

# COMMERCE DEPARTMENT

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

**JP**

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

## SEMESTER 1

DPB10013

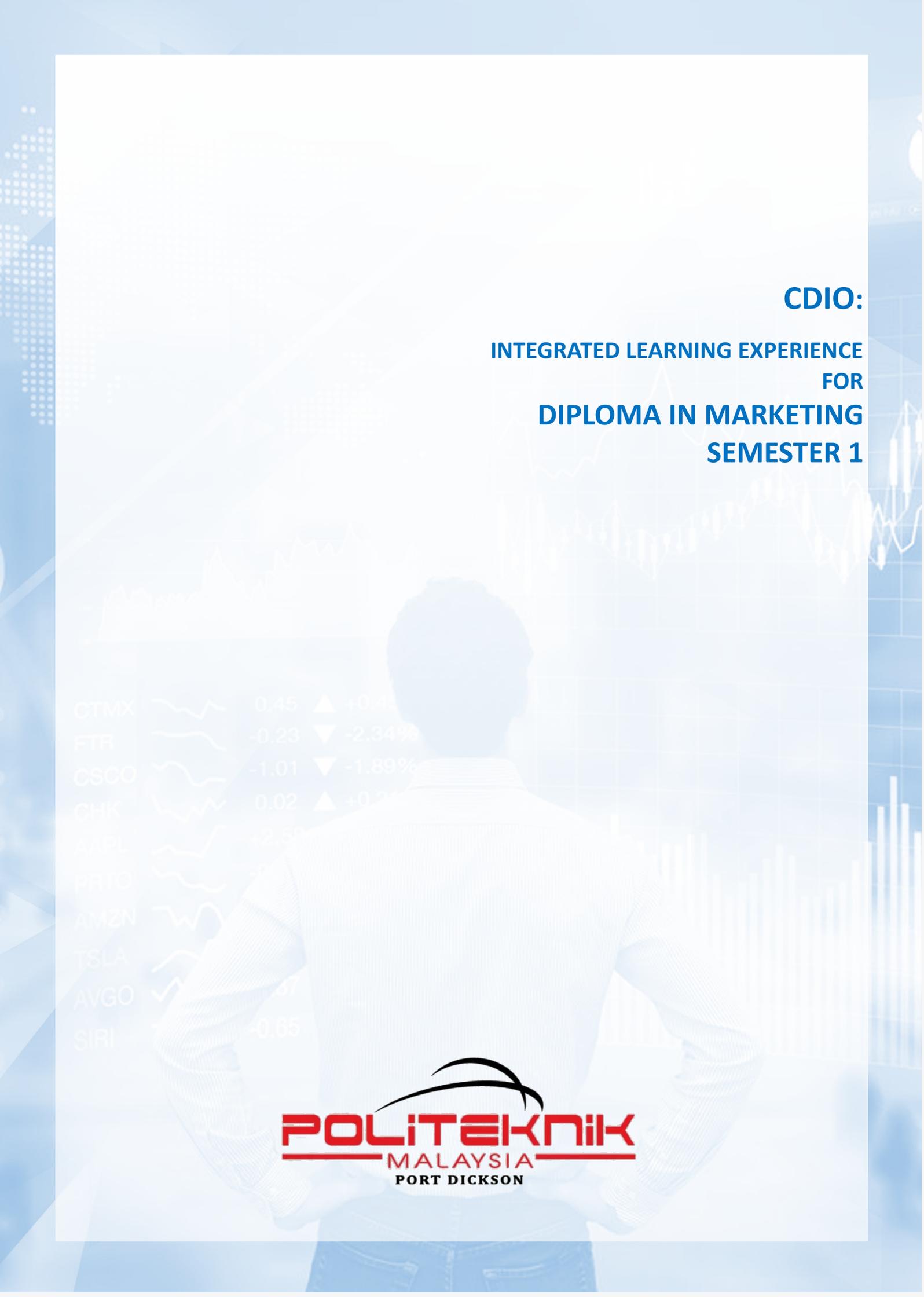
MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

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FOR  
DIPLOMA IN MARKETING  
SEMESTER 1**



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TSLA	0.01	▲	+0.01%
AVGO	0.01	▲	+0.01%
SIRI	-0.65	▼	-0.65%

# ACKNOWLEDGEMENT

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Perpustakaan Negara Malaysia

+6.5%  
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**CDIO: INTEGRATED LEARNING EXPERIENCE  
FOR DIPLOMA IN MARKETING SEMESTER 1**

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Mode of access: Internet

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SIRI	-0.05	▼	-0.05

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# FOREWORD

This book is developed as a manual and guideline for both lecturers and students who are involved in teaching and learning for integrated courses of DPB10013 Microeconomics and DPM10013 Principles Of Marketing.

This guidelines would develop an understanding about situation market environment articles that will be conducted for the whole semester. It also acts as guideline and manual in the whole process of developing 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 and students must able to learn the process in depth to generalize the real situation on economics and business.

All these structured activities are vital elements to enhance the students' knowledge and social skills in solving problems in order to discuss clearly the impact of economic changes towards market equilibrium and present with confidence the marketing mix strategies to show the ability as a leader and working in a team. This guidelines consists of the project brief, the 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 the practical and exercise session. Furthermore, rubric of assessment (marking scheme) is explained to guide the process of assessment and develop better understanding upon the syllabus requirements.

# INTEGRATED LEARNING EXPERIENCE

The integrated programs create lessons and activities that engage students in lessons, projects, and other learning tasks that focus on the connections between the skills and content taught in the regular curriculum. Developing awareness of global challenges and industry issues. Gaining leadership, teamwork and communication skills. Developing practical skills. Transitioning between school and the job market.

There are 5 Sub- attribute that we can assess through content, presentation tools, how to delivery the solution within written or oral, understanding and answering questions and able to demonstrate good social skills, communication ethics and empathy in social interactions.

The students can presents and elaborate the ideas clearly with both area either written or communication. Organize ideas and communicate appropriately to audience and in different situations; participate moderately in conversations, discussions and group presentations with no error.

However, there is always a room for improvement as to increase the student result/ achievement the 'excellent' level. In the future, this learning experience can provide ideas and related to the concepts and the strategies and also adapt and adopt the real situation in business. The student must developing practical skills which transitions between campus to the job market.

# NOTES OF GUIDANCE



## SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING



**COMMERCE DEPARTMENT  
CDIO OBE INTEGRATED CURRICULUM  
DIPLOMA IN MARKETING**

## **Notes of Guidance**

All students of Diploma in Marketing semester 1 are required to practice CDIO OBE Integrated curriculum intra-program. In order to achieve this, DPB10013 Microeconomics, DPM10013 Principles of Marketing courses have been selected to implement the CDIO project for Semester 1, Diploma in Marketing.

As part of the CDIO integration, students are required to complete mini projects and perform a sales simulation via group work that is verified by the Program Coordinator/Head of Program/Head of Department.

### **A. COURSE LEARNING OUTCOMES (CLO):**

#### **DPB10013 MICROECONOMICS**

CLO3: Discuss clearly the impact of economic changes towards market equilibrium. (A2, PLO7)

#### **DPM10013 PRINCIPLES OF MARKETING**

CLO3: Present with confidence the marketing mix strategies to show the ability as a leader and working in a team. (A2, PLO6)

Credit hour: 3

Groups: Students are required to form a group consists of 4 to 5 students.

### **OBJECTIVES:**

To enhance the students' knowledge and provides information on concepts and basic principles related to microeconomics problems. The course emphasizes the demand and supply theory, elasticity and production as well as market equilibrium an understanding of the current economic situation and relate it to marketing strategies to solve business problems.

