



**PENINSULA**  
**COLLEGE**

**2022 - 2023**



# **Programme Handbook** **(Diploma in E-Business** **Technology)**

**UPDATED: 05/22**

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## Contents

<b>History of Peninsula College .....</b>	<b>2</b>
<b>Vision, Mission, and Institutional Philosophy .....</b>	<b>3</b>
<b>Diploma in E-Business Technology Structure</b>	
▪ Programme Overview .....	4
▪ Academic and Support Staff .....	5
▪ Entry Requirement .....	5
▪ PEOs and PLOs.....	6
▪ Programme Structure .....	7
▪ Course Offered .....	8-14
<b>Examination System.....</b>	<b>15</b>
<b>External Moderator .....</b>	<b>15</b>
<b>Programme Route .....</b>	<b>15</b>
<b>Dress Code.....</b>	<b>16</b>

## **OUR HISTORY**

Peninsula College Georgetown, formerly acknowledged as ALC College, is proudly treading into its' magnificent 21<sup>st</sup> year in tertiary education.

Holding devotedly to our motto – “Your Employability...Our Priority”, Peninsula has always been conscious to not limit our academicians with a strong background of subject matter, but also a significant industrial shade that assures distinctive entrepreneurial and industry expectations tutoring to students. Probably, this could be our niche of producing graduates with 100% employability record for all these years.

The year 2017 flagged the notable expansion of Peninsula Higher Education Group which includes awarding of MS ISO 9001: 2015 and welcoming of new academic partner, University of Plymouth, UK, in addition to our years long distinguished partner, University of Gloucestershire, UK.

Becoming wholly-owned by PKT Logistics Group Sdn Bhd, a prominent ownership made Peninsula being the pioneer in Southeast Asia to build state-of-art corporate campuses in Selangor and Penang, Malaysia. This enables students' learning to be colliding with the real working environment, a platform for them to enhance their academic knowledge through the hands-on exposure.

The institution is unwavering on its primary mission of providing far-reaching and holistic learning environment. The Ship Campus located in Batu Kawan, Penang, is designed with the campus-in-industry model, whereby having a physical presence in an industrial park puts us in a unique position to bridge the gap between graduate skills and industry needs via academia-industry collaboration. Our other 2 campuses, The Lighthouse Campus in Shah Alam and The City Campus in Klang are also designed to encourage learning in a real-world corporate environment.

Peninsula College Georgetown – “Your Employability...Our Priority”

# **VISION, MISSION & INSTITUTION PHILOSOPHY**

## **Vision**

To be a leading higher education provider of industry-relevant courses

## **Mission**

Peninsula College is socially responsible institution of higher learning providing industry driven teaching within cutting edge campus buildings, located within a business environment. Its activities aim to inspire and enlighten businesses and communities to produce a positive impact upon individuals, industry, and society.

## **Institution Philosophy**

To achieve organisation and individual aspirations which bring fulfilment and happiness to life

## DIPLOMA IN E-BUSINESS TECHNOLOGY STRUCTURE

<b>Approval Code</b>	(N/340/4/0795)
<b>Accreditation Code</b>	PA13807
<b>Classification</b>	Diploma
<b>Subject Area</b>	-
<b>Course Mode</b>	Full Time
<b>Course Duration</b>	2 Years 4 Months (7 long semesters) / (14 weeks per long semester)
<b>Course Location</b>	The Ship Campus
<b>Intakes</b>	January / May / September

### PROGRAMME OVERVIEW

This programme is designed to give students knowledge and skills in computing and cyber security. Demand for the programme is in line with the digital transformation and the rapid growth of digital economy and e-commerce, cyber security is a critical business factor.

Upon the completion, students will be able to deal with complex issues both systematically and creatively, make sound judgments in the absence of complete data and communicate their conclusions clearly to those who have expertise in this field or not. Students will be able to demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional level or equivalent. Students who take this programme are able to a more striking power of their thinking in the field of computing and e-business.

