The emphasis of this course shall be on the use of mathematics in business, finance and economics. This course shall cover the algebra of real number, polynomials, quadratic equations and inequalities, concepts related to functions, matrices and linear equations, introductory to calculus – differentiation and integration.

This course aims at introducing mathematics from a different perspective. This course start with introducing the history and development of mathematics from the earlier civilisation, then explores the existence of mathematics in nature, introduced set theory to enable students to classify objects and numbers, expose the students to statistic and finally instils some fun in learning mathematics by introducing recreational mathematics.

This course introduces the basic concepts of a computer system and its operations. It includes the hardware components and system software that constitute the system. Common office productivity tools will also be introduced. The Internet and some of its latest developments will be introduced.

This course aims to introduce the theories and applications of Human Computer Interaction (HCI) that are needed to work professionally in the cooperate level. It introduces the specification for functional and non functional requirements, investigation on different type of development methods for HCI, testing and evaluation of a good interface and review of the advanced interface design for modern use.
This course aims to emphasize both theories and applications in artificial intelligence. It introduces the students to theoretical foundations of Artificial Intelligence including basic methods and techniques in Artificial Intelligence such as problems solving methods, AI and games and intelligent agents.

This is a high-level course within the Bachelor of Technology in Computing and Intelligent Systems programme. TAI 307/05 emphasizes on the theories and development of applications in intelligent systems. It introduces students to concepts and theories that will help them to understand and analyse various aspects of applications of intelligent system such as expert systems, rule-based expert systems, uncertainty rule-based expert systems and fuzzy expert systems.

The course describes the sources and production processes of the common building materials used in construction; concrete, cement, bricks, blocks, aggregates, timber, steel and other metals; their strengths, properties and uses in construction.

This course emphasizes both theories and applications that will help students to understand and analyze various aspects of environmental design, such as horticulture and landscaping, heat transfer of a building, ventilation, lighting, and acoustic design in a building. Students will find that case studies play an important part in this course. The practice exercises at the end of each unit take the tutorial in which they can apply the knowledge they have learned.
TCM306/05 Quantity Surveying Practice II is a level 300 course and builds on the knowledge gained by the student in the level 200 course - TBE208/05 Quantity Surveying Practice I. TCM306/05 further develops the student's knowledge on building quantities and the estimation of construction costs for contract bidding and cost control purposes. In this course, students will learn through a case study to develop the skills in making quantity and cost estimation for the various components of a building project. It is advisable to take and complete TBE208/05 before taking TCM306/05.

The students involved in the administration of construction contracts need to know the procedures, rights and obligations of the parties to the contract as well as many other provisions of the contract. This course introduces the student to these issues, especially in the usage of the PAM, JKR, IEM and CIDB forms of contract and sub-contract. This course imparts to the student the practical aspects of contract administration. It brings the student through the process of administrating a building contract from site possession to handing over of the completed project. This course details how each salient clause is interpreted and implemented, both as a means to safeguard the interests of the party concerned and to ensure the other party fulfills its obligations. It also deals with the necessary documentation in connection with the various clauses.

This course covers the details about computer components and their functions. A computer system consists of an interrelated set of components like processor, Memory and Input/Output modules. This course will help the students to understand the internal organisation of a computer system.

This course aims to introduce the basic concepts of Software Engineering. The course covers basic awareness on software development management concepts including configuration management, project management, various software life cycle models and their characteristics and software metrics. Students will also learn how to draw the UML diagrams.
TDM 301/05 Database Administration is intended for those who are responsible for managing, maintaining and supporting SQL server. The course aims to create and manage database users, implement a security system to control their activities, define a backup strategy and perform recovery in the event of a system failure. Each unit takes a hands-on approach to allow students to apply the database administration skills they have learnt in real-world scenarios.

TEC205/05 Information Systems Management is designed to develop a conceptual and practical knowledge of management of information in modern business organisations, and equip learners to efficiently manage information flows and usage in business operations. The course exposes the learners to formalised standards of information system development and management of efficient information systems to meet the requirements of a modern organisation.

This course covers the definitions, concepts, framework, drivers, benefits, and business models of e-commerce, the major limitations of e-commerce and the emerging issues of social networks and social commerce. Students will learn to analyse online consumer behaviour and will also be introduced to the basic e-commerce marketing, branding strategies and online marketing. Furthermore, this course will cover the role of support services, order fulfilment process for e-commerce, collaborative planning, Radio Frequency Identification (RFID) and Collaborative Planning, Forecasting, and Replenishment (CPFR) model for supply chain management. Finally, students will be exposed to topics of using credit cards online, smart cards, stored-value card, e-micropayments, e-checks and the major types of mobile payments and payment methods in business-to-business e-commerce.

This course covers the concepts, theories and also the practical aspects of web development and deployment. This course will cover various topics which includes e-commerce; tools to develop, deploy, test and maintain websites; integrate appropriate layouts; test and deploy websites using various types of techniques and concepts; promote online to drive traffics to websites; relate concepts, theories and skills learned in this course to their real work.
COURSE SYNOPSIS ~ JULY 2015 SEMESTER

Course Code: TEE101/05
Course Title: Engineering Mathematics I
Course Coordinator: Tan Yee Chyan
Email: yctan@wou.edu.my
Contact: 04-2180 333 EXTENSION 472

This course introduces matrices algebra including solving linear equations system by matrices methods, vector algebra including eigenvalues and eigenvectors, complex numbers algebra and its loci and numerical methods in integration and solving linear equations systems.

Course Code: TEE201/05
Course Title: Electrical Circuits & Power
Course Coordinator: Ooi Wen Hui
Email: whooi@wou.edu.my
Contact: 04-2180 333 EXTENSION 478

This course introduces the fundamental concepts that essential for understanding and analysing various aspects of electrical circuits (DC and AC), power system and electrical motors. It begins with basic concepts such as voltage, current, sources and Ohm's law; then it proceeds to discuss network theorems for circuit analysis. Circuits with DC sources as well as those with sinusoidal sources are analyzed. This course also acquaints the learners with fundamental concepts of power system and transformer. Learners will deal with electric motors, which include DC and AC machines, motor torque-speed characteristics and motor circuit models.

Course Code: TEE212/05
Course Title: Information Theory
Course Coordinator: Ooi Wen Hui
Email: whooi@wou.edu.my
Contact: 04-2180 333 EXTENSION 478

This course is designed to introduce the specialized terminology in information theory, explain channel capacity and various coding techniques. It will also help to understand elements of Gaussian channel and the various applications of coding theory.

Course Code: TEE314/05
Course Title: Microelectronics
Course Coordinator: Dr Magdalene Goh Wan Ching
Email: madalenegoh@wou.edu.my
Contact: 04-2180 333 EXTENSION 479

Microelectronics (TEE214/05) covers both theories and applications with the objectives of presenting the non-ideal characteristics of bipolar and MOSFET devices, to advanced device structure, technological, architectural, and design aspects of microelectronics circuits. The course teaches the learners design concepts, theories, and practical aspects from design hierarchy concepts, design methodologies, microelectronics fabrication techniques and processes, various design techniques for designing digital combinational circuits, sequential circuits, input/output implementation including buffer and capacitance matching of microelectronics. This course is designed to prepare and equip students with the relevant knowledge to embark on a career in the semiconductor industry.
COURSE SYNOPSIS ~ JULY 2015 SEMESTER

Course Code: TEE301/05  Course Title: Signals and Systems
Course Coordinator: Tan Yee Chyan  Contact: 04-2180 333 EXTENSION 472
Email: yctan@wou.edu.my

This course lays the foundation for handling electronic systems by providing students with the theories and practice to understand and analyses various concept of signals and linear systems. The course focus on important mathematical theories related to communications signals. The mathematics covers here is to enhance physical and intuitive understanding of concepts such as sampling, representation of signals. Theoretical results are supported by carefully chosen examples and analogies, allowing students to intuitively discover meaning for them.