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

1. Understand the concept of government intervention. (C1)
2. Describes the effects of changing demand and supply on the market as a whole. (C3)
3. Provide suggestions for solving problems (4P') encountered in real business scenarios. (C3)
4. Present the results of the interview findings to the class using appropriate visual aids. (A2)

## TYPES OF ASSESSMENT:

SEM	PROJECT NAME	PROJECT DESCRIPTION	INTERGRATED COURSES	EVALUATION ASSESSMENT	MARKS	CLO
1	MARKET ECONOMY	Obtain information on the demand and supply in the current economic situation (DPB10013), provide the suggestions for solving problems In Principles Of Marketing (4p's) and also encountered in real business scenarios, & government policies.	DPB10013 Microeconomics	Problem scenario (10%)	10%	CLO3 (A2), PLO 7)
			DPM100013 Principles Of Marketing	Presentation (20%)	20%	CLO3 (A2, PLO6)

### INSTRUCTIONS:

**PROBLEM SCENARIO (10%) : DPM10013 MICROECONOMICS**  
**PRESENTATION (20%) : DPM10013 PRINCIPLES OF MARKETING**

Obtain information on problem of demand and supply of consumer product. In this case study, students need to identify a specific consumer product and relate it to the government intervention. Relate consumer and business market and segmentation to solve the problem.

Based on the theme, each group will have to:

1. Assignments are implemented in groups of 4-5 students
2. Explain the difference between these 2 articles about government intervention in market equilibrium.
3. Sketch the appropriate diagram to show the effects of these 2 types of price control in the market equilibrium and explain your answer.
4. Give your opinion about how to solve the problem of shortage in chicken supply and suggest the best ways to prevent chicken price from increase extremely during Hari Raya festival.
5. Students are asked to adapt solution suggestions knowledge using 4P 'strategies.
6. Students are asked to present the results of the Case Study using the appropriate presentation tools.

**REPORT**

Reports are to be submitted on time and according to the NoG (Notes of Guidance) of each course respectively.

**ASSESSMENT:**

DPB 10013 Microeconomics

Report 10%

TOTAL : 35% (Total Marks for Problem Scenario)

DPM 10013 Principles of Marketing

Presentation: 20%

TOTAL : 20% (Total Marks for Presentation)

**PROJECT DIVERSITY / PLAGIARISM:**

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

# COURSE OUTLINE



## SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# DPB10013

## MICROECONOMICS



### DEPARTMENT OF COMMERCE COURSE OUTLINE DECEMBER 2020 SESSION

	<b>NAME OF COURSE</b>	<b>MICROECONOMICS</b>															
1.	<b>COURSE CODE</b>	DPB10013															
2.	<b>SYNOPSIS</b>	MICROECONOMICS provides information on concepts and basic principles related to microeconomics problems. The course emphasizes the demand and supply theory, elasticity and production as well as market equilibrium. It also provides information on how to determine the efficiency of a market, and how to evaluate the costs and benefits of government intervention in a market.															
3.	<b>CREDIT VALUE</b>	3															
4.	<b>PREREQUISITE/ CO-REQUISITE (IF ANY)</b>	NONE															
	<b>COURSE LEARNING OUTCOMES (CLO):</b> Upon completion of this course, students should be able to:																
	CLO1	Explain basic theory and concepts of Microeconomics. (C2, PLO1)															
	CLO2	Apply the knowledge of microeconomics theories to solve the business problems. (C3, PLO5)															
	CLO3	Discuss clearly the impact of economic changes towards market equilibrium. (A2, PLO7)															
5.	<b>PROGRAMME LEARNING OUTCOMES (PLO):</b>																
	PLO 1: Apply good understanding of concepts and theories in the field of marketing.																
	PLO 5: Adopt a variety of skills in managing information including the use of digital application and commit to continue seeking knowledge for self-improvement.																
	PLO 7: Decide career path by identifying self-improvement initiatives and possibilities of being an entrepreneur during exploration and engagement in entrepreneurial activities.																
	<b>ASSESSMENT METHOD:</b> The course assessment consists of: Continuous Assessment (CA) – 50% Final Examination (FE) / Final Assessment ((FA) – 50%																
6.	<table border="1"> <thead> <tr> <th>Assessment</th> <th>Quantity</th> <th>Percentage (%)</th> </tr> </thead> <tbody> <tr> <td>Quiz</td> <td>2</td> <td>10%</td> </tr> <tr> <td>End Of Chapter</td> <td>2</td> <td>20%</td> </tr> <tr> <td>Problem Scenario</td> <td>1</td> <td>10%</td> </tr> <tr> <td>Test</td> <td>1</td> <td>10%</td> </tr> </tbody> </table>		Assessment	Quantity	Percentage (%)	Quiz	2	10%	End Of Chapter	2	20%	Problem Scenario	1	10%	Test	1	10%
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Quiz	2	10%															
End Of Chapter	2	20%															
Problem Scenario	1	10%															
Test	1	10%															

# DPB10013

## MICROECONOMICS

### TEACHING SCHEDULE:

Topic No.	Topic/Content	Recommended Contact Hours	Assessment Method	Week
1.0	INTRODUCTION TO MICROECONOMICS 1.1 Elaborate microeconomic in general 1.2 Elaborate economic problems 1.3 Elaborate world economy system	3 hours lecture 1 hour Tutorial	Quiz 1	W1
2.0	THE DEMAND AND SUPPLY THEORY 2.1 Demonstrate the demand theory 2.2 Demonstrate the supply theory	6 hours lecture 2 hour Tutorial		W2 - W3
3.0	MARKET EQUILIBRIUM 3.1 Demonstrate the market equilibrium process 3.2 Discuss the government intervention in the market	3 hours lecture 1 hour Tutorial	EOC 1	W4
4.0	PRICE ELASTICITY OF DEMAND AND SUPPLY 4.1 Demonstrate price elasticity of demand theory 4.2 Demonstrate income elasticity of Demand 4.3 Demonstrate cross price elasticity of Demand 4.4 Demonstrate the price elasticity of supply	8 hours lecture 4 hour Tutorial	EOC 2	W5 - W7
5.0	PRODUCTION THEORY 5.1 Apply production theory in microeconomics	3 hours lecture 1 hour Tutorial		W8
6.0	PRODUCTION COST 6.1 Demonstrate the short run production cost in microeconomics. 6.2 Demonstrate long-run production cost	9 hours lecture 1 hour Tutorial	TEST	W9 – W11
7.0	DETERMINANT OF OUTPUT LEVEL AND MARKET PRICE STRUCTURE 7.1 Demonstrate perfect competition market Structure 7.2 Demonstrate the monopoly market Structure 7.3 Demonstrate the monopolistic competition market structure 7.4 Demonstrate an oligopoly market	8 hours lecture 4 hour Tutorial	QUIZ 2	W12 - W14

# DPB10013

## MICROECONOMICS

### REFERENCES

Main :

1. Sarimah Aman Shah et al. (2017) Principles of Economics 3rd Edition Oxford: Fajar Bakti Sdn Bhd

Additional :

1. Deviga V. & Karunagaran M. (2013). Principles of Economics.3rd Edition Oxford: Fajar Bakti Sdn Bhd.
2. Zubair Hasan et al (2014), Economics for Islam Orientation. Shah Alam : Oxford Fajar Sdn. Bhd.

8.