## ACADEMIC AND SUPPORT STAFF

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*\* Peninsula college reserves the right to make changes without prior notice.*

## ENTRY REQUIREMENT

### Minimum Entry Qualification for Foundation Programme

Qualifications	Academic Requirements
SPM or equivalent	3 credits inclusive Mathematics & pass in Bahasa Malaysia and Sejarah (History)
IGCSE / O-Level	3 credits (Grade C and above) including Mathematics
UEC	A pass in UEC with a minimum of Grade B in any subject including of Mathematics

## **PROGRAMME OBJECTIVES AND OUTCOME**

### **The programme aims to provide:**

Students with the foundational theoretical and practical knowledge and skills in the relevant disciplines, and to prepare students for undergraduate studies at higher learning institutions in Malaysia.

### **The programme educational objectives are to produce graduates who are able to:**

1. Obtain employment in local and global industries and organization, where they are competent in applying the fundamental knowledge, computational principles and skills in computer network and security areas.
2. To equip students with development expertise in fields or areas that are relevant to industry needs.
3. To provide students with an understanding of research related to business and information technology issues.
4. Provide a platform for career development, innovation and or post graduate education.

### **The programme learning outcomes are:**

1. Demonstrate knowledge, concepts and theories in e-business, management, and information technology.
2. Utilise relevant techniques, analytical and critical thinking skills in e-business and information technology related problem solving.
3. Apply information technology skills by developing application to meet current business and customer standards.
4. Demonstrate effective interpersonal and social skills for collaboration and relationship in team.
5. Communicate effectively with peers and superior in an organisation.
6. Solve problems related to business administration by utilising information technology.
7. Apply computation thinking skills to measure, calculate and analyse problems arises from business organization with appropriate tools.
8. Demonstrate effective teamwork and leadership skills with autonomy and responsibilities.
9. Integrate theoretical and practical information professionally to prepare for a career or the purpose of advanced study and lifelong learning.
10. Demonstrate entrepreneurial skills in real world perspectives with business and information technology knowledge.
11. Demonstrate professionalism and social and ethical consideration in accordance with ethical and legal principles.

## PROGRAMME STRUCTURE (FULL TIME)

<b>YEAR 1</b>			
<b>SEMESTER 1</b>			
<b>No</b>	<b>Code</b>	<b>Name of Course</b>	<b>CH</b>
1	DEB1113	Introduction to Business	3
2	DEB1123	Introduction to IT & Application	3
3	DEB1133	Introduction to Management	3
4	DEB1143	English Language Proficiency	3
5	MPU2183	Penghayatan Etika dan Peradaban	3
<b>SEMESTER 2</b>			
6	DEB1213	Introduction to Accounting	3
7	DEB1223	Business Statistics	3
8	DEB1233	Principles of Marketing	3
9	DEB1243	Principles of Economics	3
10	DEB1253	Multimedia Principles	3
<b>SEMESTER 3</b>			
11	DEB1313	Business Communication	3
12	DEB1323	Organisation Behaviour	3
13	DEB1333	Business Finance	3
14	DEB1343	Fundamentals of Programming	3
15	MPU2213 / 2223	Bahasa Kebangsaan A / Public Speaking	3
<b>YEAR 2</b>			
<b>SEMESTER 1</b>			
16	DEB2113	Database Management System	3
17	DEB2123	Human Resource Management	3
18	DEB2134	Visual Programming	4
19	DEB2143	Introduction to Networking	3
20	DEB2343	Entrepreneurship	3
<b>SEMESTER 2</b>			
21	DEB2213	Business law	3
22	DEB2224	Project Management	4
23	DEB2233	System Analysis & Design	3
24	DEB2244	Web Development	4



25	MPU2323	Malaysian Economics	3
<b>SEMESTER 3</b>			
26	DEB2313	International Business	3
27	DEB2323	E-Business	3
28	DEB2333	Management Information System	3
29	DEB2344	Project	4
30	MPU2412	Community Service 1	2

\* Peninsula college reserves the right to make changes programme structure without prior notice.

