



PROGRAMME HANDBOOK

COMMERCE DEPARTMENT

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(CDPR)

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**POLITEKNIK
MALAYSIA**

First Quality Environment (ISO)
Certified Polytechnic

POLITEKNIK MERLIMAU
2015



Sixth Edition

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PREFACE



Bismillahirrahmanirrahim

Assalamualaikum w.b.t and Salam Sejahtera.

Dear Students,

First and foremost, I would like to welcome you to our beloved Politeknik Merlimau (PMM). As you can see, the atmosphere and the ambience here are very conducive for teaching and learning.

As we are aware, the industry requires graduates who are knowledgeable and have impeccable track records and self-discipline. We in PMM have taken measures to ensure all these requirements are met.

Furthermore, in order to add value to our graduates, we greatly emphasize our students to be involved in co-curricular activities, especially the uniformed bodies.

I believe that with the quality courses offered by the Civil, Electrical and Mechanical Engineering Departments as well as Commerce and Tourism and Hospitality, we would be able to produce high quality of towering personality graduates who would contribute to the development of our nation.

I am looking forward to meeting you and I hope that you would take advantage of all the facilities provided in order for you to attain the best knowledge and become the contributing citizen for our beloved Malaysia.

Thank you.

Sincerely,

Mohd Hatta bin Zainal

Director

Politeknik Merlimau

PREFACE

Bismillahirrahmanirrahim

Assalamualaikum w.b.t, Salam 1 Malaysia, Salam Melaka Maju Negeri ku Sayang, Negeri Bandar Teknologi Hijau.



The Department of Commerce offers three (3) diploma programmes; Diploma in Accounting, Diploma in Marketing and Diploma in Business Studies. These programmes are led by excellent and fully competent lecturers whose niche and expertise are related to the respective courses taught.

We put the learning emphasis on the Outcome Based Education (OBE) approach as a guide by focusing on what students will be able to do upon completion of courses and be acquired upon the completion of their educational programme. This is in tandem with the National Education Philosophy that is to produce individuals who are intellectually, spiritually, emotionally and physically balanced and harmonic.

The department is equipped with the necessary facilities such as lecture rooms, lecture hall, accounting laboratory, entrepreneur room, conference room, advertising & photography studio and WIFI connection to support the learning process.

The publication of this Programme Handbook is in line with the requirements set by the Malaysian Qualifications Agency (MQA) in terms of the criteria and standards for national qualifications. It aims to enable the students to have a comprehensive outlook on the current prospective of Commerce Department, Politeknik Merlimau, especially on the curriculum that would shape the students into graduates worthy of the workforce. This is a proof that we are capable to fulfill the demands of quality assurance of local higher education.

Any comments and suggestions toward the continuous improvement of the programmes are greatly appreciated. The Department of Commerce gratefully acknowledges everyone involved in producing this programme handbook. By embarking on this educational journey, we put our effort and passion to produce the future youth empowerment.

All the best and welcome to the Department of Commerce. Thank You.

Sincerely,

Haniza Binti Baharom

The Head Department of Commerce

Politeknik Merlimau

INTRODUCTION



Politeknik Merlimau (PMM) is the 14th polytechnic of the Department of Polytechnic Education Ministry of Higher Education. PMM is located in the District of Merlimau, 26 kilometers south of the state capital city, Melaka Historical City.

Established in 2002, PMM started in Politeknik Melaka (back then was Politeknik Kota Melaka). Moving to its own Merlimau campus in the end of 2002, Politeknik Merlimau since then has risen to the forefront of achievements in various fields, emerging as the catalyst polytechnic in academic, innovation as well as social responsibilities activities.

The PMM campus is spread across the area of 100 acres which houses seven academic departments, two non-academic departments and twelve supporting service units. Those academic departments consist of five main departments and two ancillary departments. The main departments are the Department of Civil Engineering, Department of Electrical Engineering, Department of Mechanical Engineering, Department of Commerce and Department of Hospitality and Tourism. The ancillary departments, on the other hand, are the Department of Mathematics, Science & Computer and Department of General Studies.

PMM believes that learning environments play a critical role in the development of strong learning communities which is one of the key aims of curriculum evolution at PMM. These communities are supported by place, technology and cohort-targeted of diploma graduate students. Thus, PMM provides a wide range of facilities and spaces that can be utilized by both the staff and students of PMM such as the CIDOS e-learning tools which serves as the Learning Management System. It is developed for the purpose of teaching and learning processes continuous improvement.

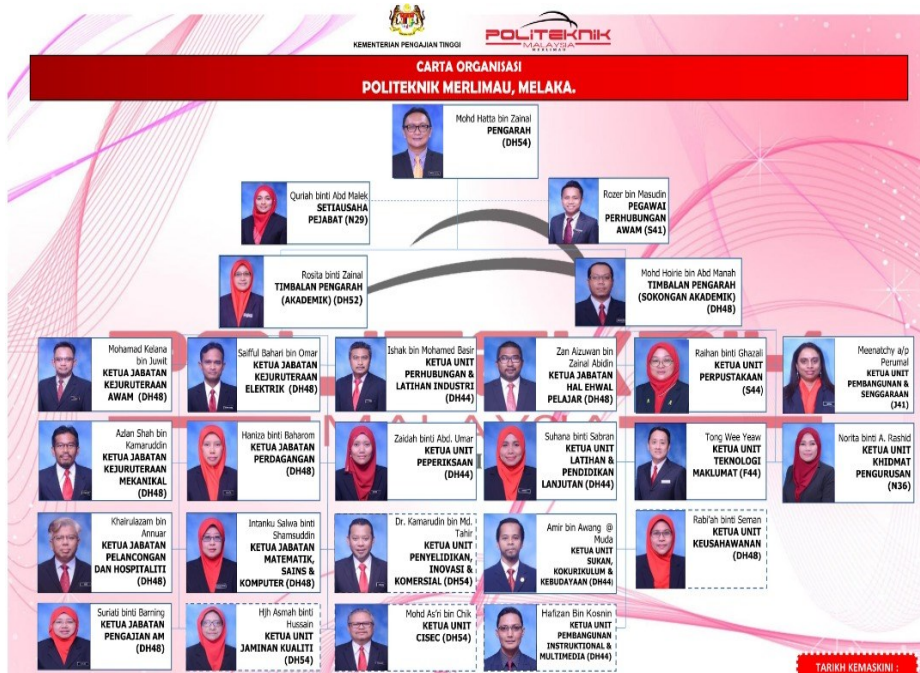
PMM provides a broad-based curriculum underscored by multi-disciplinary courses with the enrichment of the ancillary department's courses which are aligned with the transformative pillars of the Department of Polytechnic Education, Ministry of Higher Education. The classroom lessons and activities are based on sound principles of pedagogy and practice where lectures are given in English. These promote to nurture well-rounded graduates characterized by innovative thinking and relevant skills to thrive in a knowledge economy.

All in all, PMM provides students an ideal, supportive and innovative environment in which students can find their future direction, while making full use of their valuable time. This is further enhanced with practicality, entrepreneurship, and the pursuit of academic and management excellence. It is hoped that the well-rounded graduates enveloped with outstanding leadership qualities will enable them to make valuable contributions to tomorrow's society .

VISION & MISSION



MANAGEMENT ORGANISATION



OUTCOME BASED EDUCA-

Ministry of Higher Education, Malaysian Qualification Agency (MQA) and related professional bodies require all programs offered by Institution of Higher Learnings to adopt the Outcome Based Educatio (OBE) approach in their teaching and learning activities. This is in line with the paradigm shift mooted by the Ministry of Higher Education to enhance the quality of education in Malaysia.

Outcome-based education (OBE) is an educational approach that focuses on what students are able to do upon completion of a course. All curriculum and teaching decisions are made based on how best to facilitate the desired outcome. The term outcomes in this matter would be a set of values or 'wish list' on what students should acquire upon their educational program completion. Outcome-based education is designed so that "all students are equipped with the knowledge, skills and qualities needed to be successful after they exit the educational system" (Spady, 1994, p. 9).

In brief, OBE answers the following questions:

- What must the student learn?
- What do the teachers or lecturers want the student to learn?
- How does what student learn affect the overall educational outcome?
- How do the teachers or lecturers make sure that the students learn what they are intended to learn?

Thus, OBE outlines the guidance for planning, delivering and evaluating teaching and learning activities to achieve the results expressed in terms of individual student learning outcomes as shown in Figure 5.1 below.