# DPM10013

## PRINCIPLES OF MARKETING



### DEPARTMENT OF COMMERCE

### COURSE OUTLINE

### DECEMBER 2020 SESSION

	NAME OF COURSE	PRINCIPLES OF MARKETING																		
1.	COURSE CODE	DPM10013																		
2.	SYNOPSIS	PRINCIPLES OF MARKETING provides knowledge to students regarding the concepts and terminologies in marketing. This course emphasizes the marketing principles; the environment; segmentation, targeting and positioning; and marketing mix focusing on the consumer market.																		
3.	CREDIT VALUE	3																		
4.	PREREQUISITE/ CO-REQUISITE (IF ANY)	None																		
5.	COURSE LEARNING OUTCOMES (CLO): Upon completion of this course, students should be able to:																			
	CLO1	Explain concepts and terminologies in the marketing field. (C2 , PLO 1 )																		
	CLO2	Apply the knowledge of marketing strategies and marketing mix that are relevant to the organizations' objectives. (C3 , PLO 1 )																		
	CLO3	Present with confidence the marketing mix strategies to show the ability as a leader and working in a team. (A2 , PLO 6 )																		
6.	PROGRAMME LEARNING OUTCOMES (PLO):																			
	PLO 1: Apply good understanding of concepts and theories in the field of marketing.																			
	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 consist of:																			
	Continuous Assessment (CA) – 50%																			
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Tutorial Exercises	2	15%																		
Presentation *Generic Skills	1	20%																		
TOTAL	5	50%																		

# DPM10013

## PRINCIPLES OF MARKETING

### TEACHING SCHEDULE:

Topic No.	Topic/Content	Recommended Contact Hours	Assessment Method	Week
1.0	Overview of Marketing Explain marketing, Discuss the marketing management philosophies, Discuss core marketing concept, Discuss ethics in marketing & Discuss social responsibility.	4 hours Lecture 2 hours Tutorial	Quiz 1 (T1/T2/T4)	W1-W2
2.0	Marketing Environment Examine company's microenvironment & Examine the company's macro environment.	4 hours Lecture 2 hours Tutorial	Quiz 1 (T1/T2/T4)	W2-W3
3.0	Consumer and Business Market Explain consumer and business market & Examine the characteristic between consumer and business market.	3 hours Lecture 1 hours Tutorial	Tutorial 1 T3	W4-W5
4.0	Market Segmentation, Targeting and Positioning Explain market segmentation, Explain market targeting & Explain market positioning.	3 hours Lecture 1.5 hours Tutorial	Quiz 1 (T1/T2/T4)	W5-W6
5.0	Products Explain product, Examine three different levels of product, Examine consumer and business product classification & Exhibit Product Life Cycle.	7.5 hours Lecture 2 hours Tutorial	Test 1 T5,T6	W6-W8
6.0	Pricing Explain pricing, Examine the major pricing strategies, Examine new product pricing strategies & Examine the product mix pricing strategies.	7 hours Lecture 2.5 hours Tutorial	Test 1 T5,T6	W8-W10
7.0	Marketing Channel Explain marketing channel, Examine the functions of marketing channel & Examine the major channel alternatives.	5 hours Lecture 1.5 hours Tutorial	Tutorial 2 T7-T8	W11-W12
8.0	Integrated Marketing Communication Explain integrated marketing communications, Examine objectives of marketing communication mix & Examine FIVE (5) elements of promotion mix.	5 hours Lecture 1.5 hour Tutorial	Tutorial 2 T7-T8	W12-W14

# DPM10013

## PRINCIPLES OF MARKETING

### REFERENCES

#### Main :

1. Kotler, P & Armstrong, G. (2017). Principles of Marketing. (17th ed.). Pearson.

#### Additional :

1. Armstrong, G. & Kotler, P. (2016). Marketing: An Introduction. (13th ed.). Pearson.
2. Armstrong, G. & Kotler, P. (2014). Marketing: An Introduction, Global Edition. (12th ed.). Pearson.
3. Yusniza Kamarulzaman & Nor Khalida Abu. (2018). Principles of Marketing. (3rd ed.). Oxford Fajar.

# MAPPING COURSE LEARNING OUTCOMES (CLO):

Upon the accomplishment of this activities, student should be able to:

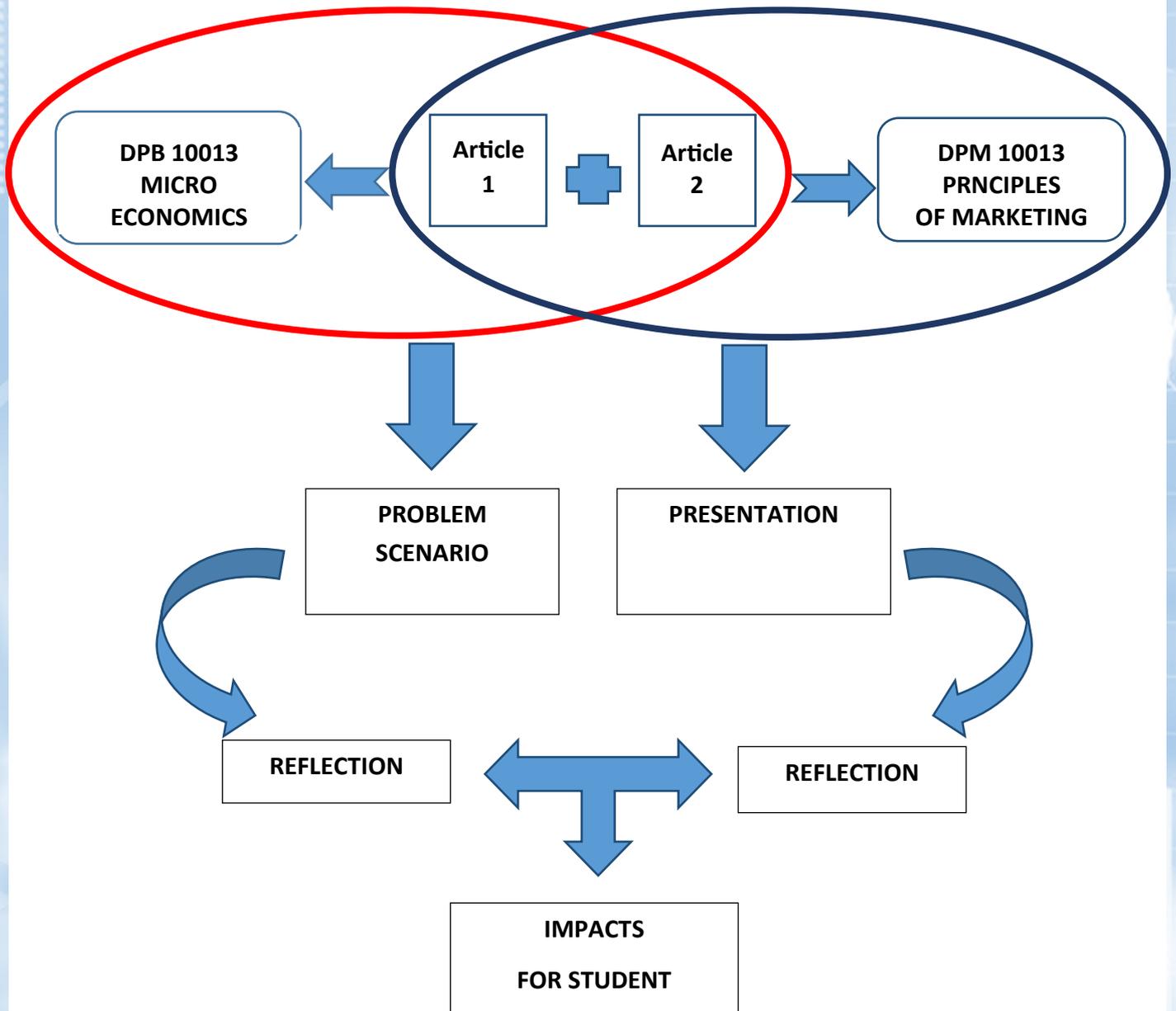
## **DPB10013 MICROECONOMICS**

CLO3: Discuss clearly the impact of economic changes towards market equilibrium. (A2, PLO7)

## **DPM10013 PRINCIPLES OF MARKETING**

CLO3: Present with confidence the marketing mix strategies to show the ability as a leader and working in a team. (A2, PLO6)

# MAPPING ACTIVITY: PROBLEM SCENARIO & PRESENTATION



# INSTRUCTIONS



## SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# ACTIVITY INSTRUCTIONS

Obtain information on problem of demand and supply of consumer product. In this case study, students need to identify a specific consumer product and relate it to the government intervention. Relate consumer and business market and segmentation to solve the problem.

Based on the theme, each group will have to:

1. Assignments are implemented in groups of 4-5 students.
2. Explain the difference between these 2 articles about government intervention in market equilibrium.
3. Sketch the appropriate diagram to show the effects of these 2 types of price control in the market equilibrium and explain your answer.
4. Give your opinion about how to solve the problem of shortage in chicken supply and suggest the best ways to prevent chicken price from increase extremely during Hari Raya festival.
5. Students are asked to adapt solution suggestions knowledge using 4P's strategies.
6. Students are asked to present the results, solution and to overcome the scenario in the question of the Case Study using the appropriate presentation tools.