### **SEMESTER DURATION:**

Semester	Lecture (Week)	'Study Week' (Week)	Final Examination (Week)	Total (Week)
Long	12	1	1	14

**Note:**

1. College implements 3 Semester per year
2. Total number of semesters per year = 3
3. Total number of weeks per year = 42

## COURSES OFFERED

1.	Introduction to Business	<p><b><u>Synopsis</u></b></p> <p>This syllabus covers topics such as introduction to business, business environment, management of business, human resource management, managing operation and marketing principle.</p>
		<p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Describe business management concept and business system.</p> <p>CLO 2: Explain the business management techniques and method.</p> <p>CLO 3: Discuss business operations.</p>
2.	Introduction to Information Technology and Applications	<p><b><u>Synopsis</u></b></p> <p>To introduce the fundamental roles that information technologies play in modern global business environment by introducing basic concepts about information, information technologies and information systems. Two major determinants of IT support which are organizational structure and the functions that employees perform within organizations are looked in detail. Fundamentals of technical components of information systems such as hardware which includes variety of related technologies involved with getting data into and out of the computer.</p>
		<p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Explain the impact of emerging technologies and it's applicability.</p> <p>CLO 2: Identify the role of Information systems within an organisation.</p> <p>CLO 3: Identify the major hardware and software components of a computer system.</p>

3.	Introduction to Management	<p><b><u>Synopsis</u></b></p> <p>This module introduces the four essential functions of management; planning, organizing, leading and controlling. The module is designed to facilitate beginners to better grasp the underlying concepts and theories of management. The chapters in this module provide a current overview of the role of managers in managing employees in an organization. The module provides explanations and positive views of a manager’s job as the manager’s job is considered to be one of the most interesting, challenging and beneficial profession today. The content of the module covers a comprehensive and up-to-date coverage of the nature of managing a business.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Define the functions of management and the roles performed by managers of all levels  CLO 2: Identify goals and develop plans  CLO 3: Demonstrate ability to organize tasks, resources and structure.</p>
4.	English Language Proficiency	<p><b><u>Synopsis</u></b></p> <p>The basic language skills (writing, reading, speaking and listening) are enhanced and there is emphasis on critical analysis of current affairs or social issues.  Students use the steps to conduct research projects.  In reading, students respond to and analyse literary elements of a novel. Strategies are advanced to help them to understand reading materials.  Effective communication skills are demonstrated through role-plays, dramas and presentations.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Extract relevant information from written texts and reproduce it in note form.  CLO 2: Use appropriate reading skills and strategies that can assist them to read independently and critically in their area of study.  CLO 3: Write essays based on notes taken.  CLO 4: Present project work orally.</p>

5.	Penghayatan Etika dan Peradaban	<p><b><u>Synopsis</u></b>  Kursus ini mempersiapkan pelajar untuk menghayati etika dan peradaban yang wujud dalam masyarakat kepelbagaian etnik di Malaysia untuk memperteguhkan pemikiran kritikal dan analitikal mereka bagi menangani kehidupan yang lebih mencabar. Pengisian kursus ini memfokuskan kepada penghayatan etika dan peradaban dalam acuan Malaysia. Pelajar akan didedahkan dengan dinamika konsep etika dan peradaban yang menjadi kekuatan kepada pembentukan negara Malaysia berdasarkan susur masa evolusi sejarahnya dari era pra-kolonial sehingga ke pasca-kolonial. Kefahaman tentang pembentukan etika dan peradaban dalam masyarakat kepelbagaian dibincangkan bagi meningkatkan penghayatan etika dan peradaban ke arah pemantapan kesepaduan nasional dan bangsa Malaysia. Peradaban acuan Malaysia perlu dikupas serta diperdebatkan dalam aktiviti akademik berpandukan Perlembagaan Persekutuan sebagai tapak integrasi dan wahana etika dan peradaban. Pembinaan kesepaduan nasional amat dipengaruhi oleh globalisasi dan perkembangan teknologi maklumat dan komunikasi yang kompleks. Oleh kerana itu, Page 12 of 24 penghayatan etika dan peradaban menzahirkan perilaku tanggungjawab sosial dan digerakkan pada peringkat individu, keluarga, komuniti, masyarakat, dan negara. Justeru, perubahan yang berlaku dalam masyarakat dan pembangunan langsung ekonomi telah membawa cabaran baru dalam mengukuhkan kelestarian etika dan peradaban di Malaysia. Amalan Pendidikan Berimpak Tinggi (HIEPs) dipraktikkan dalam pengajaran dan pembelajaran bagi mendalami kursus ini. (pengajaran &amp; pembelajaran).</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO1: Menjelaskan konsep etika dan peradaban dalam konteks penghayatannya mengikut acuan Malaysia.  CLO2: Menganalisis sistem, tahap perkembangan, kemajuan sosial dan kebudayaan merentas etnik.  CLO3: Menilai isu kontemporari berkaitan ekonomi, politik, sosial, budaya dan alam sekitar daripada perspektif etika dan peradaban.</p>
6.	Business Statistics	<p><b><u>Synopsis</u></b></p> <p>The course covers graphical presentation and survey methodology, group data, ungroup data, index numbers, time series, probability and normal distribution. Students will learn the skills of using statistical methods to derive and justify the decisions. Students will also learn how to read the statistics in graphical and numeric presentation. The learning outcomes are assessed through assignments/tests/examinations.</p>