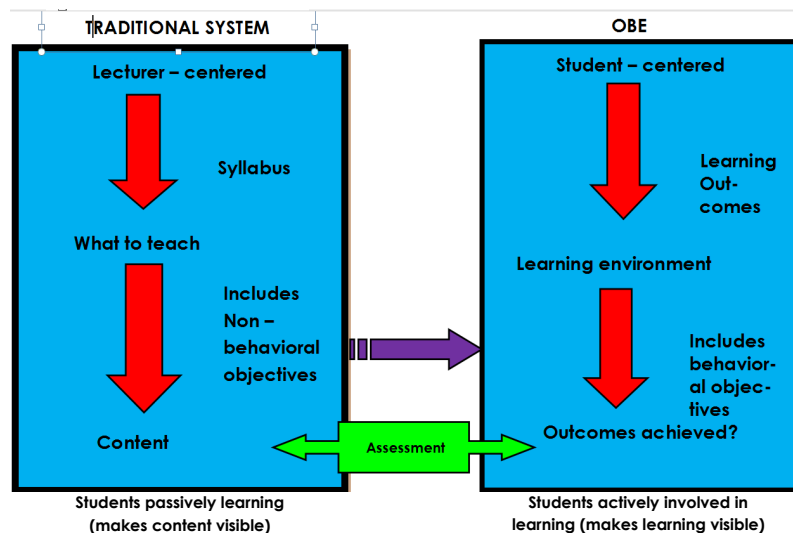
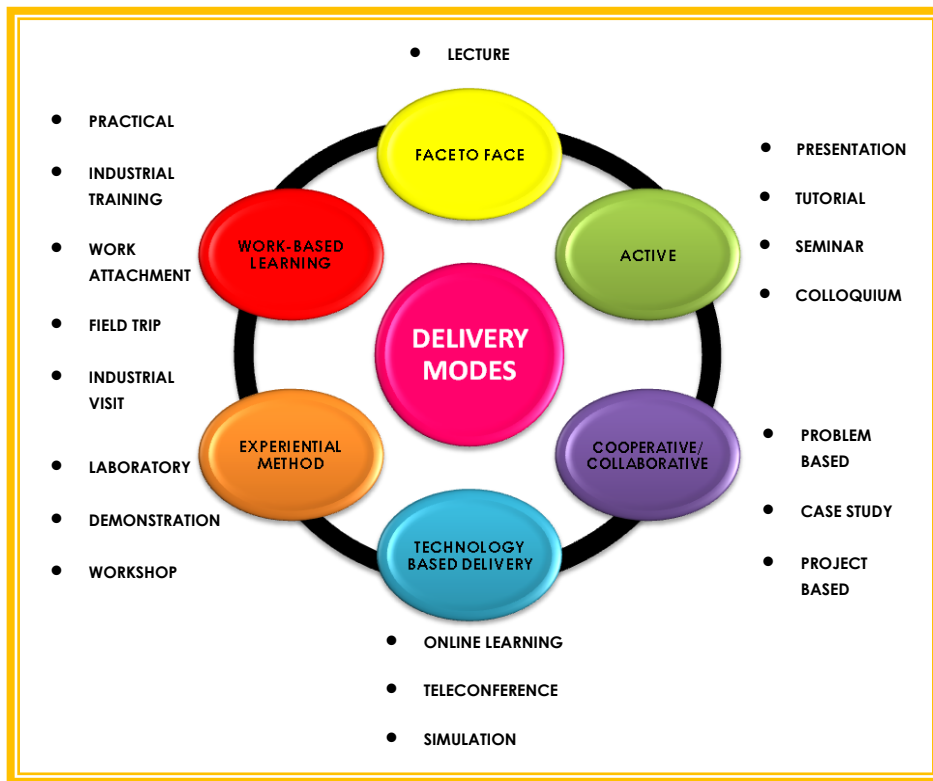


Figure 5.1: A Paradigm Shift for Educational System

OUTCOME BASED EDUCA-

DELIVERY MODES

The diversity of teaching and learning methodologies can be adapted by lecturers as to cater to the heterogeneous or different students' potentials. This is important to ensure that different students are at the maximum level while the less potential ones are not left behind. Figure 5.2 shows that there are many modes of delivery that can be employed to suit various teaching and learning purposes.



OUTCOME BASED EDUCA-

OBE EDUCATIONAL FRAMEWORK

Programme Educational Objectives (PEO):

The broad statements that describe the career and professional accomplishments which the program is preparing graduates to achieve.

Programme Learning Outcomes (PLO):

The statements that describe what students are expected to know and able to perform or attain in terms of skills, knowledge and behaviour or attitude by the time of graduation.

Course Learning Outcomes (CLO):

The statements that describe the specification of what a student should learn upon completing a course .

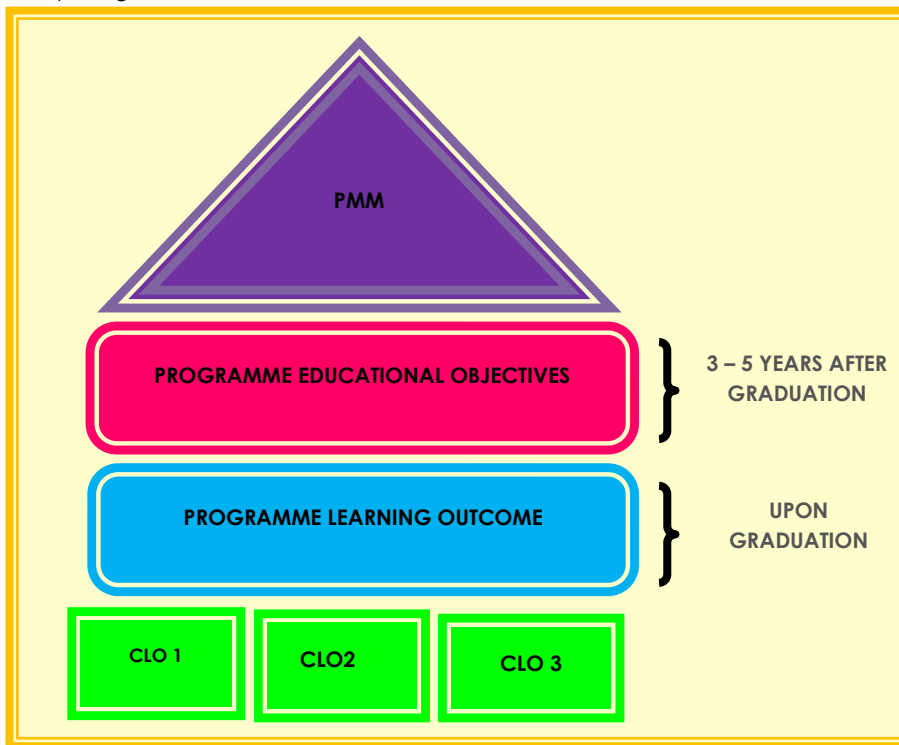


Figure 5.3 : OBE Educational Framework

OUTCOME BASED EDUCATION

FORMATION OF LEARNING OUTCOMES

The achievement of students is measured by learning outcomes. These learning outcomes should specify the competencies acquired by students upon completion of their studies. The Learning outcome consist of 8 domains that have been clustered into 5 clusters. The diagram Malaysian Qualifications Framework 2nd Edition: Level Descriptors below shows the cluster ;

MQF LEVEL	Summary of Learners Profile	CLUSTER 1: Knowledge and Understanding	CLUSTER 2: Cognitive skills	CLUSTER 3: FUNCTIONAL WORK SKILLS				CLUSTER 4: Personal and entrepreneurial skills	CLUSTER 5: Ethics and Professionalism
				Practical skills	Interpersonal and Communication Skills	Digital and Numeracy Skills	Leadership, Autonomy and Responsibility		
Level 4 DIPLOMA	Learners will have a broad knowledge of the general theories, principles and demonstrate skills in a focused area of study/ discipline enabling them to undertake specialized work leading to a career path in technical, professional or management fields. Learners express interest in pursuing further education. Learners will have a commitment for appropriate ethical behavior and express an appreciation of national aspirations within global perspectives	Demonstrate systematic comprehension (understanding) of a broad range of complex technical and theoretical knowledge and skills to undertake varied, complex, routine and non-routine tasks/ study within a field/ discipline.	Identify, interpret, apply and evaluate general concepts, theory and/or operational principles within a well-defined context of a subject/discipline and/or work with minimal supervision Solve problems of a common and well-defined kind as well as those others of a non-routine nature.	Apply a limited range of practical skills, essential tools, methods and procedures to perform required tasks/work. Reflect and make adjustments to Practices and processes, as necessary, related to routine or non-routine tasks.	Communicate clearly, both orally and in writing, ideas, information, problems and solutions, to others including peers, experts and non-experts. Interact effectively, individually or as member of a team with supervisors, Peers and subordinates. Demonstrate a high level of proficiency in at least one other language besides the national language.	Use a range of digital applications to support study /work as well as to seek and process data related to work or study. Demonstrate skills to use and interpret routine and complex numerical and graphical/visual data.	Perform work with significant degree of personal responsibility and autonomy under broad guidance and direction on well-defined and non-routine study /work activities performed in a variety of contexts. Lead and manage diverse teams to manage issues at work.	Identify self-improvement initiatives and possibilities for further education. Develop realistic Career and professional goals. Explore and engage in activities relating entrepreneurship. Show interest in and participate at professional and civic activities leading to local and region wide communities building.	Demonstrate ability to understand and comply with organizational and professional ethics in work environment. Demonstrate ability to apply sustainable practices in the context of local and global work and social environment.

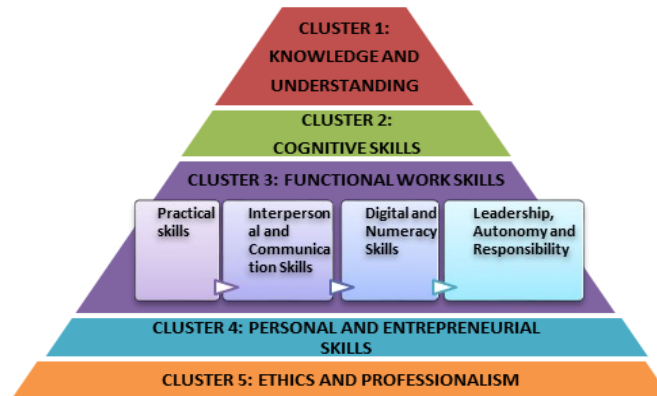


Figure 5.4 :Competency Domain to be applied in MQA Outcomes

(Learning Outcomes, LO)

OUTCOME BASED EDUCA-

THREE MAIN STAGES IN TEACHING AND LEARNING PROCESS

In general, OBE concept divides teaching and learning activities into three parts, namely:

- i. Planning,
- ii. Implementation and
- iii. Assessment

At the planning stage, learning outcomes should be determined in advance by taking into account what students can do after attending a teaching process.

At the implementation stage, the teaching and learning activities should be designed to achieve the specified learning outcomes.

Finally, the assessment is to be determined where it measures how far students have achieved the specified learning outcomes and assessment provides input to continuously improve the teaching and learning process.