## Project Diversity / Plagiarism

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

# QUESTIONS



## SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# Article 1

## Government will set maximum price for standard chicken if necessary: Nanta

20 JUN 2020

**BUTTERWORTH:** The government will not hesitate to implement the maximum price scheme for standard chicken if prices continue to rise sharply, said Domestic Trade and Consumer Affairs Minister Datuk Alexander Nanta Linggi.

He said the ministry would set a ceiling price for standard chicken similar to that carried out during the festive season, if necessary.

“This morning I visited a nearby market and had a chat with the chicken traders. It’s true that there has been a 40% increase in chicken prices and we have received complaints from consumers. So, we at the ministry, especially the enforcement, have been monitoring.

“We received information that maybe the wholesalers and breeders are the ones who raise the chicken prices. The chicken traders have no room for profit as the prices provided to them are high,” he told a press conference after a working visit to MSM Prai Berhad, here today.

It was understood that some traders were selling chicken for RM10 per kg, compared to RM7.50 stipulated under the recent Festive Season Maximum Price Control Scheme (SHMMP) in conjunction with Aidilfitri, he said.

Currently, the ministry did not set the ceiling price for standard chicken since the festive season was over, but Nanta said the matter would be investigated.

Meanwhile, he also advised breeders to sell chickens directly to traders to avoid a sudden increase in prices.

“We found that breeders are selling chickens to their subsidiaries or wholesalers and from there they raise the prices. Breeders can sell directly to small traders to help them,” he said. - *Bernama*

Sources: *THE SUN DAILY*

# Article 2

## Minimum wage of RM1,200 for urban workers to take effect on Jan

December 18, 2019

KUALA LUMPUR: The minimum wage in 57 cities and towns will be raised to RM1,200 monthly from Jan 1.

A Human Resource Ministry statement said it would benefit workers in 57 locations, including all 13 state capitals and three federal territories.

The statement said the minimum wage for non-urban areas, small towns and rural areas would remain at the present rate of RM1,100.

“The decision for the new minimum wage in cities was decided by the Cabinet on Dec 6, after the tabling of the 2020 Budget.

“The higher cost of living and expenses in cities as compared to small towns and rural areas led to the decision made by the Cabinet.

“The new minimum wage decision was done for those working in major cities, and it is expected to be gazetted very soon.”

The ministry said the new wage would also apply to the private sector as stated under Section 2 of the Employment Act 1955 (Act 265), Sabah Labour Ordinance (Chapter 67) and the Sarawak Labour Ordinance (Chapter 76).

It said the minimum wage rates must be paid according to the National Minimum Wage Order 2019.

“Minimum wage rates will be constantly reviewed to ensure that they are in line with current cost of living and needs.

“The government also hopes to raise the minimum wage to RM1,500 within the first five years of the Pakatan Harapan administration,” it said.

Prior to the tabling of the 2020 Budget, the Federation of Malaysian Manufacturers (FMM), among others, had proposed that a higher minimum wage be set for workers in major cities.

It had stated that the minimum wage quantum could not be standardised across the country.

Instead, it should be differentiated by geographical location, between rural and urban areas and economic sub sectors

Sources: *THE NEW STRAITS TIMES*

# QUESTION: DPB10013 MICROECONOMICS

**ASSESSMENT : PROBLEM SCENARIO  
SESSION : DECEMBER 2020  
CLO : CLO03, PLO07 & A2**

Based on 2 articles given, discuss in group of 4-5 students and answer all questions below:

## **QUESTION 1**

Explain the difference between these 2 articles about government intervention in market equilibrium.

(5 marks)

## **QUESTION 2**

Sketch the appropriate diagram to show the effects of these 2 types of price control in the market equilibrium and explain your answer.

(15 marks)

## **QUESTION 3**

Give your opinion about how to solve the problem of shortage in chicken supply and suggest the best ways to prevent chicken price from increase extremely during Hari Raya festival.

( 10 marks)

# QUESTION: DPM10013

## PRINCIPLES OF MARKETING

**ASSESSMENT: PRESENTATION**  
**SESSION: DECEMBER 2020**  
**CLO: CLO03, PLO06 & A2**

Based on understanding in Microeconomic please discuss 4P's in Principles of Marketing that you have learn.

### **QUESTION 1**

Identify the concept of demand and supply towards fulfil the production of the products. (Refer to the articles 1 that given on Microeconomic).

### **QUESTION 2**

As a marketers, what should we do to overcome this scenario (**articles 1 & 2**).

- i. Give your opinion how to solve the problem of shortage in chicken supply (article 1) and suggest the best ways to prevent chicken price from increase extremely during special event for example Hari Raya festival and other strategies.
- ii. How to prevent the pricing of our product if government increase the wages of the worker in Malaysia (articles 2).

For these question you have to discuss and how the element of 4P's can help your company to sell the fresh chicken to the market.

**The presentation's rubric will be given and you must use your creativity to do the video presentation.**

# SCHEMA/RUBRIC



## SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# DPB10013

## MICROECONOMICS



### SHCEMA PROBLEM SCENARIO

Based on 2 articles given, discuss in group of 4-5 students and answer all questions below:

#### QUESTION 1

Explain the difference between these 2 articles about government intervention in market equilibrium.

#### ANSWER 1

##### Article 1:

1. Maximum price/ceiling price. **(1mark)**
2. The government will set the ceiling price for chicken during festive season to avoid sellers from raising the price of chicken extremely. **(1.5 marks)**

##### Article 2:

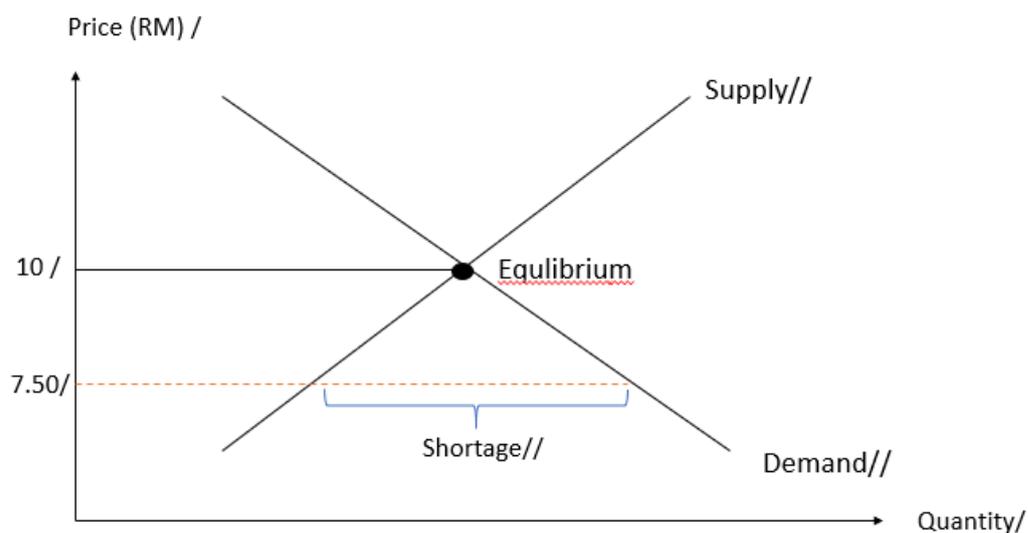
1. Minimum wage/floor price. **(1 mark)**
2. The government decide to increase the minimum wage in 57 cities and towns to RM1,200 and the minimum wage for non-urban areas, small towns and rural areas would remain at the present rate of RM1,100. **(1.5 marks)**

## QUESTION 2

Sketch the appropriate diagram to show the effects of these 2 types of price control in the market equilibrium and explain your answer.