		<p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Explain the terminology associated with statistics.  CLO 2: Identify the different types of statistics and statistical methods.  CLO 3: Apply the appropriate statistic and/or method to real world business problems.</p>
7.	Principles of Marketing	<p><b><u>Synopsis</u></b></p> <p>This module defines marketing, the marketing concepts and its environment; The Consumer Markets and Business-to-Business Markets; The Market segmentation and Market Targeting; Market Research and Marketing Research; Product Strategy; Pricing Strategy; Promotional Strategy; Placing – Channel Distribution; International Marketing</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Explain Marketing concepts, Marketing research and Market Segmentation.  CLO 2: Identify the environment within which Marketing operates.  CLO 3: Define and describe the functional activities within the 4Ps – Product, Promotion, Price, and Place.</p>
8.	Principles of Economics	<p><b><u>Synopsis</u></b></p> <p>The module teaches students basic economic principles and how to recognize and apply economic elements in real work situations. Students will be exposed to fundamentals of both microeconomics and macroeconomics, supply and demand, the theory of the firm, characteristics of a market system, opportunity cost, measures and determination of national output, income and employment, money and the banking system, the role of the government in the economy, economic growth, and international trade. The knowledge gained will be most useful in predicting shortfalls or gains, or the overall impact of economy to the manufacturing and production business.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Apply economic fundamentals in work applications, regardless of field of work.  CLO 2: Discuss how economic fundamentals within the country and globally will affect us as individuals as well as business management.  CLO 3: Discuss how and what type of research and analysis of the market that will further support successful business management.</p>

9.	Multimedia Principles	<p><b><u>Synopsis</u></b></p> <p>This course will introduce to the students the concept of multimedia; including its components, tools and applications. Tools and theoretical aspects of multimedia discussed include graphics, audio, video, animations and compression. Multimedia architecture also will be introduced to students. Besides that, multimedia application development process and principles of best design practices will also be discussed.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: List the fundamental concepts of multimedia  CLO 2: Recognise the different file formats for graphics, images, audio and video.  CLO 3: Apply some principle of best practice in the design and development of effective multimedia application.</p>
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10.	Bahasa Kebangsaan A	<p><b><u>Synopsis</u></b></p> <p>Kursus ini membolehkan pelajar mempertingkatkan kecekapan berbahasa sesuai dengan intelekpelajar untuk berkomunikasi secara lisan dan tulisan dalam konteks rasmi, kreatif dan bukannya kreatif. Mata pelajaran ini disediakan untuk mempertingkatkan kecekapan berbahasa sesuai dengan intelek pelajar untuk berkomunikasi dengan lisan dan tulisan dalam konteks rasmi, kreatif dan bukan kreatif.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Menggunakan bahasa dengan berkesan dari segi lisan dan tulisan.</p> <p>CLO 2: Berkomunikasi secara lisan dengan berkesan dari segi sebutan dan intonasi, tatabahasa, kosa kata, ungkapan dan laras.</p> <p>CLO 3: Memahami bahan bertulis yang beraneka jenis dan gaya, dan seterusnya mengungkapkan fikiran secara lisan dan tulisan dengan bahasa yang betul dan berkesan.</p> <p>CLO 4: Merumuskan butiran dan memperluas sesuatu idea dengan cara yang tersusun, padat, dan berkesan, secara lisan dan tulisan.</p>
11.	Public Speaking	<p><b><u>Synopsis</u></b></p> <p>This is a basic course for students primarily to prepare them with the public speaking skills. At the earlier stage, students are exposed to concepts of idea building, research for topics, audience analysis and the general communication process. At the later stage, the various techniques of writing speeches, using audio visual aids, delivery of speeches from the aspects of language and style and the non-verbal are emphasized.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Practise the various techniques of public speaking in order to help them increase their efficiency in public and small group communication</p> <p>CLO 2: Apply ICT in speeches for effective public communication.</p> <p>CLO 3: Present public speeches effectively to a small group of audience.</p>