Course Code: TEL202/05  Course Title: Power Electronics and Drives
Course Coordinator: Dr Magdalene Goh Wan Ching  Contact: 04-2180 333 EXTENSION 479
Email: madalenegoh@wou.edu.my

Power electronics is basically the application of semiconductor electronics for the control and conversion of electrical power. Power electronics overs every aspects of our daily life, from simple things like home electrical appliances to office equipment like a computer, to laboratory equipment like a power supply, and to something as complex and a hybrid car. In this course Power Electronics and Drives (TEL202/05), students will learn the basic types of semiconductor devices that are commonly used in power electronics applications in motor drives and switch mode power supplies. Modern power semiconductor devices which are used in high power applications will be covered. Some very important basic power electronics circuits will be touched upon, follow by their many applications in the industry. The knowledge gain from this course would be useful to prepare students to work in the automotive industry.

Course Code: TEL302/05  Course Title: Control Systems
Course Coordinator: Dr Magdalene Goh Wan Ching  Contact: 04-2180 333 EXTENSION 479
Email: madalenegoh@wou.edu.my

TEL 302/05 Control Systems course designed in such a way to give complete knowledge of theoretical and practical applications of control systems to students that will help them to understand and relate various aspects of design to the real world. The course component aims to explain and demonstrate to students the concepts of the principles of feedback for control systems which is the basic building block for control systems, to give students on methods of determining the stability of control systems, to enable students to analyse transient response using root locus of control systems, to help students to design compensators to improve transient response, steady-state error and stability of control systems and to equip students with understanding the essential features and designing digital computer control.
COURSE SYNOPSIS ~ JULY 2015 SEMESTER

Course Code: TEL305/05     Course Title: Microprocessor & Microcontroller
Course Coordinator: Tan Yee Chyan
Email: yctan@wou.edu.my     Contact: 04-2180 333 EXTENSION 472

TEL 305/05 Microprocessor & Microcontroller emphasizes both theory and applications. It introduces the students to the fundamentals of microprocessor and microcontroller that will help them to understand and analyze various aspects of microprocessor and microcontroller systems. The course component aims to explain and demonstrate to students in designing microcontroller system such as interfacing microcontroller with external devices. Besides that, students will also learn how to use the timers and interrupts in a microcontroller system.

Course Code: TIC301/05/05     Course Title: Digital Communications
Course Coordinator: Ooi Wen Hui
Email: whooi@wou.edu.my     Contact: 04-2180 333 EXTENSION 478

TIC 301/05 Digital Communications emphasizes both theory and applications. It introduces the students to concepts and theories that will help them to understand and analyze various aspects of digital communication systems. The course introduces to students the fundamentals of digital communication, acquire an understanding of the characteristics and design considerations of the practical digital communication system, to be able to apply and extend these concepts to information transmission links which are robust in the presence of noise and other impairment mechanisms and to introduce the operating principles of modern communication networks formed by the interconnection of many transmission links using variety of topological structures.

Course Code: TIC303/05     Course Title: Wireless Communication
Course Coordinator: Ooi Wen Hui
Email: whooi@wou.edu.my     Contact: 04-2180 333 EXTENSION 478

The overall aim of this course is to equip learners with the basic principles and practices of wireless communications. Topics include wireless communication systems and services, Mobile Radio Propagation Models, Digital Modulation and Channel Coding Techniques for Wireless Communications, Wireless Personal Area Networks and Wireless Local Area Networks, and Evolving Wireless Communication Technologies. Ideally prior to commencing study of this course student are advised to have a basic knowledge of communications technology.
The course aims to introduce the basic understanding of three dimensional structures and the use of vector and computer graphics in its process. Students will be exposed to the polygonal construction using solid geometry and space subdivision technique. Furthermore students are able to develop 3D modelling using the proper techniques and skills which includes spline, curves and patches. This course will discuss rendering techniques with polygon meshes and describe the concept of voxel and parametric surfaces. Finally students will be introduced to animation techniques and the use of hierarchical models in character animations as well as key frame control.

The course aims to introduce the basic understanding of multimedia communications and networks providing the students with the basic understanding on the types of network and the issue related to multimedia network. Student will be exposed to information retrieval on multimedia and the multimedia production tools. Furthermore students will learn instructional design to help further enhance the multimedia application by combining various types of multimedia content available. Finally student will be introduced to cryptography, watermarking and the future of multimedia which includes immersive multimedia and virtual reality.

This is a 5-credit higher-level course offered in the Bachelor of Technology programmes in Software Engineering under the School of Science and Technology. This course emphasises both theories and applications of the system requirement and specification modelling. It aims to introduce students to concepts and theories that will help them understand and analyse various concepts in system requirement and specification process. Students will find the theories and applications provided throughout the entire course beneficial for them in terms of practical and analytical knowledge. On top of that, the overall exposure of this course will prepare the students into a depth understanding of software engineering and its tool. The practice exercises at the end of the units take the form of multiple and structured practical questions in which they can practise the skills and knowledge they have learnt.
This course emphasizes theories of software scalability and reengineering concepts and provides understanding of reusable concepts in system development approach and activities. It aims to introduce the students to concepts and theories that will help them to understand and analyse various advance concepts in Software Engineering. Students will find the theories and applications provided throughout the entire course will be beneficial for them in terms of practical and analytical knowledge. The overall exposure on this course will prepare the students into a depth understanding of software scalability and reengineering process.

TSE307/05 Computational Logic is to induce the student’s analytical capability and creativity in problem solving and decision making. The student would be exposed to different computing approaches when doing programming and tools in the process of reaching the goal of making proper decision. The students would be introduced with various ways of problem solving techniques and the applications of it in the process of software development. It also can build skills that are used in analyzing problem.

This course aims to introduce the processes and the interprocess communication methods. The students will also learn about the Socket programming. The students will also be able to develop and execute connection oriented and connection less applications in computer network. This course will also help the student in identifying the key elements of a computer network and how networks can be interconnected.

This is a 5-credit higher-level course within the Bachelor of Technology in Networks & Data Communication. It is a core major course and must be taken by all students from this programme. This course contains five study units. The first unit introduces network applications as part of network software. Unit 2 focuses on construction and configuration of campus/enterprise network infrastructure that supports these network applications. Unit 3 deals with intermediate configuration of campus networks such as routing, VLAN, firewall and NAT while Unit 4 focuses on network analysis with an open source packet sniffer: Wireshark. The last unit covers extra issues on IPv6 with relation to network applications. Each unit has been designed to take between 20 and 25 hours, so to complete the whole course, the students will need about 120 hours.
TSN308/05 Network Systems and Management Application is a core major that provided the basic understanding of the competence of an IT administrator or system network manager. The course also aims at equipping the student with the knowledge and practical aspects of planning, management, and administration of information technology infrastructure that would establish good systems and network protocols, planning and solutions for an organization’s business strategy needs.

SCHOOL OF BUSINESS AND ADMINISTRATION

Course Code: BBM102/05  
Course Title: Microeconomics  
Course Coordinator: Prakash Arumugam  
Email: prakashva@wou.edu.my  
Contact: 04-2180 333 EXTENSION 388

The course BBM 102/05 Microeconomics is compulsory for students wishing to complete any of the Bachelor of Business (honours) programmes. This course introduces students to economic issues and shows them how private and government agents deal with the issues. It covers economic efficiency and resource allocation, market versus command economy, product and factor markets and causes of market failures.

Course Code: BBM103/05  
Course Title: Principles and Practice of Management  
Course Coordinator: Kajaria P. B. Shankar  
Email: kajaribs@wou.edu.my  
Contact: 04-2180 333 EXTENSION 405

The course BBM 103 Principles and Practice of Management is compulsory for students wishing to complete any of the Bachelor of Business (honours) programmes. This course introduces students to the basic concepts and principles of management and exposes them to the roles, functions, and behaviour required of managers in modern-day business organizations.