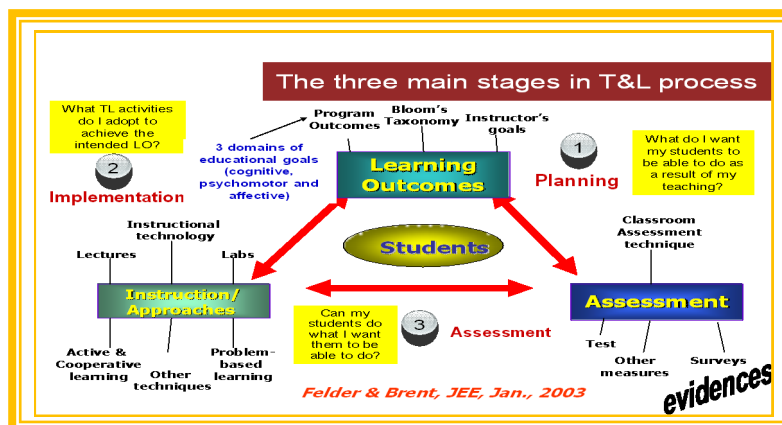


Figure 5.5 : Three Main Stage in Learning and Teaching Process

Towards the future of OBE:

1. Courses will help students to want, passionately, to do things, rather than just 'be able to' do things.
2. Assessment will assess whether students actually and spontaneously achieve the outcomes, rather than just 'being able to'
3. Outcomes will include values and principles and purposes as well as abilities.

In conclusion, the call for accountability is inevitably one of the reasons that lead to the introduction of OBE in Politeknik Merlimau. All parties need to make necessary changes, modifications, and improvements in the light of the changes aimed. The roles of curriculum, lecturers or instructors and assessment must gear the students towards the intended outcomes.

UNIT OF E-LEARNING

Introduction

CeLT (Center for e-Learning & Teaching) is a special name for Digital Learning Unit under the Instructional and Digital Learning Division, Polytechnic Education Department, Ministry of Higher Education Malaysia. CeLT is created to help empower the special National e-Learning agenda for all Malaysian Polytechnic.

VISION

Transforming Politeknik Merlimau towards global competitiveness through e-learning.

MISSION

Build a competitive, creative and sustainable e-learning framework.

OBJECTIVE

1. Encourage quality, fair and equitable education opportunities through e-learning (open, neutral and active)
2. Provide appropriate infrastructure and e-learning friendly
3. Creating a variety of creativity to strengthen the 21st century learning and teaching process
4. Improve staff and student skills through e-learning in the 21st century

The roles and responsibility of the e-Learning Unit are to :

1. Coordinate, support and monitor the implementation of e-Learning through the CIDOS platform.
2. Develop and improve CIDOS functionality to meet the effective R & D requirements and suit the rapid development of ICT (including Mobile-ready).
3. Improve literacy and training and mentoring on e-Learning.
4. Plan training and mentoring and support e-Content development support for academic and student staff.
5. Designing strategies and coordinating the EDOLA competition organized by CELT's Department of Polytechnic Education such as TVET Tunes, Poli TV, EMCC, VR 360 and Augmented Reality (AR).

UNIT OF E-LEARNING



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FACILITIES



Architectural Studio



Highway Lab



Structure Lab



Pumping Workshop



Concrete Lab



Carpentry Workshop



Hydraulic Lab



**Eng. Survey, Cadastral and
Hydrographic Survey Lab**

FACILITIES



Geotechnic Lab



Brick Work Lab



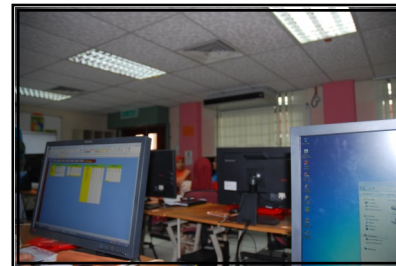
GIS, Remote Sensing & Carthography Lab



Photogrammetry Lab



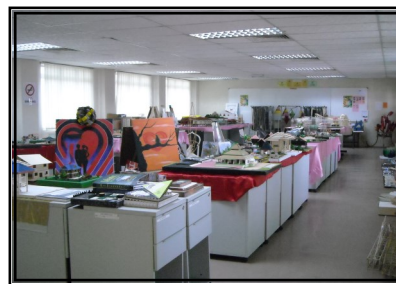
CADD Lab 1



CADD Lab 2



Lecture Hall



Archaive Room

FACILITIES



AVA Room



Lecture Room



Architecture Working Room



Exhibition Room



Meeting Room

DIPLOMA IN MARKETING

Programme Overview

Introduction

Marketing plays a significant role in today's highly competitive environment. High technology, challenging growth in industry as well as growing demand for highly skilled and knowledgeable workforce has made various industries require more analytical and creative employees to remain in competitive global marketplace. Therefore, the Department of Polytechnic and Community College Education (DPCCE) has worked collaboratively with the nation's industries in developing the curriculum for the programme. This curriculum integrates all activities surrounding the modern and challenging business as to foster a more sustainable environment. Thus, it develops students' competency in knowledge, skills and attitudes through a rigorous curriculum that meets the requirements of a knowledge-based economy. This will give the students an added value and ensure that the knowledge and skills acquired from this programme are relevant to the needs of the industries.

Synopsis

Diploma in Marketing aims to enhance the students' ability to perform marketing tasks that encompasses the marketing mix, consumer behaviour, marketing research and decision making, either at the local or international level. Students will be exposed to various environmental forces that affect the marketing activities. This programme also includes other related fields such as management, accounting, economics, entrepreneurship, advertising, retailing, legal and information technology. To boost students' self-confidence in communication, English courses will be taught throughout the programme. In tandem with the government's objective to produce a balanced human capital, this programme also includes religious and moral courses.

Job Prospects

The knowledge and skills that the students acquire from the programme will enable them to participate in the job market as:

- a. Marketing executive
- b. Sales promotion executive
- c. Public relations officer
- d. Marketing researcher
- e. Business executive
- f. Media planner



DIPLOMA IN MARKETING

Vision

To be the Leading-Edge TVET Institution

Mission

- a. To provide wide access to quality and recognized TVET programmes
- b. To empower communities through lifelong learning
- c. To develop holistic, entrepreneurial and balanced graduates
- d. To capitalise on smart partnership with stakeholders

Educational Goal

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

Programme Aims

This programme believes that every individual has potential and the programme aims to foster adaptable and responsible marketers in supporting national agenda to modernize, globalize and revolutionize the industry.

Programme Educational Objectives (PEO)

The Diploma in Marketing programme shall produce semi-professionals who are able to:

- PEO1: Occupy the field of marketing with marketers who are knowledgeable and skillful in marketing world
- PEO2: Provide the industries with marketers who can communicate well in written and spoken to convey information as a leader or a member of a team in executing programmes related to marketing as well as other activities in a variety of contexts
- PEO3: Produce marketers who are involved in continuously seeking knowledge and skills activities or emerge as an entrepreneur in order to sustain themselves in the challenging world of information and technology
- PEO4: Establish the behaviour of marketers by conforming to the ethics and professionalism of marketing in order to grow and succeed in life within industries, organisations as well as society

DIPLOMA IN MARKETING



Programme Learning Outcomes (PLO)

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

- PLO1: Apply good understanding of concepts and theories in the field of marketing
- PLO2: Analyze valuable information and ideas gathered by possessing scientific skills and utilizing different thinking skills in order to solve problems in marketing
- PLO3: Perform marketing practical work skills in managing marketing activities.
- PLO4: Display the ability to work in a group effectively by conveying verbal and written information coherently as a leader or a member of a team in managing marketing operations
- PLO5: Adopt a variety of skills in managing information including the use of digital application and commit to continue seeking knowledge for self improvement
- PLO6: Demonstrate the ability of being a responsible individual either as a leader or a member of a team by using social skills in delivering messages, thoughts and feelings with others
- PLO7: Decide career path by identifying self improvement initiatives and possibilities of being an entrepreneur during exploration and engagement in entrepreneurial activities
- PLO8: Exhibit acts of integrity through positive values, ethics and professionalism in executing marketing activities

PROGRAMME STRUCTURE

MPU22012	COURSE CODE	COURSE	CONTACT HOURS			CREDIT
			L	P	T	
SEMESTER 1						
Compulsory	DUE10012	Communicative English 1	1	0	2	2
	MPU21032	Penghayatan Etika dan Peradaban	1	0	2	2
	MPU24XX1	Sukan	0	2	0	1
	MPU24XX1	Unit Beruniform 1				
Common Core	DPB10013	Microeconomics	3	0	1	3
	DPA10183	Business Accounting	2	2	0	3
	DPM10013	Principles of Marketing	3	0	1	3
	DPB30063	Statistics	3	0	1	3
TOTAL			24			17
SEMESTER 2						
Compulsory	MPU23012	Pengajian Islam*	1	0	2	2
	MPU23042	Nilai Masyarakat Malaysia**				
	MPUU24XX1	Kelab / Persatuan	0	2	0	1
	MPU24XX1	Unit Beruniform 2				
Common Core	DUG30023	Green Technology Compliance	2	0	2	3
	DPB50113	Business Finance	3	0	1	3
	DPB20033	Macroeconomics	3	0	1	3
	DPB10023	Principles of Management	3	0	1	3
Discipline Core	DPM20023	Introduction to Presentation Skills	2	2	0	3
TOTAL			25			18
SEMESTER 3						
Compulsory	MPU22012	Entrepreneurship	1	0	2	2
	DUE30022	Communicative English 2	1	0	2	2
Common Core	DPB30073	Business Law	3	0	1	3
Discipline Core	PM30033	Product	2	2	0	3
	DPM30043	Pricing	3	1	0	3
	DPM30053	Sales Management	2	2	0	3
Elective		Elective				2
TOTAL			22			18
SEMESTER 4						
Compulsory	DUE50032	Communicative English 3	1	0	2	2
Discipline Core	DPM40063	Introduction to Retailing	2	2	0	3
	DPM40073	Marketing Research	1	4	0	3
	DPM40083	Consumer Behaviour	2	0	2	3
	DPM40093	Integrated Marketing Communications	2	2	0	3
	DPM40103	Business Marketing	3	1	0	3
TOTAL			24			17

PROGRAMME STRUCTURE

	TOTAL CREDIT	%
i. (a) Compulsory	14	15%
(b) Compulsory (Bahasa Kebangsaan A)*	2 ^a	0%
ii. Common Core	33	35%
iii. Discipline Core	36	38%
iv. Specialization	0	0%
TOTAL	83	
v. (a) Electives	2	2%
(b) Free Electives	2 [*]	0%
vi. Industrial Training	9	10%
GRAND TOTAL CREDIT	94	100%