(15 marks)

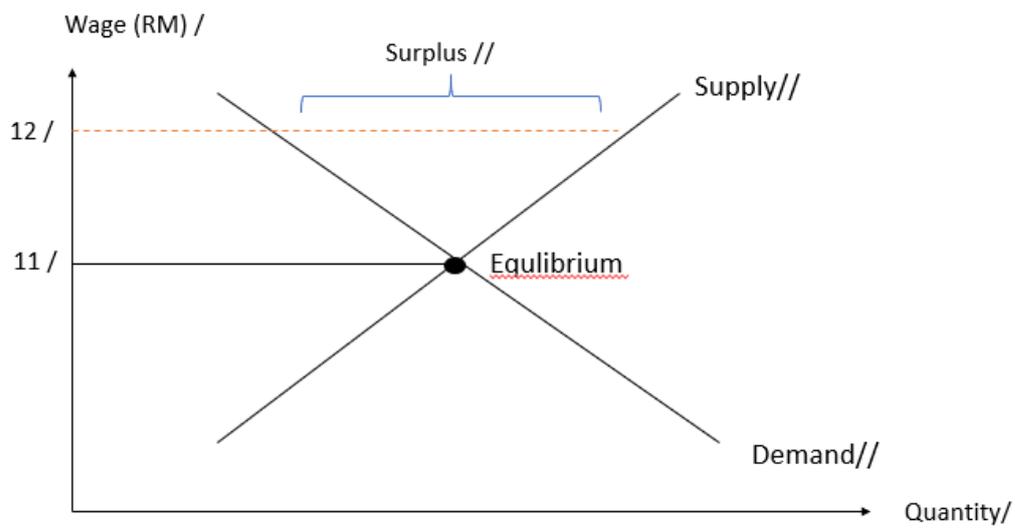
## ANSWER 2



/ = 0.5 mark  
5 marks

Market price is RM10, government set ceiling price at RM7.50/kg for chicken. This would cause excess in chicken demand where  $Q_d > Q_s$ . Shortage of chicken will occur.

## ANSWER 2



/ = 0.5 mark  
5 marks

Current wage is RM1100, government set minimum wage at RM1200. This would cause surplus in labour supply where  $Q_s > Q_d$ . Unemployment will occur.

### **QUESTION 3**

Give your opinion about how to solve the problem of shortage in chicken supply and suggest the best ways to prevent chicken price from increase extremely during Hari Raya festival.

( 10 marks)

### **ANSWER 3**

#### **Problem of shortage in chicken supply:**

1. Rationing the distribution of chicken by limit the quantity of chicken that can be purchased.
2. Increase the production of chicken before hari raya festival
3. Import chicken from foreign countries.

**\*Any relevant answer accepted**

#### **Best ways to prevent chicken price from increase extremely:**

1. KPDNHEP should take action to the seller who sell chicken at higher price.
2. The community can cooperate with KPDHEP by giving information about the irresponsible traders.

**\*Any relevant answer accepted**



**COMMERCE DEPARTMENT**

**RUBRIC (CLO3 PLO06 A2)**

**PRESENTATION FOR**

**PRINCIPLES OF MARKETING**

RUBRIC (CLO3 PLO06 A2)  
PRESENTATION FOR PRINCIPLES OF MARKETING

No	Name	Metrics no.					
1.							
2.							
3.							
4.							
5.							
ATTRIBU TE	SUB ATTRIBU TE	POOR (1-2)	FAIR (3-4)	SATIS FACTORY (5-6)	GOOD (7-8)	EXCELLENT (9-10)	MARKS
A3 Presentation	1. Content	<ul style="list-style-type: none"> <li>• <i>Hardly</i> presents and elaborates any ideas.</li> <li>• Explanation <i>without any example</i>.</li> <li>• <i>Poor</i> introduction and conclusion.</li> <li>• <i>Unable to follow</i> presentation due to no sequence of information.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Fairly</i> presents and elaborates any ideas.</li> <li>• Explanations supported with 1 to 2 <i>relevant examples</i>.</li> <li>• <i>Fair</i> introduction and conclusion.</li> <li>• <i>Jumps around</i> a bit, making it <i>hard to follow</i> presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Presents and elaborate the ideas <i>moderately</i>.</li> <li>• Explanations followed by 3 to 4 <i>relevant examples</i>.</li> <li>• <i>Satisfactory</i> introduction and conclusion.</li> <li>• <i>Able to follow</i> presentation with <i>somehow logical sequence</i>.</li> </ul>	<ul style="list-style-type: none"> <li>• Presents and elaborate the ideas <i>clearly</i>.</li> <li>• Explanations followed by 5 to 6 <i>relevant examples</i>.</li> <li>• <i>Nice</i> introduction and conclusion.</li> <li>• <i>Able to follow</i> presentation with a <i>few logical sequence</i>.</li> </ul>	<ul style="list-style-type: none"> <li>• Presents and elaborate the ideas <i>very clear</i>.</li> <li>• Explanations followed by more 6 <i>relevant examples</i>.</li> <li>• <i>Good</i> introduction and conclusion.</li> <li>• <i>Able to follow</i> presentation with <i>logical sequence</i>.</li> </ul>	
	2. Presentati on tools	<ul style="list-style-type: none"> <li>• Uses <i>superfluou</i>s visual aids or no visual aids.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Occasionally</i> use visual aids that <i>rarely</i> support the</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Satisfactorily</i> uses visual aids that <i>somehow</i> support the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Visual aids <i>relate</i> to the presentation</li> <li>• Thoughts articulated</li> </ul>	<ul style="list-style-type: none"> <li>• Visual aids <i>most relate</i> to the presentation</li> <li>• Thoughts articulated <i>very</i></li> </ul>	

A.3 Presentation		<ul style="list-style-type: none"> <li>• Poor, distracts audience and is hard to read</li> </ul>	<p>presentation.</p> <ul style="list-style-type: none"> <li>• Adds nothing to presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Thoughts articulated quite clearly, but not engaging.</li> </ul>	clearly, but not engaging.	clearly, but not engaging	
	3. Delivery	<ul style="list-style-type: none"> <li>• Difficult in organizing any ideas and communicating appropriately to audience and in different situations; have difficulty in participating in conversations, discussions and group presentations</li> <li>• No eye contact.</li> <li>• <i>Monotonous.</i></li> <li>• <i>No gestures.</i></li> <li>• <i>No confidence.</i></li> <li>• Presentation significantly too long or too short.</li> </ul>	<ul style="list-style-type: none"> <li>• Organize ideas and communicate appropriately to audience and in different situations; hardly participate in conversations, discussions and group presentations with some significant errors (more than 5 errors).</li> <li>• Minimal eye contact.</li> <li>• <i>Inappropriate intonation.</i></li> <li>• <i>Limited gestures.</i></li> <li>• <i>Fairly confident.</i></li> <li>• Presentation not meet time expectation.</li> </ul>	<ul style="list-style-type: none"> <li>• Organize ideas and communicate appropriately to audience and in different situations; hardly participate in conversations, discussions and group presentations with less significant errors (equal to and less than 5 errors)</li> <li>• Occasionally maintain eye contact.</li> <li>• <i>Appropriate intonation.</i></li> <li>• <i>Suitable gestures.</i></li> <li>• <i>Somehow confident.</i></li> <li>• Presentation over or under assign time.</li> </ul>	<ul style="list-style-type: none"> <li>• Organize ideas and communicate appropriately to audience and in different situations; participate moderately in conversations, discussions and group presentations with no error.</li> <li>• More maintain eye contact.</li> <li>• <i>Suitable Intonation.</i></li> <li>• <i>Good gestures.</i></li> <li>• <i>Few Confident.</i></li> <li>• Presentation few slightly over or under assign time.</li> </ul>	<ul style="list-style-type: none"> <li>• Organize ideas and communicate appropriately to audience and in different situations; participate moderately in conversations, discussions and group presentations with no error.</li> <li>• Mostly maintain eye contact.</li> <li>• <i>Most Suitable intonation.</i></li> <li>• <i>Very Good gestures.</i></li> <li>• <i>Confident.</i></li> <li>• Presentation slightly over or under assign time.</li> </ul>	
	4. Understanding and answering of questions	Difficult to understand and unable to answer questions.	Able to understand questions however, give inappropriate answers.	Able to understand questions however, give satisfactorily answers.	Able to understand questions and give better answers.	Able to understand questions and give the best answers.	