12.	Introduction to Accounting	<p><b><u>Synopsis</u></b></p> <p>This course covers the topics of basic concept of accounting, double entries, preparation of T account, journal and ledger, Students will be taught how to prepare the Trial Balance, Statement of Profit or Loss and Statement of Financial Position. Students will learn the skills of preparing the accounts till the final statements of financial position. The learning outcomes are assessed through assignments/tests/examinations.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Explain the history of accounting, double entry system and types of business documentation.</p> <p>CLO 2: Prepare the book of prime entries (journals), ledgers and trial balance.</p> <p>CLO 3: Prepare the SOPL and SOFP without adjustment.</p>
13.	Business Communication	<p><b><u>Synopsis</u></b></p> <p>This course covers the writing of formal business letters in response to a variety of situations. It also identifies the Technology available for business communication and how it benefits business; It also differentiates written and oral communication, and how to use oral communication effectively.; Students are also exposed ton how to deal with customers; prepare an effective summary of a longer document, prepare pictorial representation of statistics. Common communications structures within organisations, their benefits and limitations as well as meanings of common business terms and abbreviations are also covered.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: List and explain all the usual forms of business correspondence from given data.</p> <p>CLO 2: Locate current developments in communications technology and the effect that they have on business.</p> <p>CLO 3: Design and present a variety of data unambiguously in both written and graphical form, bearing in mind the fundamental importance of neatness, clarity and accuracy.</p>



14.	Organisations Behaviour	<p><b><u>Synopsis</u></b></p> <p>The syllabus covers discussion on current theories, research and practice regarding variables that influence human behavior. Emphasis is placed on learning theories that is relevant for goal setting, managing change, team formation and processes, reward structures, human productivity and career management in organizational settings.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: To develop the individual, interpersonal, group and organization processes faced by employees</p> <p>CLO 2: To appreciate the nature of interpersonal processes as they impact on people and work performance. Relevant processes include motivation and the creation of job satisfaction.</p> <p>CLO 3: To apply the ways in which organisational performance may be improved through organisational processes, such as communication and better use of people.</p>
15.	Business Finance	<p><b><u>Synopsis</u></b></p> <p>This module is designed for students to understand the principles, processes and management of finance and accounting. It exposes students to accounting procedures, preparations of financial statements, uses of financial statements, what is managerial accounting, conducting cost-volume-profit analysis, budget planning and control, and familiarize students with the concept of investment, risks and returns in managing financial performance. With the understanding, students will be able to read financial statements, participate in budget planning and control, assist in cost-volume-profit analysis, understand and discuss the impact of current financial market situation, and evaluate financial performances of companies for investment and weigh the risks and return.</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: List the principles and philosophy of accounting to be able to follow through an accounting cycle for any business.</p> <p>CLO 2: Define the key financial figures in a business operations report and discuss methods of achieving financial objectives.</p> <p>CLO 3: Conversant to discuss the financial market situations and their impact in achieving financial management.</p>