Course Code: BBM104/05  
Course Title: Principles of Marketing  
Course Coordinator: Rosalie Tan Ying Yann  
Email: rosalietan@wou.edu.my  
Contact: 04-2180 333 EXTENSION 387

The course BBM 104/05 Principles of Marketing is a lower level, introductory course in marketing and is a compulsory course for all bachelor degree programmes in Business. The course seeks to introduce the learner to the exciting world of modern Marketing, which revolves around the delivery of value to the consumers of an organization. The learners will be exposed to the underlying principles of managing profitable consumer relationships, developing internal and external partnerships and translating the marketing mix elements into effective marketing strategies. The course provides inputs on marketing environment and both individual and organizational buyer behaviour. Detailed exposure to all four elements of the marketing mix, i.e. product, pricing, place, and promotion has been provided. The course also includes the themes of competitor analysis, global marketing and ethical issues in marketing.
The course BBM 202/05 Macroeconomics is compulsory for students wishing to complete any of the Bachelor of Business (honours) programmes. This course introduces students to concepts and theories of macroeconomics and how to use them to examine the economy in the short run and the long run. It familiarizes students with features and issues of economics in Malaysia. As an introductory course, the course covers topics such as the basics of national income accounting, inflation and unemployment, the monetary system and analysis of performance of the aggregate national economy.

The course BBM 205/05 Business Accounting I is compulsory for students wishing to complete any of the Bachelor of Business (honours) programmes. This course introduces students to the basic concepts and principles of accounting and familiarizes them with the basics of preparing the books of accounts and financial statements. Students will also learn topics such as accounting for merchandising operations and inventory accounts, cash and internal control as well as receivables and payables.

The course BBM 206/05 Business Accounting II is compulsory for students wishing to complete any of the Bachelor of Business (honours) programmes. This course introduces students to topics such as accounting for fixed assets, accounting for partnerships and company accounting. The course is also designed to familiarize students with the knowledge of financial statement analysis and preparation of cash flow statement. Students will also be introduced to the basic concepts of cost and management accounting in business decision making.

The course BBM 207/05 Human Resource Management is tailored to provide students with both the theoretical and practical aspects of the key activities, functions and contemporary issues in HRM. It introduces the students to the concepts and theories that will help them to understand and analyze the various aspects of HRM. It starts off with the role HRM plays in formulating the overall strategy of the organization and the methods used to evaluate HR activities. It then goes on to discuss about the recruitment and placement exercise, training and development, compensation and finally employee relations. To further enhance the analytical skill and the application of key concepts, case studies form an integral part of this course.
This course will expose students to the introductory level leadership focus that gives attention to leadership practice, skill development and research findings about leadership. The course is designed to fit in management development that emphasise the leadership aspect of management. The course also serves as the basic foundation in the understanding of leadership principles from the organisational psychology and social psychology relating to effective leadership. In addition, it can use of supplement and enhancement of knowledge to other courses such as *Organisational Behaviour* and *Principles and Practice of Management*.

This course is specially designed to acquaint students with the essential knowledge and skills in entrepreneurship and management of a small business. Students are introduced to the process of identification, evaluation and selection of business opportunities. The forms of business entities, regulations and business support systems available to entrepreneurs in Malaysia are presented. This course then familiarizes students the various aspects of preparing an effective business plan, and elaborates topics on marketing plan, financial plan and operations management. Current issues are on entrepreneurship such as quality as a business strategy and corporate entrepreneurship in the era of globalization.

The course BAC 304/05 Accounting Information Systems is a core course within the Bachelor of Business in Accounting (Honours) programme. The overall aim of this course is to provide students with the knowledge about accounting information systems that a competent accountant or business manager needs to have. BAC 303/05 Accounting Information Systems provides an introduction to accounting information systems, explains the importance of information systems to business processes and discusses the development of e-business. Besides, the course elaborates the structure and roles in systems development, and discusses the key issues and steps in systems analysis. The course further explains the concept of control in accounting information systems, and the control policies and procedures commonly used in business organizations. Besides, it looks at the steps to be taken in constructing models for different business cycles.
**Course Code: BAC302/05   Course Title: Advanced Cost and Management Accounting**  
Course Coordinator: Lim Peng Keat  
Email: pklim@wou.edu.my   Contact: 04-2180 333 EXTENSION 434

BAC302/05 Advanced Cost and Management Accounting covers a variety of internal company accounting practices in planning, control and decision making by management in short-run and long-run. Students will learn about cost information for decision making, capital budgeting, cost allocation, operations management and performance evaluation, performance measures and transfer pricing in this course.

**Course Code: BAC304/05   Course Title: Company Law**  
Course Coordinator: Mankiranjit Kaur a/p Mehinder Singh  
Email: mankiranjit@yahoo.com   Contact: 04-2180 333

This course BAC 304/05 Company Law introduces the students to the legal environment in which Malaysian companies operates and enable them to learn about company law as it applies to the day-to-day operations of a company. The students are also sensitized to understand better the business environment of Malaysia and to recognise the legal obligations and potential liabilities of companies.

**Course Code: BAC306/05   Course Title: Advanced Financial Accounting & Reporting**  
Course Coordinator: Lim Peng Kiat  
Email: pklim@wou.edu.my   Contact: 04-2180 333 EXTENSION 434

The course aims to provide students with the knowledge of the preparation and presentation of a company’s external financial reports. BAC 306/05 Advanced Financial Accounting and Reporting deals with the presentation of company information to the public. Students will be studying on this course require to understand a selected number of accounting standards and legislature related to companies.

**Course Code: BAC308/05   Course Title: Taxation in Malaysia**  
Course Coordinator: Loo Choo Hong  
Email: chloo@wou.edu.my   Contact: 04-2180 333 EXTENSION 381

The overall aim of this course is to provide an introduction to students on the concept of taxation, its function and importance in the business environment, provide the students with an understanding on the implications of taxation policies on Malaysia businesses and to address contemporary issues in taxation according to context and practice in Malaysia.
This course provides an in-depth coverage of the basic concepts of banking with concentration on Malaysian banking scenario. It explains about the importance of money and the structure of financial systems, specifically on Malaysian financial system and further discuss about type of banking that exist in Malaysian financial system. The course also describes banking activities such as cash management, lending and a more modern bank activity such as electronic banking. The course further provides information about banking regulations that the Malaysian banking institutions are required to comply to and also explains about managing banks which focuses on analysis of banks’ financial statements, risks in financial institutions and asset-liability management.

This course introduces students to financial concepts, theories along and basic computation methods commonly used in financial management. This is to enable students to analyze the various aspects of the financial markets, valuation of financial instruments, capital budgeting, financial forecasting, investment appraisal and optimum management of a company's asset and liabilities.

In this course, students will be exposed to the principles of modern portfolio theory. The principles discussed will be applied in the equities and bond markets as part of the valuation process. In addition, the course also deals with alternative investment instruments and vehicles. Investment instruments refer to the valuation of warrants and convertible securities while investment vehicles refer to indirect investment alternative for example hedge funds and mutual funds.

This course provides an in-depth coverage of the commercial banking sector in terms of its economic functions, activities, operations and environment. Students will be exposed to relevant topics such as banking environment, the role of banks in the economy, the regulatory framework of banks, the major business operations of commercial banks, the role of banks in the economy as well as the mechanics of the banking systems.
Course Code: BBF308/05          Course Title: International Financial Management  
Course Coordinator: Jason Lee Kian Tek  
Email: ktlee@wou.edu.my          Contact: 04-2180 333 EXTENSION 384

This course introduces students to the various types of foreign exchange market and international monetary systems. Subsequently, the principles and currency strategies applied in foreign exchange market to create arbitrage profit will be discussed based on interest rate parity, international fisher’s effect and purchasing power parity, the relationship between interest rate, inflation and exchange rate. This will be followed by 3 types of exposure that an international firm is exposed to in their daily operations which are essential in conducting feasibility study on an international project. Finally, the various short term financing and investment alternatives will be discussed.

Course Code: BLC302/05          Course Title: Logistics Management  
Course Coordinator: Loo Saw Khuan  
Email: skloo@wou.edu.my          Contact: 04-2180 333 EXTENSION 383

The is a five-unit course compulsory for students wishing to complete the Bachelor of Business in Logistics and Supply Chain programme. This course introduces students to the basic concepts and principles of the vital business functions of logistics which is essentially the “move” and “store” functions. This course illustrates the close linkages between logistics to customer service and fulfilling customers’ needs. To ease students’ comprehension, the logistics function is divided into materials management and physical distribution. Efficient and effective management of logistics is critical in enabling a firm to achieve competitive advantages in the today’s global economy.