	<b>5. Interaction Capability</b>	Unable to demonstrate social skills, communication ethics and empathy in social interactions.	Able to demonstrate social skills, communication ethics and empathy in social interactions but need further improvement.	Able to demonstrate social skills, communication ethics and empathy in social interactions satisfactorily.	Able to demonstrate good social Skills, communication ethics and empathy in social interactions.	Able to demonstrate very good social skills, communication ethics and empathy in social interactions.	
<b>Total</b>							

Prepared by:

Course Lecturer

Date:

+6.5%

Trends

78%

# REFLECTIONS



## SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# REFLECTION

The CDIO framework provided Diploma in Marketing, Port Dickson Polytechnic with a structured approach to enhance the design of implementing projects to better prepare students for using a simple knowledge and critics' thinking, better idea towards to responds to changing of economics, in communication skill and build their self confidence.

In the first semester of Diploma in Marketing program, students should be able to discuss clearly the impact of economic changes towards market equilibrium (for Microeconomics) and to present with confidence the marketing mix strategies to show the ability as a leader and working in a team (for Marketing).

This is the whole process of developing 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 and students must able to learn the process in depth to generalize the real situation on economics and business.

Overall through this CDIO students are able to select the basic concepts of price in the Teaching and learning of these two courses. Students can see the concept of looking at price in the perception of market equilibrium as well as the concept of price in the marketing mix which is more to the price of goods.

Students can see an overview of the application of price usage in both courses more clearly. Students can also write and illustrate situations into graphical forms that are easier to understand.

Student able to organize relevance material to write and make a presentation in class. The findings obtained will be presented by students in a marketing course. In the presentation students will present in class by relating to the theory in the marketing course.

Beside that, student able to be responsible and take part as a leader or team member of group during execution of group activity. Lastly, student also able to participate in communication session through the presentation of a group activity.

+6.5%

Trends



78%

**IMPACTS**



# SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# STUDENT'S RESULT

## DPB10013 MICROECONOMICS

POLITEKNIK PORT DICKSON  
SUMMARY : COURSES REVIEW REPORT

### 1. COURSE INFORMATION

PROGRAMME : DIPLOMA PEMASARAN  
 COURSE NAME : DPB10013 - MICROECONOMICS  
 CLASS : DPR1A,DPR1B,DPR1C,  
 SESSION : DECEMBER 2020

### 2. COURSE LEARNING OUTCOME

CLO	CONTENT	SECTION			GROUP ATTAINMENT (%)
		DPR1A	DPR1B	DPR1C	
CLO01C	Explain basic theory and concepts of microeconomics.	68	76	68	70.7
CLO02C	Apply the knowledge of microeconomics theories to solve the business problems.	76	76	78	76.7
CLO03A	Discuss clearly the impact of economic changes towards market equilibrium.	88	71	88	82.3
CLO01C	Explain basic theory and concepts of microeconomics.				

CLO	STATEMENT	DPR 1A	DPR 1B	DPR 1C	GROUP ATTAINMENT
CLO03A	Discuss clearly the impact of economic changes towards market equilibrium.	88	71	88	82.3

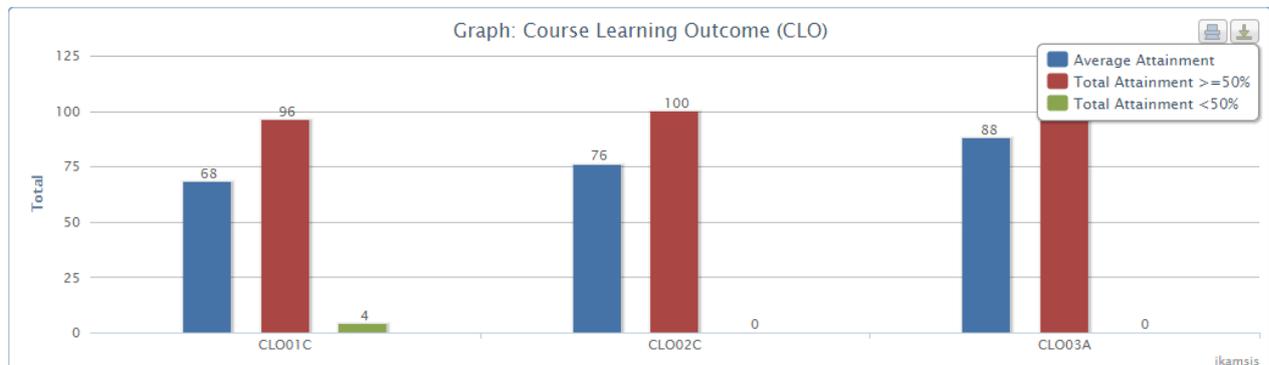
DEPARTMENT : JABATAN PERDAGANGAN  
 COURSE CODE : DPB10013  
 COURSE NAME : MICROECONOMICS  
 PROGRAMME : DPR  
 SECTION : S1  
 LECTURE : RASIDAH BT KASSIM

POLITEKNIK PORT DICKSON  
SESSIAN

	CLO01C	CLO02C	CLO03A
Average Attainment	68.0	76.0	88.0
Total Attainment >=50%	96.0	100.0	100.0
Total Attainment < 50%	4.0	0.0	0.0

### COURSE LEARNING OUTCOME (CLO)

	CLO01C	CLO02C	CLO03A
Average Attainment	68.0	76.0	88.0
Total Attainment >=50%	96.0	100.0	100.0
Total Attainment < 50%	4.0	0.0	0.0



# STUDENT'S RESULT

## DPM10013 PRINCIPLES OF MARKETING

### 1. COURSE INFORMATION

PROGRAMME : DIPLOMA PEMASARAN  
 COURSE NAME : DPM10013 - PRINCIPLES OF MARKETING  
 CLASS : DPR1A,DPR1B,DPR1C,  
 SESSION : DECEMBER 2020

### 2. COURSE LEARNING OUTCOME

CLO	CONTENT	SECTION			GROUP ATTAINMENT (%)
		DPR1A	DPR1B	DPR1C	
CLO01C	Explain concepts and terminologies of marketing strategies and marketing mix that are relevant to the organization's objectives.	79	81	73	77.7
CLO02C	Apply the knowledge of marketing strategies and marketing mix that are relevant to the organization's objectives.	84	83	70	79
CLO03A	Present with confidence the marketing mix strategies to show the ability as a leader and working in a team.	78	84	72	78
CLO01C	Explain concepts and terminologies of marketing strategies and marketing mix that are relevant to the organization's objectives.	79	81	73	77.7
CLO02C	Apply the knowledge of marketing strategies and marketing mix that are relevant to the organization's objectives.	84	83	70	79
CLO03A	Present with confidence the marketing mix strategies to show the ability as a leader and working in a team.	78	84	72	78

CLO	STATEMENT	DPR 1A	DPR 1B	DPR 1C	GROUP ATTAINMENT
CLO03A	Present with confidence the marketing mix strategies to show the ability as a leader and working in a team.	78	84	72	78

DEPARTMENT : JABATAN PERDAGANGAN  
 COURSE CODE : DPM10013  
 COURSE NAME : PRINCIPLES OF MARKETING  
 PROGRAMME : DPR  
 SECTION : S1  
 LECTURE : NOR, HASHIMAH BT AB HAMID