16.	Fundamentals of Programming	<p><b><u>Synopsis</u></b></p> <p>This module is intended to introduce the student to a software development procedure, like how to develop a design specification; how to design a top level modular structure; how to design modules in detail; how to use a basic structure and features of a procedural language; how to use control and sub-program structures in the implementation of modules; how to define, manipulate and implement data structures; how to implement file input and input and output operations; how to test modules for conformance with specifications. The topics that will be covered are:</p> <ul style="list-style-type: none"> <li>• Introduction to C Programming and Its Basic Structures</li> <li>• Operators, Expressions, Data Types and Data Input / Output</li> <li>• Decision, Loop and Case Control Structures</li> <li>• Pointers and Functions</li> <li>• Arrays and Strings</li> <li>• Structures and Files</li> </ul> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Describe programming structure such as dividing a program into functions and use the various storage classes of variables, passing the data between functions either by value or by reference, designing, coding and documenting a programming projects.</p> <p>CLO 2: Apply a program heading using program comments and printing out a source listing.</p> <p>CLO 3: Demonstrate a structured chart and pseudo-code for all programming assignments</p> <p>CLO 4: Explain the purpose of pre-processing directives, the precedence and associativity of operators, code the logical control structures (sequence, selection and iteration), perform special input/output functions using various format specifiers and modifiers and using the various string handling functions</p>
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17.	Database Management System	<p><b><u>Synopsis</u></b></p> <p>This module will teach students how to use DBMS technologies, perform database administrative tasks and devise strategies for a multi-user environment.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Perform traditional filing system and their limitations; database administrative tasks and database environment routine.</p> <p>CLO 2: Comprehend conceptual modeling concepts and be able to use ER Model to design database applications.</p> <p>CLO 3: Comprehend relational data models and be able to design relational database schemas from ER diagrams.</p> <p>CLO 4: Model ‘relationships’ and apply ‘normalization’ when constructing databases. Using Microsoft Access</p>
18.	Human Resource Management	<p><b><u>Synopsis</u></b></p> <p>This unit is designed to enable students to examine the role of Human Resource Management (HRM) in contributing to the long term performance and viability of organisations. Students will be provided with an understanding of the functions of HRM and how HRM integrates and interrelates with other functions of management. The unit content will establish a structured framework for further specialist study in HRM.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Recognise staffing needs and relate to organisation strategic planning.</p> <p>CLO 2: Apply HRM theories models to HRM activities.</p> <p>CLO 3: Apply strategies to meet HRM issues and problems.</p> <p>CLO 4: Select HRM tools for activities such as performance appraisal.</p>

19.	Visual Programming	<p><b><u>Synopsis</u></b></p> <p>This unit aims to introduce the student to modern visual programming language such as Visual Basic. Students will learn how to work with forms and controls; how to design applications through objects. They will learn the concepts of objects, properties, methods and event handling. In addition, the students will learn about databases, and learn to connect forms to databases.</p> <p>The topics that will be covered are:</p> <ul style="list-style-type: none"> <li>- Introduction to Visual Basic 2010</li> <li>- Working with Forms and Controls</li> <li>- The Visual Basic Language</li> <li>- Decision Making</li> <li>- General Procedures</li> <li>- Repetition</li> <li>- Working with Arrays in Visual Basic</li> <li>- Accessing Database Files</li> </ul> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Write a programme using Visual Basic  CLO 2: Employ the structure of Visual Basic 2010; create menus, multiple forms, sub Procedures, array; access database files and functions  CLO 3: Appreciate the communication and interaction between computers and people  CLO 4: Identify the different categories of programming tools, language level and techniques</p>
20.	Introduction To Networking	<p><b><u>Synopsis</u></b></p> <p>This subject will expose the students how to evaluate the benefit of networks, apply architectural concepts to the design/evaluation of networks, install network software and perform network management responsibilities</p> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Clarify the issues associated with network use and how this has developed  CLO 2: Identify the architectural concepts behind networking and help develop the preliminary skills necessary to install and manage networks.  CLO 3: Illustrate the basic and fundamental concepts of data communications and networking.  <b>CLO 4:</b> Identify high speed networking components functions using internet protocol such as TCP/IP.</p>