Course Code: BLC303/05          Course Title: Supply Chain Management  
Course Coordinator: Loo Saw Khuan  
Email: skloo@wou.edu.my          Contact: 04-2180 333 EXTENSION 383

The course BLC303/05 Supply Chain Management is a compulsory and core course for students wishing to complete Bachelor of Business (honours) programme in Logistic and Supply Chain Management. This course deals with supply chain management as a primary business process, as strategic activity and as a source of competitive advantage. This course is to develop a framework to understand how the supply chain management process may be re-positioned as a strategic activity, in particular as a tool for delivering service excellence.
The course BLC307/05 is a compulsory course for students wishing to complete Bachelor of Business in Logistic and Supply Chain Management. This course is a continuation from the course of Procurement Management, BLC304/05. Thus student is advised to complete the course of procurement management before taking this course. This course examines the strategic role of inventory management in improving the company’s competitiveness. It illustrate various forms and functions of inventories. Inventory measurement and inventory monitoring are discussed in detail. The course explains the inventory classification and the effect of demand forecasting on inventory. Finally the course ends with inventory flow control and valuation.

This course aims to expose the students to the latest thinking and ideas in human resource management. As the title of the course indicates, the material covered is placed within the context of seeing human resource management as a strategic activity within organisations. The course takes off by discussing the origin of human resource development and its evolution over the years and today becoming an important strategic link in helping the organization in gaining the competitive edge. The human resource management process is discussed in detail from the planning stage, through recruitment and selection and human capital development so as to be in alignment with the objectives, mission and vision of the organization. Issues of Industrial Relations and Industrial Health and Safety are given due consideration and so are matters pertaining to performance appraisals and management. Though prominence is given to Malaysia, international practices in Human Resource Management are discussed. By the end of it all this course provides for conducting an analysis, formulation and implementation of human resource management strategies in the organizational context.

BMG 306/05 Introduction to Global and International Business is a one semester, five-credit, major higher level undergraduate course in the Bachelor of Business and Administration degree programme. It covers important topics related to Global and international business, such as the WTO, international comparative advantage. The course develops an understanding of a number of key aspects of international business management. In particular: the role of global economics in the development of nations, the impact of trade barriers on economic development and how to access international development finance.
The course BMK301/05 is a middle level elective course for BB (Honors) programme in Marketing and Sales. It is a required course for those wishing to specialize in the marketing stream. The understanding of consumer behavior is fundamental to any practice of marketing effort in today's competitive world. This course introduces the learners to the basic concepts in consumer behavior to make them understand why and how consumers make the buying decisions they do. The course uses inputs from several fields including those of psychology, Sociology, and social psychology, to explain the processes consumers undergo while searching selecting buying and disposing of goods and services. The knowledge of consumer behavior is critical to the delivery of consumer satisfaction and consumer value, the hallmarks of effective marketing. Learners are strongly advised to take this course among their first elective choices for the marketing area.

This course is designed to provide a comprehensive coverage to concepts and operations in sales management and distribution. It enables the learners to manage personal selling effort, sales negotiations, field sales management and management of distribution channels so as to effectively contribute to the marketing function in an organisation.

The course BMK301/05 Marketing Research is collating information about markets, consumers and their buying behavior, competitors and their strategies, forms the rational basis of marketing decision making. This course on Marketing Research is designed to expose the learners to systematic and scientific collection, analysis and interpretation of information about the consumers and other market participants and processes. This is a high level, elective course in the marketing stream and presupposes knowledge of basic marketing. Learners are also advised to take the course on Quantitative Methods in Business before enrolling for this course. The course is expected to develop skills and knowledge to utilize marketing research information in marketing decision making through an understanding of the marketing research process and techniques.
Strategic and International Marketing Strategy will expose students to the basic tools, techniques, theories and frameworks of marketing strategy formulation, implementation and control in both domestic and international marketplaces. The broad range of marketing strategies, marketing research techniques and marketing environmental analysis that may be adopted by companies in the context of global competition, in a specific market context have been provided to enable students to have a comprehensive and integrated exposure of the field of international marketing. This would be followed with a smooth flow into the second part of the course whereby students will be exposed with broad range of product, place, price and promotion strategies that may be adopted by companies in the context of global competition.

The course is designed to develop an understanding of legal requirements and practice for calling and holding different types of meetings that are required to be held by a Company for efficient conduct of its business. The course also covers responsibilities of a Company Secretary for preparation of annual general meetings, during the meetings and post-meeting formalities, other meetings and Board meetings, including writing of minutes, specimen notice, drafting and maintenance of resolutions and maintenance of minute books.

BCS 301/05 Corporate Law provides insight into the importance of law in relation to business operations of a company. It delivers conceptual as well as practical knowledge of the substantive provisions of the Companies Act, 1965, orientates on procedural requirements of business dealings internally between the company and officers of the company, externally between company and its stakeholders. Knowledge on legislative environment, trade practices, legal obligations and liabilities of company are the highlights.

BCS302/05 Corporate Governance introduces the importance of corporate compliance in companies. The course provides understanding of legislature in relation to corporate administration. It highlights the provisions of the Companies Act 1965, the regulations of Securities Commission and the listing requirements of Bursa Malaysia which govern the companies. It describes the duties and liabilities of the officers of companies in the process of dealing with companies’ stakeholders.
Course Code: BCS306/05  
Course Title: Corporate Administration  
Course Coordinator: Alexandra Kang Ah Geik  
Email: serenakang@wou.edu.my  
Contact: 04 - 2180 430 EXT 430

BCS306/05 Corporate Administration provides the technical know-how of a practicing company secretary. It introduces the compliance with its practical knowledge on procedures. It highlights the requirements set by the Companies Commission Malaysia, Securities Commission and the Bursa Malaysia in relation to the compliance of companies. It reemphasizes the various duties expected and liabilities imposed on the company’s officers as provided by the law, and stipulated by the commission and Bursa.

Course Code: BES301/05  
Course Title: Creativity and Innovation  
Course Coordinator: Ms Lalitha Ramasamy  
Email: lalithar@wou.edu.my  
Contact: 04 - 2180 430 EXT 389

The course BBM301/05 Creativity & Innovation is a compulsory core course in Bachelor of Business (Hons) in Entrepreneurship and Small Business Management. This course inspires entrepreneurial innovation and creativity through interactive tutorial and case studies in contemporary issues on business management. Students will gain awareness of entrepreneurial innovation sources, structures and dynamics. Students will develop individual and group skills for generating innovative ideas and find ways to apply these ideas to address current issues and problems in different industries and settings.

Course Code: BES302/05  
Course Title: Small Business Management  
Course Coordinator: Ms Lalitha Ramasamy  
Email: lalithar@wou.edu.my  
Contact: 04 - 2180 430 EXT 389

The course BBM302/05 Small Business Management is a compulsory core course in the Bachelor of Business (Hons) in Entrepreneurship and Small Business Management. This course blends small business management and entrepreneurial goals with a realistic survey of the wide variety of functional business skills needed to operate a small firm effectively. The course will focus on such skills such as marketing, financial management, and business planning, as well as a clearer view of small business’s contribution to the national economy. Students will improve their problem-solving abilities through experiential exercises, classroom discussion, and the completion of a partial business plan by course’s end.
The course New Enterprise Creation is a compulsory core course in Bachelor of Business (Hons) in Entrepreneurship and Small business Management. In this course, students will develop your conceptual and practical knowledge of new venture creation. The course traces new venture creation from the first perception of an opportunity to the point of value realization or exit. Along the way, the students will look at testing and adapting the business concept, developing a business plan, defining a marketing and distribution plan, gathering resources, and raising finance. Starting a new business from scratch is not the only way of pursuing an entrepreneurial career. Students will also examine other routes including franchising, acquiring and existing business, and starting a new venture within an established corporation. Understanding the process of starting and growing a company is essential for pursuing an entrepreneurial career. But there is more to entrepreneurship than that. Hope that this course will not only provide students with the entrepreneur’s toolkit but will also foster the entrepreneurial mindset.