ELECTIVES						
1	DBC20012	Computer Application	1	2	0	2
2	DUF10012	Bahasa Arab 1	1	0	2	2
3	DUF10022	Bahasa Mandarin 1	1	0	2	2
FREE ELECTIVES						
1	DUD10012	Design Thinking	1	0	0	2

	TOTAL CREDIT	%
i. (a) Compulsory	14	15%
(b) Compulsory (Bahasa Kebangsaan A)*	2 ^a	0%
ii. Common Core	33	35%
iii. Discipline Core	36	38%
iv. Specialization	0	0%
TOTAL	83	
v. (a) Electives	2	2%
(b) Free Electives	2 [*]	0%
vi. Industrial Training	9	10%
GRAND TOTAL CREDIT	94	100%



PROGRAMME STRUCTURE

Legend / Notes:

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

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

* For Muslim Students ** For Non Muslim Students

- (e) CLS 3c : Digital & Numeracy Skills
- (f) CLS 3d : Leadership, Autonomy & Responsibility
- (g) CLS 4 : Personal & Entrepreneurial Skills
- (h) CLS 5 : Ethics and Professionalism

Notes:

1. The minimum and maximum credit value of Electives must be referred to the programme standard or professional bodies.
2. **Free Electives** are courses which are not included in any programme structure but if taken, will contribute towards students' CGPA, provided that institutions adhere to the Jabatan Pendidikan Politeknik & Kolej Komuniti Free Electives Guidelines.
3. **MPU22042 Bahasa Kebangsaan A** is **COMPULSORY** for students who did not attain credit in Bahasa Melayu at Sijil Pelajaran Malaysia (SPM) level and will contribute to students' CGPA.
4. Co-curriculum pathways:
 - a. Path 1 : Sport and Club
 - b. Path 2 : Uniform Unit (Students are required to **PASS** Uniform Unit 1 as a prerequisite to Uniform Unit 2)
5. Clusters:
 - a. CLS1 : Knowledge & Understanding
 - b. CLS2 : Cognitive Skills
 - c. CLS3a : Practical Skills
 - d. CLS3b : Interpersonal & Communication Skills
 - e. CLS3c : Digital & Numeracy Skills

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
1	DPM10013 PRINCIPLES OF MARKETING	3	<p>PRINCIPLES OF MARKETING provides knowledge to students regarding the concepts and terminologies in marketing. This course emphasizes the Marketing principles; the environment; segmentation, targeting and positioning; and marketing mix focusing on the consumer market.</p>	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain concepts and terminologies in the marketing field (C2 , PLO 1) 2. Apply the knowledge of marketing strategies and marketing mix that are relevant to the organizations' objectives (C3 , PLO 1) 3. Present with confidence the marketing mix strategies to show the ability as a leader and working in a team (A2 , PLO 6)
	DPA10183 BUSINESS ACCOUNTING	3	<p>BUSINESS ACCOUNTING enables students to develop knowledge in the operational aspects of accounting system and procedures. Students can comply with the accounting techniques to maintain accounting record in preparation of financial statements. Students can also apply in accounting cycle related to principles and practice of accounting.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> 1. Explain clearly the principles and practices in accordance with the approved accounting standards to generate the Financial Statements (C2, PLO 1) 2. Prepare the Financial Statements by applying knowledge of the relevant financial information in accordance with the approved accounting standards (C3, PLO 3) 3. Discuss the accounting treatments by referring to the various sources of document (A2, PLO 6)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
1	DPB10013 MICROECONOMICS	3	MICROECONOMICS provides information on concepts and basic principles related to microeconomics problems. The course emphasises the demand and supply theory, elasticity and production as well as market equilibrium. It also provides information on how to determine the efficiency of a market, and how to evaluates the costs and benefits of government intervention in a market.	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain basic theory and concepts of microeconomics. (C2, PLO 1) 2. Apply the knowledge of microeconomics theories to solve the business problems. (C3, PLO 5) 3. Discuss clearly the impact of economic changes towards market equilibrium. A2, PLO 7)
	DPB30063 STATISTICS	3	STATISTICS provides knowledge and exposure to of statistical concepts, techniques, and how to utilize these techniques in data collection processes. This course emphasizes on the knowledge and the ability to handle statistical data and interpret them effectively. This course also provides understanding on how to apply statistical data in relevant fields.	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain clearly the basic concept of statistics (C2, PLO 1) 2. Apply accurately the various statistical techniques and formulation in solving statistical problem (C3, PLO 2) 3. Construct frequency distribution table in producing graphical representations (P3., PLO 5)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
2	DPM20023 INTRODUCTION TO PRESENTATION SKILLS	3	INTRODUCTION TO PRESENTATION SKILLS develop the skills to identify the presentation objectives, the audience needs as well as their expectations. Students also will use the presentation techniques to leverage powerful business presentation and persuasion strategies. Students will be introduced to use visual effects to prepare effective presentation notes, handle questions and practice to perfection.	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> 1. Organize relevance material to write an effective writing component in marketing landscape (P2 , PLO 3) 2. Take part to be responsible as a leader or a member of a group during execution of group activity in class (A1 , PLO 6) 3. Participate in communication session through the presentation of a group activity (A2 , PLO 4)
	DPB50113 BUSINESS FINANCE	3	BUSINESS FINANCE exposes students on the concepts of finance and techniques used to manage financial planning of an organization. Students learn the theories and concepts of basic financial as a benchmark and input for consideration, in order to make short and long term financial decisions from the aspect of financing and investment. Apart from that, organization's financial analysis is included to enable students to analyze the organization's financial position.	<p>Upon completion of this course, students should be able to:-</p> <ol style="list-style-type: none"> 1. Apply theories and concepts of basic financial management (C3, PLO 2) 2. Analyze organization's financial position using appropriate methods and techniques. (C4, PLO 5) 3. Practice independent acquisition of new knowledge for lifelong learning in accomplishing case study tasks (A2, PLO 7)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
2	DUG30023 GREEN TECHNOLOGY COMPLIANCE	3	GREEN TECHNOLOGY COMPLIANCE course is designed to introduce students with fundamentals of green technology, green practices, and green compliances towards the ultimate target of sustainable living. Students will be exposed to different feasible technologies in achieving goals that show developments in rapidly growing fields such as sustainability, innovation, viability and natural sources reduction. Students will also learn other areas where green technology is implemented such as energy, transport, building, water and waste management.	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain green fundamentals and practices of green technology (C3, CLS 2) 2. Display green technology and practices concept in related areas within the industry in Malaysia (P4, CLS 3a) 3. Demonstrate green economy and green culture challenges to implement green programmes (A3, CLS 3b)
	DPB20033 MACROECONOMICS	3	MACROECONOMICS provides information on the concepts of economics. The course emphasizes the role of economics sectors in determining the GDP. This course also provides information on the importance of government policy to overcome the economic problem.	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> 1. Explain the impact of macro economics problems to the economic system in current economic trend. (C2, PLO 1) 2. Use the national income data and theories to evaluate the performance of an economy. (C3, PLO 5) 3. Describe the importance of macroeconomic theories to overcome the economic problems. (A2, PLO 7)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
2	DPB10023 PRINCIPLES OF MANAGEMENT	3	PRINCIPLES OF MANAGEMENT provide information on basic functions in management which consists of planning, organizing, leading, controlling, staffing and decision making as practiced in the organization. This course emphasizes the principles in management functions to ensure the efficiency and the effectiveness of in the organizations.	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> 1. Explain the basic functions of management in an organization. (C2, PLO 1) 2. Demonstrate the theories and functions of management towards the achievements of organisational goals. (C3, PLO 4) 3. Practice the process of management's four functions: planning, organizing, leading, and controlling. (A2, PLO 6)
3	MPJ22012 ENTREPRENEURSHIP	2	ENTREPRENEURSHIP focuses on the fundamentals and concept of entrepreneurship in order to inculcate the value and interest in students to choose entrepreneurship as a career. This course can help students to initiate creative and innovative entrepreneurial ideas. It also emphasizes a preparation of a business plan framework through business model canvas.	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Propose the value proposition of entrepreneurial idea using Business Model Canvas (A3, CLS 3b) 2. Develop a viable business plan by organizing business objectives according to priorities (A4, CLS 4) 3. Organise the online presence business in social media marketing platform (A3, CLS 4)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
3	DPM30033 PRODUCT	3	<p>PRODUCT introduces students to new product development and brand management aspects. This course emphasis on product management and related decisions. It focuses on enhancing product value to ensure the products offered are competitive in the current challenging market.</p>	<p>Upon completion of this course, students should be able to:-</p> <ol style="list-style-type: none"> 1. Write the concept of product and its decisions in marketing for business purpose (C3, PLO 1) 2. Build product prototype based on product development that bring most value for business purpose (P3, PLO) 3. Justify a brand decision making for a new product in current challenging market (C5, PLO 2)
	DPM30043 PRICING	3	<p>PRICING provides overview details of the knowledge on pricing roles, important of pricing, pricing analysis as well as pricing strategies. This course provides an opportunity for students to gather pertinent information by conducting situational analysis related to setting the prices. It also emphasizes students to be able to demonstrate ideas and concept of pricing strategies in a dynamic environment. Pricing issues will also be discussed relating to price changes in the marketing environment.</p>	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Write the knowledge and skills needed in pricing to operate marketing activities. (C3, PLO 1) 2. Manipulate pricing analysis to determine the final price in product development. (P4, PLO 3) 3. Describe the concept of pricing in executing marketing activities by conforming to the ethics and professionalism of marketing (A3, PLO 8)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
3	DPM30053 SALES MANAGEMENT	3	SALES MANAGEMENT course emphasizes the roles and responsibilities of sales personnel as well as sales manager in the ever-changing selling environment. Students will be exposed to the basics of selling skills needed to sell goods and services such as listening, communications, handling objections, and basic negotiation skills in closing. In this course, students will also be exposed to core sales management skills including managing sales force and focus on the ethics and social responsibilities in selling and sales management.	<p>Upon completing this course students should be able to:</p> <ol style="list-style-type: none"> 1. Apply the elements of sales and sales force management in the ever-changing marketing environment. (C3, PLO) 2. Perform the organizing skills and selling skills through simulation in conducting sales. (P4, PLO 3) 3. Demonstrate the ability to be responsible as a leader or contribute as a member of a team to facilitate success in the sales area. (A3, PLO 6)
	DPB30073 BUSINESS LAW	3	BUSINESS LAW provides knowledge regarding legal aspects and conducts of business transactions in Malaysia. The course is related to an introduction to the legal principles in Malaysia, basic principles of contracts, legal aspects of business entities, agency and sale of goods.	<p>Upon completion of this course, students should be able to:-</p> <ol style="list-style-type: none"> 1. Discuss the sources, legal aspects and conducts of business transactions under the Malaysian law. (C2, PLO 1) 2. Apply the concepts and principles of business law in Malaysia in related business activities. (C3, PLO 2) 3. Adopt ethically and professionally the practices of business law in Malaysia. (A3, PLO 8)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
4	DPM40063 INTRODUCTION TO RETAILING	3	<p>INTRODUCTION TO RETAILING provides an overview of the retail industry and the elements involved in retailing activities in the dynamic retailing environment. This course provides students in gathering relevant information, organizing and managing skills by conducting situation analysis related to retail business and issues.</p>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Apply the knowledge of retail management to manage retail operation in the dynamic retailing environment. (C3, PLO 1) 2. Organize customer relationship, customer service and store management in dynamic retailing environment. (P4, PLO 3) 3. Display the ability to use any suitable application to solve problem given based on a real scenario of retailing. (A3, PLO 5)
	DPM40073 MARKETING RESEARCH	3	<p>MARKETING RESEARCH covers the research aspects in marketing. Students will be exposed to the research processes, research design, report preparation and presentation. The knowledge of research format and statistical analysis will also be taught and the student will undergo training on the usage of the research tools in fulfilling the research project requirements.</p>	<p>Upon completion of this course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Construct marketing research project by comprehending different application of marketing research (P4, PLO 3) 2. Analyze data into useful information using data visualization in solving marketing research problems. (C4, PLO 2) 3. Demonstrate the skill of managing information using graphical or visual data by giving the best solution based on findings of the research to improve management decisions making. (A3, PLO 5)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
4	DPM40083 CONSUMER BEHAVIOUR	3	<p>CONSUMER BEHAVIOUR is social psychology applied to consumption situations. This situation includes buying, selling, using and disposing of consumer goods and services. At the end of the course, students should possess a working knowledge of attitude, perception, consumer's decision making process and external factors that influence consumer behavior.</p>	<p>Upon completion of this the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Analyze the importance of consumer behavior knowledge to influence the decision making process in the marketing field. (C4, PLO1) 2. Participate as a leader or a member of the group to discuss the factors that influenced consumer behaviour in marketing activity. (A2, PLO 6) 3. Display the positive value and ethics in consumerism practices during the marketing activity in class. (A3, PLO 8)
	DPM40103 BUSINESS MARKETING	3	<p>BUSINESS MARKETING provides marketing knowledge about business marketing. This course will also focus on business buying behaviour business marketing strategy, business distribution channel, business marketing communication and pricing strategies.</p>	<p>Upon completion of this course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Derive the information on the business buying behavior and marketing mix pertaining to business market. (C3, PLO 1) 2. Perform the segmentation, targeting and positioning model in marketing mix strategies for the business market. (P4, PLO 3) 3. Demonstrate good supervisory skills through the implementation of marketing strategies for the business market. (A3, PLO 7)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
4	DPM40093 INTEGRATED MARKETING	3	INTEGRATED MARKETING COMMUNICATIONS provides knowledge on the role of promotional tools. This course examines each of the promotion tools that enable students to understand the effective use of promotion tools. Besides, this course covers the aspect of promotion strategies, budget and the impact of the promotion. It also provides students with the knowledge to develop an Integrated Marketing Communications (IMC) programme effectively.	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Apply promotion terms, concepts and tools for promotion mix decision in the marketing environment. (C3, PLO 1) 2. Organize promotion strategies consist of various promotional mix. (P4, PLO 3) 3. Propose an integrated marketing plan for products and services for its target market. (C5, PLO 2) 4. Demonstrate effective communication skills that reflect integrated marketing communication (IMC) to its target market. (A3, PLO 4)
	DPUS0013 DIGITAL ENTREPRENEURSHIP	3	DIGITAL ENTREPRENEURSHIP introduces how to develop creativity and innovation and managing risk in starting up a digital business environment. This course will also guide the students on ways to conduct a business using online marketing platform such as social media marketing, website, mobile marketing and email marketing. This course also emphasis on the development of e-business via ecommerce platform to reach a bigger market.	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Determine the importance of various cyber social tools for business development in digital entrepreneurship (C4, PLO) 2. Design a creative business using various cyber social tools for a successful digital business (P7, PLO) 3. Develop e-business via e-commerce to reach a bigger market (A4, PLO)
5				