21.	Malaysian Economics	<p><b><u>Synopsis</u></b></p> <p>The knowledge of Malaysian economy is vital to help students understand economic issues that affect them as consumers, workers, producers, investors, citizens and in other roles they assume over a lifetime. It also gives them the tools for understanding Malaysian economy and how to interpret events that will either directly or indirectly affect them.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Analyse the Malaysian economy and its components.  CLO 2: Explain the economic development of the nation thus far and assess fundamental economic analysis provided by the media.  CLO 3: Analyse and suggest appropriately methods on economy crisis.  CLO 4: Evaluate current issues and analyse the implication of current policies on the macroeconomic environment.</p>
22.	Business Law	<p><b><u>Synopsis</u></b></p> <p>This course introduces Malaysian legal system, law of contract, sales of goods, agency law (partnership), professional negligence, hire purchase and employment law. Students will learn the knowledge of those laws that relevant to the conduct of business. With the understanding the requirement of business laws, students will ensure the compliance of rules and regulations. The learning outcomes are assessed through assignments/tests/examinations.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Explain the legal aspects of the law affecting businesses  CLO 2: Apply the principles of Malaysian Business Law  CLO 3: Develop reasoning abilities by applying the principles of law in the business environment.  CLO 4: Explain the importance of good corporate governance and ethics.</p>

23.	Project Management	<p><b><u>Synopsis</u></b></p> <p>This module gives intensive coverage of management in a wide range of project applications from concept through operations. Planning, scheduling, controlling, economic analysis, quality control and customer satisfaction are stressed in this course.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Demonstrate an effective project plan  CLO 2: Demonstrate an effective project control system  CLO 3: Illustrate realistic project schedules.  CLO 4: Efficiently close out a project</p>
24.	System Analysis & Design	<p><b><u>Synopsis</u></b></p> <p>The success of today's organization is vitally dependent on its IS and the skills possessed by the organization's technical specialists. The success and effectiveness of an organization is often directly determined by how well the technical specialists have carried out the analysis, design, development and management of its IS.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Demonstrate an understanding of the system development life cycle model.  CLO 2: Able to collect and record facts required in an information systems development.  CLO 3: Understand and able to use Functional and Data Modeling method.  CLO 4: Able to produce good design by applying various components.</p>
25.	Web Development	<p><b><u>Synopsis</u></b></p> <p>This subject will expose the students to various basic concepts, components and tools for Internet development. The topics that will be covered includes:</p> <ul style="list-style-type: none"> <li>• Internet</li> <li>• Hyper Text Markup Language (HTML)</li> <li>• Macromedia Dreamweaver</li> </ul> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Explain of Internet development by using Hyper Text Markup Language (HTML).  CLO 2: Develop website using web development tools.  CLO 3: Apply various techniques and abilities in web designing.</p>

26.	International Business.	<p><b><u>Synopsis</u></b></p> <p>This unit provides an overview of the international business environment and international trade patterns; Drivers of globalisation; Emerging markets; Global operations and organisational management; Globalisation strategies; The future challenges of International Business.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Recognise the impact of various factors in the international business environment on all business operations and, in particular, business which operates across borders</p> <p>CLO 2: Apply the cross cultural frameworks to help form market and organisational strategies.</p> <p>CLO 3: Explain alternative strategies for international market entry.</p>
27.	E-Business	<p><b><u>Synopsis</u></b></p> <p>Content will include identifying market opportunities for eBusiness, developing appropriate business models that use Internet technologies, understand the importance of communications and branding of eCommerce businesses, issues associated with the implementation of eBusiness solutions, techniques for measuring the effectiveness of eBusiness solutions, information management for customer relationship management, logistics and supply chains for eBusiness</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Report the challenges that arise from using Internet technologies to automate business processes and expand markets</p> <p>CLO 2: Pick the relevant issues and problems related to developing e-strategies for eCommerce and eBusiness</p> <p>CLO 3: Demonstrate their ability to think logically, analytically and critically and to articulate their thoughts in writing and orally in a business context</p> <p>CLO 4: Apply their problem solving and information literacy skills.</p>