The course Business Plan I: Principles is a compulsory core course in Bachelor of Business (Hons) in Entrepreneurship and Small Business Management. This is a course about understanding the principles of writing a Business Plan in starting and growing a high potential business. The course focuses on the key principles of preparing a Business Plan. Bringing together the disciplines of marketing, finance, product development, and management, it presents an integrative perspective into the process of starting a new business. A creative and solid Business Plan helps to engage and energize the founding team, investors, strategic partners, and vendors for a proposed business. An effective plan is a guide to managing the increasingly complex set of dynamics of a start-up, by providing the mileposts, and by indicating the resources that will be required to achieve them. Students will gain the insight on preparing a complete Business Plan which will be preliminary understanding on the principles of Business Plan.
Course Code: BMG511/03 Course Title: Managing Human Resources
Course Coordinator: Dr Balakrishnan a/l Muniapan
Email: balakrishnanm@wou.edu.my Contact: 04 -2180 430 EXT 404

The course BMG511/03 Managing Human Resources is a compulsory core course in the Commonwealth Executive Master of Business Administration and Master of Public Administration programmes. This course addresses topics of managing human resources as one of the key elements in the coordination and management of work organisations. It covers a holistic content of human resource management practices, which include job analysis, recruitment and placement; training and development; compensation; and labour relations and employee security. At the end of the course, some emerging issues in regards to human resource management and various approaches to organisational development will be discussed.

Course Code: BBM501/03 Course Title: Economic Environment of Business
Course Coordinator: Dr Leow Ghin Yin
Email: gyleow@wou.edu.my Contact: 04-2180 333 EXTENSION 435

The course BBM 501/03 Economic Environment of Business is a compulsory core course in the Commonwealth Executive Master of Business Administration and Master of Public Administration programmes. Economic Environment of Business aims to provide students with an understanding of economic issues for business decisions-making in order to support organisational strategies. This course addresses economic issues faced in business environment. It begins with the microeconomic aspects of the economic environment, market mechanism, production theory, cost theory and market structure. It then explores macroeconomics with aggregate demand and supply, government macroeconomic policy and open economy

Course Code: BAC501/03 Course Title: Accounting and Finance
Course Coordinator: Dr Loo Choo Hong
Email: chloo@wou.edu.my Contact: 04-2180 333 EXTENSION 381

The course BAC 501/03 Accounting and Finance is a compulsory core course in the Commonwealth Executive Master of Business Administration programme. The main objective of this course is to provide students with knowledge and skills of accounting and financial information in managerial decision-making. This course is designed to familiar students with the concepts and application of business accounting and financial management, as well as their inter-relationship with other business management functions. This is an application-based course, using examples in the real business world to explain the usage of accounting and finance techniques.
Course Code: BBM521/03 Course Title: Research Methods
Course Coordinator: Dr Leow Ghin Yin
Contact: 04-2180 333 EXTENSION 435
Email: gyleow@wou.edu.my

The course BBM521/03 Research Methods is a compulsory core course in the Commonwealth Executive Master of Business Administration and Master of Public Administration programmes. This course exposes the students to the various steps involved in the research process. This includes identifying and defining the research problem, research design, data collection, data analysis and interpretation of results. Several sampling techniques, statistical methods as well as research report writing are also covered. The course will therefore provide the necessary grounding and research training for the students to embark on their project or case study in their final semester.

Course Code: BIS551/03 Course Title: Electronic Commerce
Course Coordinator: Deehbanjli Lakshmimaya
Contact: 04-2180 333 EXTENSION 390
Email: deehbanjlii@wou.edu.my

The course BBM551/03 Electronic Commerce is an elective course in the Commonwealth Executive Master of Business Administration and Master of Public Administration programmes. This course provides students with an understanding of current and upcoming issues of managing e-commerce applications among business entities. The course introduces IT infrastructure, frameworks, business models and strategies to plan, build, leverage e-commerce for business operational effectiveness and competitiveness. The course also outlines marketing strategies as well as legal and ethical issues in e-commerce applications.

Course Code: BMK501/03 Course Title: Marketing Management
Course Coordinator: Rosalie Tan Ying Yann
Contact: 04-2180 333 EXTENSION 387
Email: rosalieton@wou.edu.my

The course BMK501 Marketing Management is a core compulsory course for the CeMBA programme. The course begins with introducing marketing by focusing on the role, scope and different orientations of marketing, marketing in developing economy and marketing of services. The course then moves to the topics marketing planning to cover planning of marketing mix, market segmentation, marketing organisation and also marketing research and its applications. The important themes of consumer behaviour and product management are covered with discussion on topics like consumer decision process and influences on buyer behaviour, product decisions and strategies, product life cycle and new product development, as well as branding and packing decisions. The course also provides exposure to pricing and promotion strategy with inputs on pricing policies and practices, marketing communication, advertising and publicity, personal selling and sales promotion. The last part of the course focuses on marketing distribution and public policy. Topics like sales forecasting, distribution strategy, managing sales personnel, and impact of public policy on marketing decisions are covered in this section.
The course BMG521 Strategic Management is a core compulsory course for the CEMBA programme. It provides knowledge of the key concepts and the language of strategic management and planning. This involves those aspects of organisational behaviour, development, and environmental change most concerned with the long term survival and growth of the organisation. The course examines the nature of strategic decision making in organisations and those factors that influence the process. The systems and techniques of strategic management, planning, and decision-making are examined in the context of the business organisation.

The goal of introducing this course in the MBA is to sensitize young managers to the demanding and challenging task of building a disaster resilient and sustainable world. Among the topics covered in the course are the complexities of natural and human-induced disasters, and the enormity of loss that can be caused by them, disaster mitigation and preparedness for loss reduction, risk assessments and planning, institutional and legal mechanisms, post-disaster response and recovery and emergency management.

The course BMG551/03 Project Management is an elective course in the Commonwealth Executive Master of Business Administration and Master of Public Administration programmes. This course takes the students into the challenging world of project management as every project is unique in itself. This course provides an overview of project management and covers management tools such as the work breakdown structure and network diagrams. Key techniques and concepts are discussed; risk identification and assessment, time and costs analysis, human resource planning. This course takes the student from the planning stage through to the project completion. Knowledgeable in project management is important as every successful product and infrastructure is the output of a great project management team.
The course BPA502/03 Public Policy is a compulsory core course in the Commonwealth Executive Master of Public Administration programme. The course draws on many disciplines of study. Besides looking at the decisions that governments make for the nation or state, the course focus on who makes them, how they are made, the quality of the decisions and how they are carried out in practice. In this course student will need to explore understanding of public policy and how it is defined. Students will need to understand that policy emerges from different contexts, and that different institutions, groups and individuals influence policy-making. Policy can be conceptualised as a cyclical process. This cyclical model will be used throughout this course, although criticisms and other models will also be presented. Students will begin to consider some of the contemporary issues that affect policy and examine some case studies that demonstrate these features of policy-making.

The course BPA503/03 Development Planning and Administration is a The course BPA502/03 Public Policy is a compulsory core course in the Commonwealth Executive Master of Public Administration programme. This course examines five major topics, namely, the concepts and context of development administration, strategies and challenges of development planning, participatory approaches for development planning and administration, and techniques for development. In order to highlight issues in specific developmental sectors, the planning of contemporary development issues in education, health, agriculture and industry in several developing countries have been emphasized. The course also deals with the goals and targets in the coming years as well as the required strategies for moving towards effective development planning and administration for better performance on account of political, social, economic, and technological factors in these countries.

TCM 543/03 Operations Research emphasises both theories and applications in various methods in operations research. Operation research is a scientific method used for decision making in managing operations in industries. It introduces students to concepts in operations research, as well as mathematical techniques in related case studies. This course contains five study units. Each unit has been designed to take between 20 and 30 hours of studies, so to complete the whole course, the students will need about 120 hours. Students taking this course should have good foundation in mathematics at upper secondary level.
This course goes beyond the basic study of procurement where fundamental principles and methodologies are discussed. The syllabus for this course covers more advanced topics on the subject matter of procurement and supply chain where students are encouraged to analyse scenarios and synthesise knowledge. This course develops the students’ understanding of the procurement structures and competencies in the procurement processes. The emphasis of this course is to facilitate comprehension as to how procurement management is influenced by the business environmental factors and how these factors are interrelated with the rest of the functional and other areas of the organisation. This course also focuses and emphasises on supplier selection, supplier evaluation and supplier administration.