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
5	DPB50123 HUMAN RESOURCE MANAGEMENT	3	HUMAN RESOURCE MANAGEMENT covers principles and approaches applicable to the human resource management in an organization. It also offers students an understanding about activities of human resource management department. Through this course, students also have the opportunity to have an overview of Malaysia industrial relations practices and procedures.	<p>Upon completing of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Interpret principles and approaches applicable to human resource management in an organization. (C2, PLO 1) 2. Illustrate the procedures, methods and processes in managing human resource. (C4, PLO 2) 3. Demonstrate the skills in solving human resource management issues in achieving organizational
5	DPM50113 MARKETING PLAN	3	MARKETING PLAN will provide students with an in depth understanding of marketing strategies. Students will be involved in a practical application of market research via a group project which will focus on a real market situation. Students will come out with an innovative product idea and creating prototype. Students will be responsible for presenting their findings in both written and oral form to their target clients.	<p>Upon completion of this course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Integrate the skills in creating a prototype from conceptualization to realization in the marketing landscape (P6, PLO 3) 2. Display entrepreneurship skills by presenting the marketing proposal for future business. (A5, PLO 7) 3. Operationalize the marketing strategies into the marketing plan to empower the problems solving skills. (C3, PLO 2)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
5	DPM50123 SERVICES MARKETING	3	SERVICES MARKETING covers the basic concept of services marketing, the nature of services, marketing mix for services, service encounter, service quality and productivity. Topics include characteristics of service products, consumer behavior in service settings, service quality and roles of technology in services.	<p>Upon completion of this course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Apply the knowledge of service marketing for developing service product. (C3, PLO 1) 2. Demonstrate an effective services marketing program in the service marketing environment. (P5, PLO 3) 3. Propose an effective solution for services strategies related to service marketing using a suitable digital application. (A3, PLO 5)
	DPM50133 INTERNATIONAL MARKETING	3	INTERNATIONAL MARKETING provides students with an initiating of marketing in the international environment. It applies the significance of theoretical knowledge and skills of marketing mix strategies to the international market. This course also focuses on global culture and behavior of international customers.	<p>Upon completion of this course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Apply the theoretical knowledge and skills in the international marketing landscape. (C3, PLO 1) 2. Organize marketing mix strategies in international market. (P4, PLO 3) 3. Describe global culture and behavior in the international marketing environment. (A3, PLO 8)

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
6	DUT60019 INDUSTRIAL TRAINING	9	<p>INDUSTRIAL TRAINING prepares students with employability skills and current industrial technologies in actual working environment. This course allows students to experience the work culture of the workplace as well as provides a platform for students to put into practice the skills and knowledge learnt. The desired attributes include organizational orientation and professional ethics, effective communication, leadership and teamwork, continuous learning</p>	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Perform duties in accordance with job requirements at the workplace (P4, CLS3a) 2. Display effective communication and social skills at the workplace (A5, CLS3b) 3. Integrate values, attitudes and professionalism effectively at the workplace . (A4, CLS5) 4. Develop responsibility of leadership and teamwork at the workplace (A4, CLS3d) 5. Organize information management appropriately at the workplace (P4, CLS3c)





HIGHER ACADEMIC PATHWAY

CAREER PATHWAYS FOR POLYTECHNIC STUDENTS.




Graduates of polytechnics in general are able to advance their studies through these three academic career pathways;

Institution of Higher Learning (Public/Private)

This pathway allows polytechnic students to advance their studies in other public universities, as well as other private learning institutions. Apart from this, students are also able to pursue other non-technical paths, should they desire.

LIST OF UNIVERSITY	PROGRAMME	INFORMATION
	<ul style="list-style-type: none"> Bachelor of Management (Marketing) 	<p>Universiti Teknologi Malaysia, UTM Skudai, 81310 Johor, Malaysia. Tel : (+6 07-553 3333 www.utm.my</p>
	<ul style="list-style-type: none"> Bachelor of Business Administration (Hons) (Marketing) 	<p>Universiti Teknologi MARA (UiTM) 40450 Shah Alam, Selangor Darul Ehsan, Malaysia Tel : (6)03-55442000 www.uitm.edu.my</p>
	<ul style="list-style-type: none"> Bachelor of Business Administration Bachelor Communication 	<p>Universiti Putra Malaysia 43400 UPM Serdang Selangor Darul Ehsan Malaysia Tel : (6)03.97691000 Fax : (6)03.8948.7273 www.upm.edu.my</p>
	<ul style="list-style-type: none"> Bachelor of Marketing (Hons) Bachelor of Business Administration (Hons) 	<p>Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia Tel : (6)04-928 4000 Fax : (6)04-928 3053</p>

HIGHER ACADEMIC PATHWAY

	<ul style="list-style-type: none"> • Bachelor of Business Administration (Hons) in Marketing 	<p>Universiti Tenaga Nasional</p> <p><u>Putrajaya Campus,</u> Tel: 603-8921 2020 <u>Muadzam Shah Campus,</u> Tel: 609-455 2020</p>
	<ul style="list-style-type: none"> • Bachelor of Business Administration (Hons.) (Marketing Mangement) 	<p>Multimedia University</p> <p>Multimedia University, Persiaran Multimedia, 63100 Cyberjaya, Selangor, Malaysia</p> <p>Toll Free : 1-300-800-668 Faks : 03-83125022</p>
	<ul style="list-style-type: none"> • Bachelor in Marketing with Psychology (Hons) • Bachelor in Visual Communication and Marketing (Hons) 	<p>Management and Science University</p> <p>University Drive, Seksyen 13, 40100 Shah Alam, Selangor, Malaysia TEL: +(603) 5521 6868</p>



DEPT. OF MATHEMATICS, SCIENCE &

Introduction

The Department of Mathematics, Science & Computer which is also known as JMSK is an academic supporting department. It is responsible for the B code courses in three different fields that are Mathematics, Science and Computer. Besides, it also performs the academic supporting tasks (administration) in PMM.

