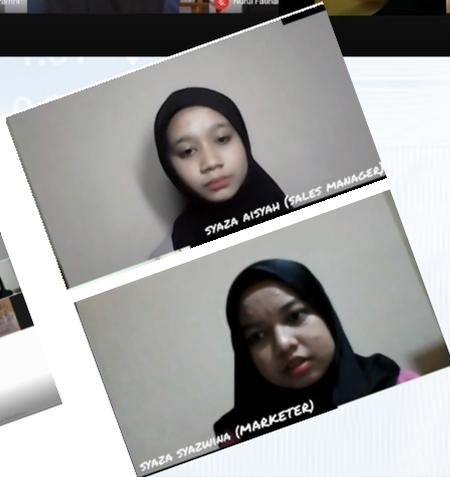
SIMULATION (ROLE PLAY VIDEO)

ROLE PLAY DPR 2C



GROUP MEETING PRODUCT : DUTCHLADY

Discuss about how to market new product
(4P's and SWOT Analysis Market)



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AAPL	+2.59	▲	+2.59%
PRTO	-0.15	▼	-0.15%
AMZN	-0.15	▼	-0.15%
TSLA	-0.15	▼	-0.15%
AVGO	-0.67	▼	-0.67%
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