ERP plays a crucial role in the day to day management of the manufacturing industry. It is a one stop point to gain all the relevant information with regards to different departments of manufacturing. The course will focus on (i) discussing and understanding the major units forming ERP systems; (ii) presenting the flow of information going through the whole ERP system; (iii) reflecting on the importance of ERP towards the management and growth of any manufacturing unit; (iv) looking into areas of improvement to overcome current challenges in terms of data integration; and (v) challenging the current methodologies in ERP environment to promote new creative ways for future developments. By the end of the course students would be able to fully understand the components of ERP and how each component fits in the ERP ecosystem.

This course deals with supply chain management as managing supply and demand, sourcing raw materials and parts, manufacturing and assembly, warehousing and inventory tracking, order entry and order management, distribution across all channels, and delivery to the customer. The course describes the role and contribution of supply chain management in improving the competitiveness of manufacturing enterprises. It also explains the relationship, collaboration and integration among the supply chain trading partners. Developing of supply chain strategies is discussed in this course. Finally the course describes the role and impact of information and communication technologies (ICT) on the supply chain.
Course Code: EED501/05  Course Title: Research In Education Course
Coordinator: Prof. Phalachandra Bhandigadi
Email: phalachandrab@wou.edu.my  Contact: 04-2180 333 EXTENSION 280

This course provides students with the knowledge and skills needed to conduct research in the field of education. It covers the fundamentals of research methods and approaches and introduction of statistical tools such as descriptive and inferential statistics to analyze data. This course provides a foundation for students to be able to conduct original research that may lead to the writing of research reports and papers for publications.

Course Code: EED502/05  Course Title: ICT in Education
Course Coordinator: S. Vighnarajah P.K. Selvarajah
Email: svighna@wou.edu.my  Contact: 04-2180 333 EXTENSION 429

This course seeks to enhance the students’ skills in using information and communication technology (ICT) for daily instruction. Students will be further equipped with the skills needed to implement ICT in their curriculum, including skills in using computer hardware, software and connectivity for effective instruction. In this connection, students will also be able to select and organize materials equipment, and technological tools needed to conduct instruction and accomplish desired educational outcomes.

Course Code: EED505/05  Course Title: Curriculum Development
Course Coordinator: Prof. Phalachandra Bhandigadi
Email: phalachandrab@wou.edu.my  Contact: 04-2180 333 EXTENSION 280

This course seeks to enhance the students’ skills in using information and communication technology (ICT) for daily instruction. Students will be further equipped with the skills needed to implement ICT in their curriculum, including skills in using computer hardware, software and connectivity for effective instruction. In this connection, students will also be able to select and organize materials equipment, and technological tools needed to conduct instruction and accomplish desired educational outcomes.

Course Code: EED506/05  Course Title: Assessment in Instruction
Course Coordinator: Prof. Phalachandra Bhandigadi
Email: phalachandrab@wou.edu.my  Contact: 04-2180 333 EXTENSION 280

This course focuses on the assessment used instruction and enables students to design various types of assessment which can be used to measure their students understanding. This can be done by undemanding issues such as purpose of assessment in instruction, role of assessment, different types of assessment in classroom teaching, characteristic of assessment in instruction, principles of assessment, process and method of gathering assessment data, planning and implementing assessment projects, assessment techniques and assessment as a tool for learning.
This course discusses the philosophy and theory of the study of literature and analyses the close intertextuality between language and literature. It examines the role of literature in language learning. The course focuses on major critical theories, reader response theories in particular, and their relevance to teaching literature. It will discuss material selection and adaptation for teaching literature. Assessment in literature teaching will also be addressed.

This course provides students with the skills for effective literacy and language instruction in English. Students will examine and critically evaluate research that supports theories and teaching strategies for literacy and language development in English. Strategies that are effective for teaching students at-risk of failure in literacy including remedial students and students with learning disabilities will be discussed.

This course examines theoretical foundations of educational administration, organisational climate and culture. It will also discuss the role of professionals in educational organisations, educational leadership, motivation and job satisfaction. The course will examine organisational communication, management and resolution of conflicts, organisational politics and democratisation and participatory decision-making educational institutions.

This course prepares educators for advancement to various administrative positions. It provides students with theoretical principles that includes the development and understanding of leadership styles; a comprehensive look at organisational development, culture in an educational institution, perceptions of power and managing professional growth of staff. Issues of creating effective learning environments and positive culture in educational institutions are also examined.
COURSE SYNOPSIS ~ JULY 2015 SEMESTER

Course Code: EED516/05  Course Title: Educational Policy and Planning  
Course Coordinator: Assoc. Prof Dr Goh Lay Huah  
Email: lhgoh@wou.edu.my  Contact: 04-2180 333 EXTENSION 408

In this course, students will examine the processes of education policy planning and development, including the values, social forces and other factors that affect these processes, as well as the consequences of various policies in education on social change. Students will develop skills in making evaluation and critique of education policy based on principles of social science and frame issues and solutions within appropriate policies.

SCHOOL OF FOUNDATION AND LIBERAL STUDIES

Course Code: WUC107/03  Course Title: Workplace Communications Skills  
Course Coordinator: Jasmine Selvarani Emmanuel  
Email: jasmineemmanuel@wou.edu.my  Contact: 04-2180 333 EXTENSION 423

This course aims to develop English language proficiency and communication skills at the workplace. The course provides various practices in relation to the workplace, to enable students to select suitable registers of the English language and to employ appropriate strategies when communicating in the workplace. Relevant areas in grammar and vocabulary development have been integrated into the units. Cross-cultural tips for effective communication are also discussed.

Course Code: WLA101/03 / MPU3213/03  Course Title: Bahasa Kebangsaan A  
Course Coordinator: Rabikha Hasni Bt Suparman  
Email: rabikhahs@wou.edu.my  Contact: 04-2180 333 EXTENSION 424

This course aims to increase students' proficiency and mastery of the Malay language. The emphasis of this course is on expressing thoughts and ideas and communicating effectively in both formal and informal settings. This course also tests the students' sensitivity to listening and writing skills at the workplace.

Course Code: WLA103/03  Course Title: Malaysian Studies  
Course Coordinator: Dr Nagarajan Subramaniam  
Email: nagarajans@wou.edu.my  Contact: 04-2180 333 EXTENSION 378

This course aims to nurture and produce thinking Malaysians who are patriotic to the nation, visionary and proud to be Malaysians. The course is also intended to enable students to appreciate and confront challenges associated with achieving peace and prosperity in nation building; and appreciate the roles Malaysia plays in the international arena.
### Pendidikan Moral

**Course Code:** WLA105/03  
**Course Title:** Pendidikan Moral  
**Course Coordinator:** Rabikha Hasni Bt Suparman  
**Email:** rabikhahs@wou.edu.my  
**Contact:** 04-2180 333 EXTENSION 424

Pendidikan Moral is aimed at instilling the ability to appreciate and practice moral values amongst learners in the Malaysian society. It is hoped that learners will be aware of their own roles in building a generation of citizens with high morality. This is a course that encourages logical and rational thinking based on various moral theories and religious values in overcoming moral conflicts and dilemmas.

### Hubungan Ethnik

**Course Code:** MPU3113/03  
**Course Title:** Hubungan Ethnik  
**Course Coordinator:** Ooh Seow Ling  
**Email:** slooh@wou.edu.my  
**Contact:** 04-228 9323 EXTENSION 426

The course focuses on basic concepts of culture and an ethnic relation with special attention to the latter’s development in Malaysia. It is intended to give students a broad understanding of race relations in society. As such the basic objective of this course is to explore the ways in which racial, ethnic experiences, relations have emerged and develop over time.