This department was set up in November 2002 and is currently running with 31 lecturers, one laboratory assistant, one computer technician and one operational assistant.

JMSK is managed by the head of department ; supported by three (3) head of courses of Mathematics, Science and Computer. These head of courses are responsible in monitoring staffs under their supervisions in order to ensure the learning and teaching implementations run effectively. Besides, JMSK also managed a Pre Diploma Science programme which is supervised by a Head of Programme.

This department is equipped with computer laboratories, science laboratories, Technology Enabled Collaborative Classroom (TECC), meeting room, discussion room, prayer room and R & R corner.

LIST OF STAFF



Name: Hajjah Intanku Salwa binti Shamsuddin
Position: Head of Department
Majoring: Mathematics Education



Name: Nurul Jehan Binti Jemain
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Name: Ngatinah binti Jaswadi
Position: Head of Course (Science)
Majoring: Civil Engineering
Ext: 7001



Name: Asmarizan binti Mat Esa
Position: Head of Course (Computer)
Majoring: Science Computer



Name: Amiruddin Bin Abdullah
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Majoring: Agri Cultural Engineering
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Name: Norhayati Binti Ahmad
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Name: Mohammad Rasyidi Bin Yusof
Position: Lecturer
Majoring: Mechanical



Name: Latifah Binti Abdullah
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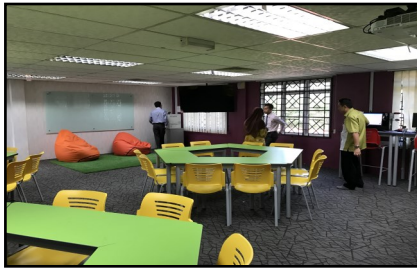


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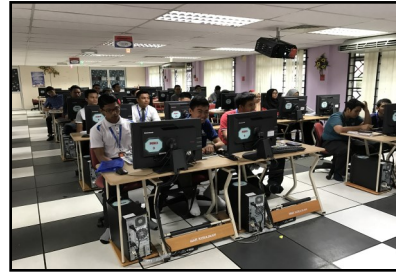


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FACILITIES



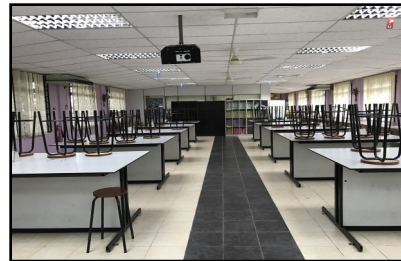
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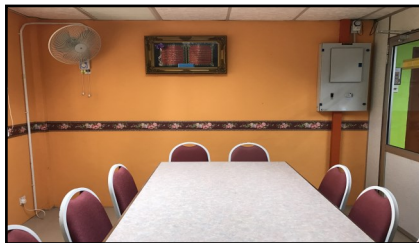
Computer Laboratory



Classroom



Science Laboratory



Discussion Room



Lecturer Meeting Room



Prayer Room



Gazebo

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
3	DBC20012	2	<p>COMPUTER APPLICATION exposes students to different packages of applications software such as word processor, spreadsheet, presentation, project management, internet security and digital etiquette. This course mainly emphasize on the practical aspects of using applications software and awareness in digital world activity. Students will develop teamwork and leadership skills to present ideas and organize project. Students are able to use the information and technology skill attained in future.</p>	<p>Upon completion of this course, students should be able to:</p> <p>CLO1 : Display the ability to apply application software in office environment (P3 , CLS 4)</p> <p>CLO2 : Perform inquisitive mind to develop lifelong learning skills in information and technology skills (A5 , CLS 3c)</p> <p>CLO3 : Apply information and technology skills in office environment (C3 , CLS 3b)</p>

DEPARTMENT OF GENERAL



Introduction

The General Studies Department strives to produce excellent students in both cognitive and spiritual faculties. For that end, the department provides courses that complement the programmes offered by the main departments.

The English courses prepare the students with the essential knowledge and skills in communication to meet the challenges in their future workplace. Apart from that, students are also nurtured with the teachings of Islam, moral values and the knowledge of Islamic civilization.

This department comprises the Head of Department, together with two Heads of Course and also lecturers from the English Language Unit and the Islamic Education and Moral Studies Unit. The English Language Unit consists of 12 lecturers while the Islamic Education and Moral Studies unit has a total number of 12 lecturers. Furthermore, the department has two language laboratories and one technology enable classroom (TEC) that are equipped with the necessary peripherals to enhance the languages learning and teaching sessions.

Lastly, it is with high expectation that this Programme Handbook will enlighten the students regarding the courses offered by the Department of General Studies, Politeknik Merlimau.

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	<p>Name: Mohd Nazrie bin Hassim Position: Lecturer Majoring: English Ext: 8004 Email: mohdnazrie@pmm.edu.my</p>		<p>Name: Ibrahim Bin Abdullah Position: Lecturer Majoring: Pend.Islam & Moral Ext: 8009 Email: ibrahim@pmm.edu.my</p>
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SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
1	Penghayatan Etika dan Peradaban MPU21032	2	PENGHAYATAN ETIKA DAN PERADABAN ini menjelaskan tentang konsep etika daripada perspektif peradaban yang berbeza. Ia bertujuan bagi mengenal pasti sistem, tahap perkembangan, kemajuan dan kebudayaan merentas bangsa dalam mengukuhkan kesepaduan sosial. Selain itu, perbincangan dan perbahasan berkaitan isu-isu kontemporari dalam aspek ekonomi, politik, sosial, budaya dan alam sekitar daripada perspektif etika dan peradaban dapat melahirkan pelajar yang bermoral dan profesional. Penerapan amalan pendidikan berimpak tinggi (HIEPs) yang bersesuaian digunakan dalam penyampaian kursus ini.	<p>CLO1 : membentangkan konsep etika dan peradaban dalam kepelbagaian tamadun. (A2, CLS 5)</p> <p>CLO2 : menerangkan sistem, tahap perkembangan, kesepaduan sosial dan kebudayaan merentas bangsa di Malaysia. (A2, CLS 5)</p> <p>CLO3 : mencadangkan sikap yang positif terhadap isu dan cabaran kontemporari dari perspektif etika dan peradaban. (A3, CLS 4)</p>
	Communicative English 1 DUE10012	2	COMMUNICATIVE ENGLISH 1 focuses on developing students' speaking skills to enable them to communicate effectively and confidently in group discussions and in a variety of social interactions. It is designed to provide students with appropriate reading skills to comprehend a variety of texts. The students are equipped with effective presentation skills as a preparation for academic and work purposes.	<p>CLO1 : Participate in a discussion using effective communication and social skills to reach an amicable conclusion by accommodating differing views and opinions (A3, CLS 3b)</p> <p>CLO2 : Demonstrate awareness of values and opinions embedded in texts on current issues (A3, CLS 3b)</p> <p>CLO3 : Present a topic of interest that carries identifiable values coherently using effective verbal and nonverbal communication skills. (A2, CLS 4)</p>

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
2	Pengajian Islam* MPU23012	2	PENGAJIAN ISLAM disediakan untuk melahirkan warganegara yang faham tasawwur (konsep) Islam sebagai satu cara hidup yang bersepadu dan seimbang serta berupaya menghadapi pelbagai masalah dan cabaran. Perbincangan berasaskan kepada konsep-konsep asas Islam, Islam sebagai cara hidup, institusi Islam dan cabaran semasa	<p>CLO1 : Melaksanakan dengan yakin amalan Islam dalam kehidupan seharian. (A2 , CLS 4)</p> <p>CLO2 : Menerangkan etika dan profesionalisme berkaitan syariah dan Institusi Islam dalam membentuk pembangunan ummah. (A3 , CLS 5)</p> <p>CLO3 : Menghubunkait minda ingin tahu dengan Islam dan cabaran semasa di Malaysia. (A4 , CLS 4)</p>
	Nilai Masyarakat Malaysia** MPU23042	2	NILAI MASYARAKAT MALAYSIA membincangkan aspek sejarah pembentukan masyarakat, nilai-nilai agama, adat resam dan budaya masyarakat di Malaysia. Selain itu, pelajar dapat mempelajari tanggungjawab sebagai individu dan nilai perpaduan dalam kehidupan di samping cabaran-cabaran dalam membentuk masyarakat Malaysia	<p>CLO1 : Membincangkan sejarah dan nilai dalam pembentukan masyarakat di Malaysia (A2 , CLS 4)</p> <p>CLO2 : Menerangkan etika dan profesionalisme terhadap konsep perpaduan bagi meningkatkan semangat patriotisme masyarakat Malaysia. (A3 , CLS 5)</p> <p>CLO3 : Menghubunkait minda ingin tahu dengan cabarancabaran dalam membentuk masyarakat Malaysia (A4 , CLS 4)</p>

SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
3	Communicative English 2 DUE30022	2	COMMUNICATIVE ENGLISH 2 emphasises the skills required at the workplace to describe products or services as well as processes or procedures. This course will also enable students to make and reply to enquiries and complaints.	<p>CLO1 : Describe a product or service effectively by highlighting its features and characteristics that appeal to a specific audience (A3 , CLS 3b)</p> <p>CLO2 : Describe processes, procedures and instructions clearly by highlighting information of concern (A3 , CLS 4)</p> <p>CLO3 : Demonstrate effective communication and social skills in handling enquiries and complaints amicably and professionally. (A3 , CLS 3b)</p>
4	Communicative English 3 DUE50032	2	COMMUNICATIVE ENGLISH 3 aims to develop the necessary skills in students to analyse and interpret graphs and charts from data collected as well as to apply the job hunting mechanics effectively in their related fields. Students will learn to gather data and present them through the use of graphs and charts. Students will also learn basics of job hunting mechanics which include using various job search strategies, making enquiries, and preparing relevant resumes and cover letters. The students will develop communication skills to introduce themselves, highlight their strengths and abilities, present ideas, express opinions and respond appropriately during job interviews.	<p>CLO1 : Present gathered data in graphs and charts effectively using appropriate language forms and functions (A2 , CLS 3b)</p> <p>CLO2 : Prepare a high impact resume and a cover letter, highlighting competencies and strengths that meet employer's expectations (A4 , CLS 4)</p> <p>CLO3 : Demonstrate effective communication and social skills in handling job interviews confidently (A3 , CLS 3b)</p>

UNIT OF SPORTS, CO CURRICULUM &

Introduction

Unit of Sports, Co-curriculum and Cultural (USKK) Politeknik Merlimau is responsible for the planning, management and implementation of all activities regarding sports, co curriculum and cultural events in PMM. This unit comprises of three sub-unit, the sports, co-curriculum and also cultural. The activities are designed for every semester based on given schedule and academic calendar.