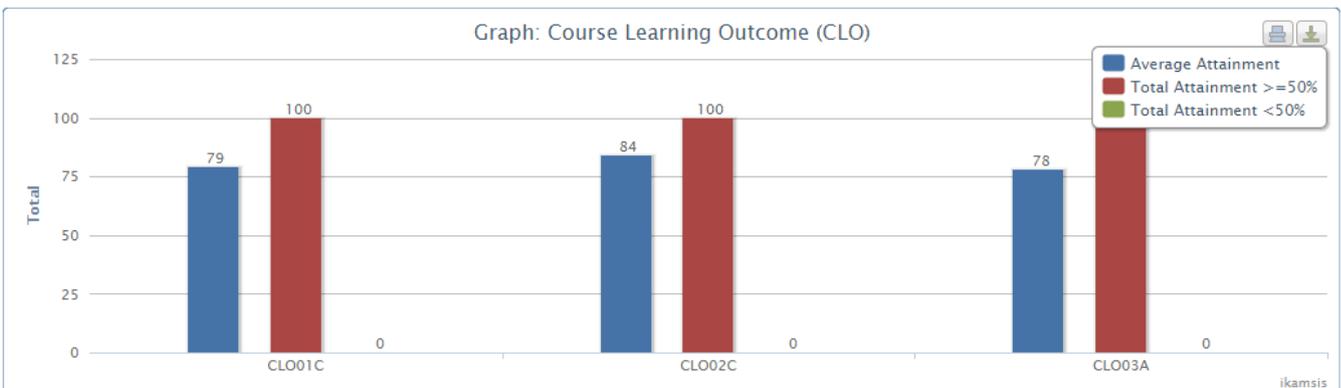
POLITEKNIK PORT DICKSON  
 SESSION

	CLO01C	CLO02C	CLO03A
Average Attainment	79.0	84.0	78.0
Total Attainment >=50%	100.0	100.0	100.0
Total Attainment < 50%	0.0	0.0	0.0

### COURSE LEARNING OUTCOME (CLO)

	CLO01C	CLO02C	CLO03A
Average Attainment	79.0	84.0	78.0
Total Attainment >=50%	100.0	100.0	100.0
Total Attainment < 50%	0.0	0.0	0.0

Graph: Course Learning Outcome (CLO)



# IMPACT FOR STUDENT

The CDIO achievements that have been implemented have achieved the objectives for both courses. It is good for lecturer and student to what should be taken in real life situation, it is suggested that the CDIO will cover other topics in both courses to see student achievement. CDIO can also be implemented using other methods found in Teaching and Learning for example outcomes-based education (OBE) implementation.

For the lecturers are able to assess students' understanding related to concepts Market Equilibrium and the enhance knowledgeable in real business for future undertaken. Lecturers can also provide assessments to test students ' level of understanding and application to the theory as well to the strategies.

Furthermore, for the students, students are able to understand the theories learned more clearly, they are able to relate theory to real situations and provide examples and suggestions for solving problems with the current economic situation to enhance the world big issues in business. In the assessment above, the achievement's of student looks that all the DPR students can discuss clearly the impact of economic changes towards market equilibrium.

The group of attainment shows are 82.3% for the Microeconomics and 78% for the Principle of Marketing. There are good sign of achievement for the first semester DPR's student. The findings obtained will be presented by students in a marketing course. In the presentation students will present in class by relating to the theory in the marketing course.

# SAMPLE OF STUDENT'S GROUP WORK



## SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# DPB10013 MICROECONOMICS

93%

RITA ARYANI BINTI MOHD ALI (06DPR20F2011) ✓

NOR WARDINA BINTI MOHAMAD ALI (06DPR20F2014) ✓

MUHAMMAD SHAHRIZAL BIN MAZLAN (06DPR20F2039) ✓

NOR FIRDAUS BIN ABDUL AZIZ (06DPR20F2030) ✓

Good!

## QUESTION 1

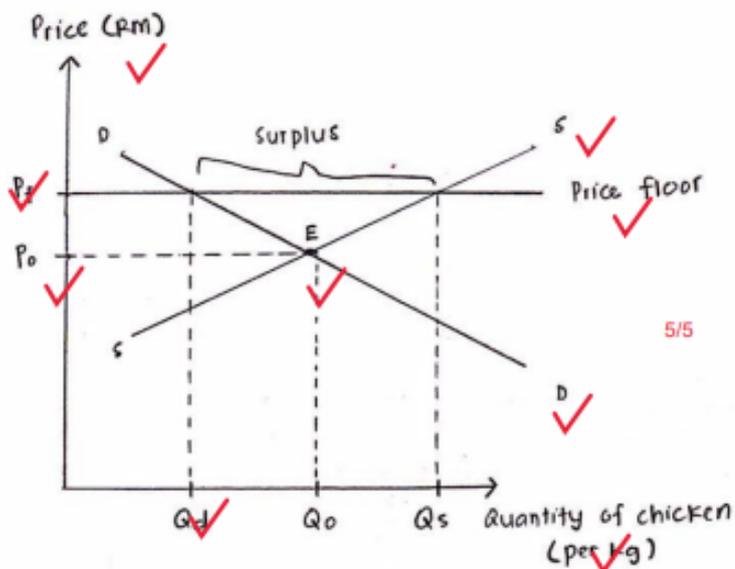
Explain the difference between these 2 articles about government intervention in market equilibrium

Price Ceiling ✓	Price Floor
When the government sets a legal limit on the price of a good or service with the aim of reducing prices below market equilibrium price. ✓	Most commonly associated with minimum wages in the labour market or guaranteed price support schemes for farmers or other producer. ✓
<b>Example:</b> The government will not hesitate to implement the maximum price scheme for standard chicken if prices continue to rise sharply, said Domestic Trade and Consumer Affairs Minister Datuk Alexander Nanta Tinggi. ✓	<b>Example:</b> "Minimum wage rates will be constantly reviewed to ensure that they are in line with current cost of living and needs" ✓

# DPB10013 MICROECONOMICS

## QUESTION 2

### Article 1 :

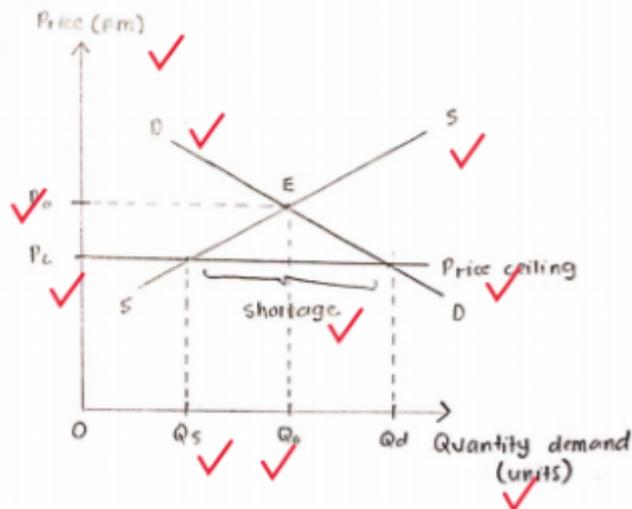


1. The diagram show the quantity supplied exceeds quantity demanded .
2. When the prices increases , the quantity demanded will decreases .
3. When the prices of chicken is RM10 per kg , the curve will shift to the left while if the prices is RM7.50 per kg , the curve will shift to the right .
4. This show a negative relationship between price and quantity demanded .

2.5/2.5

# DPB10013 MICROECONOMICS

## Article 2 :



1. The diagram show the quantity demanded exceeds quantity supplied .
2. When the wages increases , the quantity demanded will increases and the quantity supplied will decreases .
3. When the wages increases from RM1200 to RM1500 , the quantity demand will increases .
4. This show a positive relationship between price and quantity demanded .

# DPB10013

## MICROECONOMICS

### QUESTION 3

Give your opinion about how to solve the problem of shortage in chicken supply and suggest the best ways to prevent chicken price from increase extremelu during Hari Raya festival

The excess demand of chicken will cause the price to rise from RM7.50 per kg to RM10 per kg during Hari Raya Festival. My opinion to solve this problem is the government needs to help breeders to further expand their enterprises. For example, improve the quality of equipment facilities and the area of poultry land. Besides, give encouragement for more people to venture into the field of poultry farming. So that, they can produce more chicken and this is also one of way to increase the chicken supply.

Secondly, my suggestion to prevent chicken price from increase is producers need to set appropriate prices according to the quality and weight of the chicken. Next way is the breeders can selling direct to consumer and supply more chicken to seller. This will prevent price increases during Hari Raya Festival.