### Comparative Religions

**Course Code:** MPU3313/03  
**Course Title:** Comparative Religions  
**Course Coordinator:** Dr Steven Selvaraju  
**Email:** stevesvrj@yahoo.com  
**Contact:** 04-2180 333

This course focuses on the major world religions, their origins, their basic characteristics, their function in human societies and their dynamics. This course aims at developing familiarity and a basic understanding of the religions studied. A knowledge of the both variation and diversity, as well as cross-cultural and shared values in religions, and between different aspects of religion, would equip students with the ability to identify differences and similarities between them. Furthermore, the course will attempt to study religious traditions both as a *phenomenon* in human societies, and as well as a universal human *experience*. The division of the different world religions studied will in the main be based loosely on the individual geographical areas from which these religions originated.

### Co-Curriculum

**Course Code:** MPU3412/03  
**Course Title:** Co-Curriculum  
**Course Coordinator:** Cheah Seeh Lee  
**Email:** slcheah@wou.edu.my  
**Contact:** 04-2180 333 EXTENSION 427

Co-curricular activities complement traditional education by offering a range of experiences that help students hone and develop interpersonal and work skills, as well as explore creative, cultural, physical, societal, and spiritual ways of connecting with and learning more about themselves and others. All of these are necessary for students to become successful individuals and contributing members of the larger community. Students’ involvement in activities outside class invigorates them and helps them realize their potential. The skills they learn from involvement with a group, a community service project, employment, or the creative arts can be transferred to other aspects of their lives and help them blossom into civic-minded citizens of the world.
Course Code: WUC106/05       Course Title: Communication Skills for the Workplace
Course Coordinator: Ch’ng Ping Ping
Email: ppchng@wou.edu.my   Contact: 04-2180 333 EXTENSION 433

This course aims to develop English language proficiency and communication skills at the workplace. The course provides various practices in relation to the workplace, to enable students to select suitable registers of the English language and to employ appropriate strategies when communicating in the workplace. Relevant areas in grammar and vocabulary development have been integrated into the units. Cross-cultural tips for effective communication are also discussed.

Course Code: WUC131/03       Course Title: Learning Skills for University Studies
Course Coordinator: Jasmine Selvarani Emmanuel
Email: jasmineemmanuel@wou.edu.my   Contact: 04-2180 333 EXTENSION 423

The main aim of this course is to develop and enhance a set of attitudes and study habits that will lead to successful and independent lifelong learning in an open distance learning environment. The course contents include how to learn effectively, manage stress and time, prepare written assignments, manage the WawasanLearn in WOU and use various search strategies for locating information.

Course Code: WUC202/05       Course Title: Advanced Writing Skills
Course Coordinator: Ch’ng Ping Ping
Email: ppchng@wou.edu.my   Contact: 04-2180 333 EXTENSION 433

This course focuses on specifically further developing writing skills in English which are essential for the students to cope with their studies at WOU. It includes improving student ability to interpret assignment questions correctly, selecting materials from various sources, incorporating the ideas and information presented by others, while at the same time avoiding plagiarism. It also helps to develop student ability to read widely and write academic essays in English, which comply with international tertiary level education standards in structure, expression, linguistic and orthographic accuracy. Understanding how academic reading and writing is assessed and applying this understanding to help improve student performance in both continuously assessed coursework and examinations is another key element that will be a part of this course.
Course Code: WUC203/05  Course Title: Writing Skills for University Studies
Course Coordinator: Jasmine Selvarani Emmanuel
Email: jasmineemmanuel@wou.edu.my  Contact: 04-2180 333 EXTENSION 423

This course focuses on specifically further developing writing skills in English which are essential for the students to cope with their studies at WOU. It includes improving student ability to interpret assignment questions correctly, selecting materials from various sources, incorporating the ideas and information presented by others, while at the same time avoiding plagiarism. It also helps to develop student ability to read widely and write academic essays in English, which comply with international tertiary level education standards in structure, expression, linguistic and orthographic accuracy. Understanding how academic reading and writing is assessed and applying this understanding to help improve student performance in both continuously assessed coursework and examinations is another key element that will be a part of this course.

Course Code: LHL221/05  Course Title: Selections of Asian Literature
Course Coordinator: Jasmine Selvarani Emmanuel
Email: jasmineemmanuel@wou.edu.my  Contact: 04-2180 333 EXTENSION 423

This course aims at introducing selections of works which include short stories, novels, drama and poems from selected South, South East and East Asian countries. It emphasises literary genres, literary devices, literary theories, literary criticism and the reading of literary texts besides providing various practices in relation to reading and criticising literary texts. Opportunities to read, interpret and evaluate literary works are also provided.

Course Code: LHL331/05  Course Title: Creative Writing
Course Coordinator: Dr Ooi Chia-Yi
Email: cyooi@wou.edu.my  Contact: 04-2180 333 EXTENSION 428

This course is suitable for new writers as well as for those with some experience who would like to develop their skills. It will help learners identify their strengths and interests as writers by giving them the opportunity to write in a wide range of genres: fiction, poetry, biography, autobiography and travel writing. The emphasis is on the learner finding his/her own directions and styles through experiment, practice and constructive feedback. The course is suitable not only for aspiring writers, but for anyone with a strong enquiring interest in reading and writing, who would like to deepen their understanding of writing techniques and the creative process.

Course Code: LLS202/05  Course Title: Discovering Science & Technology
Course Coordinator: Dr Ooi Chia-Yi
Email: cyooi@wou.edu.my  Contact: 04-2180 333 EXTENSION 428

This is a 5-credit elective course specially designed for BTEL students. This course provides basic knowledge necessary for BTEL students before they proceed to other level 2 or higher level courses. Topics covered include Mechanics; Electricity and Magnetism; Vibration, Light and Sound and also introduces students to modern Physics where relativity and Quantum Mechanics are discussed. One unit is devoted to Chemistry of atomic structures and chemical bonding where bonding is discussed in relation to electron configurations.
COURSE SYNOPSIS ~ JULY 2015 SEMESTER

Course Code:  LLS204/05        Course Title: Psychology of Creativity
Course Coordinator:  Cheah Seeh Lee
Email: slcheah@wou.edu.my    Contact: 04-2180 333 EXTENSION 427

The course Psychology of Creativity will provide students with insights into an area of psychology that has been ignored or neglected in the past and which has only been receiving attention among psychologists in recent years. Among others, through the course, students will be assisted in growing in their understanding of areas such as, the nature and process of creativity, the various sources and perspectives of creativity, the methods of studying creativity, the influence of culture on creativity and how they can enhance their own creativity and to help others do so as well.

Course Code:  LSP101/05     Course Title: Introduction to Psychology
Course Coordinator:  Irmadura Bt Ramli
Email: irmadurar@wou.edu.my   Contact: 04-2180 333 EXTENSION 425

This course introduces the history, theories and theorists in the field of psychology. It will help students understand the fundamental principles and theories that explain what psychology is and how description, prediction and control of human behaviour is possible based on scientific facts. It will also help students to improve their personal effectiveness as an individual and as a social being.

Course Code:  LSP102/05      Course Title: Understanding Personality Types
Course Coordinator:  Ooh Seow Ling
Email: slooh@wou.edu.my        Contact: 04-2180 333 EXTENSION 426

LSP 102/05 explores contemporary theories of personality and individual differences. This course will provide students with a background to the psychology of personality; the theories involved and examine factors that shape personality. Students will also be able to identify their own personality and learn to understand and interact with people of other personalities.

Course Code:  LSP204/05    Course Title: Social Psychology
Course Coordinator:  Cheah Seeh Lee
Email: slcheah@wou.edu.my    Contact: 04-2180 333 EXTENSION 427

The course explores the relationship between the individual and their social environment, including the groups that they belong to and the way they think about themselves and how they are influenced by others. The topics include: self and others perceptions, attributions, prejudice, social identity, compliance and conformity, interpersonal and inter-group relations. Emphasis is on the application of social psychological theories and concepts to everyday events and encounters.
**Course Code:** LSP301/05  
**Course Title:** Psychology of Adult Development  
**Course Coordinator:** Irmadura Bt Ramli  
**Email:** irmadurar@wou.edu.my  
**Contact:** 04-2180 333 EXTENSION 425

The course explores physical, cognitive, emotional and social development in the various stages of adulthood. It also covers successful aging, death, dying and bereavement.