The sports sub unit is responsible for planning the implementation of sports activities for PMM students. In PMM the sports sub-unit is directly involved with the Polytechnic Sports Council (MSP) in conducting sports competitions among polytechnics students in other polytechnics in Malaysia.

For the learning and teaching activities, the Co-curriculum sub-unit plays an important role in coordinating, supervising, and monitoring the co-curriculum courses. The co-curriculum sub-unit offers 3 types of courses, the DRB1000, DRS2001 and DRK3002 that is compulsory for every student to enrol.

The cultural and heritage sub-unit is responsible for the management and organization of the implementation of arts and cultural programmes in PMM. This sub-unit also helps students and polytechnics in particular in the handling of protocol and etiquette such as convocation ceremony.

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En Rashidi bin Ya'amat Operation Assistant	Ext : 1225 Email: rashidi@pmm.edu.my

UNIT OF SPORTS, CO CURRICU-



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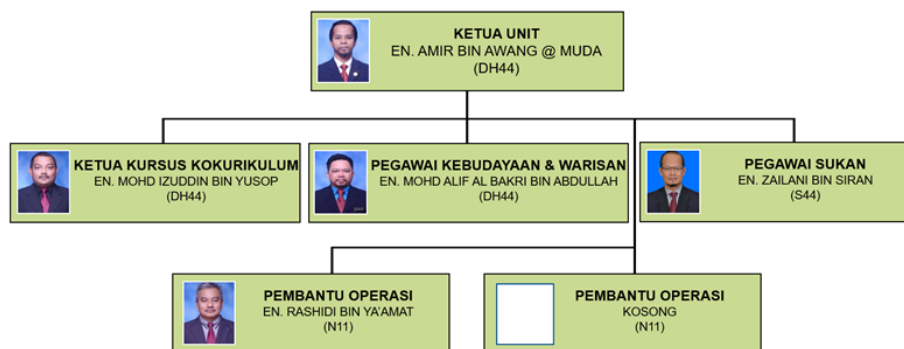


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CARTA ORGANISASI UNIT SUKAN, KOKURIKULUM DAN KEBUDAYAAN POLITEKNIK MERLIMAU MELAKA 2020



FACILITIES



Basketball Court



Takraw Court



Tennis Court



Futsal Court



Rugby Field



Football Field



Petanque Field



Volleyball Court

FACILITIES



Music Studio



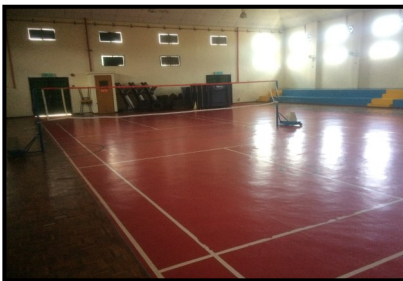
Music set



Squash Court



Table Tennis



Multi Purpose Court (Indoor)



Golf Green



Sport Centre



Multipurpose Court

DEPT. OF STUDENT AFFAIR AND DEVELOPMENT

Introduction

Department of Student Affairs is entrusted for the students' activities and governance under two main sub-officers pertaining to Recruitment & Data and Welfare & Discipline. Thus, this department deals with managing students' registration, updating students' records, managing financial support for students, and also monitoring students' discipline and welfare.

Activities of the Department :-

Recruitment & Data

- Managing students' registration
- Managing students' card (smartcard)
- Managing the record and statistic of student
- Managing recruitment - please log to www.politeknik.edu.my

Welfare & Discipline :-

- Managing students' welfare
- Managing financial aid and support such as students' study loans
- Managing vehicle pass for students
- Monitoring students discipline
- Managing Student representative committee

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En Mohd Izwan Bin Md. Pojan Students Affairs Officer (Registration)	Ext : 1183 Email: mohdizwan@pmm.edu.my
Pn Masitah Yaakub Scholarship Officer	Ext : 1187 Email: masitah@pmm.edu.my

UNIT OF EXAMINATION

Introduction

Examination Unit is responsible to coordinate and to handle activities regarding final examination and certification. The unit is fully supported by all departments to fulfil the responsibilities given. Examination Officer is responsible to monitor the whole examination process of polytechnic while Examination Coordinator is to manage things regarding examination for their respective departments. Other than that, Examination Unit also cooperate in organising workshops related to examination such as Assessments and Vetting Workshop which is organised every semester in order to produce high quality examination questions to be applied in the Final Examination of Politeknik KPT.

The unit is led by the Head of Unit who is responsible to coordinate and facilitate the management of the process of assessment and examination. The Head of Unit is supported by two Examination Officers whom one is in charge of the Records, Data and Certifications and the other is in charge in Management, Assessment and Bank Rate question :-

Activities carried out by the Examination Unit

- Preparing examination papers
- Conducting the final examination
- Processing the results of assessments
- Certification and Student Excellence Award
- Enforcement of assessment rules
- Administrating the Examination Unit

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Norarsaliana binti Arbain Examination Officer (Assessment Management)	Ext :1042 Email : norarsaliana@pmm.edu.my



UNIT OF TRAINING & CONTINUING EDU-

Introduction

The Unit of Training and Continuing Education (ULPL) is a unit under the office of Deputy Director of Academic Support, Politeknik Merlimau. The unit is responsible for the re-skilling and up-skilling of human capital of Politeknik Merlimau and also for private sector or other government departments / agencies.

The main activities of this unit are to:

1. manage training or courses for staffs.
2. manage part-time programme (*Kursus Secara Sambilan — KSS*) as to provide opportunities for those who want to pursue their diploma whilst working.
3. implement live long training program. The program offers opportunities for private sector or other government departments / agencies to develop their human capital through training and education resources in polytechnic with affordable rates.
4. manage and coordinate the use of polytechnic training facilities for private sector or other government departments / agencies.

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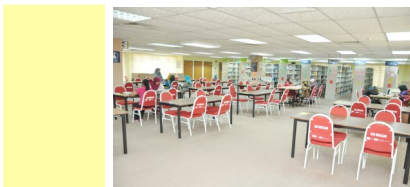
UNIT OF LIBRARY

Introduction

The Library Unit has been established since 2002. The objectives are to:

1. Become the centre of excellence for information and referral centre
2. Support PMM in producing semi-professional, knowledgeable workforce
3. Develop, document and maintain the information sources for the requirements of teaching and learning by:
 - a. using the world standard cataloguing classification (Library of Congress Classification Outlines)
 - b. using the new technology of cataloguing system (WEBOPAC) and electronic resources
 - c. digitizing the documents related to learning such as examination paper, bulletin etc.
4. Provide and manage information services and conducive library facilities such as:
 - a. Open shelf Collection
 - b. Reference Collection
 - c. Serial Collections
 - d. Examination paper Collection

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UNIT OF PSYCHOLOGY MANAGE-

Introduction

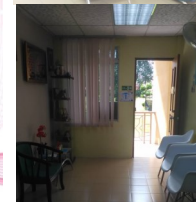
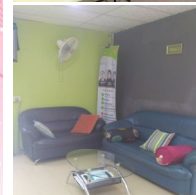
Psychology Management Unit Politeknik Melimau, Melaka is an academic support unit which works in the development and soft skills for both students and staff.

Currently, Management Psychology comprises 3 Psychology Officer and is one unit under the supervision of Head of the Student Affairs Department and the Deputy Director (Academic Support).

The goal of this unit is to help the student progress toward academic excellence, social, personal, spiritual and career; planning, implementation, evaluation and control of Psychology and Counseling Services Program effectively at the Polytechnic.

What Is Counseling? Counseling is a face to face relationship between normal individuals to understand themselves and the situation, using potential by utilizing the self, family, religion, society and religion also learn how to deal with problems in meeting their needs today and tomorrow.

Counseling Ethics Code is to respect client privacy and confidentiality of information.



UNIT OF RESEARCH AND INNO-

Introduction

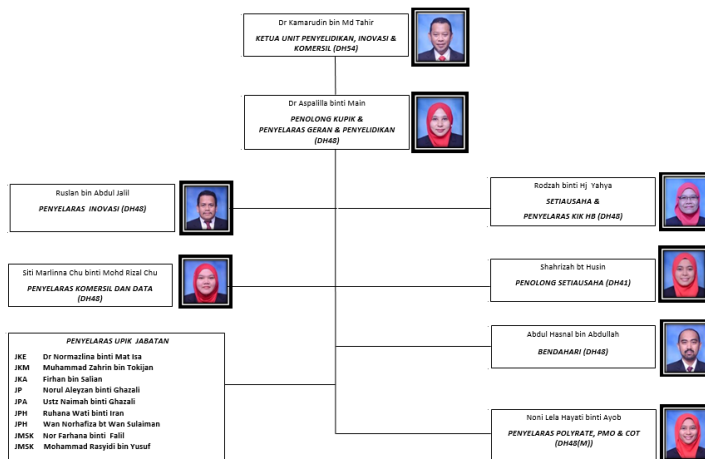
Research Unit, Innovation and Commercial (UPIK) created by the system of Polytechnic Education Department, Ministry of Higher Education to inculcate the culture of research at the polytechnic. UPIK plan an important role as a centre of coordination of research, innovation and commercial lecturers and staff. UPIK also serves as a central collection and scientific writing reference material, material innovations and research institutions, zones, national and international.