# DPM10013 PRINCIPLES OF MARKETING

## LINK SAMPLE GROUP'S PRESENTATION

[https://drive.google.com/file/d/1Y184C\\_oCsi\\_OzBz8lex0qFzivDbQ8wBX/view?usp=sharing](https://drive.google.com/file/d/1Y184C_oCsi_OzBz8lex0qFzivDbQ8wBX/view?usp=sharing)



**POLITEKNIK**  
MALAYSIA  
PORT DICKSON

COMMERCE DEPARTMENT  
DECEMBER 2020  
DPM 10013  
PRESENTATION

NAME	REGISTRATION NUMBER
RITA ARYANI	06DPR20F2011
NOR WARDINA	06DPR20F2014
MUHAMMAD SHAHRIZAL	06DPR20F2039
MUHAMMAD DANISH FAWWAZ	06DPR20F2054
MUHAMMAD AZKHAN HAIQAL	06DPR20F2008

## THE SAMPLE MARKS FOR GROUP'S PRESENTATION

RUBRIC (CLO3 PLO06 A2)  
PRESENTATION FOR PRINCIPLES OF MARKETING

No	Name	Metrics no.
1.	MUHAMMAD DANISH FAWWAZ BIN MURSHIDI	06DPR20F2054
2.	MUHAMMAD SHAHRIZAL BIN MAZLAN	06DPR20F2039
3.	NOR WARDINA BINTI MOHAMAD ALI	06DPR20F2014
4.	MUHAMMAD AZKHAN HAIQAL BIN KHAIREL AZMAN	06DPR20F2008
5.	RITA ARYANI BINTI MOHD ALI	06DPR20F2011

ATTRIBU TE	SUB ATTRIBU TE	POOR (1-2)	FAIR (3-4)	SATIS FACTORY (5-6)	GOOD (7-8)	EXCELLENT (9-10)	MARKS
A3 Presentation	1. Content	<ul style="list-style-type: none"> <li>• <i>Hardly</i> presents and elaborates any ideas.</li> <li>• Explanation <i>without any example</i>.</li> <li>• <i>Poor</i> introduction and conclusion.</li> <li>• <i>Unable to follow</i> presentation due to no sequence of information.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Fairly</i> presents and elaborates any ideas.</li> <li>• Explanations supported with 1 to 2 <i>relevant examples</i>.</li> <li>• <i>Fair</i> introduction and conclusion.</li> <li>• <i>Jumps around</i> a bit, making it <i>hard to follow</i> presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Presents and elaborate the ideas <i>moderately</i>.</li> <li>• Explanations followed by 3 to 4 <i>relevant examples</i>.</li> <li>• <i>Satisfactory</i> introduction and conclusion.</li> <li>• <i>Able to follow</i> presentation with <i>somehow logical</i> sequence.</li> </ul>	<ul style="list-style-type: none"> <li>• Presents and elaborate the ideas <i>clearly</i>.</li> <li>• Explanations followed by 5 to 6 <i>relevant examples</i>.</li> <li>• <i>Nice</i> introduction and conclusion.</li> <li>• <i>Able to follow</i> presentation with a <i>few logical</i> sequence.</li> </ul>	<ul style="list-style-type: none"> <li>• Presents and elaborate the ideas very <i>clear</i>.</li> <li>• Explanations followed by <i>more 6 relevant examples</i>.</li> <li>• <i>Good</i> introduction and conclusion.</li> <li>• <i>Able to follow</i> presentation with <i>logical</i> sequence.</li> </ul>	<b>8</b>
	2. Presentati on tools	<ul style="list-style-type: none"> <li>• Uses <i>superfluou</i>s visual aids or no visual aids.</li> <li>• <i>Poor</i>, <i>distracts</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Occasionally</i> use visual aids that <i>rarely</i> support the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Satisfactorily</i> uses visual aids that <i>somehow</i> support the presentation.</li> <li>• Thoughts articulated <i>quite</i> clearly,</li> </ul>	<ul style="list-style-type: none"> <li>• Visual aids <i>relate</i> to the presentation</li> <li>• Thoughts articulated <i>clearly</i>, but <i>not</i> engaging.</li> </ul>	<ul style="list-style-type: none"> <li>• Visual aids <i>most</i> relate to the presentation</li> <li>• Thoughts articulated very <i>clearly</i>, but <i>not</i> engaging</li> </ul>	<b>9</b>

A3 Presentation		audience and is <b>hard</b> to read	<ul style="list-style-type: none"> <li>Adds nothing to presentation</li> </ul>	but <b>not engaging.</b>			
	3. Delivery	<ul style="list-style-type: none"> <li><b>Difficult</b> in organizing any ideas and communicating appropriately to audience and in different situations; have <b>difficulty in participating</b> in conversations, discussions and group presentations.</li> <li>No eye contact.</li> <li><i>Monotonous.</i></li> <li><i>No gestures.</i></li> <li><i>No confidence.</i></li> <li>Presentation is <b>significantly too long or too short.</b></li> </ul>	<ul style="list-style-type: none"> <li>Organize ideas and communicate <b>appropriately</b> to audience and in <b>different</b> situations; <b>hardly</b> participate in conversations, discussions and group presentations with <b>some significant errors (more than 5 errors).</b></li> <li><b>Minimal</b> eye contact.</li> <li><i>Inappropriate intonation.</i></li> <li><i>Limited gestures.</i></li> <li><i>Fairly confident.</i></li> <li>Presentation <b>not meet time expectation.</b></li> </ul>	<ul style="list-style-type: none"> <li>Organize ideas and communicate <b>appropriately</b> to audience and in <b>different</b> situations; <b>hardly</b> participate in conversations, discussions and group presentations with <b>less significant errors (equal to and less than 5 errors)</b></li> <li><b>Occasionally</b> maintain eye contact.</li> <li><i>Appropriate intonation.</i></li> <li><i>Suitable gestures.</i></li> <li><i>Somehow confident.</i></li> <li>Presentation <b>over or under</b> assign time.</li> </ul>	<ul style="list-style-type: none"> <li>Organize ideas and communicate appropriately to audience and in <b>different</b> situations; participate <b>moderately</b> in conversations, discussions and group presentations with no error.</li> <li><b>More</b> maintain eye contact.</li> <li><i>Suitable Intonation.</i></li> <li><i>Good gestures.</i></li> <li><i>Few Confident.</i></li> <li>Presentation <b>few slightly over or under</b> assign time.</li> </ul>	<ul style="list-style-type: none"> <li>Organize ideas and communicate appropriately to audience and in <b>different</b> situations; participate <b>moderately</b> in conversations, discussions and group presentations with no error.</li> <li><b>Mostly</b> maintain eye contact.</li> <li><i>Most Suitable intonation.</i></li> <li><i>Very Good gestures.</i></li> <li><i>Confident.</i></li> <li>Presentation <b>slightly over or under</b> assign time.</li> </ul>	<b>9</b>
	4. Understanding and answering of questions	Difficult to understand and <b>unable</b> to answer questions.	Able to understand questions however, <b>give inappropriate</b> answers.	Able to understand questions however, <b>give satisfactorily</b> answers.	Able to understand questions and <b>give better</b> answers.	Able to understand questions and <b>give the best</b> answers.	<b>9</b>
5. Interaction Capability	<b>Unable</b> to demonstrate social skills, communication ethics and	Able to demonstrate social skills, communication ethics and	Able to demonstrate social skills, communication ethics and	Able to demonstrate <b>good</b> social Skills, communication ethics and	Able to demonstrate <b>very good</b> social skills, communication ethics and	<b>8</b>	
		empathy in social interactions.	empathy in social interactions but <b>need further improvement.</b>	empathy in social interactions <b>satisfactorily.</b>	empathy in social interactions.		
<b>Total</b>						<b>43</b>	

Prepared by:

  
NOR HASHIMAH BT AB HAMID

Course Lecturer  
Date: 12 JULAI 2021

+6.5%  
Trends

78%

# REFERENCE



# SEMESTER 1

DPB10013

MICROECONOMICS

DPM10013

PRINCIPLES OF MARKETING

# REFERENCES

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KOD ISBN

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