**Course Code:** LSP303/05  
**Course Title:** Cognitive Psychology  
**Course Coordinator:** Irmadura Bt Ramli  
**Email:** irmadurar@wou.edu.my  
**Contact:** 04-2180 333 EXTENSION 425

This course is the study of how people make sense of others and themselves. It examines how people think of people and the effect it has on social behaviour. It also looks at the role cognitive processes play in social behaviour and discusses theories and research results pertaining to the structures and processes underlying self and person perception.

**Course Code:** LSP305/05  
**Course Title:** Psychology and the Workplace  
**Course Coordinator:** Ooh Seow Ling  
**Email:** slooh@wou.edu.my  
**Contact:** 04-2180 333 EXTENSION 426

This course seeks to explain the function and role of industrial and organisational psychology in making the workplace more conducive and comfortable for workers. Students will mainly apply knowledge of psychological theories and researches to human interaction at the workplace. Humans or with machines and equipment. This course attempts to provide work-setting examples and case studies that students are more familiar with. Global and cross-cultural issues will also be addressed as a reflection of diversity at the workplace. The aim is to apply psychological knowledge and skills to create positive changes in the actual work environment.

**Course Code:** LSS312/05  
**Course Title:** Principles of Social Research  
**Course Coordinator:** Dr Ooi Chia-Yi  
**Email:** cyool@wou.edu.my  
**Contact:** 04-2180 333 EXTENSION 428

This course introduces students to the issues of doing research. It will look at some of the philosophical debates on research that relate to our understanding of knowledge, paradigms, disciplines and ways of making sense of our surrounding world. In addition, the course will explain the basic issues in planning and conducting research. This will involve learning to frame research problems and questions, literature review, research methods, data analysis, presenting research findings as well as deliberating on specific ethical issues.
Course Code: LPS301/05  
Course Title: International Organisations  
Course Coordinator: Dr Nagarajan Subramaniam  
Email: nagarajans@wou.edu.my  
Contact: 04-2180 333 EXTENSION 427

- To be confirmed -

SCHOOL OF EDUCATION, LANGUAGES AND COMMUNICATIONS

Course Code: EED205/05  
Course Title: Introduction to Pedagogy  
Course Coordinator: Prof Phalachandra Bhandigadi  
Email: phalachandrab@wou.edu.my  
Contact: 04-2180 333 EXTENSION 280

This course will discuss pedagogical practices and their effectiveness in the modern classroom. Students will be given the opportunity to develop different types of lessons for teaching various age groups. Students will discuss classroom management and discipline, teacher-student relationships in class, teacher-student interactions, the use of technology in the classroom, materials writing and adaptation and the forming of an eclectic approach in their teaching. This course will increase student’s knowledge, skills and attitudes associated with effective pedagogical practice through integrating theory and practical experience.

Course Code: EED209/05  
Course Title: Grammar and Usage  
Course Coordinator: Ong Cheng Teik  
Email: ctong@wou.edu.my  
Contact: 04-2180 333 EXT 422

This course offers an overview of English grammar. It equips students with a deeper understanding of the grammar of the English Language and provides students the opportunity to familiarise themselves to the different parts of speech in the language. It focuses on the rules of grammar and the analysis of the language in use. This will lead to the examination of the

Course Code: EED210/05  
Course Title: Teachers for E-Learning  
Course Coordinator: S. Vighnarajah P.K. Selvarajah  
Email: svighna@wou.edu.my  
Contact: 04-2180 333 EXTENSION 429

This course is an exploration of online learning and how it can be used to enhance both teaching and learning in the classroom and individual professional development. It will investigate how ICT and computer mediated applications can be integrated into classroom practice. It will look at the identification and teaching of skills needed for information literacy such as Internet applications, emails, e-forums, web-blogs, authoring tools and autonomous learning. It also aims at demystifying e-learning and making it accessible to even non-technical persons and hands-on usage of several tools that together create different types of e-learning pathways. Current issues surrounding the use of computers in education will be explored, including online learning and learning with language based computer games.
This course teaches you on Testing and assessment. Testing and assessment are an integral component of language teaching and learning. They encompass the practice of making judgments regarding the extent to which instructional objectives are met. Hence teachers need to be equipped with the essential knowledge on language testing and assessment which is necessary to be put into practice during the teaching and learning processes in the classroom.

This course discusses the meaning and functions of education and their relevance within the educational environment. Students will also learn about sociology, classroom society and its role in the Malaysian educational landscape. This course will highlight principles of educational psychology, various types of learning theories and motivation in the teaching and learning process.

This course will begin with presenting students with selected science curricula and its development. This course will then expose students to different hands-on teaching approaches, strategies and techniques of teaching primary science. These will include discovery–inquiry learning, contextual learning, constructivist learning, games, puzzles, role-play, simulation and such in order to infuse science process skills. Students will also be provided opportunities to develop their own understandings and practice of the notion of appropriate science teaching at a primary level as the course will cover theories related to science learning, integration of technology in teaching and learning, how to formulate lesson plans effectively, as well as how to assess students’ understanding of scientific knowledge.

EED306/05 is aimed at preparing learners for a better grasp of English language and developing necessary repertoires for their teaching in using the language. Thus, this course emphasises contents and their applications in using the language. The content of this course connects the four skills—reading, writing, listening and speaking—in language while the application section see learners put what they have learnt into practice in the exercises in each unit and assignments. Moreover, critical thinking is built along with the acquiring of competency in English language.
Course Code: EED308/05  
Course Title: English Language Teaching Course in Malaysia  
Course Coordinator: Arathai a/p Din Eak  
Email: arathaide@wou.edu.my  
Contact: 04-2180 333 EXTENSION 418

EED 308/05 English Language Teaching in Malaysia provides a socio-historical perspective on English language teaching in Malaysia. It also explains the student and teacher-related factors that affect language learning. It will then provide you with opportunities to learn pedagogic theories as well as to gain a working knowledge of English as a linguistic system. You will also learn about the various approaches to language teaching and learning. These theoretical perspectives may help you to manage a language classroom.

Course Code: ELL201/05  
Course Title: General Linguistics  
Course Coordinator: Ong Cheng Teik  
Email: ctong@wou.edu.my  
Contact: 04-2180 333 EXT 422

This course provides students with an overview of the major subfields of linguistics, namely Phonetics and Phonology, Morphology, Syntax, Semantics and Pragmatics. Knowledge acquired in this course will form the foundation necessary for students to explore more specialised areas of linguistic study such as Sociolinguistics and Psycholinguistics. Also, the theories explored in this course should prepare students for research work involving linguistic data.

Course Code: ELL202/05  
Course Title: English for Business Communication  
Course Coordinator: Arathai a/p Din Eak  
Email: arathaide@wou.edu.my  
Contact: 04-2180 333 EXTENSION 418

This course prepares students for business communications which emphasises on authentic business communications practices. It provides guidelines and models for students to refer to when producing their own communications. It also covers the effective use of various communication media applications at workplace, such as etiquette in writing e-mails and instant messages. These features are necessary to prepare students in the use of information technology in business settings. With a better grasp of the English language, exposure to different registers of English within a business context, and knowledge about the functions of different types of business communication, students will be better prepared to face real challenges in communication at their workplace.

Course Code: ELL204/05  
Course Title: Society & Language  
Course Coordinator: S. Vighnarajah P.K. Selvarajah  
Email: svighna@wou.edu.my  
Contact: 04-2180 333 EXTENSION 429

This course provides an overview of the discipline of Sociolinguistics and introduces some basic sociolinguistic concepts such as mother tongue and bilingualism, as well as explores issues in multilingual speech communities such as code-switching and code-mixing. Language variations that occur, firstly in relation to language users and secondly to its uses are explored, and issues such as style and sexist language are addressed. Interactional sociolinguistics, discourse analysis, conversational analysis and critical discourse analysis are also explained.
This course examines basic communication theories related to the mass media. It explores the effects of media on language use, the language of advertising, media-based verbal and non-verbal communication. Students will study various forms of media writing both for the print and visual media. It explores the discourse between reader/listener and the language of the media. This course will draw on literary and linguistic theory to analyse the language of media.

Date: 16 March 2015