The objectives of the unit are to ;

1. become the centre of research, innovation and commercialization activities.
2. coordinate and collaborate with industries and agencies the affairs pertaining to Research & Development (R&D), commercialization and innovation.
3. become the centre of information and data management related to the students' as well as lecturers' products/projects, innovations and commercialisation at polytechnic level.
4. plan, manage and monitor the implementation and data gathering with regard to R&D, educational research and publication.



CARTA ORGANISASI UNIT PENVELIDIKAN, INOVASI & KOMERSIL POLITEKNIK MERLIMAU, MELAKA.



UNIT OF INDUSTRIAL LIAISON &

Introduction

Industry Training is a major component of the learning curriculum at polytechnic. Students at diploma level must go through 20 weeks of internship training prior to graduation. The course covers a total of 10 credit hours inclusive of hands work, presentation, oral feedback session and report writing. During the training, students will have the opportunity to gain knowledge and experience on multiple discipline which include engineering, management, account and safety procedure.

Industrial training provides an avenue for students to practice and apply both their knowledge and skills in real working environments. Thus the internship, student should be able to achieve the following objective;

- Perform hands-n task, usage of tools and equipment, adapt a variety of technologies, apply the knowledge gained to perform task, show development in knowledge and skills and think creatively and critically.
- Ability to acquire and understand information, carry out instruction, analyze linear and non-linear information , shows appropriate non-verbal communication, communicate with employees at all levels and have basic negotiation skills.
- Show positive personality traits, participate actively as a members of the team, carry out task in appropriate situation and build and maintain good relationship.
- Comply with the policies and rules of the organization, job procedures and safety and health regulations.
- Report handed-in on time and verified by the supervisor, work independent with minimum supervision, attendance, punctuality and solve problem by taking right action.
- Present ideas and views and task reporting.



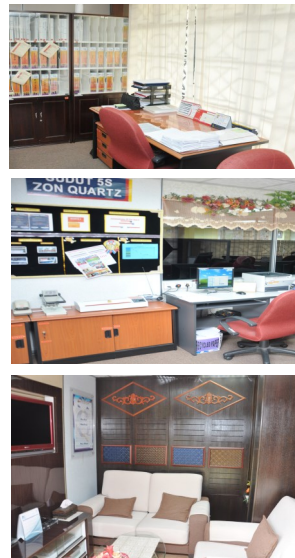
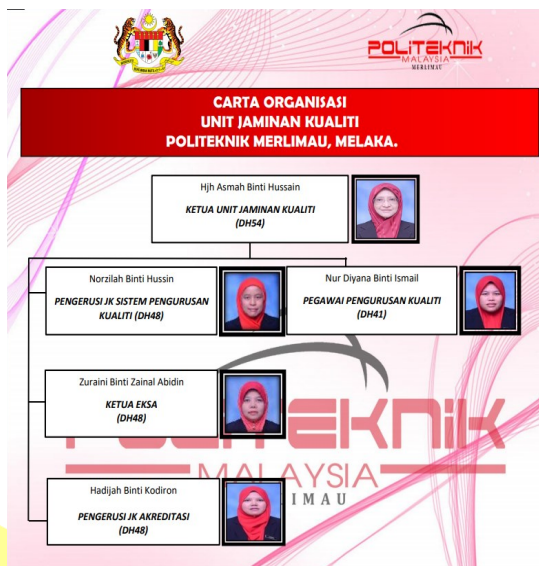
UNIT OF QUALITY ASSURANCE

Introduction

Quality Assurance Unit is responsible for planning, implementing and monitoring the effectiveness of the programs related to the quality management system, in addition to being a coordinator (the coordinator) to officials in the department and the quality of the unit. This unit is under the responsibility of the Quality Manager and Deputy Director (Academic).

To further enhance the quality management system in PMM, it's run by two (2) weight of the Working Committee on Quality (JKKQ) chaired by the Quality Manager and comprises all Heads of Department and Head of Unit, while the Secretariat Quality (UQ), chaired by the Chief Executive Officer quality acting as the coordinator of the quality Officer and Administration Department. Both the operator is responsible for applying the values of quality to all citizens PMM through activities that have been planned.

The objective of this unit is to coordinate and implement a quality management system to strengthen the role of citizens PMM is more committed to the continuation of organizational excellence. The main task of the unit is to plan, implement and monitor the effectiveness of programs related to quality management for the excellent work culture and implement continuous improvement practices towards realizing the vision, mission and quality policy PMM. In addition, it is also responsible for coordinating the implementation of quality systems in PMM.



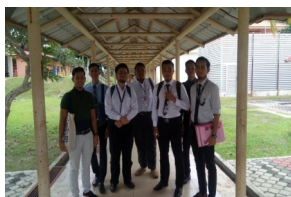
UNIT OF CISEC

Introduction

Establishment of the Corporate Industrial Services & Employability Center (CISEC) in polytechnics as an initiative towards stronger polytechnic and industrial relations. CISEC will be the one-stop center in meeting the needs of the industry interested in working with Polytechnic especially for commercialization projects and the management of facilities or consultancy services. Through CISEC, the process of matching workforce needs in the industry with the job search of polytechnic graduates is expected to be implemented more efficiently and systematically.

The CISEC was set up in July 2010 to support one of the Polytechnic Transformation agenda that enhances the marketability of polytechnic graduates. Therefore, CISEC will be the intermediary of polytechnics and industry in coordinating career development and graduate marketing programs through joint ownership and accountability, governance, student industrial training or training needs.

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UNIT OF KAMSIS

Introduction

Unit Kamsis role is to manage the placement of students. This unit is placed under the Student Affair Department. It is headed by a Assistant Manager Hostels, Senior Supervisor, four Hostel Supervisor and thirteen Warden (total of warden should be twenty eight).

Merlimau Polytechnic Hostel has six blocks of four-storey building that can accommodate a total of 1404 student with each building about 234 students. The capacity of each blocks for male and female student may change following application for each sessions.

FACILITIES PROVIDED

Kamsis provide complete facilities such as mattresses, pillows, beds, wardrobes, tables and chairs, curtains, bookshelves and so on. Other facilities include:

- a) Study room;
- b) Common Room is equipped with television broadcasts Njoi;
- c) In-room ironing;
- d) washing machine in every level;
- e) Field and playground;
- f) The cafeteria operates from 7 am to 11 pm;
- g) Islamic Center;
- h) Internet (wifi); and
- i) Ease of filter machine hot / cold water in every block.

APPLICATION CONDITIONS KAMSIS RANKED

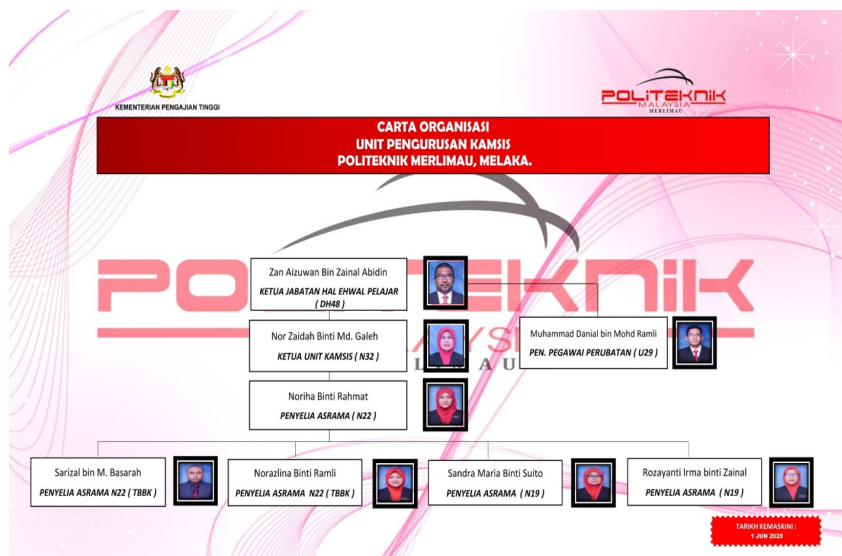
- 1) Applications can be made online via the Student Information Management System (SPMP) in PMM portal.
- 2) Completed forms that have been submitted online must also be printed and sent to the Office of Management Kamsis before the closing date, together with other supporting documents such as:
 - i. salary slip / income verification letter that was approved by the headman or officer of the Management and Professional Group;
 - ii. health report that was confirmed by a physician for students who have serious health problems; and
 - iii. Death Certificate for orphans.

UNIT OF KAMSIS

SELECTION CRITERIA FOR STUDENTS OF KAMSIS POLITEKNIK MERLIMAU

Here are the selection criteria's for the Kamsis application:

- Salary and dependents of parents / guardians;
- Orphans;
- Discipline;
- Activities participated in Kamsis / Department;
- Distance home to the Polytechnic;
- Health problems;
- Form complete and the information is correct; and
- On availability



UNIT OF ENTREPRENEURIAL

Introduction

The entrepreneurship unit supports students, alumni, small business and researchers to promote the creation of new businesses in industrial, technological, and social services.

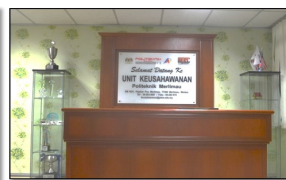
The unit aims to promote the created businesses to be innovative, technology-based, with capacity to grow and commitment to create high-quality jobs in the region. It also promotes self-employment of young graduates and educate them in starting a new business with a proper management.

The Entrepreneurship Unit of Politeknik Merlimau is located at Ground Floor of Commerce Department and open to public every working days from 8.30am to 5.30pm. The main objectives of the entrepreneurship unit are:

- Cultivate entrepreneurial attitudes and skills among students from any field of education;
- Organize entrepreneurship activities among students accordingly;
- Coordinate the creation of start-up business among students
- Provide entrepreneurship facilities for students;
- Build networking with industries and agencies for student's business matching
- Involve professionals, entrepreneurs and agencies in the transmission of the entrepreneurial experience and as sponsors of activities that take place.



CONTACT PERSON	CONTACT NO
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