28.	Entrepreneurship	<p><b><u>Synopsis</u></b></p> <p>The unit sets out the various theories, drawing from economics, psychology and sociology, to address the question of why do some people become entrepreneurs and others do not. In essence, the theoretical overview shows that entrepreneurship arises from both self and circumstance. Then students will be involved in building a business plan for a new venture and will learn about the necessary components for successful innovation. They will also develop the skills to enable them to make a critical appraisal of business plans</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Assess the critical forces in entrepreneurial success  CLO 2: Identify and determine financial and non financial resources available to entrepreneurs.  CLO 3: Identify critical tasks in setting up a new venture.  CLO 4: Identify and assess new venture opportunities.</p>
29.	Community Service 1	<p><b><u>Synopsis</u></b></p> <p>This course covers the topics of project management which includes planning, organizing and controlling the organizing committee, Students will learn the skills of carrying out a social project that benefit to the community. They will need to develop a feasible plan and implement the plan to bring positive impacts to the wellbeing of the society. The learning outcomes are assessed through assignment/project evaluation.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Practice the main processes and concept of project management.  CLO 2: Explain the basic concepts related to community service.  CLO 3: Form a team spirit , discipline and be able to communicate with the public.  CLO 4: Plan, organize and implement community service projects successfully.</p>



30.	Project	<p><b><u>Synopsis</u></b></p> <p>Students will select an appropriate project topic in consultation with the unit coordinator and the industry client. Students will normally work in teams of four or five; agree on a formal brief and be required to submit a proposal and work-plan to undertake a management consultancy project. Students will be required to use an actual firm or organization where possible.</p> <p>In essence the contract will require students to undertake appropriate activities and prepare a business management consultancy report which should be of the quality and extent one would expect from a professional firm for the same number of person hours.</p> <p>Students will be required to produce an interim report for the client and for assessment at the mid-point of the study to raise issues with the client and address any changes in the strategic direction of the project. Students will also be required to submit a final report to the client and for assessment and present their findings in a formal presentation. Industry clients and community members who have an interest in, or have contributed to, the project will be invited to attend. An oral examination will take place following the presentation and final submissions of the report.</p> <hr/> <p><b><u>Course Learning Outcomes</u></b></p> <p>CLO 1: Demonstrate that they can work effectively in a team and that they can contribute to the project management of the project team</p> <p>CLO 2: Apply professional presentations and reports fro industry clients, review and reflect on the process and output of the project</p> <p>CLO 3: Apply appropriate research to obtain data that may assist in making business decisions.</p> <p>CLO 4: Work effectively in a team environment.</p>
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\* Peninsula college reserves the right to make changes without prior notice.

## Examination System

Below is the standard institutional grading scheme:

GRADING SCALE				DESCRIPTION	
Grade	Grade Point	Mark Scale	Description		
A	4.00	80% – 100%	Distinction	EX	Exemption from unit approved on basis of other equivalent studies
A-	3.67	75% – 79%	Distinction		
B+	3.33	70% – 74%	Credit	CT	Credit Transfer from unit approved on basis of other equivalent studies
B	3.00	65% – 69%	Credit	W	Withdrawn
B-	2.67	60% – 64%	Credit	DNA	Did not attend
C+	2.33	55% – 59%	Credit	ANN	Result annulled due to misconduct
C	2.00	50% – 54%	Credit	DA	Deferred Assessment
C-	1.67	45% – 49%	Fail	TBA	To Be Attempted
D+	1.33	40% – 44%	Fail	<b>ACADEMIC STANDING</b>	
D	1.00	35% – 39%	Fail	Distinction	3.67 – 4.00
E	0.67	25% – 34%	Fail	Credit	2.00 – 3.66
F	0.00	0 – 24%	Fail	Probation	GPA Below 2.00
				Suspension	No improvement after probation

## External Moderator

Industry professionals and academics will act as external moderators. They will examine the exam papers and answers scripts to ensure the achievement of high quality and academic excellence.

## Programme route

The programme is offered at a foundation level and is designed to train students to progress to an undergraduate programme. A study of foundational knowledge, skill, competence, leadership, creativity, innovative and research capability are related to the needs of the students' future workplace with the emerging demands in industry.

Students could further their studies to various bachelor's degrees including business, accounting, logistics, and others at the same college or at other colleges or universities.

### **Dress Code**

Student is required to adhere to the following requirements when entering campus.

- Wear student identification name tag upon entering the campus.
- Must be decently dressed and conduct themselves properly at all times.

Students are required to read the Student Handbook for more information.

This Programme Handbook should be read together with the Student Handbook.